

Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Business Economics****Sub. Code: 111220****Day and Date: JUNE ,09-06-2025****Total Marks: 60****Time: 10:30 AM To 12:30 PM****Instructions:** 1. All questions are compulsory
2. Figures to the right indicate full marks

Q1) What is mean by Economics. Describe Nature and Scope of [15]
Economics.

OR

Explain Difference between Micro and Macro Economics.

Q2) Write Short Answers (Any Three) [30]

- a) Explain Determinants of demand
- b) Explain Law of Diminishing Marginal Utility
- c) Describe Indifference curve analysis with its Properties
- d) Explain Measurement of Elasticity of demand
- e) Explain Price determination under Monopolistic Competition.

Q3) Write Short Notes (Any Three) [15]

- a) Oligopoly Market
- b) GDP
- c) Law Demand
- d) Monopoly Market
- e) Challenges facing by Indian Economy

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

1] (12149) Bachelor of Business Administration NEP 2.0 (111220) Business Economics Part 1 SEM 2

Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachlor of Bussiness Administration NEP 2.0****Sub. Name: Emerging Technologies and Application****Sub. Code: 111303****Day and Date: JUNE ,13-06-2025****Total Marks: 30****Time: 10:30 AM To 12:00 PM****Instructions:** 1. All questions are compulsory
2. Figures to the right indicate full marks

- Q1)** What is cloud computing? Explain any two cloud service models in detail. **[10]**
OR
Identify advanced manufacturing technologies and their impact on business processes.
- Q2)** **Write Short Answer Question (Any TWO)** **[10]**
I) Illustrate IoT Applications in Smart cities.
II) How data security compliance is maintained in Cloud?
III) Identify the different challenges and opportunities of blockchain technology.
IV) Differentiate between AR and VR.
- Q3)** **Write Short Notes (Any TWO)** **[10]**
a) Cloud governance frameworks.
b) IoT data processing.
c) Smart contracts.
d) AR/VR applications in marketing.

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

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1] (12149) Bachlor of Bussiness Administration
NEP 2.0(111303) Emerging Technologies and
Application

Part 1 SEM 2

Seat No. **MAR-APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Marathi II****Sub. Code: 111304****Day and Date: JUNE ,14-06-2025****Total Marks: 30****Time: 10:30 AM To 12:00 PM**

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

- Q1)** खालीलपैकी कोणताही एकाच प्रश्न सोडवा. **[10]**
 अ) संसार आणि मोक्ष यातील संबंध संत एकनाथांनी आपल्या 'दादला' आणि 'संन्याशी' या भारुडातून कसा सांगितलेला आहे ते सोदाहरण स्पष्ट करा ?
 किंवा
 ब) "अरुण काळे यांच्या 'तू मंदरबोर्ड माझ्या संगणकाचा' आणि 'मल्टी लुटालुटीचा झिंग लपालपा' या कविता जागतिकीकरणामुळे बदलत्या अर्थकारण व समाज संस्कृतीचे प्रतिनिधित्व करतात" या विधानाची यथार्थता लिहा ?
- Q2)** खालीलपैकी कोणत्याही दोनच प्रश्नांची थोडक्यात उत्तरे लिहा. **[10]**
 a. संत कान्होपात्राच्या हृदयातील भावनांची आर्तता त्यांच्या 'नको देवराया' आणि 'पतित पावन म्हणविशी' या अभंगातून कशी व्यक्त झालेली आहे ते स्पष्ट करा.
 b. नागराज मंजुळे यांच्या 'पर्याय' कवितेचा आशय लिहा .
 c. पत्रलेखनाचे महत्त्व थोडक्यात लिहा.
 d. शिक्षक पदाच्या नोकरीसाठी स्वपरिचय पत्र तयार करा .
- Q3)** खालीलपैकी कोणत्याही दोन टिपा लिहा. **[10]**
 a. पत्रलेखनाचे प्रकार स्पष्ट करा.
 b. बँकेतील कारकून पदाच्या नोकरीसाठी अर्ज लेखन करा.
 c. ई-मेल लेखनाचे स्वरूप सांगा.
 d. वाहतूक निरीक्षक यांना सिग्नल यंत्र दुरुस्ती करण्याचे मागणी पत्र लिहा .

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

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Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachlor of Bussiness Administration NEP 2.0****Sub. Name: Marketing Management****Sub. Code: 111301****Day and Date: JUNE ,11-06-2025****Total Marks: 60****Time: 10:30 AM To 12:30 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Q1) Explain marketing environmental factors. [15]****Q2) Write short note (Any 3 out of 5) [30]**

- a. What do you mean by Production concept?
- b. Explain levels of market segmentation.
- c. Discuss the concept Brand Management.
- d. Explain Marketing Channel Decisions.
- e. What are the 7 Ps of Marketing?

Q3) Write short note [15]

- a. B2G
- b. Buyers social characteristics
- c. Pricing
- d. Public Relations
- e. Online payments

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

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1] (12149) Bachlor of Bussiness Administration NEP 2.0 (111301) Marketing Management Part 1 SEM 2

Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Media Literacy and Critical Thinking****Sub. Code: 111310****Day and Date: JUNE ,16-06-2025****Total Marks: 30****Time: 10:30 AM To 12:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks**

- Q1)** Q.1. Discuss the role of media in shaping societal perceptions. **[10]**
OR
Q.1. Explain the role of self-regulatory bodies in Media.
- Q2)** . Write short answers (Any Two) **[10]**
I) Explain impact of media representations on society.
II) Discuss Media consumption in detail.
III) What are the ethical principles in media?
IV) Evaluate advantages of media literacy.
- Q3)** Write short note (Any 2 out of 4) **[10]**
- a. Digital Media
 - b. Media Content
 - c. Media practices
 - d. Print Media

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

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सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

1] (12149) Bachelor of Business Administration NEP 2.0 (111310) Media Literacy and Critical Thinking

Part 1 SEM 2