First Year B.B.A
106: BUSINESS DEMOGRAPHY
(2019 Pattern) (Semester -I)(CBCS)

Time : 2½ Hours]

[Max. Marks :50

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

Q1) A) Multiple Choice Questions. [5]

a) Demography is the study of _____.

i) Birds population   ii) Animals population

iii) Reptiles population   iv) Human population

b) Ratio between the total population and the amount of cultivable land_____.

i) Nutritional Density   ii) Economic Density

iii) Arithmetic Density iv) Agricultural Density

c) Mortality refers to _____.

i) Death rate ii) Frequency of death in a population

iii) None of the above   iv) Both i &ii

d) _____ Concept is not the aspect of urbanization.

i) Behavioral Concept   ii) Political Concept.

iii) Demographic Concept iv) Structural Concept.

e) The population means that part of the population which lies between The age group of 0 to 15 years and those persons who have ages equal to or above 65 years.

i) Working   ii) Dependent

iii) Both a) and b)   iv) None of the Above.

P.T.O.

B) Define the following term [5]
 i) Emigration
 ii) Death rate
 iii) Population Density
 iv) Overpopulation
 v) Business Demography

Q2) Answer the following (any 1 out of 2) : [10]

 a) What do you mean by the term Demography? Explain the importance of Demographic studies.

 b) Explain in detail concept of working and dependent population.

Q3) Answer the following (any 1 out of 2): [10]

 a) What is Urbanization? Explain the factors affecting urbanization

 b) What do you mean by Population Growth? Explain methods of assessment of Population Growth.

Q4) Write short notes on (any 4 out of 6) : [20]

a) Importance of Human Resource Development of a Nation.

b) Component of Demography.

c) Age and sex pyramid.

d) Rural population.

e) Methods to calculate fertility and Mortality rate.

f) Importance of Urbanization