

BBB (Sem.-3)

Subject Code : BBA301-18

M.Code : 76655

Date of Examination : 23-12-2023

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. Answer briefly:
- a) Challenges for organizational behaviour
 - b) Social learning theory
 - c) Role of perception in decision making
 - d) Perceptual errors
 - e) Personality traits
 - f) Types of teams
 - g) Managerial grid
 - h) Group cohesiveness
 - i) Sources of conflict
 - j) Types of organizational culture.



SECTION-B

UNIT-1

2. Define organization behaviour. What are the major factors that influence individual behaviour.
3. What do you understand by learning? Explain the classical conditioning and operant conditioning theories of learning with suitable examples.

UNIT-II

- What is positive and negative motivation? Explain Maslow's need hierarchy theory and McGregor's X & Y theory in detail.

UNIT-III

- What are the different types of groups? Explain the steps involved in the stages of group formation with suitable examples.
- What are the styles of leadership? Briefly discuss different theories of leadership.

UNIT-IV

- Explain the process of conflict management in an organization.
- Identifying strategies for job stress exist at both the individual and the organizational levels. Summarize and evaluate these strategies for preventing or effectively managing stress.

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Total No. of Questions : 09

Total No. of Pages : 02

BBABBA (EM) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 21-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
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- Each Sub-section contains TWO questions each, carrying TEN marks each.
- Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on the following :

- Difference between Customer Needs and Wants
- Macro Environment
- Mass Marketing
- Positioning of Product
- Packaging Decisions
- Product Life Cycle
- Cost Based Pricing
- Retaining
- Integrating Marketing Communications
- Disadvantages of Personal Selling.



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SECTION B

UNIT-I

- "Marketing is the Social Process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." Discuss.
- What are the forces affecting marketing in Micro Environment? Discuss the importance of Micro Environment.

UNIT-II

- What are the alternative strategies applied to various market segments?

- Discuss the various factors affecting Marketing Mix. Discuss the 4 Ps of Products.

UNIT-III

- In what way the New Product Development is managed? Explain the concept of 'Test Marketing' in New Product process.

- "Price is the only element in the Marketing Mix that produces revenue". Do you agree with the statement? Comment.

UNIT-IV

- What are the various Channels of Distribution? Discuss the various factors that affects the Distribution Decisions.

- Discuss the various components of Promotion Mix along with its advantages and disadvantages.

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Roll No.

Total No. of Questions : 09

Section B
UNIT-I

BBA (Sem-3)
IT TOOLS FOR BUSINESS

Subject Code : BBA-SEC-301-18

M.Code : 76659

Date of Examination : 18-12-2023

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) Why is information necessary for managers?
- b) What is a hexadecimal number system?
- c) What is firmware?
- d) What is a Directory Windows operating system?
- e) What is a high-level language?
- f) What are Outdents in MS Word?
- g) What is a Slide Sorter View in MS-Powerpoint?
- h) What are special symbols in MS Word?
- i) What is the function of cell editing in MS Excel?
- j) What are the different components of MS-Excel history?



2. Discuss the applications of computers in different management fields in the present era. Explain by citing examples.
3. Write notes on :
 - a) Difference between Mainframe and Supercomputers.
 - b) Difference between decimal and social number systems.

UNIT-II

4. What are the limitations of 'low-level languages'? Also, explain how high-level languages can overcome these limitations.

5. Write notes on :

- a) Applications of secondary memory.
- b) Benefits of using Windows as an operating system.

UNIT-III

6. Write notes on :

- a) Different formatting commands in MS Word
- b) Application of Paragraphs and Sections in MS-Word

7. Write notes on :

- a) Process of creating and saving presentations on MS-Powerpoint.
- b) Why do managers need the application of MS-PowerPoint for business presentations?

UNIT-IV

8. Give reasons for justifying that MS-Excel is one the best possible tools to analyze data. Explain by citing examples.

9. Write notes on :

- a) Application of graphs and charts in MS-Excel.
- b) Important Statistical functions in MS-Excel and its applications.

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**BBA (sem-3)
PRODUCTION AND OPERATION MANAGEMENT**

Subject Code : BBAGE-301-10

M.Code : 76658

Date of Examination : 16-12-2023

Time : 3 Hrs.

Max. Marks : 60

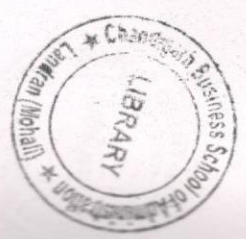
INSTRUCTIONS TO CANDIDATES :

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) Production Management
- b) Job Production
- c) Mass Production
- d) Objectives of facility layout
- e) Importance of facility location
- f) Kanban system
- g) Just in Time inventory
- h) Stock control system
- i) Quality control
- j) Acceptance sampling.



SECTION-B

UNIT-I

2. Explain the various techniques of product development. Also explain the process to develop a product taking a suitable example from any industry.
3. What are the functions of operations management? Explain the classification of decision areas of production and operations management.

UNIT-II

4. What do you understand by the term capacity planning? Explain the factors affecting the capacity planning and capacity planning decisions.

5. What is Production Planning and Control (PPC)? What are its objectives and functions?

UNIT-III

6. Explain the concept of purchasing management. What are its functions and procedure?

7. What is Total Quality Management (TQM)? Explain its process and costs involved with Total Quality Management.

UNIT-IV

8. Explain the various models of inventory management. What is the role of inventory costs in implementing these models?

9. What do you mean by statistical process control? What are statistical methods to check and control quality of products?

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BBA (Sem.-3)
COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination : 13-12-2023

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 short notes on the following :

- a) Cost Reduction
- b) Quick Ratio
- c) DuPont Analysis
- d) Master Budget
- e) Labour Efficiency Variance
- f) Calendar (Overhead) Variance
- g) Flexible Budgets
- h) Margin of Safety
- i) Break Even Analysis
- j) Cash Budget.

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SECTION-B

UNIT-I

2. What do you mean by management accounting? Differentiate between cost accounting and management accounting?

3. Explain different types of Liquidity Ratios. From the following information regarding current assets and current liabilities of Sun Ltd. Comment upon the liquidity of the concern by computing current ratio, quick ratio and absolute liquid ratio.

Current Liabilities		Current Assets	
Creditors	27,000	Cash	42,000
Bills Payable	12,000	Debtors	20,000
Outstanding expenses	5,000	Bills receivable	15,000
Provision for tax	18,000	Stock	35,000
Bank overdraft	10,000	Investment in Government securities	24,000
		Prepaid expenses	10,000
		Interest receivable	1,000
Total	72,000	Total	1,47,000

UNIT-II

4. What do you mean by analysis of financial statements? Explain any 3 tools of financial analysis in detail.

5. What are the different types of material variances?

6. From the following information, calculate different types of material variances:

The standard material required for production is 5,200 kg. A price of 2 per kg has been fixed for the material. The actual quantity of materials used for the product is 5,600 kg. A sum of 14,000 has been paid for the materials. Calculate: (a) Material Cost Variance; (b) Material Price Variance; (c) Material Usage Variance.

UNIT-III

7. What do you mean by Zero Base Budgeting? Explain the advantages and disadvantages of zero base budgeting.

8. What factors should be taken into account while preparing production budget? From the following data, prepare a Production Budget for a company:

Stocks for the budget period:

Product as on 1st January 2014 as on 30th June 2014

A	8000	10,000
B	9000	8,000
C	10,000	14,000

Requirement to fulfil sales programme:

A	60,000 units
B	50,000 units
C	80,000 units

UNIT-IV

8. What do you mean by break even charts? Discuss advantages and limitations of breakeven charts.
9. Following information is available from the records of a company:

Year	Sales (Rs.)	Profit/Loss (Rs.)
I	5,00,000	2,000 (Loss)
II	7,00,000	2,000 (Profit)

Selling price is given Rs. 100 per unit Calculate:

- Fixed Cost
- Break-even point in units
- Sale in units for desired profit of Rs. 28,000



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Roll No. [] [] [] [] [] [] [] [] [] []
Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)
INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-631-18

M.Code : 78197

Date of Examination : 02-01-23

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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Parties to Industrial Relations
- b) Categorization of Trade Unions
- c) Structure of Quality Circle
- d) Negotiation
- e) Define Minimum Wages
- f) Conditions of Gratuity
- g) Objectives of Bonus Act
- h) Industrial Relations Code-2019
- i) What Benefits are offered under ESI Act?
- j) Dispute resolution machinery.

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SECTION-B

UNIT-I

2. Explain the term Industrial Relations. What are various approaches to IR? Also explain the impact of technology on industrial relations.
3. Define Trade Unions? Discuss in detail the problems and remedies of trade union movement in India.

UNIT-II

4. What do you mean by collective bargaining? Elaborate the principles of collective bargaining? Also explain the essential conditions for the success of collective bargaining.
5. Define Grievance. Discuss in detail various causes and effects of grievances on industrial health.

UNIT-III

6. Explain various provisions of strikes and lockouts under Industrial Dispute Act with the help of suitable illustrations.
7. What do you understand by Workers Participation? Discuss various levels of participation. Also elaborate various schemes of workers participation in detail.

UNIT-IV

8. What are the objectives of Factories Act? Briefly explain the provisions of employee health and safety under Factories Act.
9. Explain the objectives of Payment of Wages Act. Discuss in detail the provisions of payment of wages and deductions under Payment of Wages Act.

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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ORGANIZATION CHANGE AND DEVELOPMENT

Subject Code : BBA-632-18
M.Code : 78200

Date of Examination : 10-12-2023

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) Discuss various sources of change
- b) Stages of Kurt Lewin's model of change
- c) Systems theory
- d) Career anchors
- e) Values and beliefs of OD
- f) Discuss various bases of power
- g) Stages of behaviour modelling
- h) T-Group training
- i) Objective of third party peace making interventions
- j) Ethics in OD



SECTION-B

UNIT-I

2. Elaborate the reasons behind resistance to organizational change. What strategies can be adopted to overcome the resistance? Justify your answer with suitable illustrations.
3. a) Define team. Discuss various types of teams?
b) Briefly explain the interdisciplinary nature of OD?

UNIT-II

4. Define Organizational development. Elaborate the process of Organizational development with the help of examples.
5. What is the aim of diagnostic strategies? Discuss various methods of collecting diagnostic data.

UNIT-III

6. What is OD intervention? What are the important characteristics of OD interventions? Also, elaborate the classification of OD interventions.
7. What do you mean by structural interventions? Illustrate various structural interventions to restructure the organization.

UNIT-IV

8. Discuss the role of the consultant in client-consultant relationship. Discuss the issues that may affect this relationship.
9. a) Write a note on Future of OD.
b) Discuss various steps to improve quality of OD.

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Roll No. [] [] [] [] [] []
Total No. of Questions : 09

Total No. of Pages: 02

UNA (Ben, b)

MERCANTILE LAW

Subject Code : DBA-502-10

M.Code : 78194

Date of Examination : 14-12-2023

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) Valid Contract
 - b) Acceptance
 - c) Minor
 - d) Contract of Sales
 - e) Unpaid Seller
 - f) Warranties
 - g) Cheque
 - h) Drawer
 - i) Partnership Firm
 - j) RTI.



SECTION-B

UNIT 1

2. "An agreement-enforceable by law is a Contract", discuss the definition and explain the essentials of a Valid Contract
3. Define and explain consideration on a contract. State exceptions to the rule that an agreement without consideration is void.

UNIT-II

4. Define Unpaid Seller. What are the rights of an unpaid seller over the goods sold by him?
5. "Delivery does not amount to acceptance of goods."? Discuss when a buyer can be said to have accepted the goods?

UNIT-III

6. What is Negotiable Instrument? Explain its essential characteristics and different types of Negotiable Instruments.
7. "*A holder in due course gets a title free from equities*". Explain the statement and discuss the various privileges of holder in due course."

UNIT-IV

8. Which are the Consumer Dispute Redressal Agencies and what are their powers?
9. Explain the meaning of dissolution of partnership firm. When does dissolution of partnership firm take place?

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BBA (Sem-5)

OPERATION RESEARCH

Subject Code : BBA-501-18

M.Code : 78193

Date of Examination : 09-12-2023

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 short notes on:

- a) Basic components of OR Models
- b) Limitations of OR
- c) General structure of Linear Programming
- d) Functions of Artificial Variables.
- e) Unbalanced transportation problem
- f) Optimal Solution
- g) Merits and Demerits of PERT
- h) Total elapsed time in sequencing problem
- i) Group replacement policy
- j) Identification of critical path.



SECTION-B

UNIT-I

2. State three commonly used OR techniques in India. Briefly explain each one them.
3. Solve the following LPP : Using Big M Method

Minimize $Z = 5X_1 + 6X_2$
Subject to, $2X_1 + 5X_2 \geq 1500$
 $3X_1 + X_2 \geq 1200$
 $X_1, X_2 \geq 0$

UNIT-II

4. A company has three production facilities S1, S2 and S3 with production capacity of 7, 9 and 18 units (in 100s) per week of a product, respectively. These units are to be shipped to four warehouses D1, D2, D3 and D4 with requirement of 5, 8, 7 and 14 units (in 100s) per week, respectively. The transportation costs (in rupees) per unit between factories to warehouses are given in the table below :

	Warehouse				Supply (Availability)
	D ₁	D ₂	D ₃	D ₄	
S ₁	19	30	50	10	7
S ₂	70	30	40	60	9
S ₃	40	8	70	20	18
Demand (Requirement)	5	8	7	14	34

Use Least Cost Method (LCM) to find an initial basic feasible solution to the transportation problem.

What do you mean by Travelling salesman problem? Also write down the steps of Travelling Salesman Problems.

UNIT-III

6. A Book binder has one printing press, one binding machine and manuscripts of 7 different books. The times required for performing printing and binding operations for different books are shown below:

Book :	1	2	3	4	5	6	7
Printing time (hours) :	20	90	80	20	120	15	65
Binding time (hours) :	25	60	75	30	90	35	50

Decide the optimum sequence of processing of books in order to minimize the total time required to bring out all the books.

7. The following table gives the activities in a construction Project and the time duration of each activity :

Activity	A	B	C	D	E	F
Preceding Activity	-	-	A	A	B, C	D, E
Normal Time(Days)	16	20	8	10	6	12

- Draw the Activity Network of the Project.
- Find the Critical Path.
- Find the Total Float, Free-Float and Independent float for each activity.

UNIT-IV

- Explain different types of replacement problems by giving examples.
- Explain the various costs associated with inventory with examples.

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BBB (Bem.-5)
FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-622-18

M.Code : 78199

Date of Examination : 04-12-2023

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) Capital Market
 - b) Financial System
 - c) Primary Market
 - d) Government Securities
 - e) SEBI
 - f) Consumer Credit
 - g) Credit Rating
 - h) Portfolio
 - i) Re-materialization
 - j) Venture Capital Funds.



SECTION-B

UNIT-1

2. What do you mean by money market? Differentiate between money and capital markets. Briefly discuss the various instruments that are permitted for trading in Indian capital market.
3. 'SEBI is the regulator of capital market, whereas, RBI is the regulator of currency market'. Elucidate with suitable examples.

UNIT-II

4. 'Government securities also known as gilt edged securities aim to help the Government borrow money and encourage savings in the country'. Elucidate with suitable examples.
5. What do you mean by listing of securities? Briefly discuss the various SEBI guidelines regarding listing of securities in India.

UNIT-III

6. What do you mean by factoring? Discuss various types of factoring services available in India. Briefly discuss the process of factoring.
7. What is stock broking? Differentiate between broker and sub - broker. Briefly discuss various SEBI guidelines regarding stock broking in India.

UNIT-IV

8. Define depository. Briefly discuss the role of NSDL and CDSL in the Indian financial markets. Also, discuss the merits of dematerialization of securities.
9. What is mutual fund? Write a detailed note on the structure of mutual funds operating in India. Briefly, discuss the role of mutual funds in individuals' financial planning.

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.

BBA (Bem.-b)
FINANCIAL MARKETS AND SERVICES
Subject Code: 110201

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 04-12-2023

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.
Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
- 3.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write briefly :
- a) Capital Market
 - b) Financial System
 - c) Primary Market
 - d) Government Securities
 - e) SEBI
 - f) Consumer Credit
 - g) Credit Rating
 - h) Portfolio
 - i) Re-materialization
 - j) Venture Capital Funds.



SECTION-B

UNIT-1

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3. 'SEBI is the regulator of capital market, whereas RBI is the regulator of currency market'. Elucidate with suitable examples.

UNIT-II

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5. What do you mean by listing of securities? Briefly discuss the various SEBI guidelines regarding listing of securities in India.

UNIT-III

6. What do you mean by factoring? Discuss various types of factoring services available in India. Briefly discuss the process of factoring.
7. What is stock broking? Differentiate between broker and sub - broker. Briefly discuss various SEBI guidelines regarding stock broking in India.

UNIT-IV

- Define depository. Briefly discuss the role of NSDL and CDSL in the Indian financial markets. Also, discuss the merits of dematerialization of securities.
- What is mutual fund? Write a detailed note on the structure of mutual funds operating in India. Briefly, discuss the role of mutual funds in individual's financial planning.

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BBA (Sem.-IV)
ADVERTISING AND SALES MANAGEMENT
 Subject Code : BBA-612-10
 M.Code : 78198

Time : 3 Hrs.

Date of Examination : 02-12-2023

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 :

- Define media scheduling.
- What are the ethical aspects of advertising?
- Define Sales budget.
- State the objectives of advertisement.
- Any two qualities of a good sales executive.
- Discuss social issues in advertising.
- Highlight the difference between sales promotion and personal selling.
- What do you mean by sales force motivation?
- What is a sales audit?
- Define advertising agency.

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SECTION-B
UNIT-I

- What do you mean by copywriting? Explain the different elements of copywriting and layout.
- "Advertising should follow certain norms of ethics and social responsibility" while advertising products and services". Comment.
- Discuss various methodologies for testing advertising effectiveness. Which is best for testing pre- and post-advertising effectiveness?
- What is an advertising budget? Discuss approaches and procedures for determining the size of the advertising budgets.
- Explain the process of personal selling in detail with the help of examples.
- Write short notes on the following :
 - Emerging trends in sales management
 - Qualities of good sales executive.

UNIT-IV

- What do you mean by sales quota? Explain the different types of quotas.
- Write short notes on the following :
 - Role of information technology in sales management.
 - Process of conducting sales audit.

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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INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-631-10

M.Code : 78107

Date of Examination : 30-11-2023

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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :
- a) Impact of technology on IR
 - b) Quality circles
 - c) Labour management cooperation in India
 - d) Importance of Negotiation
 - e) Sources of Industrial conflicts
 - f) Provisions of Fines under payment of wages act
 - g) Differentiate between strike and lockout.
 - h) Define minimum wage
 - i) Object of ESI act
 - j) The IR Code-2019.



SECTION-II

UNIT-1

2. Define Industrial Relations? Discuss important factors that influence industrial relations. Also, discuss various approaches to industrial relations.
3. What do you mean by Trade Unions? What are the important functions of a trade union? Elaborate various types of trade unions with examples.

UNIT-II

4. What do you understand by the term collective bargaining? Elaborate the process of collective bargaining with the help of suitable illustrations?
5. Define grievance. What are various sources of grievance? Briefly elaborate the grievance redressal procedure and its relevance in the organizations?

UNIT-III

6. What do you mean by Industrial Dispute? Elaborate the machinery for resolving industrial disputes as per Industrial Disputes Act.
7. What is workers participation in management? Illustrate various schemes of workers participation in management with their pros and cons.

UNIT-IV

8. Explain the object and applicability of Factories Act 1948. Illustrate various provisions of employee welfare and safety under this act.
9. Explain the provisions regarding various retiral benefits payable under the Employees' Provident Funds and Miscellaneous Provisions Act 1952.

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BBA (Sem-3)
CORPORATE ACCOUNTING
 Subject Code : BBA-521-10
 M.Code : 70106
 Date of Examination : 20-11-2023

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 short notes on the following :

- a) Balance Sheet.
- b) Underwriting of Shares.
- c) Re-issue of Shares.
- d) Right Issue.
- e) What is meant by Preference Share?
- f) Profit prior to incorporation.
- g) Holding Company.
- h) Minority Interest.
- i) Corporate Financial Reporting.
- j) Calls in Advance.



UNIT-I

2. Mercedes Ltd. was registered with a capital of Rs 1 crore divided into equity shares of Rs.100 each. The company offered to public 50,000 shares at a premium of Rs 20 per share. The amount on shares was payable as :

- a) Rs 25 on application
- b) Rs 50 (including Rs 20 premium) on allotment
- c) Rs 20 on first call
- d) Rs 25 on final call.

Applications were received for 75,000 shares. Shares were allotted to the applicants on pro-rata basis. Mukesh Bhai who was allotted 500 shares did not pay the allotment money. He also failed to pay first call. His shares were forfeited. Gautam Bhai who was holding 200 shares did not pay the first call. Final call was not made.

Make journal entries in the books of the company.

3. Discuss the advantages of buy-back of shares. Also discuss in brief the legal provisions regarding buy-back of shares by a company.

UNIT-II

4. Sharan Ltd. had issued 11% 4,00,000 debentures of Rs.100 each redeemable on 31st March 2023 at a premium of 5%. The company offered three options to debenture holders as under :

- a) 13% Preference shares of Rs. 10 each at Rs. 10.50
- b) 14% debentures of Rs. 100 at par.
- c) Redemption in cash.

The options were accepted as under :

- Option (a) by holders of 1,00,000 debentures.
- Option (b) by holders of 1,00,000 debentures.
- Option (c) by holders of 2,00,000 debentures.

Sharan Ltd. carried out the redemption. Pass the necessary journal entries.

5. Distinguish between Equity Shares and Preference Shares. Discuss in brief the accounting entries for the issue and redemption of Preference Shares of a company.

UNIT-III

6. Bandhan Limited was incorporated on August 1, 2022. It had acquired a running business of Raman & Co. with effect from April 1, 2022. During the year 2022-23, the total sales were 72,00,000. The sales per month in the first half year were half of what they were in the later half year. The net profit of the company Rs.4,00,000 was worked out after charging the following expenses :

- Selling expenses Rs. 1,44,000
- Interest to vendors upto August 31, 2022 Rs. 10,000
- Depreciation Rs.2,46,000,
- Directors' fees Rs. 1,00,000,
- Preliminary expenses Rs.24,000,
- Office expenses Rs. 1,56,000,

Please ascertain pre-incorporation and post-incorporation profit for the year ended 31 March, 2023.

7. Give a specimen of Statement of Profit and Loss (as per PART II) of a company, with imaginary figures.

UNIT-IV

8. What are the provisions regarding Corporate Financial Reporting in India? Also, discuss in brief the recent trends in Corporate Financial Reporting.
9. From the following information, prepare a consolidated balance sheet

Balance Sheet as on 31 December 2022

PARTICULARS		H Ltd. (Rs.)	S Ltd. (Rs.)
I. Equities and Liabilities			
Share Capital(Share of Rs. 10 each)		4,00,000	2,00,000
Reserves		1,00,000	40,000
Profit and Loss Account		40,000	20,000
Creditors		60,000	40,000
TOTAL		6,00,000	3,00,000
II. Assets			
Sundry Assets		4,40,000	3,00,000
Investments 12,000 Shares of S Ltd		1,60,000	
TOTAL		6,00,000	3,00,000
H Ltd. Acquired its shares in S Ltd. on 1 January 2022 when Reserves of S Ltd. stood at Rs.8,000 and its Profit and Loss Account (Cr.) was Rs. 10,000.			

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Roll No.
Total No. of Questions : 09

Total No. of Pages : 02

**BBA(Sem.-6)
CONSUMER BEHAVIOUR**

Subject Code : BBA-611-18

M.Code : 78195

Date of Examination : 25-11-2023
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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer briefly :

- a) Define the nature and scope of consumer behaviour.
- b) Explain consumer decision-making process.
- c) Emerging trends in consumer behaviour.
- d) Describe the concept of consumer motivation.
- e) Explain the concept of consumer imagery.
- f) Define reference groups and their influence on consumer behaviour.
- g) Elaborate on the functions of a family in the context of consumer decision making.
- h) Discuss the impact of culture and subculture on consumer behaviour.
- i) Explain the concept of opinion leadership.
- j) Describe the diffusion of innovations process in consumer behaviour.

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SECTION-B

UNIT-I

2. Discuss the factors affecting consumer buying behaviour. Provide examples to illustrate these factors.
3. Analyze the use of information technology and AI in consumer profiling and engagement in the online space.

UNIT-II

4. Explain consumer motivation. Discuss the hierarchy of needs and how it influences consumer behaviour.
5. Discuss the role of personality and self-concepts in consumer behaviour. Provide examples of products associated with specific personalities.

UNIT-III

6. Describe the concept of reference groups and the factors that affect them in consumer behaviour. Provide examples of how reference groups influence purchasing decisions.
7. Explain the impact of social class and culture on consumer behaviour. How do these factors shape consumer preferences and choices?

UNIT-IV

8. Compare Howard Sheth and Engel-Blackwell-Kollat models of consumer decision-making. Discuss their strengths and weaknesses.
9. Analyze the diffusion process and adoption process in consumer behaviour. Provide real-world examples of products that have gone through these processes.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

STRATEGY MANAGEMENT

Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 02-01-2023

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) Mission and Vision.
- b) Distinguish between Business Level Strategy and Corporate Level Strategy.
- c) What is the importance of studying SWOT Analysis?
- d) Outline the significance of Differentiation Strategy.
- e) What do you mean by Dynamic Competition?
- f) What is Competitive Advantage?
- g) What is the relationship between Strategy and Structure?
- h) GE Nine Cell Matrix.
- i) Why do companies pursue diversification Strategy?
- j) Resource Allocation.



SECTION-B

UNIT-I

2. Discuss the scope and process of Strategic Management in detail.
3. What do you mean by Strategy? Examine the different levels of strategy with examples.

UNIT-II

4. Describe main features of Industry analysis using Porter's five forces theory.
5. What is ETOP (Environmental Threat and Opportunity Profile)? Why ETOP is needed? How to prepare an ETOP?

UNIT-III

6. Discuss various components of a Balanced Score Card. Also, discuss the significance of a Balanced Score Card.

Critically examine the efficiency of BCG matrix as a tool of strategy management.

UNIT-IV

9. What do you mean by Strategy Implementation? Discuss its process.
- Describe various factors affecting Resource Allocation. What should be the criteria for Resource Allocation Process?

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Roll No.

Total No. of Pages : 02

SECTION-B

Dec = 2022

Total No. of Questions : 09

BBA (Sem.-6)

ENTERPRISE RESOURCE PLANNING

Subject Code : BBASM-602-18

M.Code : 79357

Date of Examination : 03-01-2023

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) Material requirement planning
- b) Planning design
- c) Vendor solutions in terms of large enterprise
- d) Business process reengineering
- e) ERP financial module
- f) ERP sales module
- g) Any two failure factors of ERP implementation
- h) Supply chain management
- i) Customer Relationship Management
- j) Data migration in ERP implementation.



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UNIT-I

2. Definition of ERP and explain evolution of ERP.
3. Discuss fundamental technologies of ERP.

UNIT-II

4. Explain the overview of ERP software solutions.
5. Explain Data mining and Data warehousing in terms of Business process management.



UNIT-III

6. Discuss ERP, HR, ERP sales, ERP marketing and ERP purchasing module.
7. Briefly explain planning evaluation and selection of ERP systems.

UNIT-IV

8. Explain methodology and frame work training in effective implementation of ERP.
9. Discuss CRM and Supply chain management and also discuss benefits of ERP module.

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(S12) 1014

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 03-01-2023

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

I. Write a short note on the following:

- a) Private Company
- b) Separate Legal Entity
- c) Position of Promoter
- d) Certificate of Incorporation
- e) AOA
- f) Subscribed Capital
- g) Non-Executive Director
- h) EGM
- i) Voluntary Winding Up
- j) Proxy.

SECTION-B

UNIT-I

2. "A company is an artificial person, created by law with a perpetual succession and a common seal." Explain this statement.
3. Enumerate the different steps to be taken by the promoters from the formation of a company to the commencement of business.

UNIT-II

4. Explain the doctrine of indoor management and state the exceptions, if any, to the doctrine.
5. Explain contents of prospectus. What is the meaning of deemed prospectus?

UNIT-III

6. Define share. What are the different kinds of shares which a company may issue?
7. What is resolution? What are different classes of resolutions which may be passed by a company?

UNIT-IV

8. Briefly discuss the provisions of the Companies Act, regarding appointment of directors of a company.
9. Explain the grounds on which the Tribunal would consider it just and equitable to wind up a company.

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