

IP UNIVERSITY BBA EXAMINATION -2009---AN ANALYSIS

OVERVIEW

This year IP –BBA entrance examination was very much on the expected lines.

The important details of the examination were as follows:

Date of examination: June 2, 2009

Total number of questions: 150

Total marks: 600

Total time: 120 minutes

Marking scheme: +4 marks for the correct answer and -1 mark for the wrong answer

Subject wise analysis is given below.

Sections	Subject	Level of difficulty	Suggested Time	Ideal Attempts
I	English	Easy	40	30
II	General Awareness	Moderately difficult	30	25
III	Reasoning	Easy	45	30
IV	Communication skills and Management	Moderate	35	20

The section-wise details are as follows:

English

This section had the usual quota of 40 questions with no surprises. The questions were from Reading Comprehension, World meaning, Antonym –Synonym, Suitable words, Idioms etc.

There were two Reading Comprehension passages having 13 questions in all , one passage was on Economics having 8 questions and the other passage had 5 questions.

There were five questions on word meaning of average level. The words were like,

1. Juvenile
2. Incontinent
3. Paramount
4. Empathy

There were five antonyms based questions, words like

1. Distinct
2. Obvious etc.

There were five idioms based questions and five questions based on fill up the suitable word in a sentence.

The level of difficulty of the paper was from easy to moderate, majority of the questions were easy while rest of them were moderate.

Reasoning

This section had around 36 questions in all which were easy in nature. The questions were very much on the expected lines from Analytical Reasoning, Directions, Blood Relations, Coding-Decoding and Number Series etc.

Some memory -based inputs are as follows:

There were 3 sets based on Analytical Reasoning having around 11 questions; one set was based on friends and the different games they play, another set was based on friends and different heights they have. Another set based on persons living on different floors was there.

There were 3 questions each on alphabet series, coding decoding, directions and blood relations. There were 2 questions on number series.

Communication and Management Skills

This section had around 30 questions, which were primarily focused upon testing the management aptitude and basic knowledge of business and communication of the aspirants. The level of difficulty of this section was from easy to moderate. Some memory -based questions are as follows:

1. What is management?
2. What is brand name?
3. Who forms Enterprise?
4. What is the full form of SEBI?
5. What are the functions of management?

There was a passage-based question having eight to ten questions based on the passage asking about the inferences and assumptions present in the passage.

Rest of the questions was on business terminology and communication.

General Knowledge

This section had around 40 questions in all and was the considerably difficult portion of the paper. Though all the questions were not very difficult but yes they were of moderate level of difficulty for sure.

1. There were around 13 questions from Static GK.
2. There were around 7 to 8 questions on Business GK.
3. Rest of the questions were from miscellaneous section of GK.

Not too many questions were asked from Current GK.

Some of the memory -based questions are as follows:

1. Durand Line separates which two countries?
2. Subroto cup is for which game?
3. Which state in India has the longest cost line?
4. Who discovered the continent of America in year 1497?
5. On which day earth is closest to the sun?

6. UNO day is celebrated on ...
7. Some question about Suez Canal.
8. Some question about International court of Justice?
9. Mahe is located in which union territory.
10. Something about article 25 of the Indian Constitution
11. Infosys is which type of company?
12. Which is known as the capital of Europe?
13. Find odd one out a) Quintal, b) Gallon, c) Tons, d) Kilogram
14. What is the difference b/w GNP & GDP?
15. Nokia belongs to which country?
16. Find odd one out – Thermometer, Barometer, Diameter, Tracometer
17. Why traffic signals are there?
18. Why Electricians wear glooves?
19. Why oxygen is less on Heights?
20. Bhagidhari movement of sharing govt. belongs to which state?
21. Capital Market based question
22. Who is known as Deshbhandhu?
23. What is Decentralization?
24. What was famous in the period of Ashoka?
Stupas, Caves, Pillars & all of the above.
25. Supplier's account is posted in which ledger A/C?

The overall level of difficulty was easy to moderate and anybody scoring **410+** marks should be in the race of a good institute under IP University.

Wish You All The Best!
Career Launcher Academic Team