SEAT No. :

P6848

[5804]-106A
F.Y. BBA-(IB)
106 : BUSINESS DEMOGRAPHY
(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*
Instructions to the candidates:
  1) All questions are compulsory.
  2) Figures to right indicate full marks.

Q1) A) Multiple choice questions : **[5]**

  i) The study of demograpy is important for _____

    a) Health Planning

    b) Planning related to migration

    c) Only a)

    d) Both a) & b)

  ii) Measuring number of people who die is _____

    a) Infant rate   b) Mortality rate

    c) Migration rate   d) Fertility rate

  iii) Which of the following factor affects population density?

    a) Climate   b) Immigration

    c) Transportation   d) All of above

  iv) Which of the following factor affects Sex Ratio?

    a) Unequal rights & opportunities

    b) Female infanticide

    c) Early marriage

    d) All of above

  v) Age & Sex Pyramid is also known as _____

    a) Population Pyramid   b) Population Chart

    c) Growth Pyramid   d) Sex Ratio

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B) Match the pairs : **[5]**

	Set A		Set B
i)	Fertility	a)	Number of deaths in a given period.
ii)	Mortality	b)	Relationship between total population & total cultivated area.
iii)	Nutritional density	c)	Relationship between total agricultural population & cultivated area of region.
iv)	Agricultural density	d)	Ratio between total population of urban area & area of urban land.
v)	Urban density	e)	Number of live births during a period of time

Q2) Long Answer Questions (Any 1) : **[15]**

a) What do you mean by demography? Illustrate the need of demographic studies for business.

b) Explain the concept of age & sex pyramid with the help of suitable diagram.

Q3) Long Answer Questions (Any 1) : **[15]**

a) Define population distribution. Discuss the factors influencing distribution of population.

b) Explain the concept of urbanization. Discuss the various concepts/aspects of Urbanization.

Q4) Write Short Notes (Any 2) : **[10]**

a) Scope of demography.

b) Migration.

c) Factors affecting population density.

d) Factors affecting literacy Ratio.

e) Dependent & working population.

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