



NP – 294

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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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