

Total No. of Pages : 03

**Total No. of Questions : 09**

**BBA / BBA (SIM) (Sem.-2)**  
**MANAGERIAL ECONOMICS-II**  
Subject Code : BBAGE-201-18  
M.Code : 75918  
Date of Examination : 05-06-2023

Time : 3 Hrs.

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** Sub-sections : UNITS-I, II & IV. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. Students have to attempt any **ONE** question from each Sub-section.

## SECTION-A

1. Answer briefly :

- a. GDP at Factor Cost
- b. Near money
- c. Liquidity trap
- d. Stagflation
- e. Money supply
- f. Objectives of Fiscal policy
- g. Instruments of monetary policy
- h. Need of Public finance
- i. Recommendation of current finance commission
- j. Fiscal imbalance and its impact.



## SECTION-B

## UNIT-I

2. Describe important methods of national income measurement. Enlist key problems in its measurement of national income.
3. Explain and critically appraise classical theories of demand for money. Also comment upon its applicability in current context.

## UNIT-II

4. Discuss theories of inflation. State which theories explain current scenario in a better way?
5. Explain Okun's Law in detail. Comment upon its applicability in current macroeconomic context.

## UNIT-III

6. Highlight the need of fiscal policy. Discuss the impact of different instruments of fiscal policy.
7. Derive the value of multiplier and explain its forward working in detail.

## UNIT-IV

8. Elaborate on the structure of Indian tax system. Also give its merits and demerits.
9. Why Finance Commission is needed in India? Discuss its functions in detail.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA / BBA (SIM) (Sem-2)

**BUSINESS ENVIRONMENT**

Subject Code : BBA-202-18

M.Code : 75917

Date of Examination : 21-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Write briefly :**

- a) Significance of Business Environment Analysis
- b) Features of Capitalist Economic System
- c) Objectives of Monetary policy
- d) Foreign Exchange Management in India
- e) Need of Consumer Protection Act, 1986
- f) Effects of Globalisation on Business
- g) Corporate Social Responsibility
- h) Relevance of Public Sector
- i) Structure of IMF
- j) Need of Regional Groupings.



**SECTION-B**

**UNIT-I**

2. Highlight the need of scanning business environment in recent context. Describe techniques of business environment scanning.
3. Enlist tools of fiscal policy. Explain in detail, the impact of fiscal policy on business in Indian context.

**UNIT-II**

4. Demonstrate the impact of political environment on business performance. Give your answer in Indian context.
5. Discuss important features of privatisation and liberalisation in India. Also discuss their effects on business.

**UNIT-III**

6. Enlist and elaborate important critical elements of socio-cultural environment and discuss their importance for business in Indian context.
7. Write a detailed note on role, performance and problems of Public Sector in India. How does it influence business growth? Discuss.

**UNIT-IV**

8. Discuss benefits and problems of Multinational Corporations in Indian context.
9. Discuss in detail, the positive and negative implications of WTO for India and Indian Businesses.

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Roll No.

Total No. of Pages : 02

SECTION-B

UNIT-I

Time : 3 Hrs.

Date of Examination : 07-06-2023

Max. Marks : 60

BBA / BBA (SIM) (Sem-2)  
BUSINESS STATISTICS  
Subject Code : BBA-201-18  
M.Code : 75916

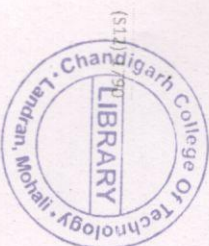
INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-Sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Explain the functions of statistics.
- b) What do you understand by frequency distribution?
- c) Explain the meaning of population and sample.
- d) What is the difference between quartiles and deciles?
- e) Elaborate the properties of standard deviation.
- f) Explain the concept of sampling distribution.
- g) What do you understand by linear and non-linear correlation?
- h) Explain the properties of regression coefficient.
- i) Elaborate the laws of the probability.
- j) Explain the applications of Poisson distribution.



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UNIT-II									
4. Calculate the value of mode by using the grouping method from the following data :									
Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	
No. of students	4	6	20	32	33	17	8	2	

5. What is the difference between :

- a) Mean deviation and Standard Deviation.
- b) Inter-quartile range and Quartile deviation.

UNIT-III

6. What do you mean by regression analysis? What is the relationship between correlation and regression coefficient? Also, explain the principle of least square and regression analysis.

7. Calculate the Correlation Coefficient from the following data of marks obtained in Commerce (X) and Economics (Y) :

X	50	60	58	47	49	33	65	43	46	68
Y	48	65	50	48	55	58	63	48	50	70

UNIT-IV

8. It is observed that 80% of television viewers watch "Master Chef" series. What is the probability that at least 80% of the viewers in a random sample of five watch this series?
9. What do you understand by the term probability? Explain the various approaches for calculation of probability.

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Roll No. \_\_\_\_\_  
Total No. of Questions : 08

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BBA (Sem.-3)

### IT TOOLS FOR BUSINESS

Subject Code : BBASBC301-18

M Code : 76659

Date of Examination: 26-05-2023

Time : 3 Hrs.

Max. Marks : 60

#### INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

#### SECTION-A

1. Explain the following :
  - a) Data and Information.
  - b) What is Firmware?
  - c) Distinguish between RAM and ROM.
  - d) Name any two high level languages.
  - e) Auto Content Wizard.
  - f) Write the steps to insert page break in a page.
  - g) Explain relative cell referencing.
  - h) What are Fonts?
  - i) What are text editing features in MS-Word?
  - j) List the features of paint brush.



#### SECTION-B

##### UNIT-I

2. Draw and discuss various components of block diagram of a computer.
3. What do you understand by number system? Why there is a need of different number systems? Explain the conversion from one number system to another number system using suitable example.

##### UNIT-II

4. Explain the various generations of languages in computers.
5. a) What is the role of "Control Panel" in Windows?  
b) Discuss various directory manipulation features in context with windows operating system.

##### UNIT-III

6. What is the purpose of Presentation Software in education? Explain the features provided by Power Point software of embedding video and animations.
7. Discuss the use of Mail merge in MS word showing with example.

##### UNIT-IV

8. Write down the steps for creating various charts in MS Excel.
9. How will you calculate the various financial functions in MS Excel?

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Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]  
Total No. of Questions : 00

Total No. of Pages : 02

BBA (Sem.-3)

**PRODUCTION AND OPERATION MANAGEMENT**

Subject Code : BBAGE301-10

M.Code : 76658

Date of Examination : 20-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Write briefly :

- a) Define product development.
- b) Discuss the characteristics of product design.
- c) What are the advantages of using product development techniques?
- d) What is importance of location in establishing facility?
- e) Define facility layout.
- f) What do you mean by Six Sigma?
- g) Discuss the significance of stock control systems.
- h) What are inventory costs?
- i) Explain the concept of acceptance sampling.
- j) What is meant by quality control?

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**SECTION-B**

**UNIT-I**

2. What is the difference between job, batch and mass production? Explain with examples.
3. Elaborate the different types of product development techniques.

**UNIT-II**

4. What is location analysis? What are the different factors that are used in location analysis?

**UNIT-III**

5. Explain the concept of production planning and control along with its functions.
6. What is purchasing management? What are its various functions and objectives?
7. Write short notes on:
  - a) J.I.T.
  - b) Kanban system.

**UNIT-IV**

8. Explain the concept of Inventory Management. What are the factors affecting the inventory control policy?
9. Write short notes on :
  - a) EOQ Model
  - b) ABC Analysis.

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Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]  
Total No. of Questions : 00

Total No. of Pages : 02

**BBA (Sem.-3)  
ORGANIZATIONAL BEHAVIOUR**

Subject Code : BBA-301-18

M.Code : 76655

Date of Examination : 18-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

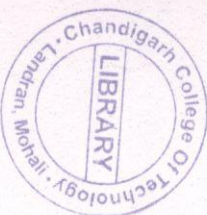
**SECTION-A**

1. Write briefly :

- a) Components of attitude
- b) Halo effect
- c) Cultural Effects on OB
- d) Hygiene factors
- e) Operant conditioning
- f) Free rein style of leadership
- g) Conflict
- h) Features of an effective team
- i) Group Development
- j) Theory Y.

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**SECTION B**

**UNIT-I**

2. What do you mean by Organization Behaviour? Discuss its importance in Indian organizations.
3. Discuss the various theories of learning.

**UNIT-II**

4. Discuss the process of perception. What are the factors leading to perceptual distortion?
5. Define motivation. Explain the Maslow's theory of Motivation.

**UNIT-III**

6. What is the difference between team and group? What are the stages of group - formation and how intergroup behaviour influences the organization?
7. "Leaders are not born, they are made". Discuss with reference to various leadership styles.

**UNIT-IV**

8. Corporate culture and organizational effectiveness are interrelated to each other. Comment upon the statement.
9. What is conflict? Discuss various approaches to conflict management.

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Roll No.   
Total No. of Questions : 09

Total No. of Pages : 02

**BBA (Sem-4)**  
**ENTREPRENEURSHIP DEVELOPMENT**

Subject Code : BBA06C-401-18

M. Code : 77426

Date of Examination : 28-05-2023

Max. Marks : 60

Time : 3 Hrs.

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Explain the following :

- a. What is drone entrepreneur?
- b. Distinguish between entrepreneur and entrepreneurship.
- c. "Entrepreneurs are made or born." Comment.
- d. What is a Micro, Small or Medium Enterprise?
- e. What are the phases of EDP's?
- f. What are the various EDP's conducted in India?
- g. What is Venture capital?
- h. What is the assistance by commercial bank?
- i. What are the symptoms of Industrial sickness?
- j. Types of business plan in entrepreneurship.

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**SECTION-B**

**UNIT-I**

1. Discuss the characteristics, knowledge and skills that an entrepreneur should possess with examples in the contemporary business landscape.
2. Bring out the concept of entrepreneurship. Explain the stages in entrepreneurial process in detail.

**UNIT-II**

3. Explain the governmental policies governing MSMEs.
4. Define business plans and why business plans fail. Explain.

**UNIT-III**

5. Explain the role of Entrepreneurial Development Programme (EDP) to manage the problems faced by entrepreneurs.
6. Explain the role of business incubators in a start-up.

**UNIT-IV**

7. What are the Governmental measures to combat industrial sickness?
8. Describe the different schemes and role of SIDBI in entrepreneurship development.

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Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]  
Total No. of Questions : 08

Total No. of Pages : 02

BBA (Sem-4)

**BUSINESS RESEARCH METHODS**

Subject Code : BBA-401-18

M Code : 77423

Date of Examination: 26-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Write Briefly :**

- a) Outline some of the uses of management research. Give examples
- b) What factors influence the choice of research design?
- c) What are different types of experimental research designs?
- d) What are the different types of hypotheses?
- e) What is descriptive analysis and what is the importance of doing it in a report?
- f) What is random sampling?
- g) What is survey method of data collection?
- h) What is an ordinal scale? What data analysis can be done on a nominal scale?
- i) Outline a report format.
- j) What is coding of a questionnaire? Why is it done?

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**SECTION-B**  
**UNIT-I**

1. Discuss in detail the research process. Give examples.
2. Discuss different types of research designs. What are the sources of experimental errors?

**UNIT-II**

3. What do you understand by data collection? Discuss various methods of primary data collection.
4. Differentiate between following :
  - a) Sampling and Non-sampling error
  - b) Snowball and Judgemental sampling

**UNIT-III**

5. What is nominal, ordinal, interval and ratio scale? Differentiate between them.
6. What is the difference between a questionnaire and a schedule? Discuss the different types of questionnaires.

**UNIT-IV**

7. Discuss the steps in data editing. What errors in the data set does a researcher look for while editing data? Give examples.
8. Discuss the different types of research reports.

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## FINANCIAL MANAGEMENT

Subject Code : BBA-403-10

M.Code : 77A26

Date of Examination : 24-05-23

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

## SECTION-A

1. Write short notes on :
  - a. What is the need of financial management?
  - b. What are the limitations of agency cost?
  - c. How long term sources differ from short term sources?
  - d. What do you mean by capital budgeting?
  - e. Define unsystematic risk.
  - f. What do you mean by financial structure?
  - g. Define MVA.
  - h. What do you mean gross working capital?
  - i. Define time value of money.
  - j. What do you mean by capital rationing?



## SECTION-II

## CZ-11

2. In most large corporations, ownership and management are separated. What are the main implications of this separation? Define the scope of financial management. What role should the financial manager play in a modern enterprise?
3. How does discounting and compounding helps in determining the sinking fund and capital recovery?

## UNIT-III

4. Define co of capital. Explain its significance in financial decision making. Distinguish between the weighted average cost of capital and marginal cost of capital. Which one should be used in capital budgeting and valuation of the firm? Why?
5. The capital structure of Adamus Ltd. in book value terms is as follows :

Equity capital (20 million shares, Rs.10 par)

Rs.200 million

Preference capital, 12 percent (500,000 shares, Rs.100 par)

Rs.50 million

Retained earnings

Rs.350 million

Debentures 14 percent (1,200,000 debentures, Rs.100 par)

Rs.120 million

Term loans, 13 percent

**Rs.80 million**

Rs.800 million

The next expected dividend per share is Rs. 2.00. The dividend per share is expected to grow at the rate of 12 percent. The market price per share is Rs. 50.00. Preference stock, redeemable after 10 years, is currently selling for Rs.85.00 per share. Debentures, redeemable after 5 years, are selling for Rs.90.00 per debenture. The tax rate for the company is 30 percent. Calculate the average cost of capital.

## UNIT-III

6. The expected cash flows of a project are as follows:

Year	0	1	2	3	4	5
Cash Flow	-100,000	20,000	30,000	40,000	50,000	30,000



**BBA (Sem.-4)**  
**HUMAN RESOURCE MANAGEMENT**

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 19-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Explain briefly :

- a) Describe the nature of Human Resources Management.
- b) How technological changes affect HRM Environment?
- c) Define Human Resources Planning.
- d) What is Job Analysis?
- e) What is the objective of recruitment?
- f) What are the features of good selection test?
- g) What are the various types of selection tests?
- h) Define training.
- i) What is performance appraisal?
- j) Define industrial relations.



**UNIT-I**

2. Define HRM. Explain the functions of HRM.
3. What do you understand by Human Resources Planning? Describe its factors.

**UNIT-II**

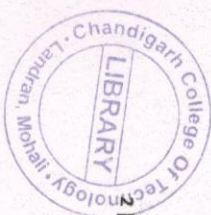
4. What is job analysis? What are the steps involved in the preparation of job analysis?
5. Discuss the various features affecting the recruitment.

**UNIT-III**

6. Define training. Explain the need and importance of training.
7. What is career planning? Define the process of career planning and development.

**UNIT-IV**

8. What is performance appraisal? Discuss its purpose.
9. Write a note on :
  - a) Compensation Management
  - b) Industrial Relations.



**BBA (Sem-4)  
BUSINESS ETHICS AND CORPORATE SOCIAL  
RESPONSIBILITY**

Subject Code : BBASEC-401-10

M.Code : 77427

Date of Examination : 17-05-23

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Write short notes on :**

- a. Purpose of ethics
- b. Charity
- c. Drivers of CSR
- d. Human Values
- e. Stakeholder management
- f. Corporate Philanthropy
- g. Total quality mind
- h. Creativity
- i. Sustainability
- j. Trade

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**SECTION-B**

**UNIT-I**

2. What is the importance of Ethics and Moral standards?
3. Explain the various ethical principles in business.

**UNIT-II**

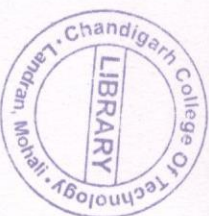
4. Critically discuss the appropriate approach for the managers in effective decision making.
5. Explain the purpose and relevance of Ethics with respect to India.

**UNIT-III**

6. Write a detailed note on the history and evolution of CSR.
7. Discuss in details the various models CSR in India.

**UNIT-IV**

8. What are the various guiding principles of UN on business and human rights?
9. Evaluate the ILO Tri-partite declaration of principles on multinational enterprises and social policy.



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III A  
(g. m. d.)

## CONSUMER BEHAVIOUR

Subject Code : BBA-611-10

M. Code : 78106

Date of Examination : 07-06-23

Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES :

Max. Marks : 60

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

## SECTION-A

1. Write briefly :
  - a) Self-image
  - b) Opinion Leadership
  - c) Post-Purchase Dissonance
  - d) Consumer Imagery
  - e) Ration Motives vs Emotional Motives
  - f) Religious sub-cultures
  - g) Explain the diffusion process.
  - h) What is the significance of consumer behavior?
    - i) Family Life Cycle
  - j) Influence of digital technologies on consumer behavior

## SECTION-B

## UNIT-1

2. Elaborate the various factors that influence a customer to decide to buy a new car.
3. Explain the online purchase decision process. Discuss the challenges encountered by marketers and consumers.

## UNIT-II

4. Describe personality traits theory cite three examples of how personality traits can be used in researching consumer behavior.

## UNIT-III

6. Bring out how culture sub-culture, and cross-culture influence consumer buying behavior?
7. Define the term *reference group*.

## UNIT-IV

- Who are opinion leaders? What role do they play in the development of brands? Discuss the relevance of the Engel-Kollat model in study of consumer behavior.



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BBA (Sem.-8)  
**MERCANTILE LAW**  
 Subject Code : BBA-502-18  
 M.Code : 78194  
 Date of Examination : 02-06-23

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.  
 SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.  
 Each Sub-section contains TWO questions each, carrying TEN marks each.  
 Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

Write briefly :

- Contingent Contract
- Agreement vs Contract
- Indemnity
- Hire Purchase
- Goods
- Promissory Note
- Drawer
- Partnership Deed
- RTI
- Define Consumer.

**SECTION-B**

**UNIT-I**

- Define Consideration and point out the salient features of the term consideration as defined in the Indian Contract Act.
- What is a Contract of Agency? What are the essentials of relationship of Agency?

**UNIT-II**

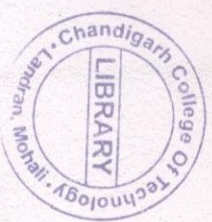
- How is a Contract of Sale made? State briefly the necessary formalities of such a contract with examples.
- Distinguish between Condition and Warranty. When does a condition descend to the level of a warranty? Explain the rule of Caveat Emptor and state how far it is modified by implied conditions.

**UNIT-III**

- What is Negotiable Instrument? Explain its special features.
- What is meant by crossing of a cheque? Who can cross a cheque? What is the difference between a general crossing and special crossing?

**UNIT-IV**

- Distinguish between a partnership and a Hindu Undivided family business, a partnership and co-ownership.
- What is the jurisdiction of District Consumer Disputes Redressal Forum? In what manner a complaint is filed before it? What procedure is followed by it after receiving the complaint?



**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem-6)  
**SERVICE MARKETING**  
Subject Code : BBA 611-18  
M.Code : 79349

Date of Examination : 01-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Write Briefly :**

- a) What is self service technology?
- b) What is physical evidence?
- c) What is service innovation?
- d) What is Outline service triangle?
- e) What is internal marketing?
- f) What is service recovery?
- g) What is Gap 5?
- h) Outline ethical aspects of services marketing?
- i) What are facilitating services?
- j) Why pricing of services is so difficult?



**SECTION-B**

**UNIT-I**

2. Discuss the unique characteristics of services and also highlight the problems and challenges that each characteristic brings with it.
3. Discuss in detail the 8 P's of marketing of services.

**UNIT-II**

4. What is customer expectation of services? Explain the factors which influence the expectations of customers in services?
5. What is customer defined service standard? What is the role of customer defined standards in closing the customer satisfaction/dissatisfaction Gap?

**UNIT-III**

6. Why is do difficult to match demand and supply in context of services? Why can a company adopt to facilitate optimum level of demand and capacity?
7. Explain the pricing strategies applicable for services with suitable example

**UNIT-IV**

8. Discuss what are boundary spanners? How do these employees help in delivering services satisfactorily? What strategies can be adopted to help these employees' delivery services optimally to the customers?
9. Discuss in detail the gap model.

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BBA

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Total No. of Questions : 09

Total No. of Pages : 02

**BBA (Sem.-6)**  
**RETAILING AND LOGISTICS MANAGEMENT**

Subject Code : BBA-612-18  
M.Code : 79350  
Date of Examination : 30-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

I. Answer Briefly :

- a) E-tailing
- b) Reverse logistics
- c) Supply chain optimization
- d) Department stores
- e) Extensive decision-making
- f) Reference groups
- g) Target Marketing
- h) Estimating demand
- i) Competitive advantage
- j) Customer loyalty



**SECTION-B**

**UNIT-I**

2. Retailing is an important sector of the economy. Discuss the economic significance of retailing in detail and explain how it contributes to the growth of the economy.
3. The changing scenario of retail has brought about a shift in customer buying behavior. Discuss the social factors that influence buying decisions in retailing and explain how retailers can adapt their strategies to cater to these factors.

**UNIT-II**

4. Retail strategy is crucial for the success of any retail business. Discuss the components of a retail strategy and explain how retailers can use it to gain a competitive advantage in the market?
5. Human resource management is an important aspect of retailing that can lead to a competitive advantage. Discuss the role of HRM in gaining a competitive advantage in retailing, and explain how retailers can design an effective retail organization structure and motivate retail employees?

**UNIT-III**

6. Merchandise management is a critical function in retailing. Discuss the planning and buying processes for merchandise management, and explain how retailers can use them to ensure optimal inventory levels and profitability?

7. Store management is crucial for the success of any retail business. Discuss the key elements of store management, including store layout, design, and visual merchandising, and explain how retailers can use these elements to create a positive shopping experience and attract customers to their stores?

**UNIT-IV**

8. Logistics plays a crucial role in the economy of a country. Discuss the role of logistics in the economy and explain. How logistics management can contribute to economic growth and development.
9. Supply chain and logistics management face various challenges in the current business environment. Discuss the challenges faced by supply chain and logistics management, and explain how these challenges can be overcome to achieve optimal performance?

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Total No. of Questions : 09

Total No. of Pages : 02

**SECTION-B**

**UNIT-I**

**CROSS CULTURAL HUMAN RESOURCE MANAGEMENT**

**BBA (Sem.-6)**

**Subject Code : BBA-632**

**M.Code. : 79354**

**Date of Examination : 27-05-2023**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

**1. Write briefly :**

- a) Dimensions of culture
- b) Strategic decision making
- c) Cultural adaptation
- d) Economic culture
- e) Staffing of global personnel
- f) Cross cultural leadership
- g) Cross cultural conflict
- h) Knowledge transfer
- i) Cultural ethics
- j) Globe model for comparing cross culture.



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2. Define Cross Cultural Management and its significance. Also explain the impact of cross culture on Organisation.

3. Write detailed note on :

- a) Influence of National culture on Organisational Culture.
- b) Influence of economic factors and foreign intervention on shift in local culture.

**UNIT-II**

4. What are the various cultural and behavioral differences in different countries?
5. Explain in detail the Hofstede and Edward T Hall Study model for comparing culture.

**UNIT-III**

6. Define training for Global operations. Also explain the various methods for training the personnel of Global operations.

7. What do you mean by Cross Cultural Decision Making? Explain the process of Cross Cultural Decision Making.

**UNIT-IV**

8. What are the various emerging models of strategic management in international context?

9. Write note on the followings :

- a) International strategic alliance
- b) Transfer of Managerial know-how.

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**BBA (Sem.-6)**  
**PERSONAL FINANCIAL PLANNING**

Subject Code : BBA-621-18

M.Code : 79351

Date of Examination : 22-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Write short notes on the following :

- a) Financial Security.
- b) Tax Evasion.
- c) Credit score.
- d) Savings and Investment.
- e) What is bond?
- f) Equity Share Capital.
- g) Estate Planning.
- h) Cash inflows.
- i) Managing life risk through insurance.
- j) Personal Financial Planning.



**SECTION-B**  
**UNIT-I**

2. Explain in detail the Time Value of Money. How it calculated? Calculate the present value of the following Cash Flows assuming a discount rate of 10 percent.

Year	Cash Inflows (Rs.)
1	5,000
2	10,000
3	10,000
4	3,000
5	2,000

Present value of Rs. 1 is 0.909, 0.826, 0.751, 0.683, and 0.621 for the years 1, 2, 3, 4 and 5.

3. What are the different methods used for the analysis and interpretations of financial statements?

**UNIT-II**

4. What do you mean by Insurance? Explain the features and principles of Insurance in detail.

5. What is risk and management of risk? Explain the relationship of Risk and Return.

**UNIT-III**

6. What do you mean by fundamentals of Investment. Also elaborate the rules of investment.

7. What do you mean by Personal Tax Planning? Explain the objectives and methods of Personal Tax Planning.

**UNIT-IV**

8. Explain in detail the various basic retirement plans available for a person.

9. What do you mean by Personal Financial Planning? Also explain the various ethical considerations in Personal Financial Planning.

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**BBA (Sem-6)**  
**STRATEGY MANAGEMENT**

Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 20-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Answer briefly :

- a) What is strategic management?
- b) Outline some of the traditional approaches to strategy.
- c) Outline functional level strategies.
- d) What is PEST analysis?
- e) What is competitive advantage? How can it be gained?
- f) What is Hofer's Product-Market Evolution Matrix?
- g) Outline strategy structure and conduct.
- h) What is strategic evaluation?
- i) What is operational control?
- j) What is a core competence?



2. Discuss interdisciplinary nature of strategic management? What is the contribution of these disciplines to the process of strategic management?

**UNIT-I**

3. Differentiate between following :

- a) Vision and mission statement
- b) Business level and corporate level strategies.

**UNIT-II**

4. Discuss in detail the assumptions of resource-based view. How is the competitor analysis affected if Industrial Organization model is used?

5. What is a perfect industry to enter as per porters 5 forces model? What are the strategies it states a company can adopt if any of the forces is unfavourable?

**UNIT-III**

6. Explain BCG growth share matrix and GE Nine cell matrix for portfolio analysis of organizations? Also explain the differences between them?

7. Write short notes on following :

- a) Balance scorecard
- b) Types of diversification strategy.

**UNIT-IV**

8. Discuss the process of strategy implementation? What are the elements of supportive culture which help in strategic implementation?

9. Discuss the strategic control process. What are different types of controls? Give examples.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-0)

**COMPANY LAW**

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 18-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Write a short note on the following:
  - a. Explain the concept of perpetual succession.
  - b. Who is a promoter?
  - c. Describe in brief the features of LLP.
  - d. What is meant by articles of association?
  - e. What is doctrine of indoor management?
  - f. What is the importance of share certificate?
  - g. What is meant by forfeiture of shares?
  - h. What is the role of proxy in general meeting?
  - i. What are the powers of NCLT in company law?
  - j. What are books of accounts according to Companies Act 2013?



**SECTION-B**

**UNIT-I**

2. Discuss the features of a company. Distinguish between 'Private Company' and 'Public Company'.
3. What is meant by formation of a company? Describe the procedure relating to the formation of companies under the Companies Act 2013.

**UNIT-II**

4. What do you understand by memorandum of association? Explain the content and procedure for alteration of a memorandum of association.

5. What is Prospectus? Discuss the statutory requirements in relation to prospectus.

**UNIT-III**

6. When can a company lawfully borrow money? What are the restrictions on borrowing powers of a company?

7. What is the importance of meetings in a company? Discuss the various kinds of meetings that can be held by a company.

**UNIT-IV**

8. What do you understand by the winding up of a company? What are the various modes of winding up?

9. Write short notes on the following :

- a. National Company Law Tribunal (NCLT)
- b. Provisions relating to audit.

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Total No. of Questions : 09

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**BBA (Sem.-6)**  
**DIRECT AND INDIRECT TAX LAWS**

Subject Code : BBA622-18

M.Code : 79352

Date of Examination : 16-05-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
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**SECTION-A**

**1. Write briefly :**

- a) Meaning and concept of income
- b) Assessee
- c) Assessment year
- d) Agriculture Income
- e) Deduction of tax at source
- f) Section 56(1) of income tax act
- g) Advance payment of tax
- h) GST council
- i) Structure of GST
- j) Five heads of income under income tax act.



**SECTION-B**

**UNIT-I**

2. Explain basis of charge. How would you determine the residential status of an assessee? What is meaning of assessment year and previous year? Exceptions when income is chargeable in previous year.

3. What is annual value in house property? How it is computed?

**UNIT-II**

4. What are various provisions given under section 30-36 under business gains and profession?

5. Explain & Differentiate Revenue Receipt and Capital Receipt.

**UNIT-III**

6. What do you mean by best judgment assessment? Explain.

7. Explain set off and carry forward of losses.

**UNIT-IV**

8. Briefly explain the implementation and reasons for GST introduction.

9. What is the registration procedure under GST?

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