

Total No. of printed pages = 3

4 SEM BBA ISB 100

2025

(June)

BUSINESS ADMINISTRATION

Paper : 40100

(Information Systems in Business)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. State True or False : 1×5=5
- (a) One of the characteristics of data warehouse is Non-volatility.
 - (b) Cabinet lock is a type of logical security.
 - (c) Open systems have high entropy.
 - (d) Primary key in a database permits null value.
 - (e) Information is processed data.

[Turn over

2. Write the full form of the following : $1 \times 5 = 5$
- (a) OLAP
 - (b) OLTP
 - (c) B2C
 - (d) DDL
 - (e) ERP.

3. Answer the following questions : $1 \times 5 = 5$
- (a) Define Schema.

- (b) What is Entropy ?
- (c) What is Normalization ?
- (d) What is operational decision ?
- (e) What is a foreign key ?

4. Answer any *four* from the following questions : $5 \times 4 = 20$

- (a) Discuss the advantages of database systems.
- (b) Explain the benefits of E-commerce.
- (c) Write a short note on Traditional Files.
- (d) Discuss about different types of feasibility studies undertaken during a system development process.
- (e) Discuss the methods of Information system Audit.

5. Answer any *four* questions from the following : $10 \times 4 = 40$

- (a) What is Information ? Mention the important characteristics of Information. Discuss about the types of decisions taken in an organization and how different Information systems contribute in the decision making process. $1+3+6=10$
- (b) Discuss about the ideas associated with Data Warehouses and Data Mining. 10
- (c) Explain the prototyping model of developing an Information system.
- (d) Discuss the issues of computer fraud. How logical and physical security measures can prevent computer frauds ? $4+6=10$
- (e) What is EDI ? Discuss the advantages and applications of EDI. Explain the implementation details of EDI. $2+4+4=10$

tal No. of printed pages = 3

4 SEM BBA HRM 400

2025

(June)

BUSINESS ADMINISTRATION

Paper : 40400

(Human Resource Management)

Full Marks – 75

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

Write True or False : 1×10=10

- (a) Job specification describes the duties and responsibilities of a job.**
- (b) Transactional Analysis is a method to improve communication.**
- (c) The Payment of Gratuity Act, came into force in the year 1974.**
- (d) Development of employees aim to prepare them for future organisational roles.**

[Turn over

(e) Performance Appraisal is also known as Merit Rating.

(f) Organisational Development is a long-term effort.

(g) Minimum ten or more people are required to form a Trade Union in India as per the Trade Union Act, 1926.

(h) Halsy Premium Plan is a wage incentive plan.

(i) Industrial Relations refer to the relationship among employers, employees and trade unions.

(j) Induction training is for existing employees.

2. Write short notes on any *three* of the following :

$5 \times 3 = 15$

(a) Challenges of Personnel Management

(b) Characteristics of Organisational Development

(c) 360° degree appraisal

(d) Differences between wage and salary

(e) Problems of Trade Unions.

3. Answer any *five* of the following questions :

$10 \times 5 = 50$

(a) Explain the functions of a Personnel Manager. 10

(b) Define performance appraisal. Explain the modern methods of performance appraisal. $2+8=10$

(c) Discuss the nature and scope of Industrial relations. 10

(d) Define Employee Welfare. Explain the significance of employee welfare measures for employers and employees. $2+8=10$

(e) Discuss a few Executive Development Programmes which can help to improve the decision making skills of managers. 10

(f) Discuss the objectives and importance of wage and salary administration. 10

(g) Discuss the merits and demerits of the Time Rate method of wage payment. 10

(b) Which theory of personality is associated with Sigmund Freud ?

- (i) Trait theory
- (ii) Psychoanalytic theory
- (iii) Humanistic theory
- (iv) Behavioral theory

(c) Time management involves

- (i) Avoiding work
- (ii) Procrastination
- (iii) Prioritizing tasks effectively
- (iv) Doing everything at once

(d) What is the key trait of successful individuals ?

- (i) Fear of failure
- (ii) Consistency and resilience
- (iii) Depending on others for motivation
- (iv) Lack of self-discipline

(e) A positive mindset contributes to success because :

- (i) it helps to overcome challenges with confidence
- (ii) it eliminates all difficulties in life
- (iii) it ensures success without effort
- (iv) it allows individuals to avoid competition.

2. Answer any *four* of the following questions :
5×4=20

- (a) Explain the differences between nature and nurture in personality development.
- (b) How do cultural and social values impact personality development ?
- (c) Explain the importance of goal-setting in maintaining motivation.
- (d) Discuss the impact of poor time management on productivity.
- (e) What are the key habits of highly successful individuals ?
- (f) Discuss the differences between intrinsic and extrinsic motivation.

3. Answer any five of the following questions :
10×5=50

- (a) Define personality and discuss the major determinants of personality development. Provide suitable examples.
- (b) What are values and how do they impact decision-making in personal and professional life ?
- (c) Explain Herzberg's Two-factor theory and its role in workplace motivation.
- (d) Discuss the role of yoga and meditation in stress management and mental well being.
- (e) How can individuals evaluate and adjust their time management strategies to enhance productivity ?
- (f) Explain the Big five Personality traits and their relevance in professional life.
- (g) Elaborate on the various methods of attitude formation and attitude change ?

Total number of printed pages-3

4 SEM BBA HRM 400

2024

(June)

BUSINESS ADMINISTRATION

Paper : 40400

(Human Resource Management)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

Write true **or** false of the following :

1×10=10

- (a) Personnel Management is the recruitment, selection, development, utilization and accomodation of human resource by organisation.
- (b) Training is necessary only for new employees.
- (c) Promotion is one of the internal sources of recruitment.
- (d) The Industrial Dispute Act came into existence in the year, 1926.

- (e) HRP ensures adequate supply of manpower as and when required.
- (f) Sensitivity or T-group training is an on-the-job training technique.
- (g) Recruitment and selection are the same.
- (h) AITUC stands for All India Tea Union Congress.
- (i) Time wage system is good for beginners.
- (j) MBO is a modern tool of performance appraisal.

2. Write short notes on : **(any three)** $5 \times 3 = 15$

- (i) Significance of HRD
- (ii) Transactional Analysis
- (iii) Nature of Personnel Management
- (iv) Social Security
- (v) Importance of Industrial Relations

3. Answer **any five** of the following :

$10 \times 5 = 50$

- (a) Discuss the role of Personnel Manager in personnel department.

- (b) Define training. Explain a few "off the job" training methods used by organisations to train their employees.

$2+8=10$

- (c) Elaborate on the problems of Indian Trade Union.

- (d) Explain the basic principles of wage and salary administration. Also explain the methods of wage payments.

$5+5=10$

- (e) What is performance appraisal ? Discuss the process of performance appraisal.

$2+8=10$

- (f) Briefly explain the various instruments of HRD.

- (g) Define manpower planning. Discuss about the significance of manpower planning.

$2+8=10$

total number of printed pages-4

4 SEM BBA PD 200

2024

(June)

BUSINESS ADMINISTRATION

Paper : 40200

(Personality Development)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer the following questions : 1×5=5

(a) Which of the following is not a determinant of personality?

- (i) Genetics
- (ii) Environment
- (iii) Culture
- (iv) Occupation

(b) Which of the following is a Big Five personality trait?

- (i) Authoritarianism
- (ii) Narcissism

Contd.

- (iii) Openness to experience
(iv) Machiavellianism
- (c) Which of the following is not a type of attitude ?
(i) Positive attitude
(ii) Negative attitude
(iii) Ambivalent attitude
(iv) Neutral attitude
- (d) Which of the following is a physiological effect of stress ?
(i) Decreased heart rate
(ii) Constricted blood vessels
(iii) Reduced production of stress hormones
(iv) Enhanced digestion
- (e) Which of the following is not a benefit of effective time management ?
(i) Reduced stress
(ii) Decreased productivity
(iii) Improved work-life balance
(iv) Decreased job satisfaction

2. Answer **any four** of the following questions :
5×4=20

- (a) Can personality be influenced by cultural factors ? Give examples.
(b) Discuss the role of socialization agents such as family and peers in shaping personality during adolescence.
(c) How do attitudes differ from beliefs and values ?
(d) Discuss the difference between intrinsic and extrinsic motivation.
(e) Explain the benefits of planning and organising daily activities ?
(f) What are the various challenges faced by a new manager and how can they overcome them ?

3. Answer **any five** of the following questions :
10×5=50

- (a) Describe the major milestones in the development of personality from infancy to adulthood.
(b) How do individual differences in emotional regulation contribute to variations in personality expression ?

(c) Describe the key principles of major motivation theories, namely Maslow's hierarchy of needs, Herzberg's two-factor theory and ERG theory.

(d) Elaborate on the various methods of attitude formation and attitude change.
5+5=10

(e) How can individuals evaluate and adjust their time management strategies to enhance productivity?

f) Explain the role of motivation, perseverance and resilience in achieving success.

g) Describe different yoga practices and techniques that can help reduce stress and promote relaxation.

Total number of printed pages-4

4 SEM BBA ISB 100

2024

(June)

BUSINESS ADMINISTRATION

Paper : 40100

(Information Systems in Business)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True or False : 1×5=5
 - (a) Schema is the overall design of a database.
 - (b) Entropy is maximum in an open system.
 - (c) Software testing is an integral part of SDLC.

(d) Audit trail is the path which a transaction traces through a data processing system from source document to summary reports.

(e) "Flipkart.com" is an example of B2C type of E-Commerce application.

2. Answer the following questions in brief :
 $2 \times 5 = 10$

(a) Mention the use of DDL and DML in database designing.

(b) Describe briefly about the types of decisions in an organization.

(c) Define data warehouse and mention its properties.

(d) Discuss the applications of EDI.

(e) Explain the bottom up method of system development.

3. Answer **any four** from the following questions :
 $5 \times 4 = 20$

(a) Write a short note on data mining.

(b) Distinguish between open system and closed system.

(c) What are the possible issues related to the security of an Information system ?

(d) Discuss the advantages of EDI.

(e) Mention the key issues in quality control of Information system design.

4. Answer **any four** from the following :
 $10 \times 4 = 40$

(a) Differentiate between traditional file systems and database management systems. Explain the functions of DBA.
 $6 + 4 = 10$

(b) What is E-Commerce ? Discuss about different types of E-Commerce applications with examples. Describe the advantages of E-commerce.
 $1 + 6 + 3 = 10$

(c) Give a brief explanation on MIS and DSS from the perspective of a business organization.

- (d) What is control ? Explain different types of controls. $1+9=10$
- (e) Discuss the waterfall model of system development with proper diagram.
- (f) What is an E-R diagram ? Explain its elements by taking an example. $2+8=10$
-

Total No. of printed pages = 4

4 SEM BBA HRM 400

2023

(June)

BUSINESS ADMINISTRATION

Paper : 40400

(Human Resource Management)

Full Marks – 75

Pass Marks – 30

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Write true or false of the following : $1 \times 5 = 5$

- (a) Personnel Management aims at giving the material and mental satisfaction to each employee in the organization.
- (b) O.D is the study and implementation of practices, systems and techniques that affect organizational change.

[Turn over

- (c) Time wage system is good when productivity of an employee can not be measured precisely.
- (d) Forecasting of future manpower requirement is an important part of Manpower planning.
- (e) The Trade Union Act was passed in the year 1932.

2. Choose the correct options of the following ::

1×5=5

- (a) Promotion is an external / internal source of recruitment.
- (b) BARS stands for Behaviour Analysis Rating Scale / Behaviorally Anchored Rating Scale.
- (c) Rowan plan is a type of wage plan/incentive plan.
- (d) Job analysis / Job design is a systematic process of collecting all information about a specific job including skill requirement, role, responsibility and process.
- (e) Transactional Analysis is Psychoanalytic theory and method of theory developed by Kurt Lewin / Eric Berne.

3. Write short notes on any *three* : 5×3=15

- (a) Executive Development Program.
- (b) Significance of Industrial Relation.
- (c) Human Resource Information System.
- (d) Confidential Report.
- (e) Employees Welfare.

4. Answer any *five* of the following questions :

10×5=50

- (a) Discuss the major challenges of Personnel Management. 10
- (b) Explain the various kinds of welfare activities undertaken by employers for the benefit of its workers. 10
- (c) What are the basic principles of wage and salary administration ? Write briefly the factors which influence the wage and salary structure. 4+6=10
- (d) Discuss briefly the various modern techniques of performance appraisal. 10
- (e) What do you understand by Manpower planning ? Briefly discuss the significance of Manpower planning. 3+7=10

- (f) Define Trade Union. Elaborate the major problems faced by Indian Trade Unions ?

3+7=10

- (g) What are the objectives of training ? Briefly explain the various techniques of "off the Job" training method.

4+6=10

Total No. of printed pages = 4

4 SEM BBA PD 200

2023

(June)

BUSINESS ADMINISTRATION

Paper : 40200

(Personality Development)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following questions : 1×5=5

- (a) _____ is (are) reactions to an object, not a trait. They are object-specific. (Internal stimuli / Affect / Emotions / Moods)

(Choose the correct option for the blank space)

- (b) Fear of failing in the examination is an example of _____ motivation.

(Fill in the blank)

[Turn over

(c) _____ refers to the stress that is induced from events that are perceived to be good or positive. (Fill in the blank)

(d) _____ characterizes the degree to which a person is consistent or inconsistent in how they react to certain events. (conscientiousness / Emotional stability)

(Choose the correct option for the blank space)

(e) _____ is best known as the father of psychoanalysis. (Fill in the blank)

2. Answer any *four* of the following questions :

5×4=20

(a) "Lack of self-awareness can lead to poor decisions, to unrealistic notion of one's competencies and to even Career derailment". Discuss the importance of self-analysis for managers.

(b) What are the different traits for building positive personality ?

(c) Are attitudes learnt ? Explain how.

(d) What are the different sources of motivation ?

(e) What are the different symptoms of stress ?

(f) How to get started on a new habit ?

3. Answer any *five* of the following questions :

10×5=50

(a) Explain the Maslow's Needs Hierarchy Theory. Also suggest how each of the needs in the hierarchy can be satisfied by the management in an organisation.

(b) What are the factors that influence the formation of an attitude ?

(c) What is Stress management ? Explain the physiological signs of stress. (GAS).

(d) Give a summary of the "7 Habits of Highly effective people".

(e) Explain the development of personality from infancy to maturity by referring to the Erikson theory.

(f) What is emotion ? Discuss the different components of emotion.

(g) How do you define success ? What are the different factors that differentiate between Successful and Unsuccessful organisations ? Explain.

(h) What is Personal Time Management ? What are the practices through which we can have greater control over the use of our primary resource-time.

Total No. of printed pages = 4

4 SEM BBA ISB 100

2023

(June)

BUSINESS ADMINISTRATION

Paper : 40100

(Information System in Business)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following questions : $1 \times 5 = 5$

(a) What is the full form of CAD ?

(b) What is data inconsistency ?

(c) What is NEFT ?

(d) What is IS Audit ?

(e) What is Control ?

2. Answer the following questions in brief:

2×5=10

- (a) Define Strategic decision.
- (b) Define Audit trail.
- (c) Mention the use of normalization in database design.
- (d) State the need of Information system in an organization.
- (e) Give some examples of Online information services.

3. Answer any *four* from the following questions :

5×4=20

- (a) Differentiate between Open system and Closed system.
- (b) Mention the principles of Information Security.
- (c) Differentiate between Traditional File system and Database systems.
- (d) Discuss a technique of Information system planning.
- (e) Differentiate between Conventional trading system and E-Commerce.

(f) Explain the six fundamental operations of relational data model.

4. Answer any *four* from the following questions :

10×4=40

(a) What is Information system ? Discuss about the components of an expert system.

2+8=10

(b) (i) What is database ? Using SQL command, perform the following operations : 2

Student Details

Roll No.	Name	Address	Phone No.
1	Babul	Delhi	9801478912
2	Pallabi	Mumbai	7002468913
3	Samir	Chennai	6056972415

(ii) Create the structure of a table 'Student-detail' as given above. 2

(iii) Insert 3 records in the table as shown in the table. 2

(iv) Update the address of 'Pallabi' in the table as 'Bangalore' 2

(iv) Display the details of student whose address is 'Delhi'. 2

(c) What is datawarehouse? Discuss its architecture and applications. 2+8=10

(d) What are the sources of computer frauds? Explain the measures that are adopted against the computer frauds. 5+5=10

(e) Discuss in detail about the life cycle of SDLC. 10

(f) What is EDI? Discuss the applications and advantages of EDI. 10

Total number of printed pages-3

4 SEM BBA HRM 400

2022

(July)

BUSINESS ADMINISTRATION

Paper : 40400

(Human Resource Management)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Write True or False : 1×10=10

- (a) A personnel manager is responsible for maintaining a satisfied workforce in an organisation.
- (b) Promotion is one of the internal sources of recruitment.
- (c) Job specification is the written record of the duties and responsibilities of a particular job.

- (d) Human resource accounting is a traditional method of performance appraisal.
- (e) Trade union is an association of employers.
- (f) Selection is called a negative process.
- (g) Manpower planning ensures adequate supply of manpower as and when required by an organisation.
- (h) The piece rate method of wage payment encourages efficient workers to perform better.
- (i) Training can increase labour turnover and absenteeism in an organisation.
- (j) The theory of transactional analysis was developed by Dr. Eric Berne.

2. Write short notes on : **(any three)**

5×3=15

- (a) Significance of training
- (b) Nature of personnel management
- (c) 360° performance appraisal
- (d) Importance of good industrial relations
- (e) Principles of wage and salary administration

3. Answer the following questions : **(any five)**
10×5=50

- (a) Define personnel management. Discuss the functions of personnel management.
2+8=10
- (b) Define training. Explain a few off-the-job training methods used by organisations to train their employees.
2+8=10
- (c) Discuss a few problems faced by trade unions in India.
- (d) Define performance appraisal. Discuss the various methods of performance appraisal.
2+8=10
- (e) Explain the time rate method and piece rate method of wage payment alongwith their merits and demerits.
5+5=10
- (f) Define manpower planning. Discuss the significance of manpower planning.
2+8=10
- (g) What do you understand by employee welfare ? Discuss a few employee welfare facilities which are provided by employer to employees.
2+8=10

Total number of printed pages-3

4 SEM BBA PD 200

2022

(July)

BUSINESS ADMINISTRATION

Paper : 40200

(Personality Development)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following : 1×5=5
 - (a) _____ are evaluative statements or learned pre-dispositions to respond to an object, person or an idea.
(Fill in the blank)
 - (b) In domino-effect, the direct environment is the driving force in shaping the personalities. (True/False)
 - (c) _____ presented a framework of habits for personal effectiveness in his best seller "7 habits of Highly Effective People". (Sigmund Freud/Stephen R Covey/Clayton Alderfer)
(Choose the correct option)

Contd.

Total number of printed pages-3

4 SEM BBA ISB 100

2022

(July)

BUSINESS ADMINISTRATION

Paper : 40100

(Information System in Business)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False : 1×5=5
- (a) A record and data are similar.
 - (b) A domain represent a single record in a table.
 - (c) Traditional file system eliminates data redundancy.
 - (d) EDI helps us in transferring commercial information between computers.

Contd.

- (e) An IS audit constructs a risk profile for existing and new projects.

2. Write the full form of the following : $1 \times 5 = 5$

- (a) EDI
- (b) SDLC
- (c) ERD
- (d) RDBMS
- (e) DCL

3. Answer **any five** of the following :

- (a) What is DBMS ? Discuss the importance of a database management system. $2+3=5$
- (b) Discuss waterfall model. 5
- (c) Discuss about TPS. 5
- (d) Discuss the importance of MIS in an organisation. 5
- (e) Discuss advantages of Data Mining. 5

- (f) Write short notes on DSS. 5
- (g) What are the key issues face by Quality Control in system design ? 5

4. Answer **any four** from the following questions :

- (a) What is e-commerce ? Discuss different types of e-commerce. $3+7=10$
- (b) Discuss the challenges faced by e-commerce in the context of present business environment. 10
- (c) What is IS Audit ? Discuss the challenges of information systems audit. $2+8=10$
- (d) Draw an ER Diagram for Employee Management System. 10
- (e) Explain the following terms : $3+3+4=10$
 - (i) Testing
 - (ii) Environments
 - (iii) System Analysis

Total number of printed pages-3

4 SEM BBA PD 200

2022

(July)

BUSINESS ADMINISTRATION

Paper : 40200

(Personality Development)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following : 1×5=5
- (a) _____ are evaluative statements or learned pre-dispositions to respond to an object, person or an idea.
(Fill in the blank)
- (b) In domino-effect, the direct environment is the driving force in shaping the personalities. (True/False)
- (c) _____ presented a framework of habits for personal effectiveness in his best seller "7 habits of Highly Effective People". (Sigmund Freud/Stephen R Covey/Clayton Alderfer)
(Choose the correct option)

Contd.

(d) _____ refers to the stress that is induced from lack of stimulation or boredom. *(Fill in the blank)*

(e) Which dimension of the Big Five Model refers to an individual's propensity to defer to others?

(i) Extroversion

(ii) Agreeableness

(iii) Emotional stability

(iv) Openness to experience

(Choose the correct option)

2. Answer the following questions : **(any four)**
5×4=20

(a) What are the different sources of job stress? Explain briefly.

(b) "If you don't have goals, you can't set priorities. If you can't set priorities, you will mismanage time." Explain the statement.

(c) What is Imaginary Anchoring? How can this help in developing a positive personality?

(d) What are the different ways by which we can change old habits?

(e) Explain the *five* primary components of the Big Five Model of personality traits.

3. Answer the following questions : **(any five)**
10×5=50

(a) What is self-motivation? What are the essential skills required for creating a motivated mind set?

(b) What are factors that determine our attitude? Explain the consequences of negative attitude.

(c) Discuss the General Adaptation Syndrome theory. What are the organisational approaches that help in stress management?

(d) Elaborate on the statements "seek first to understand and then to be understood" and "Put first things first".

(e) Explain how knowing oneself can make a person accept his/her strengths and weaknesses and dealing with others better.

(f) "Our values and beliefs serve as foundation for choices we make." Explain the statement with examples.

Total number of printed pages-4

4 SEM BBA ISB 100

2019

(June)

BUSINESS ADMINISTRATION

Paper : 40100

(Information Systems in Business)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False : 10×1=10
- (a) Data Entry Operator handles exceptions inside systems.
- (b) Knowledge is an outcome of information processing.
- (c) 1NF is used to stabilise tables in database file.

Contd.

- (d) A database should be in 1NF to convert it to 3NF.
- (e) Transaction file system needs excessive programming.
- (f) Enterprise Systems are also known as Enterprise Resource Planning.
- (g) A prototype model is a miniature version of a working form.
- (h) Schema is the description of the database.
- (i) Attribute is the representation of a real life object.
- (j) An IS audit constructs a risk profile for existing and new projects.

2. Write the full form of the following:
5×1=5

- (a) TPS
- (b) SQL
- (c) CBIS
- (d) DCL
- (e) CAD.

3. Answer **any six** from the following:

- (a) What is UOD? Discuss the role of a database management system. 2+3
- (b) Explain the process of Normalisation. 5
- (c) Explain the EDI Process. 5
- (d) Write a note on Data Mining. 5
- (e) Discuss the significance of Data Warehouse. 5
- (f) Write a short note on Information System Audit. 5
- (g) Discuss the threats to Information Systems. 5

4. Answer **any three** from the following:

- (a) Discuss the different phases of SDLC. 10
- (b) Explain the various models of E-Business with suitable examples. 10

- (c) Discuss the challenges in Information Systems Management. 10
- (d) With the help of an ER Diagram, explain a Library Management System. 10

Total number of printed pages-3

4 SEM BBA HRM 400

2019

(June)

BUSINESS ADMINISTRATION

Paper : 40400

(Human Resource Management)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Write True **or** False for the following:

1×5=5

- (a) Personnel Management is concerned with obtaining and maintaining a satisfactory and satisfied workforce.
- (b) Employee referral is one of the external sources of recruitment.
- (c) The Personnel Manager never discusses anything with the employees.

Contd.

(d) Training is necessary only for new employees.

(e) AITUC stands for All India Textile Unit and Co-operative.

2. Choose the correct option : $1 \times 5 = 5$

(a) Promotion is an external/internal source of recruitment.

(b) Hygiene theory of motivation is given by Urwick/Herzberg.

(c) Selection is a positive/negative process.

(d) Sensitivity training was developed by Kurt Lewin/Peter Drucker.

(e) Behaviourally Anchored Rating Scale/ Behaviourally Assessment Rating Scale is one of the important methods of performance appraisal.

3. Write short notes on : **(any three)** $5 \times 3 = 15$

(a) Nature of Personnel Management

(b) Significance of HRD

(c) Transactional Analysis

(d) Principles of Wage and Salary Administration

(e) Objectives of training.

4. Answer **(any five)** of the following :

(a) Discuss the functions of Personnel Management. 10

(b) What is HRP? What are the steps involved in HRP process? $2+8=10$

(c) What do you mean by Trade Union? Discuss the main problems of trade union in India. $2+8=10$

(d) What do you mean by performance appraisal? Explain the various tools or techniques of performance appraisal. $2+8=10$

(e) Explain the various methods of Wage payment. 10

(f) Discuss briefly the various instruments of HRD. 10

(g) What is Selection? Discuss the steps involved in a selection process. $2+8=10$

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4 SEM BBA PD 200

2019

(June)

BUSINESS ADMINISTRATION

Paper : 40200

(Personality Development)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

Select the best options/fill in the blanks :

1×5=5

- (i) _____ theorized that personality contains three structures — the id, ego, and super-ego.
- (ii) A _____ analysis can offer helpful perspectives at any stage of any effort.

Contd.

(iii) _____ plays a very important role for achieving success.

(iv) _____ is a condition where there is opposition, disagreement between two or more people.

(v) Motives are like _____.

2. State whether the statements are True **or** False : $1 \times 5 = 5$

(i) Freud's theory of psychosexual development has six stages that occur in the same order for all children.

(ii) The ego is called the executive branch of personality because it uses reasoning to make decisions.

(iii) Theory X assumes that people by nature lack integrity.

(iv) Personality is often described in terms of traits.

(v) Self-Awareness knows your motivations; preferences, personality and understanding.

3. Write short notes on : **(any three)**

$3 \times 5 = 15$

(i) Personal hygiene

(ii) Five Traits of Personality

(iii) Define attitude and explain its various components

(iv) Equity Theory of Motivation.

4. Answer **any five** from the following :

(i) Explain Herzberg's Two Factor Theory of Motivation. 10

(ii) What is personal stress? How can we handle stress? $3+7=10$

(iii) What is Personality? What are the determinants of personality? $3+7=10$

(iv) Define Motivation. Elaborate A.H. Maslow's Hierarchy Theory of Motivation. $3+7=10$

(v) Contrast Classical Conditioning and Operant Conditioning Theories of Learning. 10

(vi) Explain the process of making self-development plan. 10

Total number of printed pages-4

4 SEM BBA ISB 100

2019

(June)

BUSINESS ADMINISTRATION

Paper : 40100

(Information Systems in Business)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False : 10×1=10
- (a) Data Entry Operator handles exceptions inside systems.
- (b) Knowledge is an outcome of information processing.
- (c) 1NF is used to stabilise tables in database file.

Contd.

- (d) A database should be in 1NF to convert it to 3NF.
- (e) Transaction file system needs excessive programming.
- (f) Enterprise Systems are also known as Enterprise Resource Planning.
- (g) A prototype model is a miniature version of a working form.
- (h) Schema is the description of the database.
- (i) Attribute is the representation of a real life object.
- (j) An IS audit constructs a risk profile for existing and new projects.

2. Write the full form of the following :

5×1=5

- (a) TPS
- (b) SQL
- (c) CBIS
- (d) DCL
- (e) CAD.

3. Answer **any six** from the following :

- (a) What is UOD? Discuss the role of a database management system. 2+3
- (b) Explain the process of Normalisation. 5
- (c) Explain the EDI Process. 5
- (d) Write a note on Data Mining. 5
- (e) Discuss the significance of Data Warehouse. 5
- (f) Write a short note on Information System Audit. 5
- (g) Discuss the threats to Information Systems. 5

4. Answer **any three** from the following :

- (a) Discuss the different phases of SDLC. 10
- (b) Explain the various models of E-Business with suitable examples. 10

(c) Discuss the challenges in Information Systems Management. 10

(d) With the help of an ER Diagram, explain a Library Management System. 10

Total number of printed pages-3

4 SEM BBA HRM 400

2018

(June)

BUSINESS ADMINISTRATION

Paper : 40400

(Human Resource Management)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Write True **or** False : 1×10=10

- (a) Personnel management is the management of finance in an organisation.
- (b) Human resources play a vital role in the development process of modern economics.
- (c) Personnel management does not focus on strategic management.

(d) MBO is a modern tool of performance appraisal.

(e) Recruitment is a process of searching prospective employees and encouraging them to apply for jobs in the organisation.

(f) Selection is a negative aspect.

(g) Promotion is a penalty imposed on employees for violation of company rules and regulation.

(h) TQM is an important tool of job analysis.

(i) AITUC stands for All India Tribal Union Congress.

(j) The main objective of wage and salary administration is to establish and maintain an equitable wage and salary system.

2. Write short notes on **any three** of the following : $5 \times 3 = 15$

(a) Need of Manpower Planning

(b) Significance of HRD

(c) Importance of Industrial relations

(d) Principles of wage and salary administration

(e) Process of performance appraisal.

3. Answer **any five** questions of the following : $10 \times 5 = 50$

(a) Discuss the functions of Personnel management. 10

(b) What do you mean by HRD ? Discuss the scope of HRD. $2 + 8 = 10$

(c) Briefly explain the various methods of training. 10

(d) What are the problems of Indian Trade Union ? Elaborate. 1

(e) Describe the objectives of wage and salary administration.

(f) Discuss the importance of performance appraisal.

(g) Define Manpower Planning. Briefly discuss the significance of manpower planning. $3 + 7 = 10$

Total number of printed pages-4

4 SEM BBA PD 200

2018

(June)

BUSINESS ADMINISTRATION

Paper : 40200

(Personality Development)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Fill in the blanks with appropriate words : 1×5=5
 - (i) Herzberg is credited with _____ theory of motivation.
 - (ii) Learning by observing others is also called _____ learning.
 - (iii) Motives are like _____.

Contd.

(iv) Too much pressure for too long leads to ———.

(v) Heredity refers to ——— factors.

(b) State whether the following statements are True **or** False. $1 \times 5 = 5$

(i) Values represent evaluative statements.

(ii) Theory X assumes that people by nature lack integrity.

(iii) Physiological needs includes food, rest and shelter.

(iv) The busy man cannot do many things.

(v) The World Stress is derived from the Latin word stringer.

2. Write short notes on **any five** of the following: $3 \times 5 = 15$

(a) Role of Communication in Personality Development

(b) Unlearning habits

(c) Significance of Time Management

(d) Need of motivation

(e) Concept of Attitude

(f) Personality

(g) Success Management.

3. Answer **any five** of the following questions :

$10 \times 5 = 50$

(a) What are the components of an individual's personality? How does trait theory of personality differ from social learning theory? $5 + 5 = 10$

(b) How to develop a powerful personality? What role emotions plays in shaping the personality of a person? $5 + 5 = 10$

(c) Discuss the implications of Maslow's theory of motivation in an organisation. 10

(d) Discuss the typical symptoms of Stress. What are the effects of Stress? $5 + 5 = 10$

(e) What are the Sources of Values? What factors shapes the Value System of an individual? $5 + 5 = 10$

- (f) Explain the process of making a self-development plan. 10
- (g) What difficulties are faced by an individual in effective time management? 10

Total number of printed pages-4

4 SEM BBA ISB 100

2018

(June)

BUSINESS ADMINISTRATION

Paper : 40100

(Information Systems in Business)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State true/false of the following :

1×5=5

- (a) An E-R model is a graphical representation of entities and their relationships to each other.
- (b) A primary key cannot have NULL value.

Contd.

- (c) Implementation is a phase in a SDLC.
- (d) A data dictionary contains a list of all files in the database.
- (e) B2G E-Commerce application contacts individual consumers with business organizations.

2. Write the full form of the following :

1×5=5

- (a) NEFT
- (b) DDL
- (c) DML
- (d) ISDN
- (e) CASE.

3. Answer the following :

3×5=15

- (a) Explain the use of DDL and DML in database designing with the help of an example.
- (b) What are the sources of security threats in an information system ?

- (c) Mention the advantages of e-commerce.
- (d) Explain the importance of audit trail.
- (e) What is primary key ? Give an example of its use.

4. Answer **any four** from the following :

4×5=20

- (a) Write a short note on Data Warehouse.
- (b) Explain the requirements for proper implementation of EDI.
- (c) Explain the basic types of e-commerce.
- (d) Distinguish between conventional trading system and e-commerce cycle.
- (e) Discuss the key issues in quality control of information system design.

5. Answer **any three** from the following :

3×10=30

- (a) What is E-R diagram ? Explain its different elements.

- (b) Discuss about the different phases of SDLC.
 - (c) What is traditional file processing system? Discuss its characteristics.
 - (d) Explain different components of a DBMS.
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