



NP – 153

18  
I Semester B.B.A. Examination, May 2022  
(NEP-2021 – 22 and Onwards)  
**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) Define Business Intelligence.
- b) What do you mean by Business Management ?
- c) Give the meaning of CSR.
- d) What is information system ?
- e) Mention any 4 models of change.
- f) What do you understand by scalar chain ?
- g) Expand :
  - i) MIS
  - ii) DSS
  - iii) TRP
  - iv) ERP.
- h) Mention any 4 roles played on manager.

SECTION – B

II. Answer **any 3** questions. **Each** question carries **four** marks. **(3×4=12)**

- 2) State the objectives of MIS.
- 3) Why change is resisted ?
- 4) Discuss the need for chamber of commerce.
- 5) Explain the features of management.
- 6) What are the benefits of using AI in business ?

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## SECTION - C

III. Answer **any 3** questions. **Each** question carries **twelve** marks. **(3×12=36)**

- 7) What is change ? Explain various factors which necessitate changes in organization.
  - 8) Explain the various government schemes for business organization.
  - 9) What is social responsibility ? Explain various social responsibilities towards various sections of the society.
  - 10) Discuss the merits and demerits of MIS.
  - 11) Discuss the significance and limitations of business intelligence.
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