

Question Bank

Corporate Governance and Auditing

Unit- I

1. Explain the evolution of corporate governance in main developed economies.
2. Describe the principles of Corporate Governance and also state the importance and benefits of Corporate Governance.
3. Discuss the role and guidelines of Securities and Exchange Board of India relating to corporate governance.
4. Describe the various internal and external constituents and their role in corporate governance.
5. Describe the various models of corporate governance stating its characteristics.
6. Discuss the main recommendations of the K M Birla Committee.
7. Write a detailed note on Revised Clause 49.
8. Which are the mandatory committees under Companies Act, 2013, explain them in detail.
9. Why did Kirch group of Germany fail?
10. Explain the main causes for the collapse of the Parmalat, Italy.
11. State the common problems that are common in the corporate failures.

Unit- II

12. Summarise the OECD principles of corporate governance.
13. State the main recommendations given by Greenbury Committee.
14. Define business ethics and explain its nature.
15. Discuss the important ethics in : Human Resource Management, Marketing.
16. Describe deontological ethical theory pointing out its advantages and limitations.

Unit- III

17. Define CSR. Explain the CSR initiatives of any company.
18. Give reasons, why present-day business managers attach importance to social responsibility.
19. State and explain various limitations of section 135 and Companies Rules 2014 provisions relating to CSR spending.
20. Discuss in detail models relating to corporate social responsibility.
21. Discuss the benefits of credit rating to investors and issuers.
22. Explain green governance? Discuss its objectives and importance.
23. What is whistle blowing? State its characteristics.
24. Suggest measures to create a culture of whistle blowing in India.

Unit- IV

25. Discuss in detail the basic principles governing the audit of a business entity.
26. What is auditing? Discuss in details the objectives of auditing.
27. What do you mean by statutory and voluntary audit and discuss the difference between the two?
28. How will you classify the audit according to functions?
29. What is the role of Audit Planning? Explain the advantages and disadvantages of Audit Planning.
30. Describe the various steps in the evaluation of internal control system.
31. What is vouching? Explain various guidelines available for examining the vouchers.

Unit- V

32. 'An auditor is watch dog and not a blood hound.' Comment.
33. Discuss the liabilities of a company auditor under companies Act- 2013.
34. Define audit report. What are its contents?
35. Write a detailed note on the contents of the audit report.
36. Why we need Tax Audit? Explain various provisions related to tax audit.
37. Define Computerized Audit. Explain its advantages and disadvantages in audit.
38. What do you mean by standards on auditing?
39. Write a note on planning of audit of Financial Statements (SA 300).
40. Explain responsibility of joint auditor as SA 299.

Question Bank
B.com II Year
Company Law

Unit-I

- 1) Discuss the briefly the constituents of Company Law Administration in India.
- 2) Discuss the salient features of the Companies Act, 2013?
- 3) Discuss the doctrine of 'Lifting the corporate Veil' and give exceptions to it.
- 4) What is a Joint Stock Company? Discuss its advantages and disadvantages.
- 5) What do you mean by a Holding company and subsidiary Company? Explain with example.
- 6) What kind of companies can be formed under the Indian Companies Act.
- 7) Distinguish between a Private and a Public Company.
- 8) Explain the provision of the Indian Company Law with reference to formation of a company.
- 9) Define a Promoter and discuss his legal and fiduciary position.
- 10) Explain the steps to be taken or a procedure to be followed for the incorporation of a Public Company.

Unit-II

- 11) Define Memorandum of Association of a company and state its importance.
- 12) Explain the doctrine of Ultra Vires and state the effects of ultra Vires transaction.
- 13) Define Articles of Association. Discuss the limitation regarding alteration of Articles.
- 14) What is Prospectus? What important points must be kept in mind while scanning a Prospectus?
- 15) Define GDR. Write its advantages and features.
- 16) Define stock and give its characteristics. Can share be converted into stock?
- 17) Distinguish between Bonus Shares and Right Shares.
- 18) What is meant by Alteration of Share capital? What are the various ways of altering the share capital of a company?
- 19) What is a Share warrant and state its contents.
- 20) What is meant by 'Transmission of shares'? Describe the procedure of Transmission of Shares.
- 21) How directors are appointed? What restrictions have been imposed by the companies Act in respect of appointment of directors?

Unit-III

- 22) What is AGM? State the legal provisions regarding calling of such a meeting.
- 23) What are provisions of the companies act regarding meeting of a company's Board of Directors?
- 24) Define voting. What are the various methods of voting at company's meetings?

25) Discuss the main provisions about mandatory board committees laid down by the companies Act, 2013.

Unit-IV

26) What are divisible profits? What are the legal provisions regarding divisible profits?

27) Explain the provisions relating to the maintenance of books of account under the companies Act, 2013.

28) “An auditor is a watchdog and not a bloodhound.” Explain this statement.

29) What are the provisions of the Companies Act, 2013 regarding the appointment, removal and remuneration of auditors of companies?

30) What is meant by secretarial audit? Discuss its objectives, scope and benefits.

Unit-V

31) What do you understand by the winding up of the company? Discuss the circumstances in which a company may be wound up by the National Company Law Tribunal.

32) What is Insider Trading? How SEBI controls it.

33) Discuss the features of SEBI (Prohibition of Insider Trading) Regulations, 2015.

34) What is whistle-blowing? What protection does whistle-blower have in India?

35) Write short notes on: - The importance of Internal Whistle-blowing Policies and Factors to be considered before Blowing the whistle.

Question Bank
B.B.A II Sem
Business Ethics

Unit-I

- 1) Define the term business ethics. What are the various sources of ethics?
- 2) Discuss the various theories of ethics and their relevance to business ethics.
- 3) Can ethical behaviour lead to better corporate governance? Elucidate.
- 4) Discuss the significance of Gandhian values in corporate governance.
- 5) Discuss Caux Round Table principles for the admirable business organisation.
- 6) What are the bases for developing ethical principles in business organisation?

Unit-II

- 7) Discuss the history of development of corporate law in India.
- 8) Define the term company. Explain its characteristics.
- 9) What do you understand by formation of a company? Discuss the procedure for the formation of the company.
- 10) What are provisions of the companies act regarding meeting of a company's Board of Directors?
- 11) Discuss the main provisions about mandatory board committees laid down by the companies Act, 2013.
- 12) Discuss the responsibilities of director in the present scenario.
- 13) Discuss the guidelines to be followed for effective corporate governance.
- 14) Discuss the important issues in corporate governance.
- 15) Discuss various theories of corporate governance.
- 16) Compare Anglo-Saxon model with Japanese model. Which one is more appropriate in your opinion?
- 17) Explain the rise and fall of audit firm, Arthur Anderson. What factors led to its downfall?
- 18) Would you agree with the view that Enron's growth was rooted in unethical practices? Substantiate your answer.

Unit-III

- 19) Explain the meaning, nature and scope of corporate social responsibility.
- 20) Write a detailed note on corporate sustainability.
- 21) Discuss the arguments for and against social responsibilities of the business.
- 22) Discuss the various drivers of CSR.
- 23) Write detailed note on environment aspects of CSR.

Unit-IV

- 24) Write a note on the significance of Accounting Standards.
- 25) Discuss the significance
- 26) What is Insider Trading? How SEBI controls it.

- 27) Discuss the features of SEBI (Prohibition of Insider Trading) Regulations, 2015.
- 28) What is whistle-blowing? What protection do whistle-blower have in India?
- 29) Write short notes on:- The importance of Internal Whistle-blowing Policies and Factors to be considered before Blowing the whistle.

Question Bank

Personal Selling and Salesmanship

Unit - I

1. Define personal selling. Explain in detail the concept of personal selling.
2. Discuss the importance of personal selling.
3. Describe the various myths of personal selling. Also discuss the solution to the myths of personal selling.
4. Define 'salesmanship'. Bring out the importance of salesmanship in personal selling.
5. Discuss the essential qualities of a good salesman engaged in personal selling.
6. Explain in detail the measures for making selling an effective career.

Unit - II

7. Describe the dynamic nature of sales motivation.
8. Discuss the Maslow's hierarchy of needs theory.
9. Explain the various methods to motivate the salesperson.
10. What do you mean by buyer's behaviour? Describe the types of buyer/consumer behavior.
11. Discuss the general reasons behind the buying decision.
12. What happens after the purchase have been made? What kind of post purchase behaviors can be noticed?

Unit - III

13. What is presentation? How is it different from demonstration?
14. What are the various types of pre approaching strategies used by the salesperson? Why are they important?
15. What is the difference between approach and pre approach used in the process of personal selling?
16. What are the different closing techniques used by the salesperson? Is closing the sales the last step in personal selling?

Unit - IV

17. How can sales report help the managers in taking decisions and framing long term strategies for the organisation?
18. What are the steps involved in framing the sales report that are followed by the organization?
19. What is sales manual and cash memo? What is the importance of them?
20. What is unethical behaviour of sales person? What are some of the unethical behavior of sales representatives?

Unit - V

21. What is the role of AIDA model in marketing and framing plans to capture larger markets share?
22. What are some of the criticisms attached with the AIDA model? Explain in detail.
23. Explain the three broad options available in a distribution network.
24. Explain the key differences between advertising and personal selling.
25. Write a detailed note on 'Media of Advertising'.

Question Bank
Business Organization
B.Com 1st Year

Unit – I

1. Discuss various steps undertaken to promote manufacturing sector.
2. How can the working of small and medium sectors be improved?
3. Discuss the impact of globalization on Indian Business.
4. “Are there any negative effects of innovations and new technology”. Explain.
5. List various causes which have forced the business to assume social responsibility.
6. What is business ethics? Give its scope and importance.
7. Discuss various market forces affecting franchising companies.

Unit – II

1. What are the factors influencing the choice of suitable form of organization?
2. What are the essential characteristics of a good form of business organization?
3. Distinguish between Partnership firm and Joint Hindu Family firm.
4. Is registration of partnership necessary in India? What are the benefits of registering a firm?
5. Discuss various stages for the promotion of a company.
6. “A co-operative form of organization is method of self-help”. Discuss.
7. What are the main objectives of state enterprise? What problems do they face at present?

Unit – III

1. Discuss the classification of various managerial functions.
2. Explain the concept of planning. Discuss the nature of planning.
3. What factors should be considered for successfully implementing strategies?
4. Discuss the administrative problems faced in decision – making.
5. Discuss the principles of organization.
6. Describe the meaning and process of departmentation.
7. Discuss merits and demerits of functional form of organization.
8. What is meant by delegation of authority? Discuss its nature and element.

Unit – IV

1. “Strong and effective leader is an asset for organization”. Comment.
2. Discuss the meaning and characteristics of motivation.
3. Explain Herzberg’s Motivation- Hygiene theory.
4. Describe various types of communication and their features in organization.
5. Explain the concept and nature of control. Also discuss its importance.
6. Explain different barrier to communication.
7. Discuss in detail the qualities of an effective leader.

Unit – V

1. What is labeling? How does it help in marketing?
2. Discuss the meaning and scope of financial management.
3. Discuss the meaning and forms of financial lease.
4. Discuss the purpose and management of SEBI.
5. Discuss the objectives and functions of Human Resource Management.
6. Discuss various suggestions for improving industrial relations.
7. Discuss the causes of poor industrial relations.

Question Bank
Entrepreneurship
B.Com IIIrd Year

Unit – I

8. What do you understand by the term ‘entrepreneur’? Give the main characteristics of an entrepreneur.
9. Define an entrepreneur. What are the distinguishing characteristics of a successful entrepreneur?
10. What do you understand by the term ‘entrepreneurship’? Give the main elements of entrepreneurship.
11. How will you distinguish entrepreneurship from self employment?
12. Define creativity and explain importance of creativity in Entrepreneurship.
13. Explain the importance of social entrepreneurship.
14. Discuss various dimensions of entrepreneurship.

Unit – II

8. Explain major problems of small scale entrepreneurs.
9. Discuss the criteria used for defining the concept of small business.
10. Distinguish between large scale and small scale entrepreneurs.
11. Explain the importance of small enterprises and entrepreneurs in Indian economy.
12. Explain in detail the concept of family business.
13. Explain the challenges faced by a family business.
14. Explain the steps used for resolution of conflict in family business.

Unit – III

9. Write note on role models and motivation in entrepreneurship.
10. Discuss the components of business environment.
11. What do you mean by EDPs? Explain the need for and objectives of EDPs.
12. Discuss the requirement of entrepreneurial support and sustainability.
13. Explain the need and importance of institutional support.
14. Define Self help groups. Explain the objectives of self help groups.
15. Discuss the angel funding and venture capital in detail.

Unit – IV

8. Explain the importance of scanning business environment.
9. Explain common ways of generating ideas.
10. Define business plan and explain its importance in the business.
11. State the importance of business plan in entrepreneurship.
12. Explain the planning and control of production process.
13. Explain managerial roles and functions in small business.
14. What do you understand by project appraisal? Why is it done?

Unit – V

8. Discuss resource mobilization.
9. Explain factors for considered for effective resource mobilization process.
10. Discuss the importance of contracts in start-ups.
11. Explain importance of contract management.
12. Explain contract problems of start-up.

HRM Question Bank

Unit-1

1. Specify the objectives of Human Resource Management.
2. Point out the factors in the systems approach in the study of HRM.
3. State the essential characteristics of sound HR policy.
4. Mention any two applications of computer in HR.
5. What is the focus of human resource management?
6. What does equal employment opportunity indicate?(
7. Explain the importance of HRM in organizations.
8. Explain the scope of HRM.
9. What are the Computer Applications in HRM?
10. What are the benefits of human resource policies?

Unit-2

11. Differentiate HRM and HRD.
12. Define human resource audit.
13. What do you mean by HRA?
14. What is TNA?
15. State the purpose of medical examination in selection.
16. List the modern sources and processes in recruitment
17. Define selection.
18. Define HRP.
19. Explain reliability of tests.

Unit-3

20. Explain the purpose of job analysis.
21. How is job redesign done by using employee responses?
22. What is Delphi technique?
23. What is employee leasing?
24. What are the external sources for recruitment?
25. What is medical examination?
26. Why human resource planning is important?
27. What is Induction Programme?
28. What do you mean by induction?
29. What is meant by on the job training?
30. What is job rotation?

Unit-4

31. Write a note on vestibule training.
32. Specify the limitations of off -the -job training.
33. Explain the term 'training'
34. Explain the process in simulation training.
35. What are the goals of training?
36. What is sensitivity training?
37. What is knowledge management?
38. What are the types of training?
39. Write a short note on simulated training.
40. Define compensation management. What are the stages in career development?

Question Bank
Organizational Behavior

Unit-1

1. Define Organizational Behavior
2. What do you mean by 'Organisational Behaviour'?
3. What is scope of organizational behaviour?
4. Write short notes on Organisation
5. What do you understand by Diversity?
6. Differentiate between Emotions and Moods.
7. Discuss the various factors that affect Organization
8. Define attitude. How are attitudes formed?
9. Define personality.
10. Write short notes on Attitude

Unit-2

11. What are the factors which affect attitude formation?
12. Explain the word 'Personality'.
13. What is emotional intelligence?
14. What is perception?
15. Explain its importance to OB?
16. Define Motivation.
17. What are the five levels of need hierarchy as identified by Maslow?
18. What is perception? Why does perception fail?

Unit-3

19. Discuss the various factors that lead to work force diversity.
20. Discuss the impact of job satisfaction on work outcomes.
21. What is job satisfaction? How is it related to productivity, turnover and absenteeism?
22. What is organisational behaviour? Discuss the major challenges facing OB.
23. How individual behaviour is different from group behaviour? Which factors characterize the individual behaviour?
24. What is leadership?
25. Write short notes on Emotion

Unit-4

26. What is perception and explain its role in individual decision making?
27. Define the term groups. What is the relationship between group norms and group cohesiveness?
28. Discuss the advantages and dis-advantages of group decision making.
29. **Distinguish between** : Formal and Informal groups
30. Write short notes on Benefits of Workforce Diversity
31. Write short notes on Job satisfaction
32. Write short notes on Diversity
33. Do you think Group dynamics work in organizations ?
34. Make a distinction between formal and informal groups. What are the advantages of informal groups?
35. Explain Maslow's Hierarchy of Need.

Question Bank

Company Law

Unit 1

Q1 Define Contract. What are its characteristics ?

Q2 Distinguish between agreement and contract.

Q3 What are the essentials of a valid contract.

Q4 Discuss the exceptions to the rule 'No consideration, No contract.'

Q5 What do you understand by free consent.

Q6 State the various remedies available to the aggrieved party for a breach of contract.

Q7 State the various modes to discharge a contract.

Unit 2

Q7 Discuss the rights of bailor and bailee.

Q8 What are the different kinds of agents

Q9 What are the various modes by which an agency may be terminated.

Q10 Discuss the liability of an agent towards third party

Q11 Distinguish between contract of guarantee and contract of indemnity

Unit 3

Q12 Explain the essentials of contract of sale.

Q13 Distinguish between contract of sale and agreement to sell

Q14 Explain the doctrine of “Caveat Emptor” in respect of Sales of Goods Act.

Q15 Explain the conditions and warranties implied by law in contract of sale of goods.

Q16 What is meant by unpaid seller? What are the remedies of an unpaid seller.

Unit 4

Q17 What do you mean by negotiable instruments? What are its types?

Q18 Discuss the modes and effects of dishonor of negotiable instruments.

Q19 What is bill of exchange? How does it differ from promissory note and a cheque.

Q20 What do you mean by bouncing of a cheque.

Unit 5

Q21 Define partnership. What are the essentials of Partnership.

Q22 What is partnership deed? Explain the main contents of partnership deed.

Q23 Can minor be a partner? Explain different types of partners.

Q24 What do you mean by LLP? What are its benefits?

Q25 Differentiate between LLP and Partnership.

Question Bank

Business Policy and Strategy

Unit-1

- Q1 What is a strategy? What are the attributes of a sound strategy?
- Q2 Discuss the role of Strategic Management in detail.
- Q3 Discuss the process of Strategic Management.
- Q4 What is a company mission? What is the need for written statement of mission?
- Q5 What are essential features of objectives ?

Unit-2

- Q6 What is general environment? What is the importance of general environment?
- Q7 Explain the Porters model of competitive forces.
- Q8 What is environmental scanning? What is the role of environmental scanning?
- Q9 What is Internal Analysis. What is its importance?
- Q10 What is SWOT analysis? Explain its importance.

Unit-3

- Q11 What is growth strategy? What are its features?
- Q12 Explain the variants of stability strategy.

Q13 Explain the reasons for diversification.

Q14 What is retrenchment strategy? Why retrenchment?

Q15 Explain forward and backward integration concepts.

Unit-4

Q16 What is BCG model? Explain its rationale.

Q17 Discuss GE Nine cell matrix model

Q18 What is portfolio analysis? Explain the merits and demerits portfolio model.

Question Bank

Managerial Economics

Unit-1

Q1 Define Managerial Economics. Discuss the nature and scope of managerial economics.

Q2 Explain the law of Demand. Why demand curve slopes downward.

Q3 What is meant by Elasticity of demand? Explain its types.

Q4 Explain any three methods of measuring price elasticity of demand.

Q5 Distinguish between marginal utility and total utility

Q6 Explain the law of Diminishing marginal utility

Q7 Explain the law of equi-marginal utility

Q8 Discuss the properties of Indifference Curves.

Unit-2

Q9 Discuss the three stages of production in the short run

Q10 Discuss the law of variable proportions

Q11 What do you mean by economies of scale

Q12 What is Cost of production. Distinguish between fixed and variable cost.

Q13 Explain the short run and long run cost curves.

Q14 Define Opportunity cost.

Unit-3

Q15 What is meant by market in economics? Explain the main features of market.

Q16 Explain the basis of classification of market

Q17 What is perfect competition.

Q18 Explain the importance of time element in determination of price under perfect competition.

Unit-4

Q19 What do you mean by monopoly. How the price and output are determined under monopoly.

Q2 Discuss the features of monopolistic competition.

Q3 Distinguish between monopolistic and perfect competition

Q4 What is Oligopoly. Discuss different types of Oligopoly.

Q5 Distinguish between collusive and non-collusive Oligopoly.

Question Bank

PROJECT PLANNING AND CONTROL

Unit-1

- 1 Define Project. State and explain characteristics of Project.
2. Define Project management. Explain in detail objectives of Project management
3. Explain Stages of Project Management.
4. Discuss in detail Project Planning Process.
5. Explain Project organization structure in detail.

Unit-2

6. Define Work study. What are the Steps Involved in Work Study? State Principles and objectives Of Work study. Also state the benefits of Work study.
7. Discuss in detail Project Cost Estimation on the basis of following points a) Inputs b) Tools and Techniques c) Outputs
8. Explain Project Risk Management on the basis of Purpose, Objectives, Characteristics, Approach, Identification and analysis
9. Explain Time Estimation Method by considering Optimistic, Pessimistic and Most Likely Time Estimate. State in short Single versus Multiple Time Estimates.

Unit-3

- 10.Explain in detail Work Breakdown Structure (WBC).
12. Explain CPM/PERT Networks in detail.
13. Define Post Project Analysis. What is the meaning of Post Project Evaluation?
14. What are the Observations need to take during Post Project Evaluation? Explain in detail.

Unit-4

15. What are the Computers applications used in Project Management
- 16 Explain in detail Project Procurement Management.
17. Discuss in brief Report on Post Project Evaluation.
18. Discuss in deatail Project Monitoring and Control

Question Bank
Business Statistics and Management
B.Com 1st Year

Unit – I

15. What is Classification of Data? How you will classify the data?
16. What is Tabulation of Data? Explain the various parts of a table?
17. Explain the importance and limitations of statistics in detail.
18. What is Measure of Central Tendency? Why Median is considered as best central tendency?
19. What is Arithmetic Mean? Explain the properties of Arithmetic Mean.
20. Differentiate between (i) Mean, Median and Mode.
 (ii) Arithmetic Mean, Geometric Mean and Harmonic Mean.
21. What is Mode? Give its merits and demerits?
22. What is arithmetic mean? Give its merits and demerits.
23. What is standard deviation? Explain the properties of standard deviation.
24. What is mean deviation? How it is different from standard deviation?
25. What is dispersion? Explain the various types of dispersion in detail with a suitable example for each.
26. What is coefficient of variation? Explain its usefulness with the help of an example.
27. Explain the merits and demerits of (a) Range (b) Quartile Deviation (c) Mean Deviation (d) Standard Deviation
28. Find the variance of the series 3,5,2,7,6,4,9,1.
29. Calculate mean deviation from mean and median for the following data:-

Marks:-	8	10	15	20	25	32	35
No. of students	3	2	4	7	4	3	7

Unit – II

1. Define Correlation. Explain the various types of correlation in detail.
2. What is Regression? How it is different from Correlation?
3. What is Regression? Why there are always two lines of regression?
4. What is Correlation? Explain the various methods of calculation correlation.
5. What is the significance of Correlation analysis?
6. From the data given below, find the number of items.
 $r=0.5$, $\sum xy=120$, $\sum x^2=90$, standard deviation of $y=9$ (where x and y are deviations from arithmetic average)
7. Find Karl Pearson's coefficient of correlation from the following:-

X	27	26	25	24	23	22	21
Y	22	21	20	19	18	15	10

8. Find the two regression equation from the following data:-

X	1	2	3	4	5
Y	2	3	5	4	6

9. Explain the utility and limitations of regression analysis.

Unit III

1. What are Index Numbers? Explain the problems in the construction of Index numbers?
2. Explain the importance and limitations of Index Numbers?
3. Explain in detail various tests of adequacy of Index numbers in detail.
4. With the help of the following data prove that Fisher's Ideal Index satisfies both time reversal test and factor reversal test

Items	2015		2016	
	Price	Value	Price	Value
A	8	80	10	100
B	10	20	12	60
C	5	25	5	30
D	4	16	8	40

Unit IV

1. What is time series? Why is time series considered to be an effective tool of forecasting?
2. Distinguish between Secular Trends, Seasonal Variation and cyclical fluctuations.
3. Fit a line of trend to the following data by semi-average method

Year	2009	2010	2011	2012	2013	2014	2015
Sales(Lacs)	17	18	16	13	12	9	12

4. Fit a straight line trend by method of least squares:-

Year	I	II	III	IV	V	VI	VII
Production	20	23	22	25	26	22	30

Unit V

1. A shopkeeper has a stock of 15 dozen jackets, 20 shirts and 10 dozen socks. If the selling price of per jacket is Rs.150, per shirt Rs.80 and Rs. 15 per socks. Find the total amount that the shopkeeper receives by selling all the items.
2. What are matrices? How one can calculate the Adjoint and Inverse of a matrix?
3. Explain the various types of matrices in detail?
4. Differentiate between Simple Interest and Compound Interest.
5. Solve by using matrix inverse method:- $9x+y=13$ and $8x+2y=16$
6. The cost of 3 pencils and 2 pens is Rs.9 and that of one pencil and 3 pens is Rs.10. Find the cost of each pen and pencil.
7. Differentiate between nominal rate of interest and effective rate of interest.
8. The population of a town increases each year by 4% of its total at the beginning of the year. If the population on 1st January 2011 was 5,00,000. What was it on 1st January, 2014?

Question Bank
BBA IVth Sem.
Business Research

Unit I

- 1) **What is Marketing Research? Explain the nature and scope of marketing research.**
- 2) **What is Marketing Research? Explain the role of marketing research in decision making.**
- 3) **Explain the importance and limitations of market research.**
- 4) **Explain the ethical considerations in business research.**
- 5) **Explain the features of marketing research.**
- 6) **Explain the process of research in detail.**
- 7) **Describe fully the techniques of defining a research problem.**
- 8) **Marketing research is (i) Systematic study (ii) Scientific Study (iii) Managerial Tool (iv) All of these.**
- 9) **..... research is concerned with the study of subjective assessment of attitude, opinion and behaviour.**
- 10) **..... research attempts to explain why and how there exists a relationship between 2 or more aspects of a problem.**

Unit II

- 1) **Define research design. What are the components of research design?**
- 2) **Explain the meaning and significance of a research design.**
- 3) **What is secondary data? What are its sources and also explain its merits and demerits?**
- 4) **What is secondary data and how does it differ from the primary data?**
- 5) **Discuss the criteria of evaluation of secondary data.**
- 6) **Currency in case of secondary data means**

Unit III

- 1) **Define attitude and how it is measured?**
- 2) **Discuss the Thurstone scale and the various steps in its construction.**
- 3) **What are the types of scale? Explain them with example.**
- 4) **What is Primary Data? Explain the sources of collecting primary data.**
- 5) **Define questionnaire. What are its types and also explain essentials of good questionnaires?**
- 6) **Define schedule. What are its merits and demerits? How it is different from the questionnaire?**
- 7) **Electronic survey includes (a) E-mail Interview (b) Web based interview (c) Both (d) None**
- 8) **Explain the projective techniques.**

- 9) Explain the test of reliability. What methods are used for estimating the reliability and how it can be improved?

Unit IV

- 1) Define hypothesis. What are its characteristics? Also explain its sources.
- 2) Define Chi- square test. Explain the procedure of Chi-square test.
- 3) “Poor communication hinders presentation of research findings”. Discuss.
- 4) Write short notes on:- (a) Types of Report (b) Review of Literature (c) Bibliography (d) Cover Page (e) Items under the text of a research Report
- 5) Define sales forecasting. What are factors governing sales forecasting?
- 6) What are the various methods in sales forecasting?
- 7) Elaborate the process of conducting the factor analysis by using the SPSS.
- 8) Write the detailed note on F-test and its application.

Question Bank
Personality Development & Communication Skills
B.B.A. IVth Semester

Unit – I

1. What is personality development? Discuss the process of personality development.
2. What are the symptoms of positive as well as negative self-esteem? How self-esteem can be changed?
3. What is importance of goal setting in one's life? What are the features of good goal? What are the things that interfere with goals?
4. Discuss the various principles of the time management.
5. Why time management is important? How time can be managed?
6. What are various theories of personality? Discuss their overview.

Unit – II

1. Discuss the various steps in effective writing.
2. What are the essentials of good business writing? Discuss the various steps in effective writing.
3. What are business letters? Discuss the various functions of business letters.
4. What are the different parts of business letters? Discuss them in detail with the help of illustrations. Write office notice stating opening of new branch with launching of new product.
5. Discuss the various parts of e-mail.
6. What is auditor's report? Draft the specimen of auditor's report.
7. Discuss the various parts of report?
8. Write points should be considered for writing interview letters?

Unit – III

1. Discuss role of communication in personality development.
2. What is body language? Discuss different types of body language in detail.
3. What is intra personal communication? How it can be improved.
4. What is transactional analysis? Explain it in detail.
5. What are leadership qualities? How to become a good leader?
6. What is team? What are essential of team? What should be the qualities of team players?
7. What is speech? What are the qualities of a good speech?

Unit – IV

1. Discuss different self-grooming hints.
2. Discuss different self-grooming hints.
3. Discuss the various strategies to overcome nervousness in interview.
4. What should be the behaviour of interview during interview?
5. What is emotional intelligence? How does it contribute to effective communication?
6. What is the role of emotional intelligence to become effective leader?
7. What is emotional intelligence? How does it contribute to effective communication?

