**II Semester B.C.A/B.B.A/B.Sc. (Computer Science) Degree (NEP)
Examination, September/October - 2022
KANNADA (Basic)**

ಕರ್ಪೂರದ ಗಿರಿ

(Regular)

Time : 2 Hours   **Maximum Marks : 60**

Instructions to Candidates:

ಭಾಷೆ ಮತ್ತು ಬರಹದ ಶುದ್ಧಿಗೆ ಹೆಚ್ಚಿನ ಗಮನ ಕೊಡಲಾಗುವುದು.

1. ಕುರುಡು ಕಾಂಚಣಕ್ಕೆ ಬಲಿಯಾದ ಪ್ರೊಫೆಸರ್ ಅವರ ಮನೋಭಾವ ಹೇಗಿದೆ ? ವಿವರಿಸಿರಿ.   **(10)**

(ಅಥವಾ)

ನಗರೀಕರಣ ಉಂಟುಮಾಡಿರುವ ತಲ್ಲಣಗಳು 'ದಿಕ್ಕು' ಕವಿತೆಯಲ್ಲಿ ಹೇಗೆ ಚಿತ್ರಿತವಾಗಿದೆ ? ವಿವರಿಸಿರಿ.

2. ಮೊಬೈಲ್ ಗೀಳು ಮನುಷ್ಯ ಸಮಾಜವನ್ನು ಹೇಗೆ ಕಂಗೆಡಿಸಿದೆ ? ವಿವರಿಸಿರಿ.   **(10)**

(ಅಥವಾ)

'ಅಂತರ್ಜಾಲದ ಮಹತ್ವ' ಕುರಿತು ವೀರೇಶ ಬಡಿಗೇರ ಅವರ ವಿಚಾರಗಳನ್ನು ಸಂಗ್ರಹಿಸಿರಿ.

3. ಜಾನಪದ ಬದುಕಿನ ಔನತ್ಯವನ್ನು 'ಗರತಿಯ ಹಾಡು' ಪ್ರಬಂಧ ಹೇಗೆ ಸಾರುತ್ತದೆ ? ವಿವರಿಸಿರಿ.   **(10)**

(ಅಥವಾ)

ಬಾಲ್ತಿದಾರನ ವ್ಯಕ್ತಿತ್ವ 'ಬಣ್ಣ' ಕಥೆಯಲ್ಲಿ ಹೇಗೆ ಮೂಡಿ ಬಂದಿದೆ ? ವಿವರಿಸಿರಿ.

4. ಹಮೀದಾ ಬಾನುವಿನ ಶೋಷಣೆ 'ತಿರುಗಿ ಹೋದಳು' ಕಥೆಯಲ್ಲಿ ಹೇಗೆ ಚಿತ್ರಿತವಾಗಿದೆ ? ವಿವರಿಸಿರಿ.   **(10)**

(ಅಥವಾ)

ಅಕ್ಕಮಹಾದೇವಿಯ ವಚನಗಳಲ್ಲಿ ಮೂಡಿಬಂದ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ವಿಶ್ಲೇಷಿಸಿರಿ.

5. ಬೇಕಾದ **ಎರಡಕ್ಕೆ** ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.   **(2×5=10)**

    a) ಶಿಶುನಾಳ ಶರೀಫ

    b) ತಂತ್ರಜ್ಞಾನದ ಪ್ರಾಚೀನತೆ

    c) ಕೋಟಿನ ಮಹತ್ವ

    d) ದ.ರಾ. ಬೇಂದ್ರೆ

6. ಒಂದೇ ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿರಿ.   (10×1=10)

   a) ಶಿಶುನಾಳ ಶರೀಫರು ಹಾಡುವ ಅನುಭಾವ ಪದಗಳನ್ನು ಯಾರು ಬರೆದಿಟ್ಟುಕೊಳ್ಳುತ್ತಿದ್ದರು ?

   b) 'ಬರಹ' ಕನ್ನಡ ಸಾಫ್ಟ್‌ವೇರ್ ತಯಾರಿಸಿದವರು ಯಾರು ?

   c) ಡಾ. ಜಿ. ರಾಮಕೃಷ್ಣ ಅವರ ಪೂರ್ಣ ಹೆಸರೇನು ?

   d) ತಂದೆಯ ನೆನೆದರ ಏನು ಬಿಸಿಯಾಗುತ್ತದೆ ಎಂದು ಗರತಿ ಹೇಳುತ್ತಾಳೆ ?

   e) ಬೇಂದ್ರೆ ಅವರ ಯಾವ ಕೃತಿಗೆ ಜ್ಞಾನಪೀಠ ಪ್ರಶಸ್ತಿ ದೊರೆತಿದೆ ?

   f) ಎಂ.ಎಸ್. ಸುಂಕಾಪುರ ಅವರ ಪೂರ್ಣ ಹೆಸರನ್ನು ಬರೆಯಿರಿ.

   g) ನಾ. ಡಿಸೋಜಾ ಅವರ ಜನ್ಮಸ್ಥಳ ಯಾವುದು?

   h) ಯಾರ ಸಂಗವು ಕರ್ಪೂರದ ಗಿರಿಯನ್ನು ಉರಿಯು ಕೊಂಡಂತಾಗುತ್ತದೆ ?

   i) ಅಕ್ಕಮಹಾದೇವಿಯ ವಚನಾಂಕಿತವೇನು ?

   j) ನಿರಂಜನರ ಪತ್ನಿಯ ಹೆಸರೇನು ?

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II Semester B.Com./B.B.A. Degree (NEP) Examination, September/October - 2022
ENGLISH

Time : 2 Hours   Maximum Marks : 60

I.   Answer the following questions in a word, a phrase or a sentence each.   **(10×1=10)**

1.   Who took greatest interest in the construction of the house?

2.   Who constantly complain and demand and who are a great headache?

3.   Whose materials, in the BBC committee, were the sounds of Spoken English?

4.   What kind of manners we all have?

5.   Which forces are a big threat to the livability of earth as pollution?

6.   How many hospitals were scattered by the effect of the bomb?

7.   Where is the woman in the poem "I Am Not That Woman" hid in?

8.   Who says 'My voice cannot be smothered by stones'?

9.   Who wrote the poem "Freedom"?

10.   Who never had a little rice for their one daily meal these fifty years?

II.   A)   Write a brief note on Mrs. Malik's desire for and supervision of the house construction.

(1×10=10)

(OR)

B)   What are Shaw's views on 'Spoken English and Broken English'?

III. A)   Write a critical appreciation of the poem 'Freedom' by Jayanta Mahapatra. **(1×10=10)**

(OR)

B)   The poem "I Am not that Woman" shows the attitudial transformation in the Modern Woman - elaborate.

IV.   A)   Write the synonyms of the following words.   **(2)**

i.   Courageous.

ii.   Faithful.

B)   Define homonyms and give an example.   **(2)**

C)   Use the following confusing words in sentences :   **(2)**
College
Collage.

P.T.O.

D) Form new words by adding affixes to the following words :   (2)

Move.

Collect.

E) Choose the collocating word given below and fill in the blanks.   (2)

(passengers, operation).

1. The patient was taken to the .... theatre.

2. The .... in the bus were busy on their mobile phones.

(OR)

A) Write a brief note on the importance and the types of listening.   (5)

B) Read the following passage and enlist the words related to the study of 'the sentence in English'. (At least **five**).   (5)

Sentence is a structured string of words falling into natural constituents such as subject and predicate. Sentences are of three types, Simple sentence, Compound sentences and Complex sentence. A simple sentence has only one independent clause. A compound sentence consists of two or more independent clauses. A complex sentence can have one or more dependent clauses but only one independent clause.

V. Answer any **two** of the following questions.   (2×5=10)

A) **Transform the following sentences into indirect speech :**   (5)

1. John Says, "My father advised me to work hard."

2. Mary said to me, "If you work hard you will definitely get success".

3. My teacher said me, "Call me whenever you have a problem".

4. The doctor said, "Take this medicine in time to get well".

5. The police said Geeta, "Have you stolen the mobile phone"?

B) You visit a degree college for the admission to the first semester. Draft a dialogue copy on your conversation with the college clerk.   (5)

C) **What is verbal and non - verbal communication?**   (5)

D) Summarize the following passage and give a suitable title.   (5)

One remarkable quality in Gandhiji was courage. We all know what courage is. He said a courageous man is not he who calls his brother to fight. A courageous man is not necessarily he who against two or three antagonists on the foot ball field carries the ball through into the goal. That courage is of certain kind. It is physical courage manifested in a small humble sphere. Even physical courage has other forms, very

difficult to practice. But Gandhi never thought of physical courage merely. He thought of the courage of the soul, the courage which helps us to defend out opinion in the face of overwhelming odds. Fighting in defense of truth is very important. It is real courage. Courage of soul is more important than the physical courage.

VI. Answer any **two** of the following questions.   (2×5=10)

A) There is Gymkhana activities inaugural function in your college. You are the General Secretary of your college gymkhana. Draft a speech for welcoming the gathering in the auditorium.   (5)

B) Write an essay on 'The Elections in India'.   (5)

C) Translate the following passage into Kannada, Marathi, Hindi or Urdu language. (5)

A hunter went to a forest in search of a game. There he saw a deer behind a big tree. He aimed his arrow at it. But the fearful animal started running. The hunter ran for long distance but he couldnot see the animal. He was really tired. He knew he could no more continue running. He needed some rest. He rested under a cool shady tree. It was night when he woke up. He accepted his failure in catching the animal and returned home empty handed.

D) Write a short paragraph on the Prime Minister Modi's appeal for "Clean India Mission".
                                                                  (5)

II Semester B.B.A/B.C.A/B.S.W. (NEP) Degree Examination, September/October - 2022

HINDI

1) गद्य–चयन (गद्यसंकलन)

2) हिन्दी भाषा के विविध रुप

Paper : AECC

(Regular)

Time : 2 Hours **Maximum Marks : 60**

I. किन्ही दस प्रश्नों के उत्तर लिखिए : (10×1=10)

1) गद्य चयन में कितने पाठ संकलित है?

   a) 8 b) 9 c) 10

2) गद्य चयन संकलन की अंतिम रचना कौन सी है?

   a) धारणा बनाने में जल्दबाजी क्यों

   b) आज भी खरे हैं तालाब

   c) इश्क हो जाएगा यहाँ के समंदर, द्वीपों व हवाओं से

3) प्रेमचन्द जी का जन्म कब हुआ?

   a) सन् 1879 b) सन् 1880 c) सन् 1881

4) 'गोदान' किसकी रचना है?

   a) प्रेमचंद b) भीष्म साहनी c) जी जे हरिजीत

5) जी जे हरिजीत का जन्म कहाँ हुआ?

   a) बेंगलुर b) चित्रदुर्ग c) हासन

6) श्रीपति किस पाठ का पात्र है?

   a) प्रेम की बिरादरी b) सती c) जान से प्यारे

7) 'आपने सती सावित्री से भी यही कहा था।' किसका कथन है?

   a) आत्मा 2 b) आत्मा 1 c) यमराज

8) अंग्रेजों के आने से पहले दिल्ली में कितने तालाब थे?

   a) 350 b) 355 c) 360

[P.T.O.

9) 'जान से प्यारे' यह साहित्य की कौन सी विधा है?

   a) कहानी   b) निबन्ध   c) एकांकी

10) पी. डब्लू डी विभाग कब बना?

   a) सन् 1863   b) सन् 1864   c) सन् 1865

11) इनमें से ममता कालिया का पहला उपन्यास कौन सा है?

   a) नरक दर नरक   b) बेघर   c) सपनों की होम डिलिवरी

12) विश्व हिन्दी दिवस कब मनाया जाता है?

   a) 10 जनवरी   b) 11 जनवरी   c) 12 जनवरी

II. किन्ही तीन का संदर्भ सहित अर्थ स्पष्ट कीजिए: (3×5=15)

1) "एक हजार नहीं, एक लाख भी मुझे सच्चे मार्ग से नहीं हटा सकते।"

2) 'वहाँ भाषा के सवाल पर जात –पाँत नहीं बरती जाती। हमारे यहाँ हर बात में जात–पात ऊँच–नीच चलती है।'

3) 'हमारे खानदान में, हमारे समाज में पुनर्विवाह वर्जित है। और विधवा का जीवन मौत से भी बद्तर है।'

4) 'मौत जालिम है, मगर जिन्दगी के कायदे उससे भी ज्यादा जालिम

5) 'लौटकर आने पर अहसास हुआ कि जो गया था वो कोई और है और जो लौटा है वो कोई और। सेल्युलर जेल के गेट के बाहर निकलने के बाद भी वो अहसास छुटे नहीं है।'

III. किन्हीं दो प्रश्नों के उतर लिखिए: (2×10=20)

1) 'नमक का दारोगा' कहानी का सारांश अपने शब्दों में लिखिए।

2) 'जान से प्यारे' एकांकी में एकांकी कारने रिश्तों की पोल किस प्रकार खोली है?

3) 'सती' एकांकी का आशय स्पष्ट कीजिए।

4) 'आज भी खरे है तालाब' निबन्ध में लेखक ने तालाबों की स्थिति तथा उसके महत्व को किस प्रकार रेखांकित किया है?

IV. किसी एक प्रश्न का उत्तर लिखिए: (1×10=10)

1) सम्पर्क भाषा के महत्व को स्पष्ट कीजिए।

2) हिन्दी भाषा के विविध रुपों पर प्रकाश डालिए।

V. किसी एक पर टिप्पणी लिखिए: (1×5=5)

1) मानक भाषा

2) राजभाषा

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II Semester B.B.A.5. (NEP) Degree Examination, September/October - 2022
TOURISM AND HOSPITALITY MANAGEMENT (OEC)
Paper : 2.5
(Regular)

Time : 2 Hours.   Maximum Marks : 60

Instructions to Candidates :   1.   *Write question numbers correctly.*
                                 2.   *Section - D is compulsory.*

SECTION - A

Answer any **5** sub-questions from the following. Each question carries 2 marks.(5×2=10)

1. a.   What is tourism?

    b.   . Which are the different types of transport?

    c.   Who are tourists?

    d.   What is tour pricing?

    e.   .What is tour costing?

    f.   Expand UNWTO and TAAI.

    g.   Mention any 4 classifications of hotel.

SECTION - B

Answer any **4** from the following. Each question carries 5 marks.   (4×5=20)

2.   Explain the objectives of tourism.

3.   Elaborate the steps in tour planning.

4.   Which supply factors influences in tour pricing?

5.   Which are the components of tourism infrastructure? Explain in brief.

6.   Explain the nature of hospitality industry.

7.   Which qualities are required to become a good manager in a hotel?

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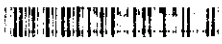
SECTION - C

Answer any 2 from the following. Each question carries 12 marks.   (2×12=24)

8.   Elaborate the factors affecting the tourism industry.

9.   Explain in brief the classification of hotel.

10.   Why people move towards tour? Explain the reasons.

11.   Explain the pricing strategies in tourism marketing.

SECTION - D

Compulsory question.   (1×6=6)

12.   Being a Manager in a Hotel, how do you fulfill the mission of a hotel and which are the facilities offered to attract the customers.

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II Semester B.B.A.3. Degree Examination, September/October - 2022
BUSINESS COMMUNICATION
(Repeater)

Time : 3 Hours　　　　　　　　　　　　　　　　　　　　　**Maximum Marks : 80**

Instructions to Candidates :　　1.　*Write question numbers correctly.*
　　　　　　　　　　　　　　　　　2.　*Section - D is compulsory.*

SECTION - A

I.　Answer any **Ten** following sub questions. Each sub question carries **Two** marks.(10×2=20)

　　1.　a)　What is a circular?

　　　　b)　Mention any 2 barriers of communication.

　　　　c)　What is Email?

　　　　d)　What is Upward communication?

　　　　e)　What is Body language?

　　　　f)　What is Grapevine communication?

　　　　g)　What is a Memo?

　　　　h)　What is Encoding?

　　　　i)　List any 2 modern media for communication.

　　　　j)　What do you mean by proxemics?

　　　　k)　What is communication?

　　　　l)　What is a Notice?

SECTION - B

II.　Answer any **Four** questions. Each question carries **Five** marks.　　　　　(4×5=20)

　　2.　Distinguish between formal and informal communication.

　　3.　Explain the objectives of communication.

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4. Write a letter to Hind sports co enquiring the prices and terms of sales with reference to their advertisement in Hindustan Times.

5. Write short notes on:
    a) Effective listening.
    b) Email etiquettes.

6. Explain various dimensions of Business communication.

7. What is Group discussion and its importance?

SECTION - C

III. Answer any **Three** questions. Each question carries **Ten** marks.   (3×10=30)

8. Explain the process of communication with a neat diagram.

9. Explain the barriers of communication.

10. Explain the 7C's of communication.

11. Explain the importance of listening.

12. Write short notes on:
    a) Silence as a means of communication.
    b) Blocks to effective listening.

SECTION - D

(Case Study)

IV. Answer the following compulsory question.   (1×10=10)

13. Write a complaint letter to Sai Trading Co, Belagavi for supplying defective refrigerators.

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II Semester B.B.A.5. (NEP) Degree Examination, September/October - 2022
FINANCIAL ACCOUNTING AND REPORTING
(Regular)

Time : 2 Hours   Maximum Marks : 60

Instruction to Candidates

   1)   Simple Calculaters are allowed.

   2)   Section 'D' is compulsory.

SECTION - A

Answer any **Five** of the following sub question. Each sub question carries 2 marks.**(5×2=10)**

1.   a.   Define partnership?

     b.   What do you mean by share?

     c.   What is Dividend?

     d.   Name two types of financial statement?

     e.   What is corporate financial reporting?

     f.   What are tangible assets? Give an example.

     g.   What do you mean by equity shares?

SECTION - B

Answer any **Four** of the following questions. Each questions carries **five** marks.**(4×5=20)**

2.   Explain main factors affecting value of goodwill?

3.   Explain in brief the types of financial analysis.

4.   On 1-1-2021 Arun and varun entered in to partnership contributing Rs. 20,000 each and sharing profits in the ratio of 2:1 varun is to be allowed a salary of Rs. 3,000 per year. Interest on capital is to be allowed at 6% p.a. during the year arun withdraw Rs. 4,000 and varun Rs. 5,000. Interest on the same being Rs.150 and Rs. 250 respectively. Their profits for the year ending 31-12-2021 before the above adjustments amounted to Rs. 17,000.

     Prepare the profit and loss appropriation A/c.

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5.　The profit of Ganesh Traders for the past 5 years were as follows.

Year	Profit
2005	20,000
2006	25,000
2007	35,000
2008	40,000
2009	50,000

The goodwill calculated at 2 years purchase of the avearge profit of last 5 years. Calculate value of goodwill by using simple average profit method. .

6.　The Karnataka Co. Ltd. Issued 1,000 equity shares of Rs. 10 each. The amount payable was as follows.

Rs. 1 on Application

Rs. 4 on Allotment.
Rs. 5 on First and final call.

All the shares were subscribed and the amount was duly collected. Pass the journal entries.

7.　X and Y are partners in a firm. X drew regularly Rs. 600 at the begining of every month for 6 month ending 30-6-2021.

Calculate interest on drawing at 4% p.a. under product method.

SECTION - C

Answer any **Two** of the following questions. Each question carries **12 marks.** **(2×12=24)**

8.　Bajarangi Ltd. Issued 1,000 equity shares of Rs. 100 each at a premium of Rs. 10 per share. The amount was payable as follows.

On Application Rs. 20.

On Allotment Rs. 40 (including premium).

On firsst and final call Rs. 50.

All the shares were subscribed and money duly received.

Pass journal entries.

9. Compute trend percentage from the following data taking 2010 as base year.

Year	Sales	Stock
2010	Rs. 40,000	Rs. 4,000
2011	Rs. 52,000	Rs. 5,000
2012	Rs. 64,000	Rs. 6,000
2013	Rs. 62,000	Rs. 5,600
2014	Rs. 64,000	Rs. 5,400
2015	Rs. 60,000	Rs. 5,800
2016	Rs. 48,000	Rs. 5,200

10. The following is the trial balance of shalimar Co. Ltd as on 31-3-2018.

Trial Balance

Particulars	Dr. Rs.	Cr. Rs.
Sales		21,00,000
Purchases	2,50,000	-
Share capital		
(Shares of Rs. 10 each)	-	3,00,000
Opening inventories	1,25,000	-
Salaries	2,37,000	-
Raw - materials	8,50,000	-
consumed 10% debentures	-	5,00,000
Trade receivable	5,50,000	-
General reserve	-	72,000
Rent	2,15,000	-
Staff welfare expenses	85,000	-
Commission on sales	2,10,000	-
Interest expenses	55,000	-
Rent and taxes	88,000	-
Surplus	-	86,000
Bank overdraft	-	15,000
Trade payable	-	1,92,500
Building	5,00,000	-
Depreciation on building	50,000	-
Bad - debts	50,500	-
	32,65,500	**32,65,500**

[P.T.O.

Adjustments:

1. Closing stock Rs. 1,85,000.
2. Make a provision for taxation at 30%.
3. Transfer Rs. 15,000 to general reserve.
4. Directors have proposed dividend of 3%.
5. Provide outstanding rent Rs. 12,500.
6. Provide - Bad - debts at 5%.

Prepare final accounts.

SECTION - D

(Compulsory)   **(1×6=6)**

11. From the income statement given below you are require to prepare a common size income statement.

Income statement for 1-12-2016 and 2017

	Particulars	Note	2016	2017
1.	Continuing operations :			
	1. Revenue from operation	1	2,80,000	3,30,000
	2. Other income	2	-	-
	Total A		2,80,000	3,30,000
2.	Expenses :			
	Cost of sales	3	1,70,000	2,10,000
	Other expenses	4	44,000	54,000
	Total B		2,14,000	2,64,000
	PBT (A-B)		66,000	66,000
3.	Less Tax 40%	5	26,400	26,400
	Net profit		39,600	39,600

B050230

Reg. No.

II Semester B.B.A.5. (NEP) Degree Examination, September/October - 2022
BUSINESS ENVIRONMENT
Paper - 2.3
(Regular)

Time : 2 Hours   Maximum Marks : 60

Instructions to Candidates :   1.   *Write question numbers correctly.*
                                                  2.   *Answer to the point.*

PART - A

Answer any **Five** of the following sub questions. Each sub question carries **two** marks.

(5×2=10)

1.   a.   What do you mean by Business environment?

        b.   What do you mean by state intervention?

        c.   What is Globalisation?

        d.   What is IT revolution?

        e.   What do you mean by physical environment?

        f.   What is legal environment?

        g.   What is micro environment?

PART - B

Answer any **Four** of the following questions. Each question carries **Five** marks.

(4×5=20)

2.   Explain the scope of Business environment?

3.   Explain various laws affecting Indian Business?

4.   What are the factors affecting economic environment?

5.   Explain the impact of Natural environment on business?

6.   Write a note on IT revolution and Business.

7.   Explain the merits of globalisation.

[P.T.O.

PART - C

Answer any **Two** of the following questions. Each questions carries **Twelve** marks.

(2×12=24)

8. Explain macro environment factors affecting business environment?

9. Write the impact of monetary policy and EXIM policy on business?

10. Explain the factors affecting economic environment.

11. Explain the role of Government in promoting Indian Business.

PART - D

(Compulsory)

(1×6=6)

12. Explain the impact of technological changes on business?

Reg. No.

II Semester B.B.A.5. (NEP) Degree Examination, September/October - 2022
HUMAN RESOURCE MANAGEMENT
(Regular)

Time : 2 Hours   **Maximum Marks : 60**

Instructions to Candidates :   1.   *Mention question no. correctly.*
                                             2.   *Section - D compulsory.*

SECTION - A

1.   Answer any **Five** of the following questions. Each question carries **two** marks.(5×2=10)

    a.   What is Job rotation?

    b.   What is e-recruitment?

    c.   What is Transfer?

    d.   Define HRM?

    e.   Write two benefits of training.

    f.   What do you mean by employee engagement.

    g.   What is performance appraisal?

SECTION - B

2.   Answer any **Four** of the following questions. Each question carries **Five** marks.

                                                                    (4×5=20)

    2.   Write the five difference between personnel management and human resource management.

    3.   Explain the types of employee engagement?

    4.   What is Induction? What are the problems faced during induction.

    5.   What is transfer? Write the reasons for transfer.

    6.   Mention the sources of recruitment and write their advantages and disadvantages.

    7.   Write short note on promotion and its purpose.

[P.T.O.

B050220

SECTION - C

3. Answer any **Two** of the following questions. Each questions carries **Twelve** marks.

(2×12=24)

8. Explain the process of Human Resource Planning.

9. Explain in detail methods of training.

10. Explain methods of performance - appraisal.

SECTION - D

Compulsory

4. Answer the following :

(1×6=6)

11. Explain the steps involved in selection process.

II Semester B.B.A.5. Degree (NEP) Examination, September/October - 2022
RETAIL MANAGEMENT
Paper : OEC - 2.5
(Regular)

Time : 2 Hours   Maximum Marks : 60

Instructions to Candidates :   *1.   Write question numbers correctly.*
                                    2.   Section - D is compulsory.

SECTION - A

Answer any **5** questions. Each question carries **Two** marks.   (5×2=10)

1. a.   What is Retail Management.

    b.   Define consumer behaviour?

    c.   What is Retail Merchandising?

    d.   What do you mean by Retail logistics?

    e.   What is Marketing Mix?

    f.   What is Electronic Article surveillance?

    g.   What is e-retailing?

SECTION - B

Answer any **4** questions. Each question carries **Five** marks.   (4×5=20)

2.   Briefly explain consumer buying decision process.

3.   Explain factors influencing location of a Retail Store.

4.   What are the dimensions of market analysis?

5.   What are the factors influencing pricing?

6.   Briefly explain principles of supply chain management.

7.   What is the importance of integrated system and networking in retailing?

[P.T.O.

SECTION - C

Answer any 2 questions. Each question carries 12 marks.   (2×12=24)

8.   Explain various functions of Retailing.

9.   What are the influences of group and individual factors on consumers?

10. What factors retailers should consider before deciding the products to sell?

SECTION - D

Compulsory   (1×6=6)

11. Draw a retail life cycle chart and briefly explain the stages.