Reg. No.											

DEPARTMENT OF COMMERCE
BBA 103 MICRO ECONOMICS
Academic Year: 2022-23 (Odd Semester)

Year/Semester & Branch: B.COM, 1ˢᵗ SEMESTER

Faculty Name: Dr. Sachin Kumar   Date: 22/11/2022

Max. Marks: 30   Time: 1.5 Hours

Course Outcome(s)	Questions Numbers	Blooms Taxonomy Level
CO1- Introduction to Microeconomics: Define and explain the fundamental concepts and principles of microeconomics, such as scarcity, choice, opportunity cost, and the economic problem.	Section A 1 and 4	RE - Remembering UN - Understanding AP - Applying AN – Analyzing EV - Evaluating CR- Creating
CO2- Supply and Demand: Analyze the forces of supply and demand and their role in determining equilibrium prices and quantities in markets. Understand how changes in market conditions affect supply and demand..	Section B Q. 1	
CO3- Production and Cost Analysis: Understand the concepts of production, costs, and profit maximization for firms. Analyze the short-run and long-run production decisions of firms.	Section B Q. 2	
CO4- Demonstrate the impact on economic viability environmental protection and social equity Factor Markets: Explore the markets for factors of production, including labor and capital. Understand how wages and interest rates are determined.	Section A 2	

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(NAAC Accredited "A" Grade Institute & Approved U/s 2(f) of UGC Act 1956)
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CO5 Consumer Behavior: Explore the theory of consumer choice, utility, and indifference curves. Analyze factors influencing individual and household consumption decisions..	Section B Q. 3	

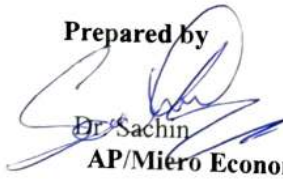**Section A: Short question, attempt any three**   (5x3)
1. Define the term Business Economics (RE)
2. Short note on marginal utility function (UN)
3. Difference between fixed and variable cost(UN)
4. What do mean by Opportunity cost explain the example.(UN)
5. Why we required demand forecasting(RE)

Section B: Long question, attempt any two   (7.5x2)

1. Discuss law of demand and its determinants (RE)
2. What do you mean by production function? Explain law of variable function.(RE)
3. Discuss Indifference curve along with its properties.(AN)

Prepared by

Dr. Sachin
AP/Micro Economics

Verified by

Dr. Ashish Dubey
HOD /CSE

Approved by

Dr. KK Garg
PRINCIPAL

DIRECTOR
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DEPARTMENT OF MANAGEMENT
INTERNAL EXAMINATION
BBA-203– MARKETING MANAGEMENT

Academic Year: 2022-23 (Odd Semester)

Year/Semester & Branch: 2nd, 3rd semester BBA

Faculty Name: Ms. Rupal Asati

Date: 23/11/2022

Max. Marks: 30

Time: 1.5 Hrs

Course Outcome(s)	Questions Numbers	Blooms Taxonomy Level
CO1- Understand Marketing Concepts: Define and explain fundamental marketing concepts, including the marketing mix (product, price, place, promotion) and the importance of customer satisfaction.	Q.1 A and B	RE - Remembering UN - Understanding AP - Applying AN – Analyzing EV - Evaluating CR-Creating
CO2- Strategic Marketing Planning: Develop a strategic marketing plan that aligns with overall business goals. Understand the importance of setting clear marketing objectives and goals..	Q. 3	
CO3- Pricing Strategies: Understand various pricing strategies and their impact on profitability and market positioning. Apply cost-based, value-based, and competitionbased pricing models.	Q. 4	
CO4- Distribution and Channel Management: Evaluate distribution channels and strategies for efficient product distribution. Analyze the role of intermediaries and the impact of channel decisions on customer accessibility.	Q. 5	

CO5- Market Analysis:	Q. 2	
Conduct market analysis to identify opportunities, threats, and trends affecting a business environment. Apply tools and techniques for market segmentation, targeting, and positioning.		

Attempt THREE questions in all. Q1. Is compulsory. All questions carry equal marks

Q1- Short Notes

A. Difference Between Marketing and Selling (UN)

B. Product Life Cycle, with the help of Nokia example. (RE)

Q2. What are the various basis on which the market may be segmented? Explain all the steps in the segmentation process with the help of BMW example. (UN)

Q3. Explain the Marketing Process? What are the different Marketing Philosophies and what is the latest out of these? Do you agree with that philosophy of Marketing? (RE)

Q4. What are different pricing methods used for setting price. Explain why marginal costing Method and psychological pricing considered to be practical methods of pricing. (UN)

Q5. Explain B2B and B2C. Discuss distribution channel for both B2B and B2C. (RE)

Prepared by	Verified by	Approved by
Ms. Rupal Asati	Dr. Ashish Dubey	Dr. KK. Garg
AP/Marketing Management	HOD /CSE	PRINCIPAL

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DEPARTMENT OF COMPUTER APPLICATION
NTERNAL EXAMINATION
BCA103– PROGRAMMING USING 'C' LANGUAGE
Academic Year: 2021-22 (Odd Semester)

Year/Semester: First /First

Max. Marks: 30   Time: 2 Hours   Date: 22/11/2021

A

Course Outcome(s)	Questions Numbers	Blooms Taxonomy Level
CO1- Develop programming skills by learning the fundamentals of structured programming using C Language.	Part A- 1,2,3,4 Part B- 1,2,3	
CO2- Design and develop programs using arrays, storage classes, functions and to understand memory management through pointers.	Part A- 5,6,7 Part B- 4,5	RE - Remembering UN - Understanding AP - Applying AN - AnalyzingEV - EvaluatingCR – Creating

PART-A Answer Any Five Questions (5x2=10 Marks)

Q1. What is the use of printf() and Scanf() in C?
Q2. What are variables? Give example.
Q3. Explain the arithmetic operators with example.
Q4. Define Keywords in C and Give example.
Q5. Write 4 features of C language.
Q6. What are the rules for defining a variable?
Q7. Write a program in C using For loop to print (* * * * *)

PART-B Answer All Questions (5 X 4=20 Marks)

Q1. Explain the types of character set with examples?
Q2. Write a calculator program in C using else if statement.
Q3. Explain relational operators and logical operators with example.
Q4. Write a program in C to receive any number from user and print its table using For loop.
Q5. Explain the following with an example:
    While loop   Do- while loop

Prepared by   Verified by   Approved by

Ms. M. Tripathy   Mr. Gyanendra   Dr. KK GARG
Subject Faculty   HOD   DIRECTOR

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