



NP - 294

I Semester B.B.A. Examination, March/April 2023
(NEP) (2021-22 and Onwards) (F+R)
BUSINESS ADMINISTRATION
Paper - 1.1 : Management Innovation

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written in English only.

SECTION - A

- I. Answer **any 6** sub-questions. **Each** sub-question carries **two** marks. (6×2=12)
- 1) a) What do you mean by planning ?
 - b) Mention any four models of change.
 - c) Define MIS.
 - d) What is ERP ?
 - e) Write the meaning of Business Intelligence (BI).
 - f) Expand :
TRP
ERP
 - g) Write any 2 managerial functions.
 - h) What is CSR ?

SECTION - B

- II. Answer **any 3** questions. **Each** question carries **four** marks. (3×4=12)
- 2) State the needs of business intelligence.
 - 3) Discuss the role of chamber of commerce and industry.
 - 4) Write the needs of CSR.
 - 5) Explain the role of MIS.
 - 6) Explain the theories of change management.

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SECTION - C

III. Answer any 3 questions. Each question carries twelve marks.

(3×12=36)

- 7) What is social responsibility ? Explain briefly various social responsibilities.
 - 8) Explain the various government schemes available for business organization.
 - 9) Define ERP. Explain the needs and challenges of ERP.
 - 10) Explain the various managerial functions.
 - 11) What is change management ? Explain the 7 R's of change management.
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