

2024
BUSINESS ADMINISTRATION - HONOURS
Paper: BBA-A304-MD3
(India's Diversity and Business)
Full Marks: 50
Time: 2 Hours.

*The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.*

SECTION – A
(Marks: 20)

Q1. Answer any Four (04) of the following Questions: (4×5 Marks)

- a) Explain any two gender based social issues in India. (5)
- b) Write short notes on
- (I) Midday Meals
- (II) Urban poverty (5)
- c) Discuss the Green Revolution in India. (5)
- d) Discuss the challenges faced by managers while working with the diverse population. (5)
- e) Why Recognizing Diversity matters in India? (5)
- f) "Competition for limited resources in India"-Explain

SECTION – B
(Marks: 30)

Q2. Answer any Three (03) of the following Questions: (3×10 Marks)

- a) How to leverage diversity to offer innovative solutions to socioeconomic and environmental problems? (10)
- b). Explain the conflict and contact theories of diversity. Discuss the strategies to promote diversity in an organization. (5+5)
- c) Discuss the regional approach to understanding Diversity in terms of topography in India. (10)
- d) What are sustainable development goals? When and why were they made? Explain any 5 SDGs in detail. (10)
- e) Explain the Region based diversity in India. (10)