

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA / BBA(SIM) (Sem-1)
MANAGERIAL ECONOMICS-I
Subject Code : BBAGE-101-18
M.Code : 75084
Date of Examination: 16-01-2026

Time : 3 Hrs.

Max. Marks : 60

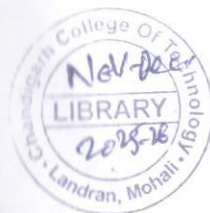
INSTRUCTIONS TO CANDIDATES :

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) What is Incremental cost?
- b) What is the concept of scarcity?
- c) What is cross elasticity?
- d) Explain isoquant curve.
- e) Write a note on target pricing.
- f) What is Average revenue?
- g) What is the oligopoly?
- h) What is collective bargaining?
- i) What is price leadership?
- j) Explain return on capital.



SECTION - B

UNIT-I

2. Explain the nature and scope of managerial economics.
3. What is Demand? How demand is forecasted for new product?

UNIT-II

4. What is production function? How producer's equilibrium is estimated?
5. What is cost? What are determinants of cost?

UNIT-III

6. What is revenue? Explain different types of revenues.
7. How price and output is determined under collusive oligopoly?

UNIT-IV

8. Explain in different types of pricing practices.
9. What are interest rates? Differentiate between Real and Nominal interest rates.

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

BBA / BBA (SIM) (Sem.-1)

BASIC ACCOUNTING

Subject Code : BBA-102-18

M.Code : 75083

Date of Examination: 12-01-2026

Time : 3 Hrs.

Max. Marks : 60

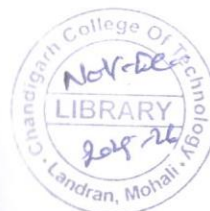
INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

I. Write briefly:

- a) State any two major objectives of financial accounting and briefly explain their importance.
- b) What is the role of Accounting Standards in enhancing the comparability of financial statements?
- c) Differentiate between book keeping and accounting.
- d) What is the rule of debit and credit for a nominal account? Give one transaction as an example.
- e) What is the role of a trial balance in detecting errors in the accounting process?
- f) What is the format for preparing the Profit and Loss Account for a sole proprietorship business?
- g) Why is depreciation charged in financial accounting?
- h) Explain the concept of "Authorized Capital" in a company's financial statements.
- i) How do these provisions of Company's Act ensure transparency and accountability?
- j) What is the significance of the 'Profit and Loss Appropriation Account' in the final accounts of a company?



SECTION - B

UNIT - I

2. Discuss in detail the accounting concepts and conventions commonly used in financial accounting. Support your answer with suitable examples.
3. Identify the major users of financial accounting information. How does financial accounting meet their needs for decision-making and planning?

UNIT - II

4. Classify the following accounts into personal, real and nominal and apply the correct rules of debit and credit for each:

Capital

Building

Commission received

Prepaid insurance

Loan from bank

Machinery

Interest paid

Rent outstanding

Stock

Cash

Explain how these classifications influence the journalizing and posting process. Use examples to show practical application in journal entries.

5. Critically evaluate the role of subsidiary books in the accounting process. How do they improve accuracy and efficiency compared to a general journal? Support your answer with a comparative example involving at least two types of subsidiary books (e.g., Purchases Book, Sales Book) and explain how they would be used in a business scenario.

UNIT - III

6. What is a Bank Reconciliation Statement and why is it prepared? A business maintains its books of accounts under the cash book system. The following information is provided for XYZ Ltd. as on 31st March 2025:

Balance as per the Cash Book: Rs. 50,000

Bank charges not recorded in the Cash Book: Rs. 500

Cheque deposited but not yet cleared: Rs. 10,000

Direct deposit made by a customer: Rs. 8,000 (not recorded in the Cash Book)

Unpresented cheques: Rs. 12,000

Balance as per the Pass Book: Rs. 60,000

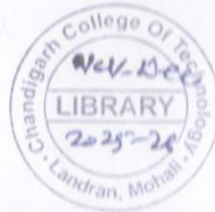
Prepare a Bank Reconciliation Statement as on 31st March 2025.

7. Depreciation is an important concept in financial accounting. Explain the various methods of calculating depreciation. Also, illustrate the application of the Straight-Line Method and Diminishing Balance Method with an example for machinery worth Rs. 100,000 with an estimated useful life of 5 years and a scrap value of Rs. 10,000.

UNIT - IV

8. Explain the process and structure involved in the preparation of final accounts of a company. Discuss the importance of the Balance Sheet, Profit and Loss Account and the Cash Flow Statement in the final accounts of a company.
9. Explain the role of accounting software packages in modern business operations. Discuss their key features, advantages and how they contribute to enhancing financial management, decision-making and overall business efficiency.

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Hand No. _____
Total No. of Questions : 03
BBA (BBA) (Sem-I)
BASIC ACCOUNTING
Subject Code : BBA-103-18
M.Code : 18083
Date of Examination : 12-01-2026
Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES

- SECTION A IS COMPULSORY consisting of TEN questions carry 10 marks.
- SECTION B consists of FOUR sub-sections : Units-I, II, III & IV.
- Each sub-section contains TWO questions each, carrying TEN marks.
- Student has to attempt any ONE question from each sub-section.

SECTION-A

1. Write briefly:
a) What are the two major objectives of financial accounting?
b) With a brief note on accounting standards, explain its importance.

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Total No. of Pages : 02

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BBA (Sem.-1)

PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code : BBA101-18

M.Code : 75082

Date of Examination: 09-01-2026

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 management?
- b. Identify characteristics of Joint Stock Company.
- c. Outline the meaning of scientific approach to management.
- d. What is strategic planning?
- e. What are structured decisions?
- f. Identify reasons for failure of plans.
- g. What are the characteristics of organizational inflexibility?
- h. Define motivation.
- i. Define preventive control.
- j. Define TQM (Total Quality Management).

SECTION - B

UNIT - I

2. Elaborate on various forms of business organization, by citing suitable illustrations.
3. Highlight characteristics features of contingency approach to management, with examples

UNIT - II

4. Explain the various types of plans prepared in business organizations, with examples.
5. Highlight the various techniques of decision making by giving suitable illustrations.

UNIT - III

6. Explain Maslow's need hierarchy theory.
7. Explain the various stages involved in team-building in an organization.

UNIT - IV

8. Identify the various challenges face by management in the emerging global scenario.
9. Explain the significance of control mechanism. Suggest the types of control techniques commonly used in business enterprises.

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Roll No.

Total No. of Pages : 04

Total No. of Questions : 11

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

HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES

Subject Code : HVPE101-18

M.Code : 93322

Date of Examination : 07-01-2026

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

(10 × 1 = 10)

1. Answer the following :

- i) What is the content of self exploration?
ਆਪ-ਅਨੁਵੇਸ਼ਣ ਦੀ ਵਿਸ਼ਾ-ਵਸਤੂ ਕੀ ਹੈ?
ਸਵੈ-ਪੜਚੋਲ ਦੀ ਵਿਸ਼ਾ ਵਸਤੂ ਕੀ ਹੈ?
- ii) What is Artistic-Value?
ਕਲਾਤਮਕ-ਮੂਲ्य ਕੀ ਹੈ?
ਕਲਾਤਮਕ-ਮੁੱਲ ਕੀ ਹੈ?
- iii) What is Material Order?
ਸਾਮਗਰੀ ਆਦੇਸ਼ ਕੀ ਹੈ?
ਸਾਮਗਰੀ ਆਦੇਸ਼ ਕੀ ਹੈ?
- iv) What is innateness?
ਸਵਾਭਾਵਿਕਤਾ ਕੀ ਹੈ?
ਸਵਾਭਾਵਿਕਤਾ ਕੀ ਹੈ?

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v) Explain harmony in family?

ਪਰਿਵਾਰ ਮੇਂ ਹਾਰਮੋਨੀ ਦੇ ਬਾਰੇ ਮੈਂ ਬਤਾਏਂ।

ਪਰਿਵਾਰ ਵਿੱਚ ਤਾਲਮੇਲ ਦੇ ਬਾਰੇ ਵਿੱਚ ਦੱਸੋ।

vi) What are the activities and needs of self and body?

ਆਪ ਅਤੇ ਸਰੀਰ ਦੀ ਗਤੀਵਿਧੀਆਂ ਅਤੇ ਆਵਸ਼ਯਕਤਾਵਾਂ ਕੀਆਂ ਹਨ?

ਸਵੈ ਅਤੇ ਸਰੀਰ ਦੀਆਂ ਜ਼ਰੂਰਤਾਂ ਅਤੇ ਗਤੀਵਿਧੀਆਂ ਕੀ ਹਨ?

vii) What are the different patterns of differentiation?

ਭੇਦਭਾਵ ਦੇ ਵੱਖ-ਵੱਖ ਪੈਟਰਨ ਕੀਆਂ ਹਨ?

ਭੇਦਭਾਵ ਦੇ ਵੱਖ-ਵੱਖ ਪੈਟਰਨ ਕੀਆਂ ਹਨ?

viii) What do you mean by Respect?

ਆਪ ਦਾ ਸਤਿਕਾਰ ਕੀਆਂ ਦਰਸਾਉਂਦਾ ਹੈ?

ਤੁਹਾਡਾ ਆਦਰ ਤੋਂ ਕੀ ਮਤਲਬ ਹੈ?

ix) How the value "Guidance" is related with Self.

ਮੂਲ्य "ਸਾਹਦਸ਼ਨ" ਸਵੈ ਦੇ ਸਾਥ ਕਿਵੇਂ ਸੰਬੰਧਿਤ ਹੈ?

ਮੁੱਲ ਅਗਵਾਈ ਸਵੈ ਦੇ ਨਾਲ ਕਿਵੇਂ ਸਬੰਧਤ ਹੈ?

x) What is Gratitude?

ਕ੍ਰਤਜਨਤਾ ਕੀਆਂ ਹੈ?

ਕ੍ਰਤਜਨਤਾ ਕੀਆਂ ਹੈ?

SECTION-B

(5 × 4 = 20)

2. How do you mean by values? How do they differ from skills? How values and skills are complementary.

ਮੂਲ्यों ਦੇ ਆਪ ਕੀਆਂ ਦਰਸਾਉਂਦੇ ਹਨ? ਉਹ ਕਿਵੇਂ ਸੰਬੰਧਿਤ ਹਨ? ਮੂਲ्यों ਅਤੇ ਕੌਸ਼ਲ ਏਕ-ਦੂਸਰੇ ਦੇ ਪੂਰਕ ਕਿਵੇਂ ਹਨ?

ਮੁੱਲਾਂ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਮਤਲਬ ਹੈ? ਉਹ ਹੁਨਰਾਂ ਤੋਂ ਕਿਵੇਂ ਵੱਖਰੇ ਹਨ? ਮੁੱਲ ਅਤੇ ਹੁਨਰ ਕਿਵੇਂ ਪੂਰਕ ਹਨ?

3. What are pre conditionings? What is their source?

ਪੂਰਵ-ਸਾਧਨਕੀਆਂ ਕੀਆਂ ਹਨ? ਉਨ੍ਹਾਂ ਦਾ ਸਰੋਤ ਕੀਆਂ ਹੈ?

ਪੂਰਵ-ਸਾਧਨਕੀਆਂ ਕੀਆਂ ਹਨ? ਉਨ੍ਹਾਂ ਦਾ ਸਰੋਤ ਕੀਆਂ ਹੈ?

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4. Differentiate between intention and competence. How do we come to confuse between the two?

इरादा और क्षमता के बीच क्या अंतर है? कैसे हम गलती करते हैं?

ਇਰਾਦਾ ਅਤੇ ਸਮਰੱਥਾ ਦੇ ਵਿੱਚ ਕੀ ਅੰਤਰ ਹੈ? ਕਿਵੇਂ ਅਸੀਂ ਗਲਤੀ ਕਰਦੇ ਹਾਂ?

5. What do you mean by your natural acceptance? Illustrate with examples. Is it invariant with the time and place?

आपकी स्वाभाविक स्वीकृति से आपका क्या अभिप्राय है? उदाहरण सहित स्पष्ट कीजिए। क्या यह समय और स्थान के साथ अपरिवर्तनीय है?

ਤੁਹਾਡੀ ਕੁਦਰਤੀ ਸਵੀਕ੍ਰਿਤੀ ਤੋਂ ਤੁਹਾਡਾ ਕੀ ਮਤਲਬ ਹੈ? ਉਦਾਹਰਣਾਂ ਨਾਲ ਸਮਝਾਓ।

6. "To be in a state of harmony is happiness". Examine the statement and illustrate it with two examples from your day-to-day life.

"सद्भाव की स्थिति में रहना खुशी है"। कथन की जाँच करें और इसे अपने दैनिक जीवन के दो उदाहरणों से स्पष्ट करें।

"ਇਕਸੁਰਤਾ ਦੀ ਸਥਿਤੀ ਵਿੱਚ ਰਹਿਣਾ ਖੁਸ਼ੀ ਹੈ"। ਕਥਨ ਦੀ ਜਾਂਚ ਕਰੋ ਅਤੇ ਇਸਨੂੰ ਆਪਣੇ ਰੋਜ਼ਾਨਾ ਜੀਵਨ ਵਿੱਚੋਂ ਦੋ ਉਦਾਹਰਣਾਂ ਦੇ ਨਾਲ ਸਮਝਾਓ।

SECTION-C

(6 × 5 = 30)

7. Right understanding + Relationship = Mutual fulfillment. Illustrate with two examples for each.

सही समझ + रिश्ता = पारस्परिक पूर्ति। प्रत्येक के लिए दो उदाहरणों के साथ उपरोक्त को स्पष्ट करें।

ਸਹੀ ਸਮਝ + ਰਿਸ਼ਤਾ = ਆਪਸੀ ਪੂਰਤੀ। ਹਰੇਕ ਲਈ ਦੋ ਉਦਾਹਰਣਾਂ ਦੇ ਨਾਲ ਉਪਰੋਕਤ ਨੂੰ ਦਰਸਾਓ।

8. How is a human-being co-existence of Self and Body? Explain Pre-Conditioning, Sensation and Natural-Acceptance.

इंसान स्वयं और शरीर का सह-अस्तित्व कैसे है? पूर्व-मान्यता, संवेदना और प्राकृतिक-स्वीकृति समझाओ।

ਮਨੁੱਖ ਸਵੈ ਅਤੇ ਸਰੀਰ ਦਾ ਸਹਿ-ਅਸਤਿਤਵ ਕਿਵੇਂ ਹੈ? ਪੂਰਵ-ਮਾਨਤਾ, ਸੰਵੇਦਨਾ ਅਤੇ ਸਹਿਜ-ਸਵਿਕਰਿਤੀ ਸਮਝਾਓ।

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

मुख्य पहलुओं के आधार पर प्रकृति में चार आदेशों की तुलना करें।

ਮੁੱਖ ਪਹਿਲੂਆਂ ਦੇ ਆਧਾਰ ਉੱਤੇ ਕੁਦਰਤ ਵਿੱਚ ਚਾਰ ਆਦੇਸ਼ਾਂ ਦੀ ਤੁਲਨਾ ਕਰੋ।

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10. Critically examine the state of society today in context with fulfillment of the comprehensive human goal.

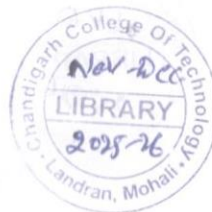
व्यापक मानवीय लक्ष्य की पूर्ति के सम्बन्ध में आज समाज की स्थिति का आलोचनात्मक परीक्षण करें।

ਵਿਆਪਕ ਮਨੁੱਖੀ ਟੀਚੇ ਦੀ ਪੂਰਤੀ ਦੇ ਸੰਬੰਧ ਵਿੱਚ ਅੱਜ ਸਮਾਜ ਦੀ ਸਥਿਤੀ ਦੀ ਗੰਭੀਰਤਾ ਨਾਲ ਜਾਂਚ ਕਰੋ।

11. The problem today is that the desires, thoughts and expectations are largely set by pre conditionings or sensations. Examine this statement.

आज समस्या यह है कि इच्छाएँ, विचार और अपेक्षाएँ काफी हद तक पूर्व-स्थितियों या संवेदनाओं द्वारा निर्धारित होती हैं। इस कथन का परीक्षण करें।

ਅੱਜ ਸਮੱਸਿਆ ਇਹ ਹੈ ਕਿ ਇੱਛਾਵਾਂ, ਵਿਚਾਰਾਂ ਅਤੇ ਉਮੀਦਾਂ ਚਿਆਦਾਤਰ ਪੂਰਵ-ਸ਼ਰਤਾਂ ਜਾਂ ਸੰਵੇਦਨਾਵਾਂ ਦੁਆਰਾ ਨਿਰਧਾਰਤ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਇਸ ਕਥਨ ਦੀ ਜਾਂਚ ਕਰੋ।



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Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.

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Roll No.

Total No. of Questions : 11

Total No. of Pages : 04

B.Com. (Hons) / B.Sc. (MLS / OTT) / BHMCT /
BCA / M.Com (Sem.-1,2)

HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES

Subject Code : HVPE101-18

M.Code : 75087

Date of Examination : 07-01-2020

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

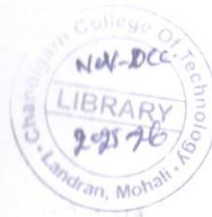
1. Section-A is compulsory TEN questions ONE mark each.
2. Section-B contains FIVE questions of FIVE marks each attempt any FOUR.
3. Section-C contains FIVE questions with internal choice of SIX marks each attempt all.

SECTION-A

(10×1=10)

1. Write briefly :

- a) What is Value-Education?
मूल्य-शिक्षा क्या है?
मूल-सिंधिआ की है?
- b) What do you mean by Respect?
आप का सम्मान से क्या मतलब है?
तुहाडा आदर तें की मउलब है?
- c) What is Gratitude?
कृतज्ञता क्या है?
कृतगिअता की है?
- d) What is innateness?
स्वाभाविकता क्या है?
सवाभाविकता की है?
- e) What is Utility-Value?
उपयोगिता-मूल्य क्या है?
उपयोगिता-मूल की है?



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

बड़े आदेश में किसी भी इकाई का क्या मूल्य है?
बड़े आदेश विंच किसे वी इकाई का की मूल है?

g) What is Perseverance?

अटलता क्या है?

पीरज की है?

h) Explain Natural Acceptance.

सहज स्वीकृति समझाओ।

कुदरती मंजुरी समझाओ।

i) What is Mutual Fulfilment?

पारस्परिक पूर्ति क्या है?

आपस की पूरती की है?

j) What is Holistic System?

समग्र प्रणाली क्या है?

सर्ववैश्वमिक पूराली की है?

SECTION-B

(5 × 4 = 20)

2. How do you presently decide what is valuable to you ? How do you ensure that your decision is right?

आप वर्तमान में यह कैसे तय करते हैं कि आपके लिए क्या मूल्यवान है? आप यह कैसे सुनिश्चित करते हैं कि आपका निर्णय सही है?

तुसीं इस वेले इह किहें हैसला करदे हें कि तुहाडे लखी की कीमती है? तुसीं इह किहें जकीनी बटाउंदे हें कि तुहाडा हैसला सही है?

3. What is the difference between 'animal consciousness' and the 'human consciousness'. Explain with the help of a diagram.

'पशु चेतना' और 'मानव चेतना' में क्या अंतर है? चित्र की सहायता से समझाइये।

'पशु चेतना' अउ 'मनुषी चेतना' विंच की अंतर है? चित्र की मदद नाल विआधिया करे।

4. Differentiate between intention and competence. How do we come to confuse between the two?

इरादा और क्षमता के बीच क्या अंतर है? कैसे हम गलती करते हैं?

ਇਰਾਦਾ ਅਤੇ ਸਮਰੱਥਾ ਦੇ ਵਿੱਚ ਕੀ ਅੰਤਰ ਹੈ? ਕਿਵੇਂ ਅਸੀਂ ਗਲਤੀ ਕਰਦੇ ਹਾਂ?

5. Explain Competence in Professional-Ethics.

ਪੇਸ਼ੇਵਰ ਐਥਿਕਸ ਵਿੱਚ ਕੌਸ਼ਲਤਾ ਸਮਝਾਓ।

ਪੇਸ਼ੇਵਰ ਨੈਤਿਕਤਾ ਵਿੱਚ ਸਮਰੱਥਾ ਸਮਝਾਓ।

6. Why is it important to study yourself? How does it help in your day-to-day life?

स्वयं का अध्ययन करना क्यों महत्वपूर्ण है? यह आपके दैनिक जीवन में कैसे मदद करता है?

ਆਪਣੇ ਆਪ ਦਾ ਅਧਿਐਨ ਕਰਨਾ ਮਹੱਤਵਪੂਰਨ ਕਿਉਂ ਹੈ? ਇਹ ਤੁਹਾਡੇ ਰੋਜ਼ਾਨਾ ਜੀਵਨ ਵਿੱਚ ਕਿਵੇਂ ਮਦਦ ਕਰਦਾ ਹੈ?

SECTION-C

(05 × 06 = 30)

7. What are the five dimensions of human endeavor in society?

ਸਮਾਜ ਵਿੱਚ ਮਨੁੱਖ ਕੋਸ਼ਿਸ਼ ਦੇ ਪੰਜ ਪਹਿਲੂ ਕੀ ਹਨ?

ਸਮਾਜ ਵਿੱਚ ਮਨੁੱਖ ਕੋਸ਼ਿਸ਼ ਦੇ ਪੰਜ ਪਹਿਲੂ ਕੀ ਹਨ?

OR

What do you understand by the value of an entity? What is the value of a human being?

किसी इकाई के मूल्य से आप क्या समझते हैं? एक इंसान की कीमत क्या है?

ਤੁਸੀਂ ਕਿਸੇ ਹਸਤੀ ਦੇ ਮੁੱਲ ਦੁਆਰਾ ਕੀ ਸਮਝਦੇ ਹੋ? ਮਨੁੱਖ ਦੀ ਕੀ ਕੀਮਤ ਹੈ?

8. What is the natural characteristic of a unit? Elaborate on the natural characteristic of human road.

किसी इकाई की प्राकृतिक विशेषता क्या है? मानव व्यवस्था की प्राकृतिक विशेषता पर विस्तार से चर्चा करें

ਇਕ ਇਕਾਈ ਦੀ ਕੁਦਰਤੀ ਵਿਸ਼ੇਸ਼ਤਾ ਕੀ ਹੈ? ਮਨੁੱਖੀ ਰੂਮ ਦੀ ਕੁਦਰਤੀ ਵਿਸ਼ੇਸ਼ਤਾ ਬਾਰੇ ਵਿਸਤ੍ਰਿਤ ਕਰੋ।

OR

How is a human-being co-existence of Self and Body? Explain Pre-conditioning, Sensation and Natural-Acceptance.

इंसान स्वयं और शरीर का सह-अस्तित्व कैसे है? पूर्व-मान्यता, संवेदना और प्राकृतिक-स्वीकृति समझाओ।

ਮਨੁੱਖ ਸਵੈ ਅਤੇ ਸਰੀਰ ਦਾ ਸਹਿ-ਅਸਤਿਤਵ ਕਿਵੇਂ ਹੈ? ਪੂਰਵ-ਮਾਨਤਾ, ਸੰਵੇਦਨਾ ਅਤੇ ਸਹਿਜ-ਸਵਿਕਰਿਤੀ ਸਮਝਾਓ।

[M-75087]

(S-17) 2122

9. Describe in brief the salient values in human relationships.

मानवीय रिश्तों में संक्षिप्त मुख्य मूल्यों का विवरण दें।

ਮਾਨਵੀ ਰਿਸ਼ਤਿਆਂ ਵਿੱਚ ਸੰਖੇਪ ਮੁੱਖ ਮੁੱਲਾਂ ਦਾ ਵਰਨਣ ਕਰੋ।

OR

What do you mean by Universal Human Order? What could be your role in moving towards it?

आप सार्वभौमिक मानवीय आदेश से क्या समझते हैं? इसमें अपनी भूमिका क्या हो सकती है?

ਤੁਸੀਂ ਸਾਰਵਭੌਮਿਕ ਮਾਨਵੀ ਆਦੇਸ਼ ਵਲੋਂ ਕੀ ਸੋਚਦੇ ਹੋ? ਇਸ ਵਿੱਚ ਆਪਣੀ ਭੂਮਿਕਾ ਕੀ ਹੋ ਸਕਦੀ ਹੈ?

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

मौजूदा समय में पेशे के मुख्य अनैतिक तरीके क्या हैं? मूल कारण और संभव समाधान का विश्लेषण करें।

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

OR

Draw the chart showing in detail, the different categories of units of nature in coexistence in space. What is your role in existence?

अंतरिक्ष में सह-अस्तित्व में प्रकृति की इकाइयों की विभिन्न श्रेणियों को विस्तार से दर्शाने वाला चार्ट बनाएं। अस्तित्व में आपकी क्या भूमिका है?

ਪੁਲਾੜ ਵਿੱਚ ਸਹਿ-ਹੋਂਦ ਵਿੱਚ ਕੁਦਰਤ ਦੀਆਂ ਇਕਾਈਆਂ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਵਿਸਤਾਰ ਵਿੱਚ ਦਿਖਾਉਂਦੇ ਹੋਏ ਚਾਰਟ ਬਣਾਓ। ਹੋਂਦ ਵਿੱਚ ਤੁਹਾਡੀ ਕੀ ਭੂਮਿਕਾ ਹੈ?

11. List some of the specific criteria for holistic evaluation of technologies. Elaborate any two of them.

प्रौद्योगिकियों के समग्र मूल्यांकन के लिए कुछ विशिष्ट मानदंडों की सूची बनाएं। उनमें से किन्हीं दो पर विस्तार से प्रकाश डालिए।

ਤਕਨਾਲੋਜੀਆਂ ਦੇ ਸੰਪੂਰਨ ਮੁਲਾਂਕਣ ਲਈ ਕੁਝ ਖਾਸ ਮਾਪਦੰਡਾਂ ਦੀ ਸੂਚੀ ਬਣਾਓ। ਇਹਨਾਂ ਵਿੱਚੋਂ ਕਿਸੇ ਦੋ ਬਾਰੇ ਵਿਸਤਾਰ ਵਿੱਚ ਦੱਸੋ।

OR

What do you mean by conformance? Explain the conformance in the four orders.

अनुरूपता से आप क्या समझते हैं?

अनुकूलता से आप क्या समझते हैं? चार आदेशों में अਨुरूपता ਦੀ ਵਿਆਖਿਆ ਕਰੋ।

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[M-75087]

(S-17) 2122

Roll No.

Total No. of Pages : 02

Total No. of Questions : 05

B.Com.(Hons.)/BA(JAMC)/BHMCT/B.Sc.(Hons.)(Nutrition and Dietetics)/(AI & ML)(BT)/(FD)(G&WD)(IT)/(MLS)/B.Voc. (Beauty Therapy and Aesthetics)/BTTM/BBA/ (Sem.-1)

ENGLISH

Subject Code : BTHU103-18

M.Code : 75085

Date of Examination: 03-01-2026

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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. Define Communication. Discuss in detail, the theory of Communication.

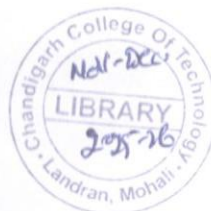
2. Write notes on the following:

- a) Personal, Social and Business communication.
- b) Intra-personal, Inter-personal and Group Communication.

3. Paraphrase the following:

In recent years, there has been a growing trend towards sustainable living practices as individuals and communities strive to reduce their environmental footprint. This shift towards sustainability encompasses various lifestyle changes, including recycling, composting, energy conservation and eco-friendly transportation options. Additionally, there is increasing interest in renewable energy sources such as solar and wind power, as well as initiatives to promote local food production and minimize waste generation. Sustainable living not only benefits the environment but also contributes to improved public health and economic resilience by fostering resource efficiency and reducing reliance on finite resource.

4. Write a report on the impact of social media on mental health among teenagers.



5. On the basis of your reading of the following paragraph, answer the questions:

The rise of Artificial Intelligence (AI) has led to significant advancements in various industries, from healthcare to finance and transportation. AI technologies, powered by machine learning algorithms, can analyze vast amounts of data and make predictions or decisions with remarkable accuracy and efficiency. In healthcare, AI has been employed to diagnose diseases, personalize treatment plans, and improve patient outcomes. In finance, AI algorithms can analyze market trends, detect fraud, and optimize investment strategies. Similarly, in transportation, AI-driven systems enable autonomous vehicles to navigate roads safely and efficiently, paving the way for the future of mobility. Despite the numerous benefits AI offers, concerns have been raised regarding its potential impact on employment, privacy and ethical considerations.

Answer the questions:

- a) How has Artificial Intelligence (AI) benefited various industries mentioned in the paragraph?
- b) What role do machine learning algorithms play in AI technologies?
- c) Provide examples of how AI is utilized in healthcare, finance, and transportation?
- d) What are some potential concerns associated with the widespread adoption of AI?
- e) Write the meaning of the words: autonomous and navigate.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Com (Hons) / BA(JAMC) / BHMCT / B.Sc.(BT) /
FD / MLS / BBA / BTTM (Sem.-2)

ENVIRONMENTAL STUDIES

Subject Code : EVS-102-18

M.Code : 75831

Date of Examination : 18-12-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt ALL questions in SECTION-A, Each question carry 2 marks.
2. Attempt any FOUR questions from SECTION-B, Each question carry 10 marks.

SECTION-A

1. Answer briefly :

- a) Biodiversity
- b) Renewable energy
- c) Air pollution
- d) Ecosystem
- e) Reason of deforestation.
- f) Climate change
- g) Global warming
- h) Causes of floods.
- i) Noise Pollution
- j) Sources of water pollution.



SECTION - B

2. Discuss the types, causes and effects of Soil pollution.
3. What are global environmental hazards? Discuss their major causes and preventive measures with examples.
4. Discuss the importance of natural resources. Compare renewable and non-renewable resources and suggest ways to conserve them.
5. Explain the concept of natural disasters. Discuss the causes, effects and management strategies for such disasters.
6. Define the ecosystem and briefly explain its structure and functions.
7. Write a short note on Forest Conservation Act.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA / BBA (SIM) (Sem. 2)
MANAGERIAL ECONOMICS - II
Subject Code : BBAGE-201-18

M.Code : 75918

Date of Examination : 17-12-2025

Time : 3 Hrs.

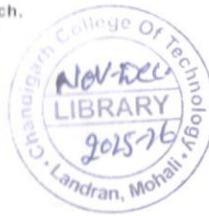
Max. Marks : 60

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) Any two uses of National Income Statistics.
 - b) Inside money and outside money.
 - c) Any two reasons for cost push inflation.
 - d) What is Philips Curve?
 - e) Disguised Unemployment.
 - f) Discuss any three objectives of Fiscal Policy.
 - g) Foreign Trade Multiplier
 - h) Budgetary Deficit
 - i) Finance Commission in India.
 - j) Public Debt



SECTION - B

UNIT - 4

2. Describe in detail about the various difficulties in measuring National Income in a country like India.
3. What is Friedman's version of the quantity theory of money? Discuss its assumptions.

UNIT - II

4. Discuss in brief a few causes of Inflation. Also, discuss the various types of inflation.
5. What are the reasons of unemployment in India? How is Okun's law useful for measuring unemployment?

UNIT - {0}

6. What do you mean by Monetary Policy? Discuss its instruments/tools.
7. Describe in detail the features and leakages of Multiplier.

UNIT - IV

8. How many types of taxes are there in India? Discuss in brief the salient features of the GST model adopted in India.
9. What is composition of Finance Commission of India? Also, discuss the various functions of Finance Commission of India.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA / BBA(SIM) (Sem.-2)
BUSINESS ENVIRONMENT

Subject Code : BBA-202-18

M.Code : 75917

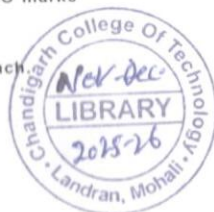
Date of Examination : 11-12-2025

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

I. Write briefly :

- a) Outline the different factors that are part of Internal business environment.
- b) What are the tools of monetary policy?
- c) Mention the reasons for poor performance of PSEs.
- d) Outline the strengths and weaknesses of Indian economy.
- e) What are SEZs?
- f) Outline features of EXIM policy.
- g) What are some of the recent trends in global trade?
- h) Differentiate between FERA and FEMA.
- i) What are various social responsibilities of a business?
- j) Outline role of IMF in a developing economy.

SECTION - B

UNIT - I

2. Explain the concept of Business Environment and discuss the different non-economic factors that influence business decisions.
3. What is environment scanning? Discuss ETOP, SWOT, PEST and TOWS as techniques of environmental scanning.

UNIT - II

4. Examine elaborately the changing trends in the performance of Indian Public Sector Enterprises during post - reform period.
5. What is the meaning of the term 'Fiscal Policy' and distinguish in brief between :
 - a) Budgetary Deficit and Fiscal Deficit.
 - b) Revenue receipts and Capital receipts.

UNIT - III

6. Discuss various problems related to technology transfer. What according to you should be done to remove these problems?
7. Write short notes on following :
 - a) Anti-competitive agreement.
 - b) Leniency regulation.

UNIT - IV

8. What are regional trade blocks? What are the factors responsible for regional groupings? What are the implications? Differentiate between characteristics of EU and SAARC.
9. What are the functions of World Trade Organization in promoting World Trade?

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Roll No.

Total No. of Pages :02

Total No. of Questions : 09

BBA (Sem.-3)
ORGANIZATIONAL BEHAVIOUR
Subject Code : BBA301-18
M.Code : 76655
Date of Examination : 19-11-2025

Time : 3 Hrs.

Max. Marks : 60

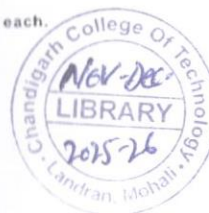
INSTRUCTIONS TO CANDIDATES :

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) Importance of OB.
- b) Meaning and characteristics of learning.
- c) Define perception.
- d) Halo effect
- e) Types of motivation.
- f) Group cohesiveness
- g) Five stage model of group development.
- h) Participative leadership
- i) Types of conflict.
- j) Self esteem



SECTION - B

UNIT - I

2. Define organizational behaviour. Briefly explain the contributions of various disciplines to the field of OB with the help of suitable illustrations.
3. What do you mean by individual behaviour? Discuss in detail various factors influencing individual behaviour?

UNIT - II

4. Define Attitude. What are various components of attitude? Also, explain different types of work-related attitudes.
5. What do you mean by the personality of an individual? Discuss in detail the determinants of personality.

UNIT - III

6. Define Team. Enumerate the features of an effective team. Explain the steps that should be followed to make an effective team.
7. Define leadership. Critically analyze the behavioural theories of leadership.

UNIT - IV

8. What is stress? Discuss various sources of stress. Also, explain the individual and organizational approaches to manage the stress.
9. What do you mean by organizational culture? Explain the various types and dimensions of organizational culture.

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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: 21-11-2025

Time : 3 Hrs.

Max. Marks : 60

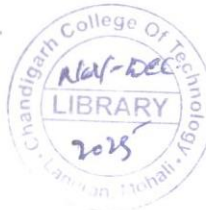
INSTRUCTIONS TO CANDIDATES :

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) What are the major types of distribution channels?
- b) Differentiate between micro and macro marketing environments.
- c) Explain customer needs, wants and demands with examples.
- d) What are the different pricing techniques used by companies?
- e) Explain the concept of the marketing mix.
- f) What is positioning in marketing?
- g) Differentiate between packaging and labeling.
- h) What is direct marketing?
- i) What is the role of Advertising in the Promotion Mix?
- j) Explain the concept of Integrated Marketing Communication (IMC).



SECTION-B

UNIT-I

2. What is the marketing environment and why is it essential for companies to monitor both the micro and macro environment factors? Provide examples of how each type of factor influences marketing decisions?
3. Define marketing and explain its nature and scope. How does marketing contribute to the growth and success of businesses in today's competitive environment? Support your answer with relevant examples.

UNIT-II

4. Explain the 4Ps of product marketing and 7P's of service marketing in detail.
5. What is Market Segmentation? Discuss the basis on which consumer markets can be segmented with the help of suitable examples.

UNIT-III

6. What do you understand by PLC? How do you enumerate the marketing strategies for different stages of the product life cycle?
7. "Pricing is the most sensitive decision in marketing that influences the consumer's purchase decision". Discuss. What are the different methods that can be used by businesses to determine the price of their product?

UNIT - IV

8. What do you understand by promotion mix? Elaborate on the components of the promotion mix along with suitable examples.
9. Discuss the difference between direct and indirect distribution channels. What are the decisions that affect the choice of a channel?

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UNIT - III

6. What do you mean by budgetary control? Differentiate between zero base budgeting and conventional budget. Briefly discuss the objectives of budgetary control.
7. The following information relates to XYZ Ltd. :
 - Standard Cost per Unit of Product :
 - Direct Materials = Rs. 10
 - Direct Labour = Rs. 8
 - Variable Overheads = Rs. 4
 - Fixed Overheads = Rs. 12,000 per month
 - Semi-Variable Overheads = Rs. 1,000 fixed + Rs. 2 per unit

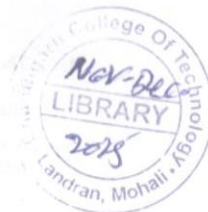
You are required to prepare a flexible budget for 800 units, 1000 units and 1200 units.

UNIT - IV

8. Differentiate between absorption costing and marginal costing. Briefly describe mathematical and graphical methods for break-even analysis.
9. ABC Ltd. produces a single product. The following information is available for the month of April 2025 :
 - Selling Price per Unit = Rs. 50
 - Variable Costs per Unit:
 - Direct Material = Rs. 15
 - Direct Labour = Rs. 10
 - Variable Overhead = Rs. 5
 - Fixed Costs (per month) = Rs. 60,000

You are required to compute the following :

 - a) Contribution per Unit.
 - b) P/V Ratio
 - c) Calculate Break-even Point in units.
 - d) Calculate Break-even Point in value.
 - e) Calculate Margin of Safety if actual sales are 5,000 units.



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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 : 26-11-2025

Time : 3 Hrs.

Max. Marks : 60

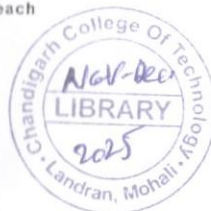
INSTRUCTIONS TO CANDIDATES :

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2. SECTION-B contains FOUR Sub-sections UNIT-I, II, III & IV, each Sub-section contains TWO question and students have to attempt ONE question from each Sub-section carry TEN marks each.

SECTION - A

1. Write briefly :

- a) Cost Control
- b) Current Ratio
- c) Comparative Income Statement
- d) Overhead Calendar Variance
- e) Fixed Budget
- f) Rolling Budget
- g) Contribution
- h) Break Even Point
- i) Differentiate Cost and Management Accounting.
- j) Trend Analysis



SECTION - B

UNIT - I

2. Define cost. Discuss in detail the various types of cost used for managerial decision making.
3. Using the following information, you are required to compute :
a) Current Ratio, b) Quick Ratio, c) Debt-Equity Ratio, d) Gross Profit Ratio and e) Net Profit Ratio :
 - Current Assets = 8,00,000
 - Inventory = 2,50,000
 - Current Liabilities = 4,00,000
 - Long-term Debt = 6,00,000
 - Share Capital = 5,00,000
 - Reserves & Surplus = 3,00,000
 - Fixed Assets = 10,00,000
 - Sales = 20,00,000
 - Cost of Goods Sold = 15,00,000
 - Operating Expenses = 2,00,000
 - Net Profit = 2,50,000

UNIT - II

4. The quality of financial statement analysis depends upon the reasoning ability, skill of the analyst and true and fair picture of business presented in financial statements. Elucidate with suitable examples.
5. A company manufactures a product using a standard mix of materials A and B as follows :
 - Material A : 60 kg @ Rs. 5 per kg;
 - Material B : 40 kg @ Rs. 10 per kgThus, the standard input = 100 kg. Expected to yield 90 kg output.
During a particular month, the company produced 1,800 kg of output, using the following actual quantities of materials :
 - Material A : 1,200 kg @ Rs. 6 per kg;
 - Material B : 800 kg @ Rs. 9 per kgYou are required to calculate :
 - a) Material Cost Variance; b) Material Price Variance; c) Material Usage Variance;
 - d) Material Mix Variance and e) Material Yield Variance.

Total No. of Questions : 09

Total No. of Pages :02

BBA(Sem.-3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code :BBAGE301-18

M.Code :76658

Date of Examination: 28-11-2025

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:
- Product Design
 - Mass Manufacturing
 - Facility Location
 - Production Planning
 - Just-in-Time
 - Value Analysis
 - EOQ
 - Control Charts
 - Inventory Carrying Cost
 - FIFO



SECTION - B

UNIT - I

2. What do you mean by operations management? Write a detailed note on the product development process.
3. Briefly describe the functions of a production manager. Also, briefly discuss the impact of various environmental factors on production and operations management.

UNIT - II

4. What do you mean by capacity planning? Discuss various factors affecting capacity planning.
5. What do you mean by layout planning? Discuss the basic types of layouts. Also describe the objectives of layout.

UNIT - III

6. How would you describe the input-output analysis method in production process? How it can be used in finding productivity of the enterprise?
7. What is six sigma? Discuss the objectives and importance of six-sigma.

UNIT - IV

8. What do you mean by quality control? Write a detailed note on the use of control charts in total quality management.
9. What do you mean by ABC Analysis? Discuss in detail the usage and importance of ABC Analysis in inventory management.

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Total No. of Questions : 09

Total No. of Pages :02

BBA (Sem.-3)

IT TOOLS FOR BUSINESS

Subject Code : BBASEC301-18

M.Code : 76659

Date of Examination : 01-12-2025

Time : 3 Hrs.

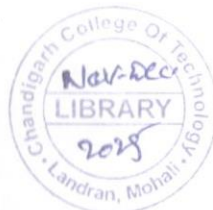
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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 data and information in the context of computing.
 - b) Draw and label the block diagram of a computer.
 - c) Convert the decimal number 25 to binary.
 - d) What is the purpose of formatting pages in MS Word?
 - e) Define 'Styles' in MS Word.
 - f) Differentiate between application software and system software.
 - g) How do you create and delete a file in Windows?
 - h) What is the use of the formula bar in Excel?
 - i) What is a spreadsheet in MS Excel?
 - j) How do you insert images in PowerPoint slides?



SECTION - B

UNIT-I

2. Describe the various input-output devices used in computers, providing examples for each category.
3. Explain the different number systems (Decimal, Binary, Octal and Hexadecimal) and their inter conversion methods with examples.

UNIT-II

4. Explain primary and secondary memory in computers. Compare their characteristics and give examples of each.
5. Discuss the importance and functionalities of accessories like Calculator, Paint Brush and CD Player in Windows.

UNIT-III

6. Describe the process of inserting and formatting images and graphics in PowerPoint slides. How do they improve communication?
7. Describe the steps to insert tables and images in MS Word. How can they be formatted to enhance document presentation?

UNIT-IV

8. Describe the components of the Excel window. Explain the purpose of each component with examples.
9. Discuss the different types of charts available in Excel. Explain how to create and customize charts for data analysis?

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Total No. of Questions : 09

BUSINESS RESEARCH METHODS

M.Code :77423

Date of Examination:06-12-2025

Time : 3 Hrs.

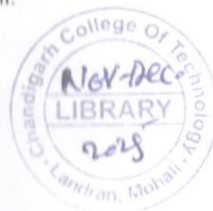
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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) Sampling Bias
 - b) Qualitative research
 - c) Population
 - d) Variable
 - e) Hypothesis
 - f) Review of literature
 - g) Conceptual Framework
 - h) Action research
 - i) Bibliography
 - j) Appendices



SECTION-B

UNIT-I

2. What do you understand by the term Research Methodology? What is the process of research?
3. Explain the process of formulating the research problem. What are the sources of experimental errors?

UNIT-II

4. What are the types of sampling techniques? Explain the sampling and non-sampling errors.
5. Elaborate the secondary sources of data collection in detail.

UNIT-III

6. What are the different types of questionnaires? Elaborate with examples.
7. Explain the various scaling techniques used to collect data for research.

UNIT-IV

8. What are the guidelines for writing a good report? Elaborate the various types of research reports?
9. Explain the format of a report. What are the pre-requisites for analyzing the data?

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Total No. of Pages :02

SECTION- B

UNIT-I

BBA (Sem.-4)
HUMAN RESOURCE MANAGEMENT

Subject Code :BBA-402-18

M.Code :77424

Date of Examination : 09-12-2025

Time : 3 Hrs.

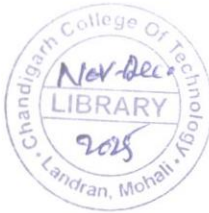
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Explain briefly :
 - a) Job Specification
 - b) Types of Interviews.
 - c) Job Enlargement
 - d) Trends in HRM.
 - e) Induction
 - f) 360 degree Performance Appraisal.
 - g) Concept of Industrial Relations.
 - h) Employee compensation
 - i) Need of HRP.
 - j) Compensation Management



UNIT-II

2. Discuss the new trends in HRM.
3. Explain the different factors affecting human resource planning.

UNIT-III

6. What are the various stages of career life cycle? Discuss the role of organization and managers in career development of employees.
7. What is the need of employee training? Explain its various techniques.

UNIT-IV

8. What do you mean by performance appraisal? Discuss its process in detail.
9. What are the various methods of wage and salary administration? Discuss in detail.

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Roll No.

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 : 11-12-2025

Time : 3 Hrs.

Max. Marks : 60

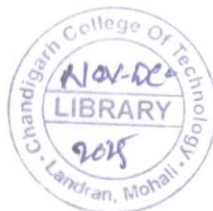
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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly:

- a) Public Deposits
- b) Wealth Maximization
- c) Optimal Capital Structure.
- d) Payback Period
- e) Opportunity cost
- f) Combined leverage
- g) Retained Earnings
- h) Time value of Money.
- i) Financing Decisions
- j) Limitations of capital Budgeting.



SECTION - B

UNIT - I

2. "Maximization of profits is regarded as the proper objective of investment decision, but it is not as exclusive as maximum shareholder's wealth." Comment.
3. What are the various sources available to Indian Businessmen for raising funds? Explain.

UNIT - II

4. A company has the following capital structure:

Source	Amount (Rs.)	Cost (%)
Equity Share Capital	Rs.6,00,000	12%
Debt (Loan)	Rs.4,00,000	10% (Before tax)
Total Capital	Rs. 10,00,000	
Tax Rate = 30%		

You are required to compute the weighted average cost of capital.

5. Give a critical appraisal of the traditional approach and the Modigliani-miller approach to the problem of capital structure.

UNIT - III

6. A company is considering two investment projects, Project A and Project B. Each requires an initial investment of Rs. 1,00,000. The expected cash inflows are as follows:

Year	Project A (Rs.)	Project B (Rs.)
1	30,000	40,000
2	30,000	35,000
3	30,000	30,000
4	30,000	25,000
5	30,000	20,000

The cost of capital is 10%.

Calculate the Net Present Value (NPV) of both projects and recommend which one should be selected.

Total No. of Questions : 09

ENTREPRENEURSHIP DEVELOPMENT

M.Code :77426

Date of Examination:13-12-2025

Time : 3 Hrs.

Max. Marks : 60

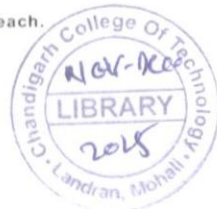
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3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

I. Write Briefly:

- a) Define entrepreneurship.
- b) Entrepreneurship Development Cycle.
- c) Blocks to creativity
- d) Business Incubators
- e) Industrial sickness
- f) Elements of a business plan.
- g) Angel investors
- h) Bridge capital
- i) Start-ups
- j) Venture capital.



SECTION - B

UNIT - I

2. Write a note on theories of entrepreneurship.
3. Explain the barriers in the way of entrepreneurship.

UNIT - II

4. What is the role of MSME's in developing country like India?
5. What are business plans? Explain the reasons of failure of business plans.

UNIT - III

6. Elaborate the need and problems of EDP's in India.
7. What incentives and subsidies are given by government for EDP in India?

UNIT - IV

8. Discuss in detail the various sources of finance for a business enterprise.
9. What is difference between venture capital and lease funding?

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Total No. of Pages :02

Total No. of Questions : 09

BBA(Sem.-4)

BUSINESS ETHICS AND CSR

Subject Code : BBASEC401-18

M.Code :77427

Date of Examination : 16-12-2025

Time : 3 Hrs.

Max. Marks : 60

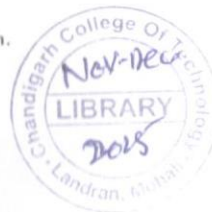
INSTRUCTIONS TO CANDIDATES :

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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. Answer briefly:

- Purpose of Business ethics.
- Relevance of Indian ethos.
- Stakeholder management.
- Ethics in finance.
- Spiritual brain.
- Business sustainability.
- Corporate Citizenship.
- Principles of Good Corporate Governance.
- Triple bottom Line (TBL) framework.
- Whistle Blowing policy.



SECTION-B

UNIT-I

2. What are the factors which are responsible for increasing concern of business enterprises towards different stakeholders?
3. Define Environmental Ethics. Also, discuss the effect of business activities on environmental degradation with suitable example.

UNIT-II

4. Discuss the salient features of Indian ethos. What is the relevance of Indian ethos in present times?
5. Discuss the significance of Holistic approach. How do managers use this approach in business decision?

UNIT-III

6. Principles contribute to the effectiveness, profitability and stability of the organization. Give your view point with examples.

7. Write notes on :

- Difference between corporate philanthropy and CSR.
- Carroll's Model.

UN IT-IV

8. Discuss ILO declaration of principles on multinational enterprises & social policy.
9. Discuss the sustainable development goals. What is the relationship between CSR & MDGs?

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.-5)
OPERATION RESEARCH
Subject Code : BBA-501-18
M.Code : 78193

Date of Examination : 19-11-2025

Time : 3 Hrs.

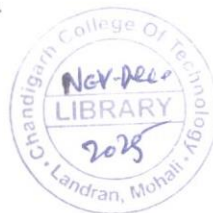
Max. Marks : 60

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**I. Answer briefly :**

- a) Define the objective function in Linear Programming.
- b) What is the difference between feasible solution and optimal solution in LPP?
- c) State the condition for a transportation problem to be balanced.
- d) What is an assignment matrix? Give an example.
- e) What do you understand by "dummy activity" in network analysis?
- f) State two assumptions of PERT.
- g) What is meant by preventive replacement?
- h) Define reorder level in inventory control.
- i) State the importance of sensitivity analysis in Operations Research.
- j) Mention two managerial decisions that can be supported using Operations Research models.

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

2. Solve the following LPP using the Simplex Method:

$$\text{Maximize: } F = 5x^1 + 4x^2$$

$$\text{Subject to: } 6x_1 + 4x_2 \leq 24, \quad x_1 + 2x_2 \leq 6, \quad -x_1 + x_2 \leq 1, \quad x_1, x_2 \geq 0.$$

3. Discuss the basics of Operations Research (OR), covering its definition, scope, objectives, phases of study, types of models and limitations. Illustrate your answer with relevant examples from business or industry.

UNIT-II

4. Solve the following transportation problem using Vogel's Approximation Method (VAM) to obtain the initial solution:

	D1	D2	D3	Supply
O1	19	30	50	7
O2	70	30	40	9
O3	40	8	70	18
Demand	5	8	21	

5. Explain the steps of the Hungarian Method with a general example. How can the assignment model be used to solve the Travelling Salesman Problem (TSP)?

UNIT-III

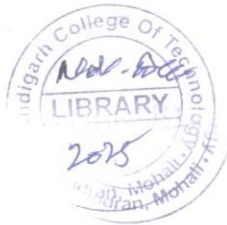
6. A project has the following activities with three-time estimates (in weeks). Draw the project network. Calculate the expected time and variance for each activity using PERT formulas. Identify the critical path and expected project completion time. Find the probability of completing the project within 12 weeks.

Activity	A	B	C	D	E
Predecessor	-	A	A	B, C	C
Optimistic (t_o)	2	3	1	2	3
Most likely (t_m)	4	5	2	3	4
Pessimistic (t_p)	6	9	3	4	5

7. Explain the concept of sequencing models in Operations Research. Detail the solution methodology for sequencing n jobs through 2 machines and extend this to sequencing n jobs through 3 machines. Highlight the key principles, rules and challenges involved.

UNIT-IV

8. Explain the concept of replacement policy for items that fail suddenly. Give at least one real-life example where such a model is applied.
9. A company faces demand at the rate of 2,500 units per year for a certain product. The ordering cost per order is Rs. 150 and holding cost per unit per year is Rs. 2. The purchase price per unit is Rs. 20. **Determine the following:**
 - a) EOQ (Economic Order Quantity)
 - b) Total annual cost (excluding stock-out cost)
 - c) Number of orders per year.



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Total No. of Questions : 09

BBA (Sem.-5)
MERCANTILE LAW
Subject Code : BBA-502-18
M.Code : 78194
Date of Examination : 21-11-2025

Time : 3 Hrs.

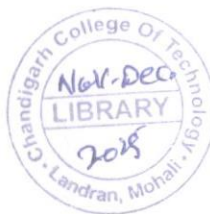
Max. Marks : 60

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SECTION-A

1. Write briefly :
- Contingent Contract
 - Days of Grace.
 - Distinction between Hire Purchase and Sale.
 - What is a Sale by Sample?
 - Substituted Agent
 - Partnership Deed
 - Any two rights of a Partner.
 - What is the jurisdiction of cases that can be filed in a State Commission?
 - Stale Cheque
 - "A undertakes to put life into the dead mother of B and takes Rs. 50,000 in advance. Later on, A fails to do so. B claims Rs. 50,000." Is B's claim valid?



SECTION - B

UNIT - I

2. What are the essential elements of a valid contract?
3. What is discharge of a contract? What are the various ways in which a contract may be discharged? Support your answer with concrete examples.

UNIT - II

4. Define a Contract of Sale. What are the essentials of a valid contract of sale?
5. *"No seller of goods can give the buyer of goods a better title to those goods than what he himself possesses."* Examine this statement and mention whether there are any exceptions to this rule.

UNIT - III

6. What is a Negotiable Instrument? Discuss the common features of a Promissory Note, a bill of exchange and a Cheque.
7. What is meant by Negotiation? How is it affected? How is it different from Assignment?

UNIT - IV

8. Why the need for the Right to Information Act, 2005 was felt? What are the salient features of this Act?
9. Define Limited Liability Partnership. Explain the essential elements of a Limited Liability Partnership.

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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 :24-11-2025

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) Write a note on print advertising.
- b) Define sales Quota.
- c) What do you mean by advertisement layout?
- d) Outline the different components of message structures.
- e) Write down the role of sales managers.
- f) What do you mean by digital marketing?
- g) What do you mean by media planning?
- h) What do you mean by an in-house advertisement agency?
- i) Write a short note on the sales audit.
- j) Write a note on the pre-testing of the advertisement.

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SECTION - B

UNIT - I

2. Define advertisement. Discuss the various forms of advertisement with the help of suitable examples.
3. Explain in detail the social, ethical, and legal aspects of advertising with the help of examples.

UNIT - II

4. What do you mean by media planning? Discuss the role of advertising agencies and the various departments of advertising agencies.
5. Why is it important to measure advertising effectiveness? Discuss pre and post-measures to evaluate effectiveness.

UNIT - III

6. What do you mean by sales management? Discuss the scope and emerging trends in sales management.
7. What do you mean by the personal selling? Explain the steps involved in the Personal selling process.

UNIT - IV

8. Write a note on :

- a) Sales Territories
- b) Sales budget
9. What do you mean by sales force management? Discuss the role of information technology in sales management.

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

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Total No. of Pages :02

BBA (Sem.-5)
CONSUMER BEHAVIOUR
 Subject Code : BBA-511-18
 M.Code : 78195
 Date of Examination : 26-11-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- INSTRUCTIONS TO CANDIDATES :**
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 4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write briefly :
 - a. Importance of Consumer behavior.
 - b. Self-image
 - c. Opinion Leadership
 - d. What are the various roles played by individuals in the Purchase Process?
 - e. Post-Purchase Dissonance
 - f. Social class
 - g. Positive & Negative Motivation.
 - h. Diffusion of innovation.
 - i. What is meant by Cognitive Dissonance?
 - j. Consumer Imagery



SECTION - B

UNIT - I

2. Briefly state the various stages of the consumer decision-making process that a consumer will go through when purchasing a laptop for the first time.
3. Explain the use of Information technology and AI in consumer profiling and engagement.

UNIT - II

4. Discuss the trait theory of personality and its elements. How personality influences consumer behavior?
5. Discuss the elements of perception in detail.

UNIT - III

6. Define culture. What are the most important characteristics of culture that reflect its nature? Why is the study of culture important to marketers?
7. Define the term reference group. Discuss the different reference groups that influence Consumer's attitudes and behavior citing suitable examples.

UNIT - IV

8. What is the Adoption Process? Discuss in detail the different stages in the adoption process.
9. Explain the Howard Sheath model of consumer behavior and discuss its implications on marketing decisions.

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

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Total No. of Questions : 09

CORPORATE ACCOUNTING

M.Code : 78196

Date of Examination : 28-11-2025

Time : 3 Hrs.

Max. Marks : 60

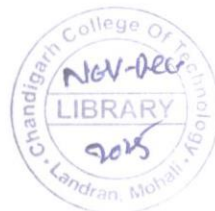
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4. Student has to attempt any ONE question from each Sub-section.

SECTION - A

1. Write short notes on the following :

- Book Building.
- ABC Ltd. Offers to its shareholders the right to buy 3 shares at Rs.33 each for every 7 shares held. The current market price of its share is Rs.80. Calculate the value of Right.
- XYZ Ltd. issued a Debenture at Rs.90, repayable at Rs. 105. Pass the Journal Entry at the time of issue and redemption of Debenture.
- Syndicate Underwriting.
- Capital Redemption Reserve.
- Profit prior to incorporation.
- Subsidiary Company.
- Minority Interest.
- Corporate Financial Reporting.
- Sweat Equity Shares.



SECTION – B

UNIT - I

2. On Oct. 1, 2025 Saiyara Ltd. offered to public 1,00,000 equity shares of Rs.100 each at a premium of Rs. 10 per share. The amount on shares was payable as :
- a) Rs. 25 on application
 - b) Rs. 40 (including Rs. 10 premium) on allotment
 - c) Rs. 45 on first and final call (three months after the allotment).

Applications were received for 1,50,000 shares. Shares were allotted to the applications on pro-rata basis. Anet who was holding 1,000 shares did not pay the first call was made and were re-issued to Ahaan as fully paid up at Rs. 80 per share.

Give the necessary journal entries in the books of the company.

3. Explain the various ways in which a company can capitalize its profits. Also, discuss in brief the legal provisions regarding issue of Bonus Shares.

UNIT - II

4. On July 1, 2023, a company issued 4,000, 6% Debentures of Rs. 100 each. The interest on the debentures is payable on June 30 and December 31 each year. As per the terms of the issue, the company may buy its own debentures from the market for the cancellation, if it wants to do so. The company made the following purchases in the open market :

On May 31, 2024: 400 Debentures @Rs. 98 Ex-Interest.

On September 30, 2025: 200 Debentures @Rs. 97 Cum-Interest.

The Debentures bought on May 31, 2024 were cancelled on December 2025. All the payments were made on due dates.

Record the above transactions by passing relevant Journal Entries and also, show the relevant items in the Balance Sheet on December 31, 2025.

5. What do you mean by underwriting of shares? Discuss in brief various types of underwriting. Support your answer with concrete examples.

UNIT - III

6. EFG Limited was incorporated on July 1, 2024 to acquired running business of HIJ & Co. with effect from April 1, 2024. During the year 2024 - 25, the total sales were Rs. 37, 50, 000. Rate of Gross Profit on Sales is 10% on Sales. The sales per month in the first half year were half of what they were in the later half year. The expenses charged to Profit and Loss Account include :

- Donation to Political Party Rs. 10,000
- Interest to vendors upto August 31, 2024 Rs. 10,000
- Depreciation Rs. 2,46,000.
- Directors fees Rs. 1,00,000.
- Preliminary expenses Rs. 24,000.
- Office expenses Rs. 1,56, 000.
- Selling expenses Rs.72,000.
- Audit Fees(Statutory Audit of a Company) Rs. 40,000.
- Formation Expenses Rs. 20,000.
- General Expenses Rs. 24,000.

Please ascertain pre-incorporation and post-incorporation profit for the year ended 31 March, 2025 and also, compute the amount to be transferred to Capital Reserve Account.

7. Prepare in a summarized form the Balance Sheet of a company as per Companies Act, 2013 with imaginary figures.

UNIT - IV

- What are the major requirements regarding Corporate Financial Reporting in India? Also, discuss in brief the recent trends in Corporate Financial Reporting.
- From the following information, prepare the consolidated balance sheet as at March 31, 2025.

Balance sheet as on March 31, 2025

PARTICULARS	H Ltd. (Rs.) Holding Co.	S Ltd. (Rs.) Subsidiary Co.
I. Equities and Liabilities		
Share Capital(Share of Rs. 100 each)	32, 00, 000	8, 00, 000
General Reserve	6, 00, 000	2, 80, 000
Profit and Loss Account	3, 60, 000	2, 20, 000
Creditors	4, 80, 000	3, 20, 000
TOTAL	46, 40, 000	16, 20, 000
II. Assets		
Fixed Assets	22, 00, 000	4, 00, 000
75% Share of S Ltd at Cost	11, 20, 000	-----
Stock	4, 20, 000	7, 08, 000
Other Current Assets	9, 00, 000	5, 12, 000
TOTAL	46, 40, 000	16, 20, 000

While preparing the consolidated balance sheet as at 31st March 2025, please keep in mind the following adjustments :

- H Ltd. acquired the shares on 31st July.
- S Ltd. earned a profit of Rs.1,80,000 for the year ended 31st March, 2025.
- In January, 2025, S Ltd sold to H Ltd goods costing Rs. 60,000 for Rs. 80,000. On 31st March, 2025, the halves of the goods were lying as unsold in the godown of H Ltd.

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Total No. of Questions : 09

Total No. of Pages :02

BBA (Sem.-5)

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination :01-12-2025

Time : 3 Hrs.

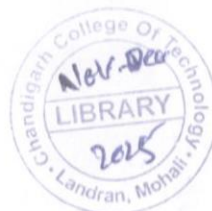
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

- I. Write briefly :
 - a) Define Industrial Relations.
 - b) Discuss the various parties to IR.
 - c) Structure of Quality Circles.
 - d) Define trade unions.
 - e) Types of trade unions.
 - f) What do you mean by collective settlements?
 - g) Define Gratuity.
 - h) Principles of collective bargaining.
 - i) Effects of grievances on employee performance.
 - j) IR Code-2019



SECTION - B

UNIT - I

2. Discuss in detail the objectives and importance of Industrial Relations. Explain the various factors affecting Industrial Relations.
3. What are the important functions of trade unions? State the various problems faced by the trade unions in the Indian context.

UNIT - II

4. What is collective bargaining? Discuss in detail the steps of conducting collective bargaining with examples.
5. Define grievance. What are the common reasons for employee grievances? Suggest the steps of a remedial procedure for resolving the grievances.

UNIT - III

6. Define industrial conflict. Explain different types of Industrial conflicts. What measures can be undertaken to resolve Industrial conflicts?
7. What do you mean by worker's participation in management? Discuss various levels and schemes of workers' participation in management in India.

UNIT - IV

8. Explain the object of the ESI Act. Discuss various types of employee benefits under the act.
9.
 - a) Discuss the provisions of employee welfare under the Factories Act 1948.
 - b) Discuss the necessary conditions for strikes and lockouts under the Industrial Dispute Act.

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Roll No.

Total No. of Pages :02

Total No. of Questions : 09

BBA (Sem.-5)

ORGANIZATION CHANGE AND DEVELOPMENT

Subject Code : BBA-532-18

M.Code : 78200

Date of Examination :04-12-2025

Time : 3 Hrs.

Max. Marks : 60

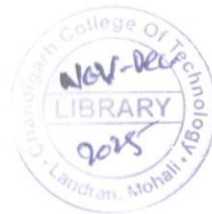
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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Define Organizational Development.
- b) Discuss various assumptions of OD.
- c) Write a note on systems theory.
- d) Define participation. Discuss various levels of participation.
- e) What is diagnosis? What are the various methods of diagnosis?
- f) Discuss important strategies to communicate the change.
- g) Define power. What are the various sources of power?
- h) What are career anchors?
- i) Define behaviour modeling?
- j) Write a note on ethical standards in OD.



SECTION-B

UNIT-I

2. Define organizational change. Discuss its characteristics. Also, explain various causes for the organizational change.
3. Why is change important? Discuss in detail the process of organizational change with the help of suitable illustrations.

UNIT-II

4. Define action research. Elaborate on the steps of the action research model.
5. Why do employees resist change? Discuss in detail various strategies to overcome the resistance.

UNIT-III

6. What are OD interventions? Discuss in detail various structural interventions aimed at improving organizational effectiveness.
7. What is the purpose of team interventions? Explain various team interventions designed to enhance the functioning of organizational teams.

UNIT-IV

8. Write a note on the role of a consultant in client-consultant relationship. Briefly explain various issues that may affect this relationship.
9. a) What are the Future prospects of OD? Explain with illustrations.
b) Discuss the various strategies to improve the quality of OD.

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Roll No.

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 : 10-12-2025

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

I. Write briefly :

- a) Secondary Market
- b) Capital Market
- c) Treasury Bills
- d) Certificate of Deposits
- e) Leasing
- f) Factoring
- g) Securitization
- h) NSDL and CDSL
- i) Rolling Settlement
- j) Financial Services

SECTION - B

UNIT - I

2. 'Presence of an efficient, transparent and strong financial system is essential for economic development'. Elucidate with suitable examples.
3. What do you mean by SEBI? Discuss in detail the role, functions and powers of SEBI.

UNIT - II

4. Define Government securities. Write a detailed note on the features of Government securities in India.
5. Write a detailed note on the various money market instruments in India.

UNIT - III

6. What do you mean by credit rating? Write a detailed note on various types of methodology followed by credit rating agencies. Also, briefly discuss the various limitations of credit ratings.
7. Differentiate between hire purchase and lease financing. Also, discuss various types of leasing contracts and their role in growth of financial services in India.

UNIT - IV

8. What do you mean by dematerialization? Discuss the process of dematerialization. Briefly discuss the advantages of dematerialization.
9. What do you mean by venture capital? Write a detailed note on how venture capital can be instrumental in expanding entrepreneurship in India.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem-6)
STRATEGY MANAGEMENT

Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 27-11-2025

Time : 3 Hrs.

Max. Marks : 60

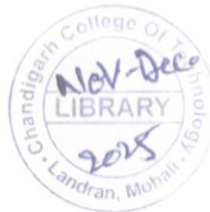
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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

I. Answer briefly :

- a) Corporate Restructuring
- b) Combination strategies
- c) Mission and purpose
- d) SWOT Analysis
- e) HR strategy
- f) BCG matrix
- g) Strategy curves
- h) Strategic Review
- i) SBU
- j) Core competence



SECTION-B

UNIT-I

2. What is Strategic Management? Discuss different approaches of strategic management.
3. What is strategic management process? What are steps involved in it?

UNIT-II

4. What is Competitive Analysis? What tools and techniques are employed in it?
5. What is core competence? What are its attributes? Distinguish between core competence and competitive advantage.

UNIT-III

6. Write notes on :
 - a) Balanced scorecard
 - b) GE Nine cell Matrix
7. How can strategic choice be made? Explain differentiation strategy.

UNIT-IV

8. What is Strategy Implementation? What is relationship between strategy formulation and implementation?
9. What is Strategic Evaluation? Who does the performance evaluation and why it is essential for organization?

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Total No. of Questions : 09

Total No. of Pages : 02

BBA(Sem.-6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 29-11-2025

Time : 3 Hrs.

Max. Marks : 60

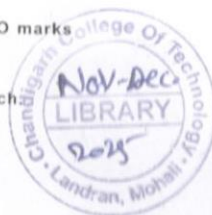
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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write a short note on the following:

- a) Limited Liability Partnership.
- b) Pre-incorporation Contracts.
- c) Prospectus
- d) Surrender of Shares
- e) Doctrine of Indoor Management.
- f) Small Shareholders Director
- g) Proxy
- h) Provisions relating to Audit.
- i) DIN(Director Identity Number)
- j) Liquidator



SECTION-B

UNIT-I

2. *"A company is a separate entity."* Do you agree? Under what circumstances corporate veil can be pierced?
3. Who is a company promoter? Explain the rights and liabilities of company promoters.

UNIT-II

4. Discuss the doctrine of ultra vires. What is the legal effect of ultra vires acts?
5. Discuss the consequences of omission, misrepresentation and fraud in connection with prospectus of a company. Also, narrate the circumstances under which a director may be absolved from the liability.

UNIT-III

6. What is the difference between transfer of shares and transmission of shares? Also, explain the procedure for transfer of securities.
7. Discuss in brief the various rights and duties of Directors of a company.

UNIT-IV

8. What are the various consequences of winding up of a company?
9. **Write short notes on:**
 - a) National Company Law Tribunal.
 - b) Provisions relating to payment of Dividend.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA(Sem.-6)
SERVICES MARKETING

Subject Code : BBA 611-18

M.Code : 79349

Date of Examination : 02-12-2025

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

I. Write briefly :

- a) Differentiate between Goods and Services.
- b) Highlight the importance of intermediaries in the effective delivery of a service.
- c) What are the different types of service scapes?
- d) What factors influence customer perception of services?
- e) Identify reasons for growth in the service sector.
- f) Define physical evidence characteristics of service.
- g) State the emerging trends in services marketing in India.
- h) List seven service quality gaps.
- i) What do you mean by service recovery?
- j) "When waiting is unavoidable, make it atleast tolerable". Discuss.



SECTION-B

UNIT-I

2. "The marketing mix is also applied to the service sector as it is applied to the goods sector". Explain.
3. What distinguishes a service from a products? Elaborate on the classification of services, giving appropriate examples.

UNIT-II

4. What are customer expectations and perceptions of services? Discuss.
5. Explain the concept of service recovery and how businesses can handle service failures?

UNIT-III

6. Explain in detail how the service scape of a firm should be designed?
7. Discuss service innovation and design and how they contribute to service marketing success?

UNIT-IV

8. What types of intermediaries are available to a Service Product Company? Describe the factors determining the choice of an intermediary.
9. Is there a need to have ethics in service marketing? Also, state some unethical practices in the service sector with the help of 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)
PERSONAL FINANCIAL PLANNING

Subject Code :BBA621-18

M.Code : 79351

Date of Examination : 03-12-2025

Time : 3 Hrs.

Max. Marks : 60

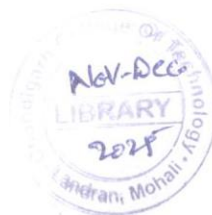
INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

I. Write short notes on the following :

- a) Financial Security
- b) Personal Budget
- c) Financial Risk
- d) Life Insurance
- e) Credit Scores
- f) Bonds
- g) Financial Planning
- h) 'Will'
- i) Tax Avoidance
- j) CashFlow Management



SECTION-B

UNIT-I

2. What do you mean by personal financial planning? Discuss in detail the personal financial planning process.
3. Define personal financial- statements. Describe minimum five personal finance ratios, which are important for achieving financial independence.

UNIT-II

4. What is health insurance? Discuss the importance of health insurance in personal financial planning. Also, briefly discuss various types of health insurance plans in India.
5. 'Life insurance indemnifies the financial risk on turning out of a contingent event'. Discuss and also explain various types of life insurance plans available in India.

UNIT-III

6. 'Investment through mutual funds offer professional fund management service, tax planning and portfolio diversification, however, mutual fund investments are subject to market risk'. Elucidate and give suitable examples in support of your response.
7. 'Debt is a double edged sword because borrowing accelerates the process of achieving financial independence but it can also escalate the risk profile of individuals'. Elucidate with suitable examples.

UNIT-IV

8. What do you mean by retirement planning? Discuss in detail the retirement planning process. Also briefly explain the various factors affecting retirement planning.
9. What is estate planning? Discuss in detail the various components of estate 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 Pages :02

Total No. of Questions : 09

BBA (Sem.-6)
TRAINING & DEVELOPMENT

Subject Code :BBA631

M.Code :79353

Date of Examination : 05-12-2025

Time : 3 Hrs.

Max. Marks : 60

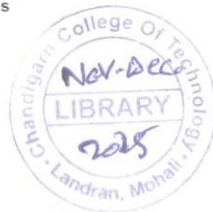
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2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

I. Write briefly:

- a) Explain the term "Learning Outcomes".
- b) Describe the role of feedback in the training process.
- c) What is the significance of aligning training with organizational goals?
- d) Mention two key characteristics of an effective trainer.
- e) Define "Training Needs Assessment" (TNA).
- f) What is meant by "Off-the-Job Training"?
- g) List two benefits of using Role Play in training programs.
- h) How does competency mapping assist in training development?
- i) What is the purpose of an "Evaluation Criteria" in training?
- j) Briefly describe the concept of "Transactional Analysis".



SECTION-B

UNIT-I

2. How do different methods of learning impact student engagement and retention?
3. What is the role of instructional technology in modern education and how does it enhance teaching techniques?

UNIT-II

4. What methods can be used to evaluate the effectiveness of a training program and why is this evaluation important?
5. How can organizations effectively identify training needs to ensure skill development and performance improvement?

UNIT-III

6. Compare and contrast the effectiveness of Panel Discussions versus Interactive Demonstrations in training environments.
7. Discuss how interactive demonstrations can enhance learner engagement during training sessions?

UNIT-IV

8. How does development differ from training and what key qualities are required to become an effective trainer?
9. Discuss the emerging issues during the evaluation of training and development programs in India.

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Roll No.

Total No. of Pages :03

Total No. of Questions : 09

BBA (Sem.-6)
DIRECT AND INDIRECT TAX LAWS
Subject Code :BBA622-18
M.Code :79352
Date of Examination : 08-12-2025

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) Previous Year
- b) Direct Tax
- c) Education Allowance
- d) Net Annual Value
- e) Deduction of Tax at Source
- f) Form 16
- g) Is GST applicable on services provided by an unregistered person?
- h) Mr. Ravi Shastri provided services as a coach in a premier league (IPL). Is this service taxable under GST?
- i) Revised Return
- j) Gurjant Singh is an Indian citizen and is a practising advocate. He leaves India for his case in Spain on 29th June, 2023. Determine his residential status for A.Y. 2024-25



SECTION-B

UNIT-I

2. State any four instances where the income of the Previous Year is assessable in the Previous Year itself instead of the Assessment Year.
3. The following are the details of incomes of Mr. Abhishek for the Previous Year 2023-24. Compute the total income in case of Mr. Abhishek for Assessment Year 2024-25 assuming he is a) Resident and Ordinary Resident; b) Resident but not ordinary resident; c) Non-resident.
 - a) He works in NB Ltd., an Indian Company and receives salary in India during the year Rs.6,00,000.
 - b) He has rendered technical services to a company outside India, which has used these services for its business outside India. Income received outside India is Rs. 3,00,000.
 - c) Royalty of Rs. 5,50,000 received from providing know-how, which is utilised by a foreign company in India.
 - d) Interest received from Government of India is Rs. 80,000.
 - e) Past untaxed profits of financial year 2012-13 are Rs. 6,00,000.
 - f) He has also earned an agricultural income in India of Rs. 1,30,000.
 - g) He is doing a business in UK from which he receives an income of Rs. 40,000.

UNIT-II

4. Mr. Bankesh is working as Production Manager in SKB Ltd. The company has provided him with rent-free unfurnished accommodation in Mumbai. He gives you the following particulars: Basic salary Rs. 60,000 p.m. Dearness Allowance Rs. 20,000 p.m. (30% is for retirement benefits) Bonus Rs. 15,000 p.m. Even though the company allotted the house to him on 1.4.2023, he occupied the same only from 1.11.2023. Calculate the taxable value of the perquisite for A.Y. 2024-25.
5. **Discuss the following in brief:**
 - a) Deduction under Section 80U for Disabled Individuals.

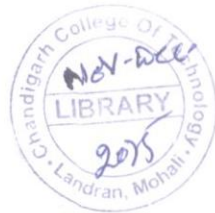
- b) Deduction under Section 80TTA for Interest on Savings Accounts.
- c) Deduction under Section 80TTB for Interest from Deposits held by Senior Citizens.

UNIT-III

- 6. Discuss in detail the provisions of Income Tax Act, 1961 regarding clubbing of income.
- 7. **Discuss the following in brief:**
 - a) Advance Payment of Tax.
 - b) Set off and Carry Forward of losses.

UNIT-IV

- 8. Explain the provisions governing cancellation of GST registration. Also, describe the consequences of cancellation of GST registration.
- 9. **Discuss the following in brief:**
 - a) Structure of GST.
 - b) GST Portal



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Total No. of Questions : 09

Total No. of Pages : 02

BBA(Sem.-6)
RETAILING AND LOGISTICS MANAGEMENT
Subject Code :BBA-612-18
M.Code :79350
Date of Examination : 10-12-2025

Time : 3 Hrs.

Max. Marks : 60

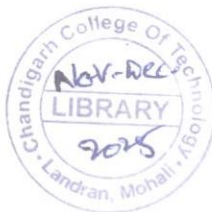
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 4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Answer briefly :

- Define the term Retailing.
- Enlist the factors for store design.
- What are the various types of store layouts?
- Define chain stores.
- What is the difference between logistics and supply chain management?
- Explain the recent trends in retailing.
- What do you mean by markup pricing?
- Define Visual merchandising.
- What are the key factors affecting site selection for a retail store?
- Define Inventory management in retailing.



SECTION-B

UNIT-I

2. Explain the economic significance of retailing and discuss the various retail formats available in today's market.
3. Define customer buying behavior in retailing. Discuss the factors influencing buying decisions in the retail sector.

UNIT-II

4. What is retail strategy? Explain the process of retail planning and the factors affecting financial strategy in retail.
5. Discuss the importance of location selection in retailing. What factors should be considered while selecting a new retail location?

UNIT-III

6. Explain the concept of merchandise management. How does effective planning of merchandise impact retail business success?
7. What is a Retail Communication Mix? Explain how brands can be developed and customer loyalty built using effective promotion strategies?

UNIT-IV

8. Differentiate between Logistics and Supply Chain Management. Explain their role in modern retail business.
9. Discuss the major challenges faced in supply chain logistics and customer relationship management in India.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA/ BBA (SIM) (Sem. 2)
MANAGERIAL ECONOMICS - II
Subject Code : BBAGE-201-18
M.Code : 75918
Date of Examination : 26-05-2025

Time : 3 Hrs.

Max. Marks : 60

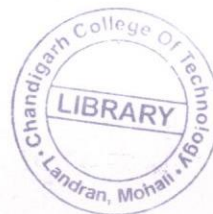
INSTRUCTIONS TO CANDIDATES :

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. Pen down the concept of Stagflation.
- b. What is meant by Multiplier?
- c. What is inside money and outside money?
- d. What is Phillips curve?
- e. What is monetary policy?
- f. What is sacrifice ratio?
- g. What is meant by unemployment?
- h. What is Income policy?
- i. How to measure National Income?
- j. What is meant by business cycle?



SECTION - B

UNIT - I

2. Define supply of money. Discuss the various theories of supply of money.
3. Discuss the nature and functions of money and explain various theories of demand for money.

UNIT - II

4. Define Inflation. Discuss the types of inflation and steps in the measurement of Inflation as well as policies to control inflation.
5. Discuss the types and cost of unemployment and Oakun's Law Measurement of unemployment in India.

UNIT - III

6. Pen down the meaning, objectives, constituents and Limitations of Fiscal policy.
7. What is foreign trade multiplier? Discuss its working, assumptions, effects and criticisms.

UNIT IV

8. Pen down the various sources of Public revenue, objectives, types and economic effects of taxes.
9. Discuss central-state financial relations and the duties of Finance Commission?

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA/BBA (SIM) (Sem.-2)
BUSINESS ENVIRONMENT

Subject Code : BBA-202-18

M.Code : 75917

Date of Examination : 22-05-2025

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. What is meant by the term "business environment"?
- b. Briefly explain the importance of economic planning in India.
- c. What is the primary objective of fiscal policy?
- d. Define the role of the Executive in India's political environment.
- e. What is the purpose of the Consumer Protection Act?
- f. Define globalization and list one factor that impedes it in India.
- g. What is meant by "social responsibility of business"?
- h. Give two examples of reforms in the public sector in India.
- i. Explain the purpose of the International Monetary Fund (IMF).
- j. Discuss Regional Groupings.

1 | M-75917

1591-554

SECTION - B

UNIT - I

2. Explain the concept of business environment and discuss the significance of environmental scanning for business decision-making.
3. Analyze India's economic environment by discussing its economic planning, Industrial Policy and key economic policies (Fiscal, Monetary and EXIM).

UNIT - II

4. Describe the impact of political institutions (Legislature, Executive and Judiciary) on the business environment in India.
5. Discuss the impact of Liberalization, Privatization and Globalization on the Indian economy. How have these policies affected Indian businesses?

UNIT - III

6. Examine the critical elements of the socio-cultural environment and their influence on business ethics and corporate social responsibility.
7. Discuss the changing role and relevance of the public sector in India. How has the regulatory framework evolved in the banking and securities market?

UNIT-IV

8. Evaluate the benefits and challenges that Multinational Corporations (MNCs) bring to the Indian business environment.
9. Analyze the role of the World Trade Organization (WTO) in shaping global trade. Discuss the implications of mergers and acquisitions for the Indian economy.

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2 | M-75917

1591-554



Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

BBA/BBA(SIM) (Sem.-2)
BUSINESS STATISTICS

Subject Code : BBA-201-18

M.Code : 75916

Date of Examination : 19-05-2025

Time : 3 Hrs.

Max. Marks : 60

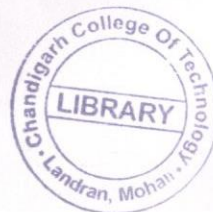
INSTRUCTIONS TO CANDIDATES :

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) Statistics in Plural Sense
- b) Frequency
- c) Stratified Sampling
- d) Percentile
- e) Standard Deviation
- f) Linear Correlation
- g) Meaning of Probability
- h) Probability Distribution
- i) Constants
- j) Binomial Distribution



SECTION - B

UNIT - I

2. Describe the main functions of statistics. Give the utility of statistics in Economic Planning.
3. Differentiate between Probability and Non Probability Sampling Techniques. Elaborate different non probability sampling techniques.

UNIT - II

4. You are given the following incomplete frequency distribution. It is known that the total frequency is 100 and that the Median is 44. Estimate by calculation the missing frequencies and find the value of Mode :

Value	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	5	12		20		10	4

5. Differentiate between absolute and Relative Measures of Variation. Discuss various methods of Measures of Variation.

UNIT - III

6. Differentiate between Correlation and Causation. Discuss different methods of Calculation of Correlation.
7. The following are the Marks obtained by 8 Students in Mathematics and Statistics. Find the Regression Line of Marks in Statistics and Marks in Mathematics :

Marks in Mathematics	50	40	60	46	50	48	59	47
Marks in Statistics	30	37	42	32	35	45	40	35

UNIT - IV

8. A man wants to marry a girl having qualities white Complexion: The Probability of having such a girl is 1 in twenty. Handsome dowry-the probability of getting this one is one n fifty; Westernized manner and etiquettes, the probability here is one in hundred. Find the probability of his getting married to such a girl when the possession of these attributes is independent.
9. What is Poisson distribution? How to fit a Poisson distribution? Explain different properties of Poisson distribution.



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Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Com. (Hons.) / BA(JAMC) / BHMCT / B.Sc. (FD/
MLS) / BBA (SIM) / BBA / BTM (Sem.-2)

ENVIRONMENTAL STUDIES

Subject Code : EVS-102-18

M.Code : 75831

Date of Examination : 05-05-2025

Time : 3 Hrs.

Max. Marks : 60

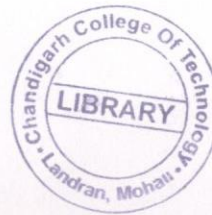
INSTRUCTIONS TO CANDIDATES :

1. Attempt ALL questions in SECTION-A, Each question carry 2 marks
2. Attempt any FOUR questions from SECTION-B, Each question carry 10 marks.

SECTION - A

1. Answer all parts of the question :

- a) Define biomes.
- b) Define ecological succession.
- c) What is meant by food chain?
- d) List any four air pollutants which affect materials.
- e) What are the causes of soil erosion?
- f) List any two major global effects of air pollution.
- g) Name any two methods of wasteland reclamation.
- h) What is meant by desertification?
- i) How does acid rain occur?
- j) What are GHGs? Name any four GHGs in the descending order of their global warming potential.



SECTION - B

2. Critically examine how environmental benign is the various alternate energy resources?
3. Explain the energy flow in a typical marine ecosystem.
4. Discuss the uses, functions and values of forest resources. List the causes and effects of its degradation.
5. Consider India as a mega biodiversity nation; explain the biogeographical regions of India and its biodiversity hot spots.
6. *"Increasing sea level and climate change are major impacts of environmental pollution"* Discuss the various global effects.
7. List and contrast the major environmental problems in urban and rural areas. Suggest remedial measures.

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 : 02

Total No. of Questions : 09

BBA (Sem.-4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination:06-05-2025

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

SECTION - A

1. Explain briefly :

- a) What do you mean by the applied research?
- b) What is the importance of a review of literature in research?
- c) What do you mean by multi-stage sampling?
- d) Discuss the characteristics of the good questionnaire.
- e) What do you mean by sampling errors?
- f) What do you mean by ratio scale?
- g) State the difference between the primary data and secondary data.
- h) What do you understand by cross-tabulation?
- i) What are the essentials of a good questionnaire?
- j) What are the Characteristics of a good research report?



SECTION - B

UNIT - I

2. What do you mean by business research? Explain the scope and importance of research in managerial planning and decision-making.
3. What is meant by Research Design? Explain in detail the research designs applied in exploratory design in detail.

UNIT - II

4. Discuss the difference between probability and non-probability sampling techniques. Discuss various types of probability sampling techniques in detail.
5. Define primary data. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with a suitable example.

UNIT - III

6. What are different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?
7. What are the classifications of measurement scales? Explain the meaning of each class with examples.

UNIT - IV

8. What are different types of research reports? Discuss the format of good research report.
9. What is data preparation? Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

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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 : 20-05-2025

Time : 3 Hrs.

Max. Marks : 60

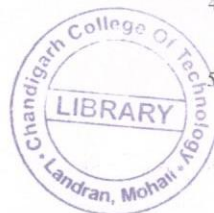
INSTRUCTIONS TO CANDIDATES :

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

SECTION - A

1. Explain briefly :

- a) Scope of HRM.
- b) Define job specification.
- c) List various sources of recruitment.
- d) What do you mean by employee testing?
- e) Elements of an effective induction program.
- f) Difference between training and development.
- g) Career life cycle
- h) Define incentives.
- i) What do you mean by industrial relations?
- j) HRM in India



SECTION - B

UNIT - I

2. Define Human resource management. Discuss various emerging trends of HRM due to globalization and technological advancements.
3. What is human resource planning? Briefly explain various factors influencing human resource planning.

UNIT - II

4. What do you mean by employee selection? Explain the steps of a selection process with the help of suitable illustrations.
5. Define job design. Discuss in detail various methods of job design.

UNIT - III

6. Define training. State its importance. Explain different methods of on the job training with their advantages and disadvantages.
7. Explain the concept of career planning and development. Discuss the process of career planning and development in detail.

UNIT - IV

8. What is performance appraisal? Elucidate various traditional and modern methods of performance appraisal.
9. Define compensation. What are the elements of employee compensation? Discuss various factors affecting the compensation policy of an organization.

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.-4)
FINANCIAL MANAGEMENT
 Subject Code : BBA-403-18
 M.Code : 77425
 Date of Examination : 23-05-2025

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

SECTION - A

1. Write a short notes on :

- a) Liquidity decisions
- b) Time value of money
- c) Weighted average cost of capital.
- d) Optimum Capital Structure
- e) What is meant by Financial Leverage?
- f) Any two points of importance of capital budgeting.
- g) Capital Rationing
- h) Working Capital Cycle
- i) Can dividend be paid in India in the form of other than cash?
- j) Any two disadvantages of inadequate working capital.

SECTION - B

UNIT - I

2. Discuss in detail the nature and scope of Financial Management.
3. Suppose you are appointed as Chief Financial Officer (CFO) in a MNC (Multinational Company). Your company needs finance for expansion. Describe in brief various sources of rising of finance (capital) which are available to a MNC (Multinational Company).

UNIT - II

4. Discuss the importance of cost of capital. Explain the computation of specific sources of cost of capital.
5. The capital structure of a company consists of the following securities :
 10% Preference share-capital Rs. 10,00,000
 Equity share capital (Rs. 10/- each) Rs. 10,00,000
 The amount of operating profit is Rs. 4,00,000.

The company is in 50%, tax bracket. You are required to calculate the financial leverage of the company. What would be the new financial leverage if the operating profit increase to Rs.4,40,000.

UNIT - III

6. What do you mean by Investment Decision making? What is the significance of studying capital budgeting?
7. In a company, while making capital expenditure decision, two alternative capital projects A-666 and A-777 involve an investment outlay of Rs. 1,44,000 each. The streams of cash inflows are as follows :

Year	Cash inflows (Rs.)	
	Project A-666	Project A-777
1	1,00,000	20,000
2	80,000	40,000
3	20,000	50,000
4	20,000	40,000
5	30,000	1,70,000

The required rate of earnings is 12 %. PV factor at 12 % are : Year 1(0.893), Year 2(0.797), Year 3(0.712), Year 4(0.636) and Year 5(0.567). Which of the two projects should be accepted as per NPV Method?

UNIT - IV

8. What is the significance of Working capital for a firm? Also, explain briefly, the main constituents of working capital?
9. Goodyear company belongs to a risk class for which the approximate capitalization rate is 10%. It currently has outstanding 50,000 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. 5,00,000 and has a proposal for making new investments of Rs. 10,00,000. Show that under the MM assumption, the payment of dividend does not affect the value of the firm.



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Roll No.

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 : 27-05-2025

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

SECTION - A

I. Explain the following :

- a) Entrepreneurial motivation
- b) Types of entrepreneurs.
- c) Phases of entrepreneurship development program.
- d) Problems of startups.
- e) Characteristics of an MSMSE.
- f) Define business incubators.
- g) What is lease funding?
- h) Industrial clusters
- i) Venture capital
- j) Angel investors



SECTION - B

UNIT - I

2. Define entrepreneurship. Discuss the various theories of entrepreneurship.
3. Describe the traits of a successful entrepreneur. Also, discuss the role of an entrepreneur in the economic development of a country.

UNIT - II

4. What is the importance of idea generation? Discuss the various sources of a business idea.
5. Define business plan. Elaborate the important elements of a business plan with examples.

UNIT - III

6. Critically analyze various government schemes and policies to promote EDP in India.
7. Discuss in detail the role of different state-level and national-level promotional agencies in assisting business startups.

UNIT - IV

8. What is industrial sickness? Discuss its causes. Also, suggest some remedial measures to revive the sick industrial units.
9. Explain the role of financial institutions and commercial banks in entrepreneurial development with the help of suitable illustrations.

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.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC401-18

M.Code : 77427

Date of Examination : 31-05-2025

Time : 3 Hrs.

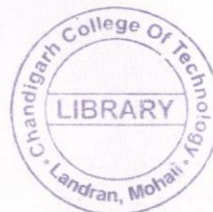
Max. Marks : 60

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

SECTION - A

1. Write a short note on :
 - a) Explain the nature of Business Ethics.
 - b) How are moral standards important in business?
 - c) Explain the concept of ethical decision-making in business.
 - d) Describe the role of human values in personal growth.
 - e) What is meant by 'Total Quality Mind'?
 - f) Discuss the importance of intuition in managerial decision-making.
 - g) Define Corporate Social Responsibility (CSR).
 - h) What is the triple bottom line approach in CSR?
 - i) Explain the concept of Corporate Citizenship.
 - j) What are the Millennium Development Goals (MDGs)?



SECTION - B

UNIT - I

- Describe the scope and purpose of ethics in business. Discuss its relevance in markets, finance and HR.
- Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

UNIT - II

4. Discuss how human values like freedom, creativity, love and wisdom contribute to decision-making.
5. Compare and contrast the intellectual-rational brain with the holistic-spiritual brain.

UNIT - III

6. Trace the history and evolution of CSR in India. Discuss Carroll's model of CSR and the major drivers of CSR initiatives.
7. Explain the relationship between CSR, Corporate Governance and sustainability. Discuss the environmental aspects of CSR in business.

UNIT - IV

8. Explain the role of the United Nations Global Compact 2011 and the UN Guiding Principles on business and human rights in shaping international CSR frameworks.
9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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.

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 : 05-05-2025

Time : 3 Hrs.

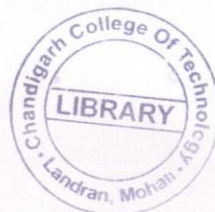
Max. Marks : 60

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) Differentiate between business level and corporate level strategies.
 - b) Difference between goals and objectives.
 - c) What is Pest analysis?
 - d) What is dynamic competition?
 - e) Explain Hofer's Product Market Evolution Matrix.
 - f) Define Balanced Scorecard.
 - g) Define strategic control.
 - h) What is strategic leadership?
 - i) What is Resource Allocation?
 - j) What are diversification strategies?



SECTION - B

UNIT - I

2. Elaborate the nature and scope of strategic management. Discuss the steps involved in the process of strategic management.
3. '*Strategy operates at different levels*'. Do you agree? Comment explaining different levels of strategy.

UNIT - II

4. What is organizational analysis? Discuss two techniques of conducting this analysis.
5. What is environmental analysis? Describe Porter five forces model and its significance.

UNIT - III

6. Explain the relevance of cost and differentiation strategies for competitive advantage.
7. Discuss the concept of strategic choice. Explain GE nine cell matrix and BCG techniques of strategic choice in detail.

UNIT - IV

8. Explain the process of strategic implementation in detail. Discuss the relationship between strategy and structure.
9. Explain the techniques for conducting strategic evaluation and control.

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

Subject Code : BBA601-18

M.Code : 79347

Date of Examination : 05-05-2025

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.
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SECTION-A

1. Answer briefly :

- a) Differentiate between business level and corporate level strategies.
- b) Difference between goals and objectives.
- c) What is Pest analysis?
- d) What is dynamic competition?
- e) Explain Hofer's Product Market Evolution Matrix.
- f) Define Balanced Scorecard.
- g) Define strategic control.
- h) What is strategic leadership?
- i) What is Resource Allocation?
- j) What are diversification strategies?



SECTION - B

UNIT - I

2. Elaborate the nature and scope of strategic management. Discuss the steps involved in the process of strategic management.
3. '*Strategy operates at different levels*'. Do you agree? Comment explaining different levels of strategy.

UNIT - II

4. What is organizational analysis? Discuss two techniques of conducting this analysis.
5. What is environmental analysis? Describe Porter five forces model and its significance.

UNIT - III

6. Explain the relevance of cost and differentiation strategies for competitive advantage.
7. Discuss the concept of strategic choice. Explain GE nine cell matrix and BCG techniques of strategic choice in detail.

UNIT - IV

8. Explain the process of strategic implementation in detail. Discuss the relationship between strategy and structure.
9. Explain the techniques for conducting strategic evaluation and control.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)

COMPANY LAW

Subject Code : BBA602-18

M.Code : 79348

Date of Examination : 19-05-2025

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

I. Write a short note on the following :

- a) One Person Company.
- b) Promoter
- c) Red Herring Prospectus
- d) Doctrine of Constructive Notice
- e) Share Warrant
- f) Debentures
- g) Independent Director
- h) AGM
- i) Any two consequences of winding up of a company.
- j) Provisions relating to Audit.

SECTION - B

UNIT - I

2. "A company is an artificial person created by law with a perpetual succession and a common seal". Comment on the above statement and clearly explain the characteristics of a company.
3. Discuss the legal formalities that are to be complied with under Indian Companies Act regarding the formation of the company.

UNIT - II

4. What are the compulsory clauses in the Memorandum of Association? In what cases, in what mode and to what extent can a company alter these clauses?
5. Is the issue of a prospectus obligatory for a public company? Discuss the consequences of misstatement in a prospectus.

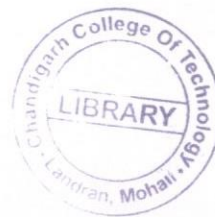
UNIT - III

6. Discuss in detail the provisions regarding appointment of Directors in a company.
7. What are the requisites of a valid meeting?

UNIT - IV

8. What are the various modes of winding up of a company?
9. Write a short note on :
 - a) National Company Law Appellate Tribunal.
 - b) Provisions relating to payment of Dividend.

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 : BBA612-18

M.Code : 79350

Date of Examination : 22-05-2025

Time : 3 Hrs.

Max. Marks : 60

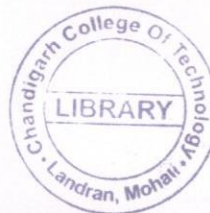
INSTRUCTIONS TO CANDIDATES :

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) What are the characteristics of Retailing?
- b) Why is the location the most important factor in retailing?
- c) What do you mean by store design?
- d) What are the types of buying decisions in retail?
- e) Define store merchandise management.
- f) Give any four characteristics of a chain store.
- g) Define multi-channel retailing.
- h) What is meant by E-tailing?
- i) Distinguish between organized and unorganized retail formats.
- j) What are the reasons for the rise of retailing?



SECTION - B

UNIT - I

2. Explain customer buying behavior in retail and the factors influencing buying decisions.
3. Describe the different types of retailing/retailing format (store-based and non-store based) in India along with their functions.

UNIT - II

4. Discuss the importance of site selection in retail and the factors affecting the choice of retail location.
5. Explain the role of HRM in designing the organization structure and motivating the employees.

UNIT - III

6. Explain the concept of store management and discuss various store layout and design strategies.
7. Explain the objectives of Merchandising. What are the considerations a retailer should keep in mind while merchandise planning?

UNIT - IV

8. Discuss the challenges in supply chain logistics and how logistics functions contribute to business efficiency.
9. Define supply chain management and explain the differences between logistics and supply chain management.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 03

BBA (Sem.-6)

DIRECT AND INDIRECT TAX LAWS

Subject Code : BBA622-18

M.Code : 79352

Date of Examination : 26-05-2025

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) Assessment Year
- b) Agriculture Income
- c) House Rent Allowance
- d) Short Term Capital Gain
- e) Clubbing of Income of Minor Child.
- f) Advance Payment of Tax.
- g) GST Eco-system
- h) Give the full form of SGST, CGST, UTGST and IGST.
- i) Balwant Singh is an Indian citizen and is a practicing advocate. He leaves India for his case in Germany on 19th May, 2023. Determine his residential status for A.Y. 2024 - 25.
- j) Belated Return

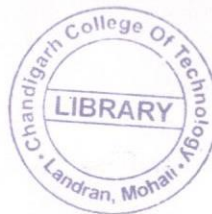
SECTION - B

UNIT - I

2. What do you mean by Direct Tax and Indirect Tax? Give the examples of both types of taxes. Also state the points of distinction between Direct Tax and Indirect Tax.
3. The following are the details of incomes of Mr. Abhishek for the Previous Year 2023-24. Compute the total income in case of Mr. Abhishek for Assessment Year 2024-25 assuming he is a) Resident and Ordinary Resident; b) Resident but not ordinary resident; c) Non - resident.
 - a. He works in SKB Ltd., an Indian Company and receives salary in India during the year Rs.4,00,000.
 - b. He has a house in Mohali from which he has earned Income from house property amounting to Rs. 3,00,000. Rental income is received in UK.
 - c. He has received dividend of Rs. 1,10,000 from Wipro Ltd., an Indian company and has also received dividend of Rs. 95,000 (equivalent Indian rupees) from a foreign company outside India.
 - d. He transfers shares of an Indian company outside India to a Non resident individual and earns a short term capital gain of Rs. 65,000.
 - e. He has also earned a long term capital gain of Rs. 72,000 by sale of shares on stock exchange in India, on which securities transaction taxes have been paid.
 - f. He is doing a business in Thailand but it is controlled from Delhi. Income of Rs. 2,00,000 is earned in that business.

UNIT - II

4. Mr. Murli has a property whose municipal valuation is Rs. 2,60,000 p.a. The fair rent is Rs. 2,20,000 p.a. and the standard rent fixed by the Rent Control Act is Rs. 2,40,000 p.a. The property was let out for a rent of Rs. 22,000 p.m. throughout the previous year. Unrealized rent was Rs. 22,000 and all conditions prescribed by Rule 4 are satisfied. He paid municipal taxes @10% of municipal valuation. Interest on borrowed capital was Rs. 80,000 for the year. Compute the income from house property of Mr. Murli for A.Y. 2024 - 25.
5. Discuss in detail the provisions of Income Tax Act, 1961 regarding Deduction available under 80-C of the Act.



UNIT - III

6. Discuss in detail the provisions of Income Tax Act, 1961 regarding set off and carry forward of losses.
7. State the provisions regarding deduction of tax at source in respect of the following incomes :
 - a) Rent
 - b) Professional or technical fees.
 - c) Winning from horse races.

UNIT - IV

8. What are the reasons for introduction of GST in India? Also, discuss in brief the structure of GST in India.
9. Explain the provisions governing Registration under GST. Who are exempted from GST registration?



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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)

CROSS CULTURAL HUMAN RESOURCE MANAGEMENT

Subject Code : BBA632

M.Code. : 79354

Date of Examination : 29-05-2025

Time : 3 Hrs.

Max. Marks : 60

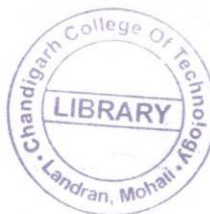
INSTRUCTIONS TO CANDIDATES :

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) Define cross cultural human resource management.
- b) Discuss the influence of national culture on organizational culture.
- c) List the dimensions of GLOBE model of cultural comparisons.
- d) What do you mean by cultural adaptation?
- e) Define cross cultural leadership.
- f) Discuss the strategies for resolving cross cultural disputes.
- g) Differentiate between explicit knowledge and tacit knowledge.
- h) Discuss the guidelines to follow cross cultural ethics.
- i) Explain the implications of Maslow's need hierarchy theory in the international context.
- j) Discuss the impact of international political environment on the cross cultural HRM.



SECTION-B

UNIT-I

2. Define culture. Explain the dimensions of culture. Discuss the role of culture in the Strategic Decision Making. Give suitable illustrations to support your answer.
3. What do you mean by shift in culture? Discuss the influence of foreign interventions on the shifts in local cultures.

UNIT-II

4. Why is it important to study cross cultural differences? Critically analyse Hofstede's model of cross-cultural comparison.
5. Define cultural sensitivity. Discuss its need and significance. Explain the stages of cultural sensitivity with the help of suitable illustrations.

UNIT-III

6. What are the different approaches for international staffing? Discuss their advantages and disadvantages.
7. Define cross cultural training. Discuss its objectives. Also, explain the phases of cross-cultural training.

UNIT-IV

8. What do you mean by transfer of knowledge? Briefly explain the various methods to transfer managerial know and how HRM practices across national borders?
9. Define strategic alliances. Discuss its types. Also, elaborate the role and benefits of strategic alliances in the international context.

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Total No. of Questions : 09

BBA (Sem.-6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA621-18

M.Code : 79351

Date of Examination : 05-06-2025

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 short notes on the following :

- a) Financial Prudence
- b) Financial Statements
- c) Personal Risk
- d) Health Insurance
- e) Mutual Funds
- f) Credit Report
- g) Estate Planning
- h) Retirement Plans
- i) Tax Evasion
- j) Risk Diversification



SECTION - B

UNIT - I

2. Define personal financial planning. Write a detailed note on the principles of personal finance.
3. What do you mean by time value of money? Discuss in detail the role and importance of time value of money in personal financial planning. Give suitable examples in support of your answer.

UNIT - II

4. What do you mean by term insurance? Differentiate between term insurance and endowment plans. Briefly explain the importance of term insurance in personal financial planning.
5. *'Personal risk management is critical in personal financial planning'*. Explain. Also, discuss the role and importance of various types of life and health insurance in personal financial planning.

UNIT - III

6. What do you mean by investment? Discuss the salient features of a sound investment planning. Also briefly explain the broader categories of investment available in India.
7. *'Credit score plays an important role in personal financial planning because credit score is affected by quality of personal, financial planning and change in credit score can affect the risk profile of an individual'.* Critically examine the statement and discuss various factors affecting credit score of an individual.

UNIT - IV

8. 'Financial freedom and good retirement planning are complementary in nature'. Elucidate with suitable examples.
9. Write a detailed note on the various ethical considerations in personal financial planning.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)
SERVICES MARKETING

Subject Code : BBA 611-18

M.Code : 79349

Date of Examination : 03-06-2025

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) How is service different from a product?
- b) Explain inseparability as a characteristic of service.
- c) Define Servicescape.
- d) How do customers build expectations towards the firm's services?
- e) Briefly mention the reasons for the growth of the service economy.
- f) How do electronic channels impact service delivery?
- g) Explain the zone of tolerance.
- h) What is meant by SERVQUAL?
- i) What are the key elements of service innovation?
- j) State ethical issues in the services marketing.



SECTION - B

UNIT - I

2. What is service marketing? Why has service marketing become important for the Indian and global economy? Illustrate.
3. Critically examine the various elements of the service marketing mix, with suitable illustrations.

UNIT - II

4. Define the term "*customer perception*" in the context of service marketing. Explain the various factors that influence customer perception of different services.
5. Differentiate between Physical Evidence and Service Scape. Highlight the importance of physical evidence by choosing any one industry (for example, the tourism industry, hotel industry, etc) of your choice.

UNIT - III

6. How do we measure demand and capacity in service delivery?
7. What are the considerations involved in the pricing of a service? How can pricing be made effective?

UNIT - IV

8. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?
9. Explain the role of employees in service delivery and how they impact customer satisfaction?

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