

Roll No. [] [] [] [] [] [] [] [] [] []
Total No. of []

Total No. of Pages : 02

BBA (Sem. 4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC-401-18

M.Code : 77427

Date of Examination : 11-06-2024

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 a short note on :
- a. Professional Ethos
 - b. CSR
 - c. Intuition
 - d. Brain Stilling
 - e. Millennium Development Goals
 - f. Sustainability
 - g. Human Values
 - h. Moral standards
 - i. Charity
 - j. Carroll's Model.



SECTION-B

UNIT-I

2. Define Business ethics. Explain the nature and scope of Business Ethics.
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 Ethos with respect to India.

UNIT-III

6. Write a detailed note on the chronological evolution of CSR in India.
7. What are the various environmental aspects of CSR?

UNIT-IV

8. Explain the International framework for Corporate Social Responsibility.
9. Critically discuss the relationship between CSR and MDGs.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC401/18

M.Code : 77426

Date of Examination : 07-06-2024

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. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Explain the following :
- What is Fabian entrepreneur?
 - Distinguish between entrepreneur and intrapreneur.
 - State the Schumpeter's view of entrepreneur.
 - What are the qualities needed of a successful an entrepreneur?
 - What are the objectives of EDPs?
 - Differentiate between business incubators and startups.
 - Define angel investors.
 - Define bridge capital.
 - What creative ideas are required for business?
 - What are the types of business plans in entrepreneurship?



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SECTION-B

UNIT-I

2. Explain the role of entrepreneurship in economic development. What are the barriers to entrepreneurship?
3. Explain in detail the theories of entrepreneurship and its criticism.

UNIT-II

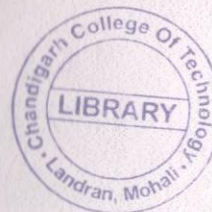
4. Describe the government Policy for micro small medium scale medium enterprises to support the entrepreneur.
5. Explain the role and importance of MSMEs in India.

UNIT-III

6. Discuss the need and objectives of Entrepreneurial Development Programmes.
7. Describe in detail the various phases of EDP. Elaborate the problems faced by EDP.

UNIT-IV

8. Explain the role played by commercial banks in Entrepreneurship Development.
9. Explain venture capital and lease funding in entrepreneurship.



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BBA (Bem, =4)

FINANCIAL MANAGEMENT

Subject Code : BBA/403/18

M.Code : 77425

Date of Examination : 27-05-2024

Time : 3 Hrs.

Max. Marks : 60

SECTION-B

UNIT-I

2. Define the modern concept of finance. Discuss in detail the nature and scope and importance of finance functions. Comment on the emerging role of financial manager in India.
3. *"The amount of fixed capital needed varies directly with the amount of fixed asset owned".* Explain what are the factors that influence estimation of fixed asset requirements of business.

UNIT-II

4. What do you mean by the equity shares and preference share? Explain the feature of equity shares and preference share. What are the pros and cons of equity shares from the company's and investor's point of views? What is common between equity shares and preference share in India?
5. If the use of financial leverage magnify earning per share under favorable economic conditions. Why do companies not employ very large amount of debt in their capital structure?

UNIT-III

6. The scientists at spectrum have come up with an electric moped. The firm is ready for pilot production and test marketing. This will cost Rs. 20 million and take six months. Management believes that there is a 70% chance that the pilot production and test marketing will be successful. In the case of success, spectrum can build a plant costing Rs. 150 million. The plant will generate an annual cash inflow of Rs. 30 million for 20 years if the demand is high or an annual cash inflow of Rs. 20 million if the demand is low. High demand has a probability of 0.6 and Low demand has a probability of 0.4. What is the optimal course of action using decision tree analysis?
7. Define the concept of capital budgeting. Discuss in detail with the help of examples techniques of budgeting. How decision tree analysis approach can be used in capital budgeting decision?

UNIT-IV

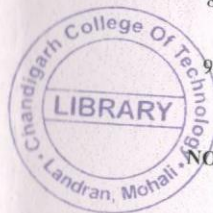
8. What do you mean by working capital? What strategies are available to a firm for financing its working capital requirement?
9. Why should Inventory be held? Why is inventory management important? Explain the objectives of Inventory Management. Explain the steps involved in analysis investment in inventories with the examples.

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SECTION-A

1. Write short notes on the following in 2-5 lines :

- Define Financial Management.
- What are the limitations of payback period method?
- How equity capitals differ from preference capital?
- Discuss in detail future value of annuity.
- Define operating leverage.
- What do you mean by capital structure?
- Define EVA.
- What do you mean profitability index?
- Define takeover and sell offs.
- What do you mean by benefit cost - ratio?



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BBA (Sem.-4)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-1B

M.Code : 77424

Date of Examination : 23-05-2024

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain briefly :
 - (a) Describe the scope of HRM.
 - (b) Define globalization.
 - (c) Define job description.
 - (d) Write a note on job rotation.
 - (e) What is poaching?
 - (f) What is placement?
 - (g) What is apprenticeship training?
 - (h) What do you mean by potential appraisal?
 - (i) Define the concept of wage and salary administration.
 - (j) Define interviews.



SECTION-B

UNIT-I

2. Discuss the nature and scope of Human Resources Management.
3. What are contemporary challenges for HRM? Explain.

UNIT-II

4. Describe the techniques used for analysing the job?
5. What is placement? How an Employee is placed on the job? Do you think 'Right man at the Job' is essential for the success of organization? Explain.

UNIT-III

6. Explain the various methods of training.
7. Write detailed note on career life cycle.

UNIT-IV

8. Discuss in detail the modern methods of appraisal of employees.
9. Discuss the elements methods of wage and salary administration.



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BBA (Sem.-4)
BUSINESS RESEARCH METHODS

Subject Code : BBA/401/18

M.Code : 77423

Date of Examination : 20-05-2024

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.

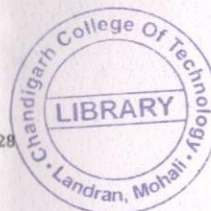
SECTION-A

1. Explain briefly :

- a) Outline scope of management research.
- b) Outline some of the limitations of research methodology process.
- c) What factors influence choice of research design?
- d) What is a hypothesis?
- e) What is a cross tab? Outline its utility.
- f) What is a cluster sampling?
- g) What is an observation method of data collection?
- h) What is a nominal scale? What data analysis can be done on a nominal scale?
- i) Outline a report format.
- j) What are open ended questions? When are they used in a questionnaire?

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SECTION-B

UNIT-I

2. Discuss the research process while listing the factors which influence the process.
3. Discuss different types of experimental research designs. What are sources of experimental errors?

UNIT-II

4. What do you understand by data collection? Discuss some of the sources of data collection.
5. Differentiate between following :
 - a) Probability and non-probability sampling
 - b) Sampling and non-sampling error.

UNIT-III

6. What is a measurement scale? Discuss different types of comparative and non-comparative scaling techniques.
7. Discuss the guidelines for a good questionnaire. Discuss different types of questionnaires.

UNIT-IV

8. What is the role of data editing and coding in the data analysis process? What are the things one should do during the process of data editing?
9. Discuss different types of research reports.

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Total No. of Questions : 09

BBA (Sem.-1)
BASIC ACCOUNTING
Subject Code : BBA 102-18
M.Code : S75083
Date of Examination: 18-01-2025

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. Financial Accounting
- b. Accounting Standards
- c. Money Measurement Concept
- d. Rules of Debit and Credit
- e. Cash Book
- f. Bank Reconciliation Statement
- g. Depreciation
- h. Annual Report
- i. Accounting Software
- j. Nominal Account.

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

2. Examine the role of accounting concepts in the preparation of financial statements. Do you find any of the accounting concepts conflicting with each other? Give examples.
3. What progress has been made in India regarding standardization of accounting practices?

UNIT-II

4. Miss Twinkle Punia started a restaurant investing Rs. 5,00,000 on Jan. 1,2000 and further submits the details of the transactions:

Jan. 5: She purchased furniture for Rs. 2,75,000; Crockery Rs. 75,000 and cooking utensils Rs. 38,000

Jan. 10: She paid Rs. 1,00,000 as Salami for taking the shop on lease for ten years at Daryaganj, Delhi.

Jan. 15: She took a temporary loan of Rs. 75,000 from her brother Rupinder, a financier.

Jan. 25: She took a bank loan of Rs. 50,000 and repaid the loan taken from her brother, Rupinder partly.

Jan. 31: She appointed Lavina as a manager at a salary of Rs. 5000 p.m. and took from her a security deposit of Rs. 50,000.

Pass Journal entries in the books of Twinkle Punia.

5. "Recording of transaction is an important step in accounting process" Comment.

UNIT-III

6. Following is the Trial Balance of Mr. Naresh for the year ended 31st March, 2006:

	Dr.	Cr.
	Rs.	Rs.
Capital	-	3,50,000
Stock on 1 st April, 1996	30,000	-
Sales	-	2,00,000
Carriage	4,000	-
Freight and Customs Duty	6,000	-

Purchases	1,90,000	-
Salaries	15,000	-
Income Tax	10,000	-
Sundry Debtors and Sundry Creditors	24,000	14,000
Cash at Bank	20,200	-
Cash in Hand	5,000	-
Furniture	1,800	-
Life Insurance premium	5,000	-
Sales Tax	5,000	-
Building	1,80,000	-
Drawings	68,000	-
Office Expenses	2,000	-
Discount Received	-	2,000
	5,66,000	5,66,000

Prepare Trading and Profit and Loss Account for the period ending 31st March, 2006 and a Balance Sheet as on that date after taking following information into consideration.

- Closing stock Rs. 80,200 (including stationery stocks Rs. 200).
- Office expenses include stationery purchased Rs.800.
- Sundry Debtors include Rs. 3,000 receivable from Reeta and Sundry Creditors include Rs. 1,000 payable to Reeta.
- A sum of Rs. 5,000 has been received from a debtor as deposit which has been credited to his account.
- Rs.500 were written off as bad debts in previous year and this amount has been received during the current year and has been credited to Debtors Account.
- Some employees are residing in the premises of business due to their nature of service, the rent of such portion is Rs. 1,000 per month.
- Salaries include a sum of Rs.500 which is advance salary.
- On 1st April, 2005 books contain such furniture of Rs.600 which was sold for Rs.290 on 30th Sept., 2005 and in exchange of it a new furniture of Rs.520 was acquired, its net invoice of Rs.230 was recorded in purchase books.
- Depreciate Buildings @ 5% p. a. and Furniture @ 10% p. a.
- Goods worth Rs. 2,000 were in transit on the last day of the accounting year.

- Explain different methods of Depreciation. Elaborate merits and demerits of each method.

UNIT-IV

- What is annual report of a Company? Explain the important contents of annual statements.
- Differentiate between Manual Accounting and Computerized Accounting System.



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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-1)

PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code : BBA 101-18

M.Code : S75082

Date of Examination: 20-01-2025

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) What do you mean by Total quality management?
- b) Write a note on management by objectives.
- c) Define motivation.
- d) What is the nature of staffing?
- e) What do you mean by accountability?
- f) Write a note on direct control
- g) What do you mean by formal organization?
- h) List the importance of strategic planning.
- i) Write note on the partnership firm.
- j) What do you mean by the span of control?

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SECTION-B

UNIT-I

2. Define the term management. State the function and scope of management in detail.
3. Compare and contrast the contribution of Fayol and Taylor towards the development of management thought.

UNIT-II

4. "Planning and controlling go hand in hand", Explain the process and importance of planning in light of the statement.
5. Define Decision making. What are the various types of decision-making? Discuss the techniques of decision-making.

UNIT-III

6. Define the concept of organizing. Discuss the bases of departmentation along with the different forms of organization structure.
7. What do you mean by the selection process? Discuss the steps involved in the selection process.

UNIT-IV

8. Why the delegation of authority is necessary? Authority is of no use without responsibility and accountability. Explain.
9. What are the elements of an adequate control system? Explain the various stages in the process of control.

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Total No. of Questions : 05

ENGLISH

Subject Code : BTHU103-18

M.Code : 75085

Date of Examination : 04-01-2025

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. All questions are **COMPULSORY**.
2. Q1, Q2 and Q3 carry **TEN** marks each.
3. Q4 and Q5 carry **FIFTEEN** marks each.

1. What is Communication? Explain in detail the types and modes of Communication.
2. How is Verbal Communication different from Non- verbal Communication? How important is the non-verbal communication in conveying the ideas and instructions?
3. Big cities in the States are the worst choice for living. The funny thing is that you have to pay dearly for the advantage of living in a city where it can be very difficult to buy your own house. Large cities are too large to control; they impose their living conditions on the people who inhabit them. City-dwellers are obliged to adopt an unusual way of life. Furthermore, it seems impossible to avoid the rush hour; wherever you go roads are blocked with cars and streets are filled with people. In addition, crimes are more in cities which are full of places you would be afraid to visit. Can anyone doubt that the country is where a man truly belongs?

In **FOUR** sentences, summarise and paraphrase the following passage in an answer to the following question:

Why do some people refuse to live in big cities?

4. Write a letter to an applicant for the post of Chief Accountant to present himself for a personal interview.
5. You, as a marketing manager have been given the responsibility of conducting and preparing a market research to know the market potential of a new product which your company is intending to launch in the market in near future. Prepare a draft report.

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B.Com (Honours)/B.A. (JAMC)/BHMCT (UGC)/B.Sc.Honours
(Microbiology)/B.Sc. - Honours (Nutrition and Dietetics)/B.Sc. (AI&ML)/
B.Sc. (BT/FD/IT/G&WD)/MLS/OTT/Radiotherapy Technology/B.Voc.
(Child Caregiver)/BTM/BBA/BBA(SIM)/BCA (Sem-1)
HUMAN VALUES, DE-ADDICTION

HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES

Subject Code : HVPE101-18

M.Code : 93322

Date of Examination : 14-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Section-A is compulsory ONE mark each.
3. Section-B contains FIVE questions of FOUR marks each attempt all questions.
4. Section-C contains FIVE questions of SIX marks each attempt all questions.

SECTION-A

 $(10 \times 1 = 10)$

1. Fill in the blanks / True / False :

- i) Right understanding + = Mutual prosperity.
 सही समझ + = पारस्परिक समृद्धि
 ठीक मसझ + = आपसी खुशहाली
- ii) Animal order in nature contains and
 प्रकृति में पशु आदेश में और होता है।
 कुदरत ਵਿੱਚ ਪਸ਼ੂ ਆਦੇਸ਼ ਵਿੱਚ ਅਤੇ ਹੁੰਦਾ ਹੈ।
- iii) Self-exploration is the process for Education.
 आत्म-अध्ययन शिक्षा के लिए प्रक्रिया है।
 ਸਵੈ-ਅਧਿਐਨ ਸਿੱਖਿਆ ਲਈ ਪ੍ਰਕਿਰਿਆ ਹੈ।
- iv) To be in a state of liking is
 पसंद के हिसाब से एक अवस्था में होना है।
 ਪਸੰਦ ਦੇ ਹਿਸਾਬ ਵਲੋਂ ਇੱਕ ਦਸ਼ਾ ਵਿੱਚ ਹੋਣਾ ਹੈ।



- v) Physical facilities are necessary but for humans.
 भौतिक सुविधाएँ मनुष्य के लिए आवश्यक हैं, लेकिन हैं।
 भौतिक सुविधाएँ मनुष्य के लिए आवश्यक हैं, लेकिन हैं।
- vi) The value "care" is related with body.
 मूल्य "ध्यान" शरीर के साथ संबंधित है।
 मूल्य ध्यान शरीर के साथ संबंधित है।
- vii) There is no self-regulation in nature.
 प्रकृति में कोई आत्म नियमन नहीं है।
 प्रकृति में कोई आत्म नियमन नहीं है।
- viii) Developing ethical competence in individual ensures professional ethics.
 व्यक्ति में नैतिक क्षमता का विकास पेशेवर नैतिकता सुनिश्चित करता है।
 व्यक्ति में नैतिक क्षमता का विकास पेशेवर नैतिकता सुनिश्चित करता है।
- ix) Holistic technologies should be eco-friendly and people-friendly.
 समग्र प्रौद्योगिकियों पर्यावरण के अनुकूल और लोगों के अनुकूल होना चाहिए।
 समग्र प्रौद्योगिकियों पर्यावरण के अनुकूल और लोगों के अनुकूल होना चाहिए।
- x) Existence is nature submerged in space.
 अस्तित्व अंतरिक्ष में डूबे हुए प्रकृति है।
 अस्तित्व अंतरिक्ष में डूबे हुए प्रकृति है।

SECTION-B

 $(4 \times 5 = 20)$

2. What do you mean by SVDD, SSDD and SSSS? How is the transformation possible from SSDD to SSSS? (4 × 5 = 20)
- आपका SVDD, SSDD और SSSS से क्या मतलब है? SSDD से SSSS के लिए परिवर्तन कैसे संभव है?
- ਤੁਹਾਡਾ SVDD, SSDD ਅਤੇ SSSS ਤੋਂ ਕੀ ਮਤਲਬ ਹੈ? SSDD ਤੋਂ SSSS ਤੱਕ ਦੀ ਤਬਦੀਲੀ ਕਿਸ ਤਰ੍ਹਾਂ ਸੰਭਵ ਹੈ?

3. What are the implications of value based living?

ਮੂਲ ਆਧਾਰਿਤ ਜੀਵਨ ਧਾਰਮਿਕ ਅਤੇ ਪਰਿਵਾਰਿਕ ਕੀ ਹਨ?

ਕਦਰਾਂ ਕੀਮਤਾਂ ਆਧਾਰਿਤ ਜੀਵਨ ਜੀਉਣ ਦੇ ਚੰਗੇ ਨਤੀਜੇ ਕੀ ਹਨ?

4. Describe basic human aspirations. What are the requirements to fulfill basic human aspirations?

ਬੁਨਿਆਦੀ ਮਾਨਵੀ ਆਕਾਂਸ਼ਾ ਕੀ ਹੈ? ਬੁਨਿਆਦੀ ਮਾਨਵੀ ਆਕਾਂਸ਼ਾਵਾਂ ਨੂੰ ਪੂਰਾ ਕਰਨ ਦੇ ਲਈ ਆਵਸ਼ਯਕਤਾਵਾਂ ਕੀ ਹਨ?

ਬੁਨਿਆਦੀ ਮਾਨਵੀ ਇੱਛਾਵਾਂ ਕੀ ਹਨ? ਬੁਨਿਆਦੀ ਮਾਨਵੀ ਇੱਛਾਵਾਂ ਨੂੰ ਪੂਰਾ ਕਰਨ ਲਈ ਜ਼ਰੂਰਤਾਂ ਦਾ ਵਰਣਨ ਕਰੋ?

5. Explain the process of self-exploration with the help of a suitable diagram.

ਆਪਣੇ ਆਪ ਨੂੰ ਜਾਣਨ ਦੀ ਪ੍ਰਕਿਰਿਆ ਨੂੰ ਸਮਝਾਓ।

ਇਹ ਪ੍ਰਕਿਰਿਆ ਕਿਵੇਂ ਚੱਲਦੀ ਹੈ? ਮਨ-ਅੰਤਰ ਦੀ ਪਰਿਕ੍ਰਿਆ ਨੂੰ ਸਮਝਾਓ।

6. What are the salient unethical practices in the profession at present? Analyze the root cause and possible solution.

ਮੌਜੂਦਾ ਸਮੇਂ ਦੇ ਪੇਸ਼ੇਵਰਾਂ ਦੇ ਅਨੈਥਿਕ ਪ੍ਰਕਾਰਾਂ ਕੀ ਹਨ? ਮੂਲ ਕਾਰਨ ਅਤੇ ਸੰਭਵ ਸਮਾਧਾਨ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰੋ।

ਮੌਜੂਦਾ ਸਮੇਂ ਦੇ ਵਿੱਚ ਪੇਸ਼ੇ ਦੇ ਮੁੱਖ ਅਨੈਥਿਕ ਤਰੀਕੇ ਕੀ ਹਨ? ਮੂਲ ਕਾਰਨ ਅਤੇ ਸੰਭਵ ਸਮਾਧਾਨ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰੋ।

SECTION-C

(6 × 5 = 30)

7. What are the broad holistic criteria for evaluation of technologies, production systems and management models? How do they map with the comprehensive human goal?

ਪ੍ਰਤੀਬੱਧਤਾ, ਉਤਪਾਦਨ ਪ੍ਰਣਾਲੀ ਅਤੇ ਪ੍ਰਬੰਧਨ ਮਾਡਲਾਂ ਦੇ ਮੁਲਾਂਕਣ ਦੇ ਲਈ ਵਿਆਪਕ ਮਾਪਦੰਡ ਕੀ ਹਨ? ਇਹ ਮਾਪਦੰਡ ਮਨੁੱਖੀ ਲਕਸ਼ ਦੇ ਨਾਲ ਮੇਲ ਖਾਂਦੇ ਹਨ?

ਉਤਪਾਦਨ ਸਿਸਟਮ ਅਤੇ ਪ੍ਰਬੰਧਨ ਮਾਡਲਾਂ ਦੀ ਪੜਤਾਲ ਕਰਨ ਲਈ ਵਿਆਪਕ ਮਾਪਦੰਡ ਕੀ ਹਨ? ਕਿਵੇਂ ਉਹ ਵਿਆਪਕ ਮਨੁੱਖੀ ਲਕਸ਼ ਦੇ ਨਾਲ ਮੇਲ ਖਾਂਦੇ ਹਨ?

8. What do you mean by Comprehensive Human Goal? Elaborate.

ਵਿਆਪਕ ਮਨੁੱਖੀ ਲਕਸ਼ ਕੀ ਆਪਣਾ ਕੀ ਅਧਿਐਨ ਹੈ? ਵਿਸਤਾਰ ਦੇ ਨਾਲ ਦੱਸੋ।

ਵਿਆਪਕ ਮਨੁੱਖੀ ਲਕਸ਼ ਦੇ ਟੀਚੇ ਕੀ ਹਨ? ਇਹ ਵਿਆਪਕ ਮਨੁੱਖੀ ਲਕਸ਼ ਦੇ ਨਾਲ ਮੇਲ ਖਾਂਦੇ ਹਨ?

9. What is ethical human conduct? Explain in terms of values, policies and character.

ਨੈਥਿਕ ਮਨੁੱਖੀ ਆਚਰਣ ਕੀ ਹੈ? ਮੁੱਲਾਂ, ਨੀਤੀਆਂ ਅਤੇ ਚਰਿਤ੍ਰ ਦੇ ਸੰਦਰਭ ਵਿੱਚ ਦੱਸੋ।

ਨੈਥਿਕ ਮਨੁੱਖੀ ਆਚਰਣ ਕੀ ਹੈ? ਕਦਰਾਂ ਕੀਮਤਾਂ, ਨੀਤੀਆਂ ਅਤੇ ਚਰਿਤ੍ਰ ਦੇ ਸੰਦਰਭ ਵਿੱਚ ਦੱਸੋ।

10. What is the expanse of human living? Why it is necessary to understand harmony at all levels? Critically evaluate the current state of living at the level of Self.

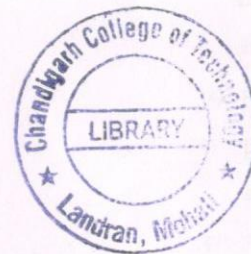
ਮਨੁੱਖੀ ਜੀਵਨ ਦਾ ਖੇਤਰ ਕਿਹੜਾ ਹੈ? ਸਾਰੇ ਪੱਧਰਾਂ 'ਤੇ ਸਮਝਣਾ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ? ਆਪਣੇ ਆਪ ਦੇ ਪੱਧਰ 'ਤੇ ਰਹਿਣ ਦੀ ਵਰਤਮਾਨ ਹਾਲਤ ਦਾ ਅਨੁਮਾਨ ਲਗਾਓ।

ਮਨੁੱਖੀ ਜੀਵਨ ਦੀ ਫੈਲਾਵ ਕਿਹੜੀ ਹੈ? ਸਾਰੇ ਪੱਧਰਾਂ 'ਤੇ ਸਮਝਣਾ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ? ਆਪਣੇ ਆਪ ਦੇ ਪੱਧਰ 'ਤੇ ਰਹਿਣ ਦੀ ਵਰਤਮਾਨ ਹਾਲਤ ਦਾ ਅਨੁਮਾਨ ਲਗਾਓ।

11. Compare the Four Orders in Nature on the basis of their salient aspects.

ਸੂਰਜ ਪ੍ਰਣਾਲੀ ਦੇ ਆਧਾਰ 'ਤੇ ਪ੍ਰਕ੍ਰਿਤੀ ਦੇ ਚਾਰ ਪੱਧਰਾਂ ਦੀ ਤੁਲਨਾ ਕਰੋ।

ਸੂਰਜ ਪ੍ਰਣਾਲੀ ਦੇ ਆਧਾਰ 'ਤੇ ਪ੍ਰਕ੍ਰਿਤੀ ਦੇ ਚਾਰ ਪੱਧਰਾਂ ਦੀ ਤੁਲਨਾ ਕਰੋ।



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[M-93322]

(S-17) 2558

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem-1)
MANAGERIAL ECONOMICS-I
Subject Code : BBAGE-101-18
M.Code : S75084
Date of Examination : 24-01-2025

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) Relationship between Managerial Economics and Management.
- (b) Price Elasticity of Demand.
- (c) Cobb-Douglas production function.
- (d) Differentiate between explicit and implicit costs.
- (e) "In the long run all the costs are variable". Do you agree?
- (f) What is perfect competition?
- (g) What is meant by equilibrium of the firm?
- (h) Price Leadership Model.
- (i) Quasi Rent.
- (j) Measurement of Profit.



SECTION-B

UNIT-I

2. What do you mean by Managerial Economics? Discuss its nature and scope.
3. Briefly explain the significance of demand forecasting and elaborate various techniques of demand forecasting.

UNIT-II

4. What is production function? Explain how equilibrium is determined when the producer is producing one commodity.
5. Discuss the main determinants of a cost function and also state the relationship between production & cost in the short-run.

UNIT-III

6. What do you mean by Revenue? Also, discuss in brief, the concept of total, average and marginal revenue.
7. What are the characteristics of perfect competition? Discuss the equilibrium of a firm in the short and long periods under perfect competition.

UNIT-IV

8. What do you mean by pricing? Discuss the various types of pricing strategies.
9. Write descriptive note on the following:
 - (a) Collective Bargaining.
 - (b) Real vs. Nominal Interest Rates.

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Total No. of Questions : 07

ENVIRONMENTAL SCIENCE

Subject Code : EVS-102-18

M.Code : 75831

Date of Examination : 03-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- INSTRUCTIONS TO CANDIDATES :
1. Attempt ALL questions in SECTION-A, Each question carry TWO marks
 2. Attempt any FOUR questions from SECTION-B, Each question carry TEN marks.

SECTION-A

1. Answer briefly :
- a) Define Biotic components
 - b) Explain decomposers
 - c) Food chain
 - d) Two examples of renewable resources
 - e) Reasons for soil pollution
 - f) Soil erosion
 - g) Landslides
 - h) Global warming
 - i) Hot spot zones of biodiversity
 - j) Acid rain

SECTION-B

2. **Describe following :**
 - a) Energy flow in an ecosystem
 - b) Land degradation
3. Explain the role of an individual in conservation of water resources.
4. Briefly discuss the features and structure of a forest ecosystem.
5. **Explain the following :**
 - a) Urban problems related with energy
 - b) Air pollution
6. Explain the provisions of Forest conservation act.
7. Explain the biogeographic regions of India. Also explain endemic species of India.



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Roll No.

Total No. of Pages : 04

Total No. of Questions : 11

B.A.(JAMC) / BBA / B.Com (Hons) / BCA / BHMCT / B.Sc. Hons.
(Nutrition and Dietetics / Fashion Design / Graphics & Web Designing /
Information Technology / Medical Lab Sciences / Operation Theatre
Technology) / BTM / M.Com (Sem.-1, 2)

HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES

Subject Code : HVPE101-18

M.Code : 75087

Date of Examination : 16-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is compulsory.
2. SECTION-B contains FIVE questions. Each question carry FOUR marks. Attempt All.
3. SECTION-C contains FIVE questions with internal choice. Each question carry SIX marks. Attempt All.

SECTION-A

(10 × 1 = 10)

1. Write briefly :

- a) How the value "Guidance" is related with self.
मूल्य "सागर्दशन" स्वयं के साथ कैसे संबंधित है?
मुल अगवाणी सदै दे नाल किसे संबंधित है?
- b) What do you mean by respect?
आपका सम्मान से क्या मतलब है?
उहाडा आदर तों की मतलब है?
- c) What is animal order?
जीव आदेश क्या है?
जीव आदेश की है?
- d) What is innateness?
स्वाभाविकता क्या है?
सवाभाविकता की है?



e) What is Utility-Value?

उपयोगिता-मूल्य क्या है?

उपयोगिता-मुल की है?

f) What is value of any unit in the larger order?

कड़े आदेश में किसी भी इकाई का क्या मूल्य है?

वडो आदेश विच किसे वी इकाई का की मुल है?

g) What is Holistic System?

समग्र प्रणाली क्या है?

समग्रभौमिक प्णाली की है?

h) What is Perseverance?

अटलता क्या है?

धीरज की है?

i) Explain Natural Acceptance.

सहज स्वीकृति समझाओ।

कुदरती मंजुरी समझाओ।

j) What is Mutual Fulfilment?

पारस्परिक पूर्ति क्या है?

आपस की पूरती की है?

SECTION-B

(5 × 4 = 20)

2. What is the need for value education in technical and other professional Institutions?
तकनीकी एवं अन्य व्यावसायिक संस्थानों में मूल्यपरक शिक्षा की क्या आवश्यकता है?
उकनीकी अउे होर पेमेवर संसठावां विच मुल दी सिंधिआ दी की लेइ है?
3. What do you mean by SVDD, SSDD and SSSS? How is the transformation possible from SSDD to SSSS?
आपका SVDD, SSDD और SSSS से क्या मतलब है? SSDD से SSSS तक के लिए परिवर्तन कैसे संभव है?
उहाडा SVDD, SSDD अउे SSSS तों की मतलब है? SSDD तों SSSS उंक दी उबदीली किस उरुं संभव है?

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (SIM) (Sem. 2)

MANAGERIAL ECONOMICS-II

Subject Code : BBAGE-201-18

M.Code : 75918

Date of Examination : 17-12-2024

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) Distinguish between GDP and GNP.
- b) Keynesian Liquidity Trap.
- c) Explain how demand factors causes demands pull inflation.
- d) What is Stagflation?
- e) Is there any cost of Unemployment?
- f) What is Cash Reserve Ratio?
- g) Any two leakages of multiplier.
- h) Are fiscal deficits inflationary?
- i) GST slabs in India.
- j) Does public debt impose a burden? Explain.

SECTION-B

UNIT-I

2. Describe in detail various difficulties in measuring National Income in a country like India.
3. Discuss in detail various functions of money. Support your answer with concrete examples.

UNIT-II

4. How is inflation defined? What are the various theories of measuring inflation?
5. Discuss in brief various types of unemployment.

UNIT-III

6. What do you mean by a Business Cycle? Discuss the various phases of business cycles.
7. "Multiplier is a two-edge sword. It will cut for you or against you." Explain the statement.

UNIT-IV

8. Discuss in detail the prevailing Tax System in India.
9. Who appoints the Finance Commission and what are the qualifications for its Members? Also describe in detail, various functions of the Finance Commission.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.-2)
BUSINESS STATISTICS
Subject Code : BBA201-18
M.Code : 75916

Date of Examination: 11-12-2024

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. Define Statistics.
- b. Primary Data
- c. Inferential Statistics
- d. Positional Averages
- e. Variance
- f. Partial Correlation
- g. Dependent Variable
- h. Event
- i. Normal Curve
- j. Poisson Distribution.

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

2. "Statistics in these days is indispensable for dealing with Socio-Economic Problems" How far is this statement correct?
3. What do you mean by Sampling Designs? Elaborate different Probability Sampling Designs.

UNIT-II

4. Calculate Mean Deviation and Standard Deviation from the following Distribution :

Class Interval	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	4	8	8	16	12	6	4

5. What do you mean by Sampling Distribution? Formulate the sampling distribution of Mean and Standard Deviation with some imaginary figures.

UNIT-III

6. What is Coefficient of Correlation? Discuss different properties of Coefficient of correlation.
7. The percentage marks obtained in graduation and Entrance Test of 10 Students were as follows:

Graduation	50	52	55	60	62	65	66	70	75
Entrance Test	52	50	57	65	62	65	65	71	78

From these Data : Find the two regression equations.

UNIT-IV

8. A Class consists of 10 boys and 20 girls of which half the boys and half the girls have blue eyes, find the probability that the student chosen at random is a boy or has blue eyes.
9. What is probability Distribution? Explain different types of probability distributing. How to fit a Binomial distribution?

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA(SIM) (Sem.-2)

BUSINESS ENVIRONMENT

Subject Code : BBA-202-18

M.Code : 75917

Date of Examination: 14-12-2024

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. Discuss the significance of the business environment.
- b. What are the key components of the business environment?
- c. Briefly explain the role of economic planning in India.
- d. What is the purpose of the Consumer Protection Act?
- e. What is the objective of the Foreign Exchange Management Act (FEMA)?
- f. Define globalization.
- g. What is the significance of Corporate Social Responsibility (CSR) in business?
- h. What is the role of the public sector in India's economy?
- i. Name two benefits and two problems associated with multinational corporations.
- j. What is the role of the IMF in international trade?

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SECTION-B

UNIT-I

2. Explain the concept of business environment and discuss the significance of environmental scanning for business decision making.
3. Explain the economic systems and policies (Industrial, Fiscal, Monetary, and EXIM) in India, and analyze their impact on business operations.

UNIT-II

4. Explain the role of political institutions—Legislature, Executive, and Judiciary—in shaping the legal environment of business in India. Provide examples where possible.
5. Define Liberalization, Privatization, and Globalization. Discuss the factors that facilitate and impede globalization in India.

UNIT-III

6. Analyze the socio-cultural environment's critical elements, and discuss how they affect business ethics and corporate social responsibility?
7. Discuss the changing role of the public sector in India. What are the recent reforms and how do they affect the banking and security market?

UNIT-IV

8. Discuss the role of multinational corporations (MNCs) in the international business environment. What are the benefits and problems associated with MNCs?
9. Explain the impact of the World Trade Organization (WTO) on India. What are the implications of mergers and acquisitions on Indian business?



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(S9)-1330

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-3)

IT TOOLS FOR BUSINESS

Subject Code : BBA-SEC301-18

M.Code : 76659

Date of Examination: 26-11-2024

Time : 3 Hrs.

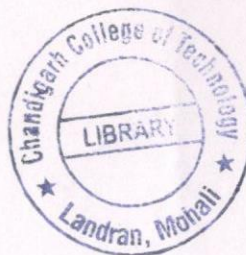
Max. Marks : 60

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) What are the limitations of Data?
 - b) What are mainframe computers?
 - c) What is an Octal Number System?
 - d) What is primary memory?
 - e) What is Sub-Directory in Windows Operating System?
 - f) What are the different alignments in MS Word?
 - g) What are Indents in MS-Word?
 - h) What is a Design Template in MS-PowerPoint?
 - i) What is Auto-Content Wizard in MS-PowerPoint?
 - j) What is a cell macro in MS Excel?



SECTION-B

UNIT-I

2. How do computers help managers to get timely information? Discuss by citing examples.
3. **Write notes on :**
 - a) Difference between micro and mini computers
 - b) Functions of different number systems.

UNIT-II

4. Discuss different generations of computers. Explain by discussing the advantages and limitations of each generation of computers.
5. **Write notes on :**
 - a) Applications of compiler and interpreter
 - b) Applications of high-level languages.

UNIT-III

6. **Write notes on :**
 - a) Applications of a page break in MS-Word
 - b) Applications of special symbols in MS-Word
 - c) Applications of mail merge in MS-Word
7. **Write notes on :**
 - a) What are the applications of the Design template in MS-PowerPoint
 - b) What are the applications of MS-PowerPoint for managers?

UNIT-IV

8. As a business management student, list different business scenarios where you think that MS Excel can be used to analyze the data. Explain by citing detailed examples.
9. **Write notes on :**
 - a) Important financial functions in MS-Excel and its applications .
 - b) Difference between absolute and relative cell referencing .

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.-3)

COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination: 09-12-2024

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) Cost Control
- b) Current Ratio
- c) Interest Coverage Ratio
- d) Comparative Statements
- e) Trend Analysis
- f) Material Usage Variance
- g) Overhead Volume Variance
- h) Zero base budgeting
- i) Profit Volume Ratio
- j) Cost indifference point

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

2. "The scope of management accounting is broader than cost accounting and financial accounting". Comment upon nature and scope of management accounting.
3. Briefly explain different types of turnover ratios.

From the following information of Ezra Limited calculate Debtors Turnover Ratio (DTR) and Average Collection Period (ACP).

Particulars	Amount (Rs.)
Total Sales for the Year	2,62,000
Cash Sales	20% of Total Sales
Sales Return out of credit sales	15,000
Opening Balance of Sundry Debtors	10,000
Opening Balance of Bills Receivable	2,000
Closing Balance of Sundry Debtors	15,000
Closing Balance of Bills Receivable	3,000

UNIT-II

4. Discussion advantages and limitations of financial statement analysis.
5. From the following information, compute labour cost variance, labour efficiency variance and labour rate variance.

Labour Rate = 1 per hour

Hours as Standard per unit =12 Hours

Actual Date :

Units Produced = 1000

Actual Labour Cost = 10,000

Hours Worked actually = 12,500 Hours

Also verify the solution arithmetically.

UNIT-III

6. What do you mean by budgetary control? Discuss its advantages and limitations.
7. Prepare a Flexible Budget for the production at 80% and 100% activity on the basis of following information :

Production at 50% capacity - 5,000 units

Raw Material- 80 per unit

Direct labour - 50 per unit

Direct Expenses - 15 per unit

Factory Overhead -50,000 (50% fixed)

Administration Overhead-60,000 (60% variable)

UNIT-IV

8. What do you mean by marginal costing? Distinguish between marginal costing and absorption costing.
9. The data below relate to a company :

Sales - 1,50,000

Fixed Cost - 45,000

Profit - 15,000

Calculate :

- a) P/V ratio at present
- b) P/V ratio, if selling price is increased by 10%.
- c) P/V ratio, if selling price is decreased by 20%.



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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-3)
MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination: 05-12-2024

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) Societal Marketing
- b) Micro Environment
- c) Market Segmentation
- d) Branding
- e) Labelling Decisions
- f) Maturity Stage of Product Life Cycle
- g) Demand Based Pricing
- h) Difference between Advertising and Publicity.
- i) Communication Barriers
- j) Marketing Channel

SECTION-B

UNIT-I

2. Today Marketing is "Customer Oriented." Discuss the various concepts of Marketing on the basis of Modern Marketing.
3. What factors are used in measuring the Demographic Environment? To what extent they are for the business decision.

UNIT-II

4. What are the objectives of Marketing Segmentation? Explain the bases of Market Segmentation in detail.
5. What is the most important elements of the Marketing Mix? Discuss 7 Ps of the Services Marketing.

UNIT-III

6. What do you mean by New Product? Discuss in detail the New Product Development process.
7. What are the various kinds of Pricing Strategies? Discuss each one of them with suitable examples.

UNIT-IV

8. "Physical Distribution Design plays a crucial role in the success of the firm". Explain the statement with the help of examples.
9. Discuss the factors affecting the decision regarding selection of Promotion Mix. Explain Sales Promotion in detail.

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Roll No.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-3)
ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA301-18

M.Code : 76655

Date of Examination: 02-12-2024

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) Opportunities of organizational behaviour
 - b) Characteristics of learning
 - c) Components of Attitude
 - d) Psychoanalytical theory
 - e) Two factor theory of motivation
 - f) Group dynamics
 - g) Leadership styles
 - h) Steps in creating effective teams
 - i) Approaches to conflict management
 - j) Sources of stress



SECTION-B

UNIT-I

2. What is the importance of organization behaviour? Discuss the scope of organization behavior with suitable examples.
3. Explain different theories of learning with suitable examples.

UNIT-II

4. Briefly discuss the step-by-step process of perception with example.
5. Define personality. Explain various determinants of personality in detail.

UNIT-III

6. What do you mean by leadership? Explain theories of leadership.
7. Explain the process of group formation, outlining the hindrance in it and how can they overcome to form effective groups.

UNIT-IV

8. Some people say that conflict is inherently bad, whereas others believe that some degree of conflict in organization is desirable. Which view do you subscribe to and why?
9. What are the types of organizational culture? Discuss various dimensions of organizational culture.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request any page of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code : BBAGE301-18

M.Code : 76658

Date of Examination: 29-11-2024

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 brief notes on the following :

- a) Characteristics of product design.
- b) Importance of facility location.
- c) Batch production.
- d) Mass production.
- e) Capacity planning decision.
- f) Total Quality Management.
- g) Six Sigma.
- h) Virtual Factory concept.
- i) Safety stock level.
- j) Quality Assurance.

SECTION-B

UNIT-I

2. What do you understand by the term Operations Management? What are its functions and why is it significant?
3. Elaborate the development process of a product. Use a suitable example from any industry.

UNIT-II

4. What are the objectives and advantages of facility layout? Also explain the different types of layouts.
5. What do you mean by Production Planning and Control? Explain its concept, objectives and functions.

UNIT-III

6. Elaborate the various modern productivity techniques. As a production manager, which technique would you use if you are heading a production unit in textile industry. Support your answer.
7. What is value analysis? Explain the process of value analysis in detail.

UNIT-IV

8. How do you define Quality management? Explain the difference between inspection, quality control and quality assurance.
9. What do you mean by Inventory management? Explain the factors affecting the inventory control policy.

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Total No. of Questions : 09

Total No. of Pages : 03

BBA (Sem.-4)

FINANCIAL MANAGEMENT

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination: 14-12-2024

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) Risk-return trade-off in financial decisions.
- (b) What do you mean by financing decisions?
- (c) Time value of money.
- (d) Cost of Retained Earnings.
- (e) What is meant by Combined Leverage?
- (f) Capital Rationing.
- (g) Payback period.
- (h) Operating Cycle.
- (i) What do you mean by Dividend policy?
- (j) Any two disadvantages of excessive working capital.

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SECTION-B

UNIT-I

2. *"The profit maximisation is not an operationally feasible criterion". Do you agree. Illustrate your views.*
3. Suppose you are appointed as Vice President (Finance) in a large Company. Describe in brief various sources of raising finance which are available to a large Company.

UNIT-II

4. Describe the process of planning and designing of capital structure. Also, elaborate the significance of capital structure.
5. A company has the following capital structure: Equity share capital Rs. 8,00,000, 10% Preference share capital Rs. 5,00,000, 8% Debentures Rs. 3,00,000 The present EBIT is Rs. 1,50,000. Calculate the financial leverage assuming that company is in 50% tax bracket.

UNIT-III

6. In a company, while making capital expenditure decision, two alternative capital projects A-401 and A-402 involve an investment outlay of Rs. 72,000 each. The streams of cash inflows are as follows:

Year	Cash inflows (Rs.)	
	Project A- 401	Project A- 402
1	50,000	10,000
2	40,000	20,000
3	10,000	20,000
4	10,000	20,000
5	10,000	90,000

The required rate of earnings is 10 %. PV factor at 10 % are : Year 1(0.909), Year 2(0.826), Year 3(0.751), Year 4(0.683) and Year 5(0.621). Which of the two projects should be accepted as per NPV Method?

7. What are the various techniques of capital budgeting? Illustrate your answer with the help of an example. Which of these techniques is the best in your opinion?

UNIT-IV

8. "Working Capital Management is nothing more than deciding about level, structure and financing of current assets". Comment. Also, discuss a few factors affecting working capital of a company.

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9. A company belongs to a risk class for which the approximate capitalisation rate is 10%. It currently has outstanding 25,000 shares selling at Rs. 100 each. The firm is contemplating the declaration of a dividend of Rs. 5 per share at the end of the current financial year. It expects to have a net income of Rs. 2,50,000 and has a proposal for making new investments of Rs. 5,00,000. Show that under the MM assumption, the payment of dividend does not affect the value of the firm.



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BBA (Sem.-4)

ENTREPRENEURSHIP DEVELOPMENT
Subject Code : BBA 303

Subject Code : BBAGEC-401-18

M.Code : 77426

Date of Examination: 13-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
SECTION A

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
Each Sub-section contains TWO questions each.

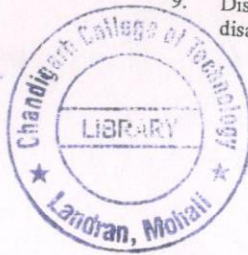
Each Sub-section contains TWO questions each, carrying TEN marks each. Students have to attempt any ONE question from each Sub-section.

Students have to attempt any ONE question from each Sub-section.

SECTION-A

Write a note on the following:

- a) Differentiate between an entrepreneur and a manager.
 - b) Define intrapreneurship.
 - c) Barriers in the way of entrepreneurial development.
 - d) Elements of a business plan.
 - e) Characteristics of an MSMSE.
 - f) Define industrial clusters.
 - g) List various promotional agencies for entrepreneurs.
 - h) Define angel investors.
 - i) What is seed capital assistance?
- Define venture capital.



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SECTION-B

UNIT-I

2. What are the traits of an entrepreneur? Explain various types of entrepreneurs in detail.
3. Define entrepreneurship. Discuss the role of entrepreneurship in the economic development of a nation.

UNIT-II

4. What do you understand by creativity? Discuss various techniques of creative problem solving with the help of examples.
5. Define startups. Explain the steps for starting a startup?

UNIT-III

6. Critically analyze various incentives and subsidies provided by the government for developing MSMEs.
7. What do you understand by an entrepreneurial development program? Discuss the phases of an EDP program.

UNIT-IV

8. What are the reasons for industrial sickness? What remedial measures should be undertaken to revive the sick units?
9. Discuss in detail various sources of finance for enterprises with their advantages and disadvantages.

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

BUSINESS ETHICS AND CSR

Subject Code : BBASEC401-18

M.Code : 77427

Date of Examination : 11-12-2024

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 a short note on :

- a. What is the scope of business ethics?
- b. Define moral decision-making in business.
- c. Mention two ethical principles relevant to environmental sustainability.
- d. Describe the role of human values in personal growth.
- e. Define 'Holistic-Spiritual Brain' in the context of managerial decision-making.
- f. What is the role of professional ethos in business ethics?
- g. Explain the concept of stakeholder management in CSR.
- h. Differentiate between Corporate Philanthropy and Corporate Citizenship.
- i. What is the significance of the Sustainable Development Goals (SDGs) in CSR?
- j. What are the ILO tri-partite principles regarding multinational enterprises?

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SECTION-B

UNIT-I

2. Discuss the nature and importance of ethics in business. How does it contribute to moral decision-making in finance and HR?
3. Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

UNIT-II

4. What is the need for Indian Ethos in business? Explain how Brain Stilling and Intuition play a role in managerial decision-making?
5. Discuss the meaning of foundational human values like freedom and creativity. How do these values help managers make holistic decisions?

UNIT-III

6. Explain the concept of sustainability in CSR. Discuss how the triple bottom line approach integrates environmental and social responsibilities into business?
7. Describe the chronological evolution of CSR in India. How does Carroll's model help companies align with CSR standards?

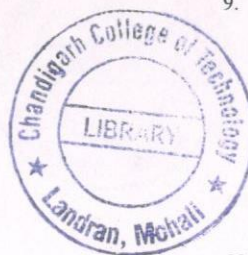
UNIT-IV

8. Discuss the key features of the United Nations Global Compact 2011 and how it influences international CSR policies?
9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 19-12-2024

Time : 3 Hrs.

Max. Marks : 60

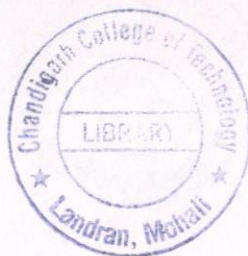
INSTRUCTIONS TO CANDIDATES :

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

Q1. Explain briefly :

- a) Impact of globalization on HRM.
- b) Define job description.
- c) Differentiate between job enrichment and job enlargement.
- d) Steps of a selection process.
- e) Types of interviews.
- f) Define induction.
- g) Why is it important to assess training needs.
- h) 360 degree performance appraisal.
- i) Define compensation management.
- j) Explain the concept of industrial relations.



SECTION-B

UNIT-I

2. Define Human resource management. Discuss the importance and functions of human resource management in detail.
3. Define human resource planning. Elaborate on the process of human resource planning.

UNIT-II

4. What do you mean by recruitment? Explain various external and internal sources of recruitment with their pros and cons.
5. Define job analysis. Discuss in detail various methods of collecting job data.

UNIT-III

6. Explain the concept of training. Critically evaluate various on the job and off the job methods of training with their advantages and disadvantages.
7. Define career. What are various stages of career life cycle? Discuss the role of management and employees in career planning and development.

UNIT-IV

8. What do you mean by performance appraisal? Discuss the process of performance appraisal in detail.
9. Define incentive. Explain various types of incentive plans with the help of examples.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)
BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 17-12-2024

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain briefly:

- a) What do you mean by the research design?
- b) What are schedules?
- c) Define Quota sampling.
- d) What are type I and type II errors?
- e) What do you mean by Descriptive research?
- f) What are questionnaires?
- g) Discuss the observation method of data collection.
- h) What are the limitations of sampling?
- i) What do you understand by nominal data?
- j) Discuss the steps in editing the data.

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SECTION-B

UNIT-I

2. Discuss in detail the process of management research. Also, outline the importance of research in management decision-making.
3. Discuss the relationship between research problem and choice of research design. Differentiate between three types of research designs.

UNIT-II

4. What are the different types of sampling? Also, explain why probability sampling techniques are preferred over non-probability sampling techniques?
5. What do you mean by primary data? Enumerate the different methods of collecting the primary data with the help of the relevant example of each method.

UNIT-III

6. Discuss in detail the guideline of designing a questionnaire. Also discuss the various types of questionnaire.
7. Compare and contrast the various attitude measurement techniques. When will you use each of them? Discuss briefly.

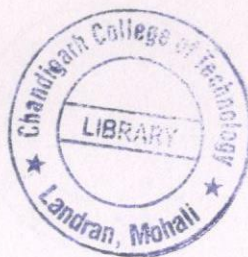
UNIT-IV

8. Explain the significance of the research report. Also, explain the various steps involved in writing a research report.
9. 'Data processing is an intermediary stage of work between data collection and data analysis'. Explain the statement by enumerating the various operations involved in it.

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Total No. of Questions : 09

BBA (Sem.-5)

OPERATION RESEARCH

Subject Code : BBA-501-18

M.Code : 78193

Date of Examination : 29-11-2024

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 :

- Discuss the Objectives of Operation Research.
- Discuss significance of Operation Research in modern management.
- Explain the meaning of Artificial Variables.
- What do you mean by Travelling Salesman Problems?
- Express why transportation model is good for business.
- What do you understand by Pure Strategies?
- Explain the term PERT.
- State the meaning of CPM.
- Discuss the term Replacement of items.
- What are the causes of Poor Inventory Control?



UNIT-II

2. State three commonly used Operation Research Techniques in India. Brief one of them.
3. What are the essential characteristics of a Linear Programming Model?

4. Explain the difference between Assignment Problem and Transportation Problem
5. Find the Initial Basic Feasible Solution to the following transportation problem by:
Least Cost Method.

	To		Supply	
	2	7	4	5
From	3	3	1	8
	5	4	7	7
	1	6	2	14
Demand	7	9	18	

UNIT-III

6. Find solution of process 5 jobs Through 3 Machines Problem

Job	1	2	3	4	5
Machine-1	8	10	6	7	11
Machine-2	5	6	2	3	4
Machine-3	4	9	8	6	5

7. What is Critical Path? Can a critical path change during the course of a project?

UNIT-IV

8. Explain clearly the different costs that are involved in inventory problems with suitable examples?
9. Why is replacement of items required? Distinguish between individual replacement and group replacement policies.

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Roll No.
Total No. of Questions : 09

Total No. of Pages : 03

BBA (Sem.-5)
CORPORATE ACCOUNTING
Subject Code : BBA-521-18
M.Code : 78196
Date of Examination : 02-12-2024

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) Capital Redemption Reserve
- b) Issue of Shares at Discount
- c) Pre-emptive Right
- d) Convertible Debentures
- e) Non-participating Preference Shares
- f) Managerial Remuneration
- g) Capital Reserve
- h) Minority Interest
- i) Subsidiary Company
- j) Fixed Assets

SECTION-B

UNIT-I

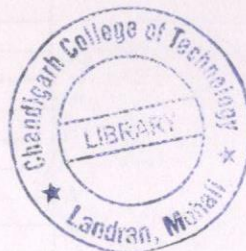
2. Pioneer Construction Company Ltd. issued for public subscription 20,000 Equity Shares of Rs. 10 each at 20% premium payable as Rs 3 per share on application, Rs 5 per share on allotment (including premium) and balance in two calls of equal amount. Applications were received for 30,000 shares. The shares were allotted pro-rata to the applicants for 24,000 shares, the regaining applications being rejected. Money overpaid on application was utilized towards sums due on allotment.

All money due were received except that a shareholder to whom 1,000 shares were allotted failed to pay both calls. These shares were forfeited and subsequently re-issued at Rs 11 per share as fully paid-up. You are required to pass the necessary journal entries in the books of the company.

3. Distinguish between bonus shares and bonus debentures. Describe the various types of reserves that can be used for issuing bonus shares. Also briefly discuss the impact of bonus shares on the balance sheet of the company.

UNIT-II

4. The capital structure of a company consists of 20,000 equity, shares of Rs. 10 each fully paid-up and 1,000 8% Redeemable. Preference Shares of Rs. 100 each Rs. 90 paid-up. Undistributed reserve and surplus are General/Reserve Rs. 80,000; Profit and Loss Account Rs. 30,000, Investment Allowance Reserve (out of which 5,000 not free for distribution's dividend) Rs 10,000; Security Premium Rs. 12,000. Cash at bank amounted to Rs. 98,000. Preference Shares are to be redeemed at a premium of 10% and for the purpose of redemption, the directors are empowered to make fresh issue of equity shares at par after utilizing the undistributed reserves and surplus subject to the condition that a sum of Rs 10,000 shall be retained in general reserve and which should not be utilized. You are required to pass the necessary journal entries for redemption of preference shares.
5. What do you mean by debentures? Discuss various types of debentures that are permitted to be issued in India. Also discuss various methods for redemption of debentures.



UNIT-III

6. Following is the Trial Balance of Bee Ltd. on March 31, 2022:

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Opening Stock	75,000	Purchase Returns	10,000
Purchases	2,45,000	Sales	3,40,000
Wages	30,000	Discount	3,000
Carriage Inwards	950	Profit and Loss Account	15,000
Furniture	17,000	Share Capital	1,00,000
Salaries	7,500	Trade Creditors	17,500
Rent	4,000	General Reserve	15,300
Sundry Expenses	7,050	Bills Payable	7,000
Dividend Paid	9,000		
Trade Debtors	27,500		
Plant and Machinery	29,000		
Cash at Bank	46,200		
Patents	4,800		
Bills Receivables	5,000		
Total	5,08,000	Total	5,08,000

Prepare a statement of Profit and Loss Account for the year ended March 31, 2022 and Balance sheet as on that date after considering the following adjustments:

- Stock as on March 31, 2022 is Rs. 88,000
 - Depreciate Plant and Machinery at 15 % and Furniture at 1.0%,
 - Provide Rs. 510 for doubtful debts
7. Write a detailed note on the provisions contained in the Companies Act regarding preparation of Statement of Profit and Loss and Balance Sheet of a company.

UNIT-IV

- What do you mean by consolidated balance sheet? Differentiate between consolidated and standalone balance sheet.
- What do you mean by Annual Report? Discuss the major components of an Annual Report as per Indian Companies Act. Also discuss the recent trends in financial reporting in India.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-5)

ORGANISATION CHANGE AND DEVELOPMENT

Subject Code : BBA-532-18

M.Code : 78200

Date of Examination : 05-12-2024

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) Systems theory
- b) Empowerment
- c) Six-box model of diagnosis
- d) Action research model
- e) Parallel learning structures
- f) Sources of power
- g) T-Groups
- h) Objectives of third party peace-making interventions.
- i) Types of team interventions
- j) Future of OD



SECTION-B

UNIT-I

2. Define planned change. Discuss various causes triggering the change. Also elaborate the steps for implementing planned change.
3. Define Team. What are various characteristics of an effective team? Briefly discuss the process of team formation.

UNIT-II

4. How do you define Organizational development? Discuss in detail the process of organizational development with the help of suitable examples.
5. Who do people resist change? Discuss various strategies for communicating change and overcoming resistance to change.

UNIT-III

6. Explain the term OD interventions. Discuss in detail the need and characteristics of OD interventions?
7. What do you understand by structural interventions? Elaborate various structural interventions that are effective in improving organizational structure and processes.

UNIT-IV

8. What do you mean by 'client-consultant relationship'? Explain various issues involved in the Client and consultant relationship in OD.
9. a) Write a note on ethical standards in OD.
b) Explain various concerns about quality in OD.

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.

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-5)
CONSUMER BEHAVIOUR
Subject Code : BBA-511-18
M.Code : 78195

Date of Examination : 09-12-2024

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 the significance of consumer behavior?
- b) Define social class.
- c) Who are laggards?
- d) Types of needs
- e) What is 'cognitive dissonance' in consumer behavior?
- f) What are the steps in the consumer purchase decision process?
- g) Indirect Reference group.
- h) Family Life Cycle
- i) Elements of Perception
- j) Consumer Motivation.

SECTION-B

UNIT-I

2. Define consumer behavior Discuss the scope and need for studying consumer behavior.
3. Explain the use of Information technology and AI in consumer profiling and engagement

UNIT-II

4. Describe the major characteristics of Freudian and Neo-Freudian Personality theories. Illustrate how each theory is applied to the understanding of consumer behavior.
5. Explain the concept of Perception. How is it going to influence consumer behavior?

UNIT-III

6. Define the term reference group. Discuss the different reference groups that influence consumer's attitudes and behavior citing suitable examples.
7. Define Culture. Highlight the Indian core values. How are these core values relevant to consumer behavior?

UNIT-IV

8. What is Adoption Process? Discuss in detail the different stages in the Adoption Process
9. As a marketer how would you explain the significance of 'NICOSIA MODEL'?

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.



Roll No.

Total No. of Pages : 02

MERCANTILE LAW

Date of Examination : 26-11-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 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) E Contract

b) Acceptance

c) Bailor

d) Condition

e) Agreement of Sale

f) Bill of Exchange

g) Negotiation

h) Sleeping Partner

i) Features of RTI Act

i) Consumer Protection Council



SECTION-B

UNIT-I

2. "Insufficiency of Consideration is immaterial; but an agreement without consideration is void." Comment
3. What do you understand by Performance of Contract? Under what circumstances a contract need not to be performed?

UNIT-II

4. What is implied Warranty in case of sale by Sample? Can a Contract be avoided if such warranty is breached?
5. Summarise the Provisions of Sales of Goods Act in regard to the Passing of Property in case of Ascertained Goods, Unascertained Goods and Goods sold on Approval or return basis.

UNIT-III

6. What are the presumptions as to Negotiable instrument? Explain different types of Negotiable instruments.
7. Why is it important to determine the maturity of the Negotiable Instrument? State briefly the rules of determining the maturity. When the payment is said to be payment in due course.

UNIT-IV

8. Define Partnership. What are its essential Characteristics? What do you understand by a Firm and Firm Name?
9. What is the composition of the National Consumer Disputes Redressal Commission? What is its jurisdiction and what procedure does it follow to settle the complaint?

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-5)

FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 19-12-2024

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) Equity Shares
 - b) Financial Services
 - c) Bills of Exchange
 - d) Listing of Securities
 - e) Hire Purchase
 - f) Factoring
 - g) Discounting of Bills
 - h) Asset Management Company
 - i) Depository
 - j) Open Ended Schemes



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SECTION-B

UNIT-I

2. Define financial system. Discuss in detail the features and structure of Indian financial system.
3. 'The role of SEBI is to monitor, regulate and control the conduct and operations of capital market'. Elucidate with suitable examples.

UNIT-II

4. Define government securities. Discuss the features of government securities in India. Briefly discuss the possible reasons why the secondary market for government securities is not developed in India.
5. 'Primary markets enable the body corporates for mobilizing funds and listing of securities provides liquidity to shareholders'. Explain and discuss various SEBI guidelines for issuing of securities in Indian primary market.

UNIT-III

6. What do you mean by lease financing? Differentiate lease financing from hire purchase. Discuss the merits of lease financing.
7. What do you mean by credit rating? Discuss various methodologies used by credit rating agencies in India for rating the financial securities.
8. What is dematerialization of securities? Discuss the process of dematerialization and re-materialization of securities.
9. What do you mean by mutual fund schemes? Discuss in detail the various types of schemes offered by mutual funds in India.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)
ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 12-12-2024

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. Explain the following :

- a) What do you mean by Advertising Copy?
- b) Types of Advertising Agencies.
- c) Different forms of advertisement.
- d) Emerging trends in sales management.
- e) Sources of recruiting sales force.
- f) What are the objectives of preparing the sales quota?
- g) What do you mean by Sales Budget?
- h) Role of sales manager.
- i) Importance of an Advertising Budget.
- j) Elements of compensation plan for sales force.



SECTION-B

UNIT-I

2. "Money spent on advertising is not a wasteful expenditure". Critically examine the role and importance of advertisement in light of this statement.
3. Explain the importance of layout in advertising design. Also, Discuss the type of creative copy strategies in advertising.

UNIT-II

4. Write a note on the following :

- a) Role of advertising agencies in media planning
- b) Various departments of an advertising agency.

5. Why is it important to measure advertising effectiveness? Discuss various pre and post measures to evaluate advertising effectiveness.

UNIT-III

6. Define the term sales management and discuss its importance and scope. Also explain different strategies for effective sales management?
7. Define personal selling. Briefly explain the process of personal selling with the help of suitable examples.

UNIT-IV

8. What is sales territory? Discuss the important factors affecting the allocation of sales territory.
9.
 - a) Discuss the importance and objectives of training the sales force.
 - b) Explain the role of information technology in sales management with the help of suitable illustrations.

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.

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)
INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 12-12-2024

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) Impact of technology on IR
- b) Problems of trade unions
- c) Benefits of quality circles
- d) Stages of Negotiation
- e) List various causes of grievances
- f) Labour management cooperation in India
- g) Types of industrial conflicts
- h) Define gratuity.
- i) Explain the concept of minimum wages.
- j) Objectives of payment of Bonus act.



SECTION-B

UNIT-I

2. Explain the nature and scope of Industrial Relations. Elaborate different approaches to manage Industrial relations with suitable illustrations.
3. Define Trade unions. Why do employees join trade unions? Also discuss the functions of trade unions?

UNIT-II

4. What are various principles of collective bargaining? Explain different strategies and essential conditions for the success of collective bargaining.
5. How do you define the term 'grievance'? What are various types of grievances? Explain the need and benefits of a sound grievance redressal procedure.

UNIT-III

6. Define industrial disputes. Briefly explain the legal-provisions and procedure for settlement of Industrial Disputes.
7. Define workers participation in management. What are the pre-requisites for effective participation? Explain different schemes of workers participation?

UNIT-IV

8. Explain the applicability of Factories Act, 1948. Discuss the provisions of safety under this act.
9. What do you understand by the terms 'strike' and 'lockout'? Briefly explain the provisions of strike and lockout under Industrial Dispute Act.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)

CROSS CULTURAL HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-632

M.Code. : 79354

Date of Examination : 07-01-2025

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) Discuss the impact of cross culture on organizations.
 - b) Discuss scope of shift in culture.
 - c) Explain the meaning of Behavioral Differences.
 - d) What do you mean by economic factors?
 - e) Define term multi culture teams.
 - f) How does resolve of conflicts in cross culture context?
 - g) Explain the term knowledge transfer.
 - h) State the meaning of International Strategic Alliances.
 - i) Discuss the term Strategic Management.
 - j) What do you understand by cross cultural leadership?



SECTION-B

UNIT-I

2. How does culture influence people's response to change? Explain.
3. Discuss the role of culture in Strategic Decision making on organizations.

UNIT-II

4. Discuss in detail GLOBE Model cross cultural human resource management.
5. Define cross culture differences and factor constituting cultural differences.

UNIT-III

6. Write a note on developing staff through international assignments.
7. How are methods of imparting training different for a PCN, HCN and TCN?

UNIT-IV

8. Explain various ethical issues in international human resource management.
9. What are the major impediments to effective knowledge creation and transfer in the company?

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.

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)
RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA-612-18

M.Code : 79350

Date of Examination : 08-01-2025

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) Multichannel Retailing.
- b) Features of Super Markets.
- c) Any three Opportunities in Retailing.
- d) Strategic Objective of Human Resource Management in Retail.
- e) Any two factors to be considered while designing the retail organization's structure.
- f) Psychological Pricing
- g) Importance of Store management in retail.
- h) What do you understand by visual merchandising?
- i) Any three points of difference in organized retailing and unorganized retailing.
- j) Any two considerations in evaluating a site for locating retail store.



SECTION-B

UNIT-I

2. Why do you mean by Retailing? Discuss the social and economic significance of Retailing.
3. What are the various types of buying decisions? Discuss the consumer buying process in retailing in detail.

UNIT-II

4. Explain the role of HRM in assessing the human resource requirements of a retail organization? Can we gain competitive advantage through effective HRM?
5. What do you mean by retail strategy? Discuss the retail strategy planning process in detail.

UNIT-III

6. Elaborate in detail the steps involved in process of buying merchandise.
7. Define Store Design. What are objective of a store design? Also, explain how does the effective store design gives the best result.

UNIT-IV

8. What are the major points of distinction between logistics and supply chain management? Also, discuss in brief various challenges in Supply Chain and Logistics Management.
9. **Write Descriptive Notes on:**
 - a) Logistics and Customer Relationship Management.
 - b) Logistics in Organized Retail in India.

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

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA-621-18

M.Code : 79351

Date of Examination : 04-01-2025

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) Financial Planning
- (b) Financial Security
- (c) Unsystematic Risk
- (d) Insurance
- (e) Investment
- (f) Bonds
- (g) Tax Evasion
- (h) Retirement Planning
- (i) Credit Score
- (j) Personal Financial Statement



SECTION-B

UNIT-I

2. Write a detailed note on principles of personal financial planning. Also briefly discuss the importance of personal financial planning.
3. What is personal financial budget? Briefly discuss the process of preparing personal financial budget. Discuss in detail the role of personal financial budget in managing biases in personal finance.

UNIT-II

4. What do you mean by risk diversification? Write a detailed note on various financial instruments available for risk management.
5. What is health and disability insurance? Briefly discuss various types of health insurance plans available in India. Also briefly discuss the importance of health insurance in personal financial planning.

UNIT-III

6. What do you mean by mutual funds? Briefly discuss various types of mutual fund schemes that can be used for personal financial planning.
7. What do you mean by debt management? Briefly discuss various debt instruments, which can be used for short-term as well as long-term investment.

UNIT-IV

8. What is estate planning? Write a detailed note on the components of estate planning.
9. Write a detailed note on ethical consideration in personal 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.

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem-6)
STRATEGY MANAGEMENT

Subject Code : BBA601-18

M.Code : 79347

Date of Examination : 16-12-2024

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. Answer briefly :

- a) Levels of strategy
- b) Define strategic decision making.
- c) Define competitive analysis.
- d) ETOP analysis
- e) Types of diversification.
- f) Turnaround strategy
- g) BCG matrix
- h) Strategic implementation
- i) Role of culture in implementation of strategy
- j) Strategic evaluation.



SECTION B

UNIT-I

2. Define strategic management and explain its importance. Discuss in detail the steps of strategic management process with the help of suitable examples.
3. What do you mean by strategic intent? Elaborate various elements of strategic intent with illustrations.

UNIT-II

4. Define external analysis? Elaborate various external environmental sectors and their influence on strategy formulation.
5. What do you mean by environmental scanning? Explain various methods and techniques used for environmental scanning.

UNIT-III

6. What do you understand by business level strategy? Explain generic business strategies with the help of Porter's framework.
7. Explain the process of strategic choice? Briefly explain the application of GE nine cell matrix in strategic analysis and choice with its advantages and limitations.

UNIT-IV

8. Define resource allocation. What factors influence allocation of resources to a strategy? Explain the risks involved in resource allocation.
9. Define strategic control? Explain different types of strategic control. Elaborate the process of strategic control with the help of suitable examples.

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.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)

TRAINING & DEVELOPMENT

Subject Code : BBA631

M.Code : 79353

Date of Examination : 18-12-2024

Time : 3 Hrs.

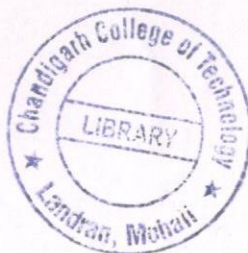
Max. Marks : 60

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) Difference between training and education.
 - b) Transfer of learning.
 - c) Rotational role plays.
 - d) Exception analysis
 - e) Behavior modeling
 - f) Reasons for evaluation of training.
 - g) Role of top management in training and development
 - h) Emerging issues of training and development.
 - i) Problems of evaluating training effectiveness.
 - j) Critical incidents method.



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SECTION-B

UNIT-I

2. Explain the meaning and characteristics of learning. Discuss the various theories of learning with the help of suitable illustrations.
3. Discuss the role of teaching methods and instructor's behavior in the process of learning. Explain different types of teaching methods with their advantages and disadvantages.

UNIT-II

4. Why do employees need training? Discuss in detail the steps involved in process of training with the help of examples.
5. Who are involved in determination of training needs? Explain different methods of need assessment. Which method would you suggest for determining training needs of new employees?

UNIT-III

6. Discuss in detail various traditional and technology based methods of training. Also describe the factors to be considered while choosing a training method.
7.
 - a) Define T-Group Training. Explain the steps of t-group training.
 - b) Define transactional analysis. Explain different methods of transactional analysis.

UNIT-IV

8. What are the prerequisites of a good development program? Explain different methods of employee development with the help of suitable examples.
9. What is evaluation of training program? Discuss the process of evaluating training program in detail.

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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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

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

Date of Examination : 20-12-2024

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) Marketing
- b) GAPS Model
- c) Service vs product
- d) Services marketing mix
- e) What are the ethical aspects in service marketing?
- f) Inseparability
- g) Intangibility
- h) Service delivery
- i) Service design
- j) Physical evidence



SECTION-B

UNIT-I

2. Write a detailed note on unique characteristics of service as compared to goods.
3. What is service marketing? Why has service marketing become important for the global economy? Illustrate.

UNIT-II

4. What considerations are to be taken in account while building customer relationships?
5. Write a detailed note on service recovery.

UNIT-III

6. What are the considerations involved in the pricing of services?
7. Write a note on designing service innovation and design.

UNIT-IV

8. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?
9. How important is role of employees in service delivery? Justify the answer with suitable examples.

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

Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

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

Subject Code : BBA-622-18

M.Code : 79352

Date of Examination : 23-12-2024

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) Previous Year
- (b) Indirect Tax
- (c) Assessee
- (d) Taxable Income
- (e) Long-term Capital Gains.
- (f) Tax Collected at Source.
- (g) Advance Tax
- (h) CGST
- (i) GST Council
- (j) Casual Income

SECTION-B

UNIT-I

2. What do you mean by residential status of an assessee? Write a detailed note of how residential status of an assessee affects the tax liability of an assessee?
3. Mr. Ashok Kumar derives income from estates in coffee, rubber and tea. He also has nursery wherein he grows plants and sells for the previous year ending March 31, 2023. From the following particulars of income from estates and sale of plants, compute the taxable income for the assessment year 2023-24:

(i) Manufacture of rubber	Rs. 8,50,000
(ii) Manufacture of coffee grown and cured	Rs. 2,50,000
(iii) Manufacture of tea	Rs. 3,50,000
(iv) Sale of plants from Nursery	Rs. 1,00,000
(v) Income from salary and other sources during 2022-23	Rs. 10,00,000

UNIT-II

4. Vikas sells his only residential house in Bangalore on October 25, 2022 for Rs. 32,00,000 and incurs an expenditure of Rs. 40,000 in connection with the transfer. Cost of this house for Vikas was Rs. 1,50,000 and on April 1, 2001 the fair market value of the house was Rs. 3,50,000. On January 20, 2023 he purchased a residential flat in Chennai for Rs. 10,00,000 and deposited Rs. 5,00,000 in Capital Gains Account Scheme. You are required to compute the capital gain chargeable to tax during the assessment year 2023-24. The cost inflation index for 2001-02 was 100 and for 2022-23 was 331.
5. What do you mean by Gross Total Income? Discuss in detail the various deductions available u/s 80 of the Income Tax Act, 1961.

UNIT-III

6. What do you mean by clubbing of income? Write a detailed note on various types of incomes clubbed in the income of the assessee while computing his / her total income. Give suitable examples in support of your answer.
7. What do you mean by self assessment? Discuss in detail the various provisions regarding self assessment and payment of advance and final tax.



UNIT-IV

8. What is Goods and Services Tax? Briefly discuss the provisions of Goods and Services Tax applicable on various types of business organizations.
9. What is Input Tax Credit? What is the procedure for claiming input tax credit? Briefly discuss the various challenges business organizations face while claiming input tax credit.



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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 02-01-2025

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 a short note on the following:

- a) Company vs Partnership
- b) LLP
- c) Pre incorporation Contract
- d) AOA
- e) Prospectus
- f) Forfeiture of Share
- g) Women Directors
- h) Proxies
- i) NCLAT
- j) Payment of Dividend



SECTION-B

UNIT-I

2. Distinguish between public company and Private Limited Company. Is a private company can be converted into Public Company?
3. Who are promoters of Company? Explain their duties and legal position.

UNIT-II

4. What are the clauses of Memorandum of Association of a Company? Comment on "The memorandum of association is an unalterable charter of a company."
5. "A prospectus must state truth and nothing but truth." Do you agree? Explain.

UNIT-III

6. Give various classification of capital and discuss the procedure for reduction of share capital.
7. Explain different types of Meetings. Elaborate requisites of a Valid Meeting.

UNIT-IV

8. What do you understand by winding-up of a company? What are the various modes of winding-up of company?
9. What books of accounts are required to be kept by a company? Explain the provisions related to Audit of Books of accounts.

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