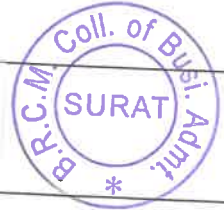




Sarvajani University

S-2026 Date: 23-04-26 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam



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

Course Code: BMBA11202

Course Name: Business Environment

Total Marks: 60

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 (6 × 2 Marks)

12 Marks

- A. Define Business Environment.
- B. What is capitalist economic system?
- C. Define privatization.
- D. What is fiscal policy?
- E. What are the issues in management of technology?
- F. Give the meaning of transfer of technology.

Q.2 (a) Explain process of Business Environment Analysis.

6 Marks

(b) Discuss the limitations of Business Environment Analysis process.

6 Marks

OR

Q.2 Explain types of Business Environment.

12 Marks

Q.3 (a) Explain price and distribution control with its methods.

6 Marks

(b) Discuss competition act, 2002.

6 Marks

OR

Q.3 Explain Monetary policy with its methods.

12 Marks

Q.4 (a) Describe the meaning of technology with its features.

6 Marks

(b) Explain Transfer of technology with its methods.

6 Marks

OR

Q.4 Discuss impact of technology on company.

12 Marks

Q.5 Attempt any three.

12 Marks

1. What are the drivers of globalization.
2. Explain the functions of WTO.
3. Explain policy issues in globalization.
4. Discuss the limitations of globalization.



Sarvajanik University

S-2026 Date: 06-04-26 Time: 11:15 AM to 01:15 PM
Regular / Backlog Exam

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

		Marks																																																
Q.1	Answer the following in short (5 × 2 Marks)	10																																																
	A. Write any two importance of Ratio Analysis.																																																	
	B. Explain meaning of Ratio and Ratio Analysis																																																	
	C. What do you mean by PV Ratio?																																																	
	D. What is Cash Budget?																																																	
	E. What is Semi Variable cost																																																	
Q.2	Prepare Fund Flow Statement	10																																																
	<table><tr><th>Liabilities</th><th>Year 1 (₹)</th><th>Year 2 (₹)</th><th>Assets</th><th>Year 1 (₹)</th><th>Year 2 (₹)</th></tr><tr><td>Share Capital</td><td>5,00,000</td><td>5,00,000</td><td>Machinery (Net)</td><td>3,00,000</td><td>2,70,000</td></tr><tr><td>General Reserve</td><td>1,00,000</td><td>1,20,000</td><td>Investments</td><td>1,00,000</td><td>1,20,000</td></tr><tr><td>Profit & Loss A/c</td><td>50,000</td><td>1,00,000</td><td>Inventory</td><td>1,50,000</td><td>1,80,000</td></tr><tr><td>Provision for Tax</td><td>15,000</td><td>20,000</td><td>Trade Receivables</td><td>1,00,000</td><td>1,20,000</td></tr><tr><td>Proposed Dividend</td><td>20,000</td><td>25,000</td><td>Cash & Bank</td><td>1,15,000</td><td>1,70,000</td></tr><tr><td>Trade Payables</td><td>80,000</td><td>95,000</td><td></td><td></td><td></td></tr><tr><td>Total</td><td>7,65,000</td><td>8,60,000</td><td>Total</td><td>7,65,000</td><td>8,60,000</td></tr></table>	Liabilities	Year 1 (₹)	Year 2 (₹)	Assets	Year 1 (₹)	Year 2 (₹)	Share Capital	5,00,000	5,00,000	Machinery (Net)	3,00,000	2,70,000	General Reserve	1,00,000	1,20,000	Investments	1,00,000	1,20,000	Profit & Loss A/c	50,000	1,00,000	Inventory	1,50,000	1,80,000	Provision for Tax	15,000	20,000	Trade Receivables	1,00,000	1,20,000	Proposed Dividend	20,000	25,000	Cash & Bank	1,15,000	1,70,000	Trade Payables	80,000	95,000				Total	7,65,000	8,60,000	Total	7,65,000	8,60,000	
Liabilities	Year 1 (₹)	Year 2 (₹)	Assets	Year 1 (₹)	Year 2 (₹)																																													
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Total	7,65,000	8,60,000	Total	7,65,000	8,60,000																																													
	Additional Information																																																	
	1. Dividend paid during the year Rs. 20,000																																																	
	2. Tax paid during the year Rs. 15,000																																																	
	3. Machinery Costing Rs. 10,000 sold at Rs. 8000																																																	
	4. Depreciation on Machinery: ₹20,000 charged during the year.																																																	
OR																																																		
Q.2	<table><tr><th>Dr. (Expenses/Assets)</th><th>Amount (₹)</th><th>Cr. (Incomes/Liabilities)</th><th>Amount (₹)</th></tr><tr><td>Opening Stock</td><td>1,10,000</td><td>Sales</td><td>10,50,000</td></tr><tr><td>Purchases</td><td>6,20,000</td><td>Less: Sales Return</td><td>(50,000)</td></tr><tr><td>Wages</td><td>80,000</td><td>Net Sales</td><td>10,00,000</td></tr><tr><td>Carriage Inward</td><td>20,000</td><td>Closing Stock</td><td>2,30,000</td></tr><tr><td>Salaries</td><td>70,000</td><td>Dividend Received</td><td>10,000</td></tr><tr><td>Rent & Rates</td><td>20,000</td><td>Commission Received</td><td>5,000</td></tr><tr><td>Bad Debts</td><td>5,000</td><td>Profit on Sale of Asset</td><td>5,000</td></tr><tr><td>Selling Expenses</td><td>25,000</td><td></td><td></td></tr></table>	Dr. (Expenses/Assets)	Amount (₹)	Cr. (Incomes/Liabilities)	Amount (₹)	Opening Stock	1,10,000	Sales	10,50,000	Purchases	6,20,000	Less: Sales Return	(50,000)	Wages	80,000	Net Sales	10,00,000	Carriage Inward	20,000	Closing Stock	2,30,000	Salaries	70,000	Dividend Received	10,000	Rent & Rates	20,000	Commission Received	5,000	Bad Debts	5,000	Profit on Sale of Asset	5,000	Selling Expenses	25,000															
Dr. (Expenses/Assets)	Amount (₹)	Cr. (Incomes/Liabilities)	Amount (₹)																																															
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Bad Debts	5,000	Profit on Sale of Asset	5,000																																															
Selling Expenses	25,000																																																	

Interest on Debentures	30,000		
Depreciation	20,000		
Net Profit	2,50,000		
Total	12,50,000	Total	12,50,000
Income Tax Provision	1,00,000		

Credit Balances	Amount (₹)	Debit Balances	Amount (₹)
Equity Share Capital (Rs.10)	5,00,000	Plant & Machinery	4,00,000
General Reserve	1,00,000	Furniture & Fixtures	1,40,000
P&L A/c (Current Year)	1,50,000	Long-term Investments	60,000
10% Debentures	3,00,000	Closing Stock	2,30,000
Sundry Creditors	80,000	Sundry Debtors	1,20,000
Outstanding Salaries	10,000	Cash at Bank	40,000
Bank Overdraft	10,000	Cash in Hand	10,000
		Prepaid Insurance	10,000
Total	11,50,000	Total	11,50,000

From the above given information calculate following ratios (any five).

1. Net Profit Ratio
2. Leverage Ratio
3. LT Funds to Fixed Assets
4. Return on SH Fund
5. Creditors Turnover
6. Inventory Holding Period

Q.3 Prepare a Flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50% and 70% capacity. **10**

Variable overheads:	At 60% capacity (₹)
Indirect Material	6,000
Labour	18,000
Semi-variable overheads:	
Electricity: (40% Fixed & 60% variable)	30,000
Repairs: (80% fixed & 20% Variable)	3,000
Fixed overheads:	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

OR

Q.3 The standard material input required for 1,200 kgs of a finished product are given below:

Material	Quantity	Std. Rate per kg
1	(Kg)	(Rs)

P	500	25
Q	450	35
R	300	55
Total	1,250	

Actual production in a period was 24,000 kgs of finished product, for which the actual quantities of materials used and the prices paid thereof were as under:

Material	Quantity (Kg)	Actual Rate per kg (Rs)
P	12,500	27
Q	10,000	33
R	5,500	58

Calculate:

Material Cost Variance (MCV)

Material Price Variance (MPV)

Material Usage Variance (MUV)

Material Mix Variance (MMV)

Q.4

Calculate Any two

(a) A manufacturing company provides the following financial data for the current year:

- Selling Price: ₹50 per unit
- Variable Cost: ₹30 per unit
- Fixed Cost: ₹1,00,000
- Actual Sales: 8,000 units

Required:

Calculate the following:

1. Contribution per unit and Total Contribution.
2. Profit/Volume (P/V) Ratio.
3. Break-Even Point (BEP) in Units.
4. Break-Even Point (BEP) in Value (₹).

(b) From the following data of a company, calculate:

1. P/V Ratio
2. Fixed Cost
3. Break-Even Point (BEP) in Rs.
4. Variable Cost for Year 1 and Year 2

Year	Sales (₹)	Profit (₹)
Year 1	10,00,000	1,00,000
Year 2	12,00,000	1,60,000

(c) From the budget of a retail firm, the following data is extracted:

- Break-Even Point (BEP): ₹4,00,000
- Fixed Cost (FC): ₹1,00,000
- Actual Sales: ₹6,00,000

Required:

1. Determine the P/V Ratio.
2. Calculate the Expected Profit at the actual sales level of ₹6,00,000.
3. Find the Sales required to earn a target profit of ₹50,000.

OR

Q.5

Attempt any two

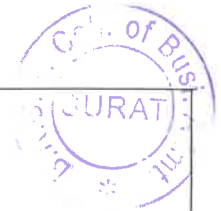
1. Objectives of Management Accounting
2. Advantages of Budgeting
3. Difference between cost accounting and financial Accounting

10

10



Sarvajanik University



S-2026 Date: 07-04-26 Time: 11:15 AM to 01:15 PM
Regular / Backlog Exam

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

Course Code: BMBA21202

Total Marks: 50

Course Name: Organisational Behaviour

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. Briefly explain the ABC Model of Attitude.	
	B. Which are the Early Theories of Motivation?	
	C. Define Personality.	
	D. Enlist the Extrinsic Rewards.	
	E. State the forms of Conflict.	
Q.2	Discuss about the major disciplines contributing to Organisational Behaviour.	10
OR		
Q.2	From your own experience, provide two examples of perpetual errors. Discuss the outcomes of each instance	
Q.3	Can rewards be the sole base for motivation? Discuss this statement in relation with the types of rewards.	10
OR		
Q.3	Critically examine the 'Maslow's Hierarchy of Needs' in relation to motivation in an organization.	
Q.4	Write a detailed note on 'Dark Triad of Personality.'	10
OR		
Q.4	Which are the 'Barriers to Effective Group Functioning.' Discuss each of them in detail.	
Q.5	Explain the 'Process of Conflict.'	10
OR		
Q.5	'Conflict is inevitable in an organisation.' Which are the methods through which resolution of conflict between two parties can be achieved? Discuss.	



Sarvajanik University



S-2026 Date: 08-04-26 Time: 11:15 AM to 01:15 PM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER- I I 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)	10
	A. What are the key steps in the decision-making process?	
	B. Differentiate between Iso-quant and Iso-cost curves	
	C. How does product differentiation impact the demand curve faced by a firm in monopolistic competition?	
	D. How does hyperinflation affect the economy?	
	E. What is the significance of the production function in economics?	
Q.2	Define Managerial Economics. Explain its meaning, nature, and scope in detail.	10
	OR	
Q.2	Discuss the role and responsibilities of a managerial economist in a business organization.	
Q.3	Explain the Law of Variable Proportion with the help of a diagram and suitable examples.	10
	OR	
Q.3	Explain the relationship between Average Cost (AC) and Marginal Cost (MC) with the help of a diagram.	
Q.4	What is price discrimination? Explain its types with suitable examples.	10
	OR	
Q.4	What is the role of interdependence in an oligopoly? Explain with the help of the kinked demand curve model.	
Q.5	Discuss the policy measures that can be taken to combat stagflation. What challenges do policymakers face in dealing with it?	10
	OR	
Q.5	What are the causes of inflation? Explain the measures taken by the government to control inflation.	



Sarvajanic University



S-2026 Date: 09-04-26 Time: 11:15 AM to 01:15 PM
Regular / Backlog Exam

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

Course Code: BMBA23204

Course Name: Cyber Security

Total Marks: 50

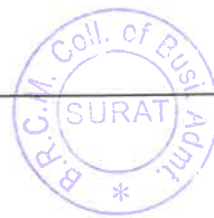
Instructions:

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)	[10]
a. Define Cybercrime.	
b. Give two examples of popular social media platforms used in India.	
c. What is the full form of UPI and USSD?	
d. What is Data Backup?	
e. What is Phishing?	
Q.2 Explain the concept of Cyberspace and discuss its key characteristics.	[10]
OR	
Q.2 Discuss any five common cybercrimes targeting individuals in India.	[10]
Q.3 What are the various types of social media? Explain any three types with suitable examples.	[10]
OR	
Q.3 Discuss the major challenges and pitfalls of using online social networks.	[10]
Q.4 Explain the Unified Payments Interface (UPI) and its significance in India's digital payment system.	[10]
OR	
Q.4 What are the common frauds related to digital payments? Suggest preventive measures to secure online transactions.	[10]
Q.5 Explain the meaning of a Password. Discuss the best practices for Password Policy and Management.	[10]
OR	
Q.5 Write short notes on: a) Security Patch Management, and b) Device Security Policy	[10]



Sarvajanik University



S-2026 Date: 09-04-26 Time: 11:15 AM to 01:15 PM
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 are different types of big data?	
	B. Give two benefits of cloud computing.	
	C. What do you mean by supervised learning?	
	D. Explain the concept of virtual reality.	
	E. What do you mean by accelerometer? Give its business application.	
Q.2	Write in detail about the Internet of Things (IoT) and discuss the pyramid of IoT.	10
	OR	
Q.2	Discuss the major challenges faced by e-commerce businesses today. How can these challenges be overcome to ensure long-term success?	10
Q.3	Describe different cloud service models.	10
	OR	
Q.3	Write the advantages and disadvantages of blockchain technology.	10
Q.4	Explain unstructured text and audio data in the context of text analytics. How can businesses use these data types to gain actionable insights?	10
	OR	
Q.4	Discuss in detail different business and industry applications of artificial intelligence.	10
Q.5	Write a detailed note on drones and its usage in various fields.	10
	OR	
Q.5	Write a note on robotics. Explain Autonomous Mobile Robots (AMRs).	10



S-2026 Date: 09-04-26 Time: 11:15 AM to 01:15 PM
Regular / Backlog Exam

BBA (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA23207

Total Marks: 50

Course Name: Event Planning and Hospitality

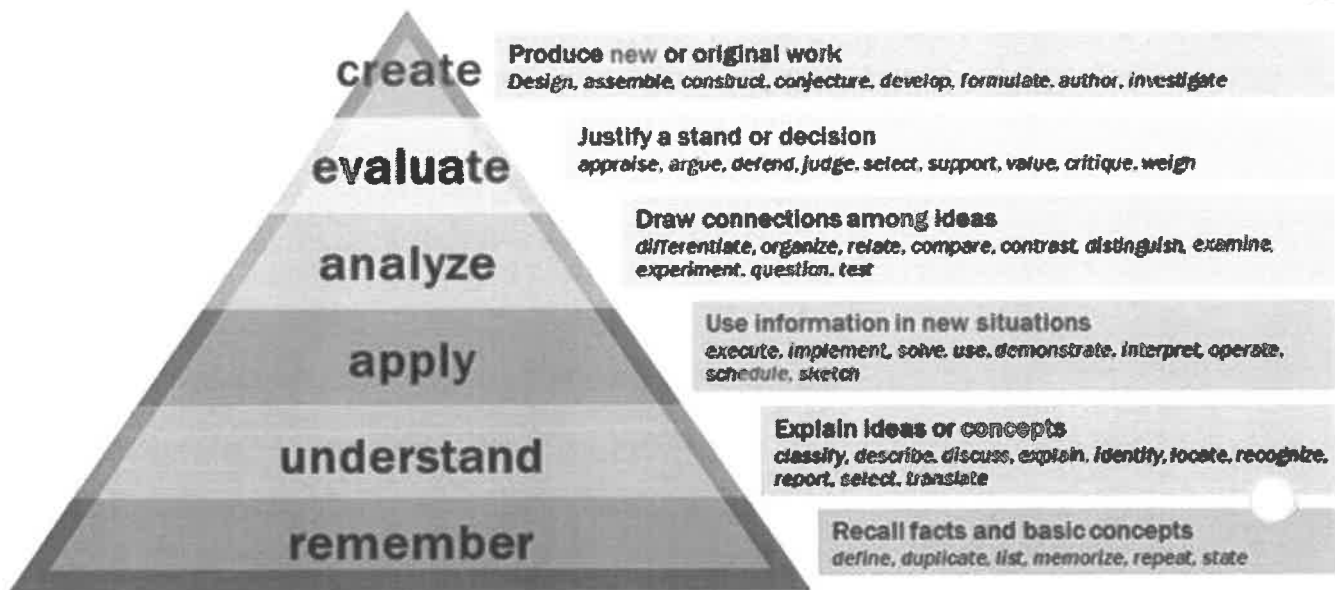
EXAMINATION QUESTION PAPER Analysis for curriculum coverage and BLOOM'S TAXONOMY learning level

		Weightage either in % or Marks- In this question paper	Chapter/Module No. as per Approved curriculum specified	Mapping with CO (Course Outcome as per Approved curriculum)	Cognitive Level (As per Revised Bloom's Taxonomy) R/U/Ap/Ay/E/C
Q.1		10	Chapter 1,2,3,4	CO-1,2,3,4	R, U
Q.2		10	Chapter 1	CO-1	C, U
Q.3		10	Chapter 2	CO-2	Ay, U
Q.4		10	Chapter 3	CO-3	U
Q.5		10	Chapter 4	CO-4	U

Learning level coverage as per curriculum analytics (from above mapping)				Curriculum specified content coverage analytics (From above mapping)			
Blooms level		As per curriculum - either in % or marks	In this paper: either in % or marks		chapter /module number	As per curriculum : either in % or marks	In this paper: either in % or marks
Remember	R	16	18		1	12	12
Understanding	U	12	14		2	13	12
Apply	Ap	06	06		3	13	12
Analyse	Ay	08	06		4	12	12
evaluate	E						
create	C	08	06				

Bloom's Taxonomy is a powerful teaching and learning tool that can help you shape nearly everything that happens in your classroom.

Bloom's Taxonomy



BLOOM'S TAXONOMY DIGITAL PLANNING VERBS					
REMEMBERING	UNDERSTANDING	APPLYING	ANALYZING	EVALUATING	CREATING
Copying	Annotating	Acting out	Calculating	Arguing	Blogging
Defining	Tweeting	Articulate	Categorizing	Validating	Building
Finding	Associating	Reenact	Breaking Down	Testing	Animating
Locating	Tagging	Loading	Correlating	Scoring	Adapting
Quoting	Summarizing	Choosing	Deconstructing	Assessing	Collaborating
Listening	Relating	Determining	Linking	Criticizing	Composing
Googling	Categorizing	Displaying	Mashing	Commenting	Directing
Repeating	Paraphrasing	Judging	Mind-Mapping	Debating	Devising
Retrieving	Predicting	Executing	Organizing	Defending	Podcasting
Outlining	Comparing	Examining	Appraising	Detecting	Wiki Building
Highlighting	Contrasting	Implementing	Advertising	Experimenting	Writing
Memorizing	Commenting	Sketching	Dividing	Grading	Filming
Networking	Journaling	Experimenting	Defining	Hypothesizing	Programming
Searching	Interpreting	Hacking	Distinguishing	Measuring	Simulating
Identifying	Grouping	Interviewing	Illustrating	Moderating	Role Playing
Selecting	Inferring	Painting	Questioning	Posting	Solving
Tabulating	Estimating	Preparing	Structuring	Predicting	Mixing
Duplicating	Extending	Playing	Integrating	Rating	Facilitating
Matching	Gathering	Integrating	Attributing	Reflecting	Managing
Bookmarking	Exemplifying	Presenting	Estimating	Reviewing	Negotiating
Bullet-pointing	Expressing	Charting	Explaining	Editorializing	Leading



Sarvajanik University



S-2026 Date: 10-04-26 Time: 11:15 AM to 12:15 PM
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. What is communication in business?
 - B. Which details are included in memorandum?
 - C. How to draft a letter of complaint?
 - D. Which are the elements of Nonverbal communication?

- Q.2** In an organization there are two teams assigned one project. Which are the barriers they might be coming across and how should they overcome these barriers in their communication and come to one decision? **07 Marks**

OR

- Q.2** A fresher joined an organization. Which are the ways of communication he should be aware of?

- Q.3** Do as directed. (Any Seven) **07 Marks**
1. The ____ chosen for the construction of the building is in the heart of the city. (cite, sight, site, slight)
 2. My aunt is great cook. Her Biryani was disgusting. (Join the sentences)
 3. We have not seen Aarti ____ high school. (Since, for)
 4. The goose and chickens ____ early in the morning. (eat, eats)
 5. Did he had dinner? (Correct the sentence if required)
 6. He is ____ European. (Insert an article)
 7. To inscribe (Write the sentence using the noun form of this verb)
 8. "What an uneventful day it was!" My father said to my mother. (Rewrite the sentence in reported speech)
 9. The boy ate ice cream in the morning. (Change the sentence in passive voice)

- Q.4** Draft a letter of complaint by the retailer to the wholesaler who sold him stationary items three days back.

OR

- Q.4** Draft a memorandum for the employees of a company informing them of some changes in the timings of the company. **07 Marks**



Enrolment No. _____

Sarvajanic University

S-2026 Date: 11-04-26 Time: 11:15 AM to 12:15 PM
Regular / Backlog Exam

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

Course Code: BMBA25209

Course Name: Managerial Skills

Total Marks: 25

Instructions:

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

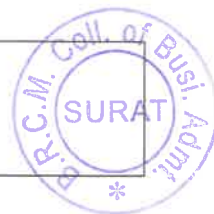
- | | Marks |
|---|--------------|
| Q.1 Answer the following in short (4 × 1 Marks) | [04] |
| A. Write any two barriers to critical thinking. | |
| B. When is a programmed decision used? | |
| C. What is the symbolic analogy? | |
| D. Explain Imagination as an approach to creativity. | |
| Q.2 What is the importance of self-awareness in making a judgment? | [07] |
| OR | |
| Q.2 What are the benefits of critical thinking? | [07] |
| Q.3 Write a note on the step-ladder technique as a method of decision-making. | [07] |
| OR | |
| Q.3 Examine any three approaches to ethical decision-making. | [07] |
| Q.4 Explain the final stage of decision-making. | [07] |
| OR | |
| Q.4 Summarize any three conceptual blocks that Inhibit Creative Problem-Solving. | [07] |



Enrolment No. _____

Sarvajanik University

S-2026 Date: 13-04-26 Time: 11:15 AM to 12:15 PM
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. What are non-renewable resources?	
	B. Name any endangered species of India.	
	C. Mention any two causes of Noise Pollution.	
	D. Define Environmental studies.	
Q.2	Which are the Functions of forest that benefit mankind?	07
	OR	
Q.2	'Management of Water resources is one of the greatest challenges faced by the world.' State & explain how Water as a resource is becoming lesser for consumption.	
Q.3	Discuss Carbon Cycle in length.	07
	OR	
Q.3	Who are the Producers, Consumers & Decomposers in our Ecosystem? Explain their interconnection appropriately.	
Q.4	'The preservation of Biodiversity is integral to any strategy that aims at improving the quality of human life.' Yet, we exploit the biodiversity to an extent that it becomes irreversible. State & Explain the Threats caused to Biodiversity.	07
	OR	
Q.4	What ex-situ strategies can be applied to conserve the Biodiversity of India's protected areas?	