



1st Semester End Term Examination: Feb - 2023.

Subject : Behavioral Science
Course : BBA
Full Marks : 70
Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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PART - A

Multiple Choice Questions

[12x1=12]

- i) Mr. Sanjay outside of class is pretty laid back and enjoys time by himself in quiet. He may be described as?
a) Introvert
b) Extrovert
c) Agreeable
d) Disagreeable
- ii) The stage in which a child needs to learn important academic skills and compare favourably with peers in school to achieve competence
a) Trust vs. Mistrust
b) Industry vs. Inferiority
c) Initiative vs. guilt
d) Identity vs. Role confusion
- iii) A study of the culture and practices in different societies is called
a) Personality
b) Anthropology
c) Perception
d) Sociology
- iv) Which of the following is NOT an example of body language?
a) Crossing your arms over your chest
b) Rolling your eyes
c) Drumming your fingers on the table
d) Talking too fast

- v) You can move information from the Blind self to the Open self through
- Feedback
 - Disclosure
 - Depression
 - Empowerment
- vi) Johari window has how many windows (boxes) representing SELF
- Six
 - Eight
 - Nine
 - Four
- vii) What part of SMART is missing from this goal? I will improve my grade in principles of management by the end of the semester
- Not specific enough
 - Not time bound
 - Not measurable
 - Not attainable
- viii) The "id" is defined as which part of your human personality
- Based on morals
 - Dealing with reality
 - Needing to look good
 - Meeting basic needs
- ix) Which part of SMART is missing? I will lose 60kgs by the end of this month
- Not time bound
 - Not measurable
 - Not specific enough
 - Not attainable
- x) Who developed a psychoanalytic personality theory which involved the id, ego and superego?
- B.F Skinner
 - Erik Erikson
 - Sigmund Freud
 - William Golding
- xi) An attitude can be inferred from a person's
- Cognition
 - Affect
 - Behaviour
 - All of the above
- xii) The movements of the body or parts of it to convey meaning are known as:
- Gestures
 - Symbols
 - Postures
 - Signs

PART - B

Answer any FOUR out of SIX

[4x7=28]

- To what extent do you think body language is Important? When evaluating body language, what does the following signals indicate
 - Crossed arms
 - Covering the mouth
- While building a resume, what are important points to be covered?
- Briefly describe the stages where the following arises
 - Identity vs. Role Confusion
 - Industry vs. inferiority
- Where do you think your personality comes from? Briefly explain the various personality traits
- Explain the JOHARI window. State the Importance of this technique in understanding self.
- What is Attitude? What are the various components o Attitude?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What is time management? Discuss the ways by which you can effectively manage time.
 - What are the skills required to crack a job interview?
 - Latasha was a 20-year-old college student who lived in the dorms on campus. Classmates described Latasha as absent-minded and geeky because she didn't interact with others and rarely, if ever, engaged with classmates or professors in class. She usually raced back to her dorm as soon as classes were over. Latasha primarily stayed in her room, did not appear to have any friends, and had no interest in the events happening on campus. Latasha even asked for special permission to stay on campus when most students went home during holidays. With reference to the above case answer the following
 - How is Latasha's personality described?
 - Does Latasha have a personality disorder? Justify.
 - What is the difference between Paranoid personality disorder and Histrionic Personality disorder?
11. Write short notes on:
- SWOT analysis
 - SMART goals



1st Semester End Term Examination: Feb - 2023.

Subject : Business Communication

Roll No:

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Downward communication flows from _____ to _____
 - a) Upper to lower
 - b) Lower to upper
 - c) Horizontal
 - d) Diagonal
- ii) All communication starts with _____
 - a) Receiver
 - b) Decoder
 - c) Encoder
 - d) Idea
- iii) _____ is a psychological barrier to effective communication
 - a) Technical jargon
 - b) Distrust
 - c) Complex organization
 - d) Status difference
- iv) The principle of effective writing includes _____
 - a) Accuracy
 - b) Clarity
 - c) Brevity
 - d) All of the above

- v) _____ of the letter consists of main message
- Heading
 - Body
 - Greeting
 - Closing
- vi) Which of these is NOT normally considered to be a direction of formal communication?
- Upward
 - Diagonal
 - Zigzag
 - All of the above
- vii) Which type of non-communication is known as artifacts?
- Clothing
 - Posture
 - Gestures
 - None of these
- viii) In letter writing, _____ indicates to the reader of the letter what the _____ is about
- Salutation, letter
 - subject, notice
 - Body, memo
 - subject, letter
- ix) Which type of communication refers to flow of information between persons holding equal rank in same departments?
- Lateral
 - Downward
 - Upward
 - Diagonal
- x) On which of the following we get immediate feedback?
- E-mail
 - Letter
 - Telephone
 - Fax
- xi) Which of the following is/are business letters?
- Refusal letter
 - Customer relation letter
 - Order status letter
 - all of these
- xii) The formal greeting in a business letter is _____.
- Inside address
 - Salutation
 - Complimentary close
 - Letter head

PART - B

Answer any FOUR out of SIX

[4x7=28]

- What is written communication? State advantages & disadvantages of written communication?
- Elaborate Proxemics as a Non Verbal Communication.
- What is the role of non-verbal communication in the success of an organization? Explain with examples.
- What is informal communication? Explain merits & demerits of informal communication
- Explain the Communication Process.

7. Explain Do's & Don'ts of a group discussion

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner
- Write a job application letter to the HR manager in response to an advertisement on Naukri.com for the post of Marketing manager
Post: Management trainee - Entry level.
Qualification: Post graduation. Work Exp. - 0-1 year
- Develop a creative write up on:
 - Your experience in "GOA-CARVAAN 2023"
 - Any family trip of your choice.



1st Semester End Term Examination: Feb - 2023.

Subject

: **Managerial Economics**

Course

: **BBA**

Full Marks

: **70**

Roll No:

Time : **3 Hours.**

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Basic assumptions of law of demand include
- a) Prices of other goods should change.
 - b) There should be substitute for the commodity.
 - c) The commodity should not confer any distinction.
 - d) The demand for the commodity should not be continuous
- ii) Product differentiation is an important feature of
- a) Perfect competition
 - b) Monopolistic competition
 - c) Monopoly
 - d) None of these.
- iii) Higher the price of certain luxurious articles, higher will be the demand, this concept is called.....
- a) Giffen effects
 - b) Veblen effects
 - c) Demonstration effects
 - d) Both b & c above
- iv) In the case of perfect elasticity, the demand curve is
- a) Vertical
 - b) Horizontal
 - c) Flat
 - d) Steep

PART - C

Answer any TWO out of FOUR

[2x15=30]

- v) Car and petrol are
a) Complementary goods
b) Substitute goods
c) Supplementary goods
d) Reserve goods
- vi) _____ means the total receipts from sales divided by the number of unit sold.
a) Average revenue
b) Total revenue
c) Marginal revenue
d) Incremental revenue
- vii) The short run production function is called;
a) Returns to scale
b) Law of variable proportion
c) Production possibility frontier
d) None of these
- viii) Whenever _____ is greater than average total cost, average total cost is rising.
a) Marginal cost
b) Variable cost
c) Fixed cost
d) Full cost
- ix) What is the shape of average fixed cost curve:
a) Parallel to X axis
b) Rectangular hyperbola
c) Downward sloping
d) parallel Y axis
- x) Which is the characteristics of managerial economics
a) Deals with both micro and macro aspects
b) Both positive and normative science
c) Deals with theoretical aspects
d) Deals with practical aspects....
- xi) Average revenue is the revenue per
a) Unit commodity sold
b) Total commodity sold
c) Marginal commodity sold
d) None of these
- xii) In a perfect market both buyers and sellers are
a) Price maker
b) Price giver
c) Price taker
d) All the above.

PART - B

Answer any FOUR out of SIX

[4x7=28]

- 2. Explain the reasons for U shape of average variable cost curve.
- 3. Conclude Monopolistic competition? Give its features.
- 4. Define managerial economics with the help of an example. Discuss how it is different from traditional economics?
- 5. Define elasticity of demand and calculate price elasticity of demand by percentage method from the following :
Price (Rs. Per unit) Expenditure (Rs.)
5 500
6 450
- 6. Discuss the Law of variable proportions.
- 7. Discuss the relationship between TR, AR and MR under perfect competition...