

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 : 09-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. 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:**

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

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

2. State three commonly used OR techniques in India. Briefly explain each one them.

3. Solve the following LPP : Using Big M Method

$$\begin{aligned} \text{Minimize} \quad & Z = 5X_1 + 6X_2 \\ \text{Subject to,} \quad & 2X_1 + 5X_2 \geq 1500 \\ & 3X_1 + X_2 \geq 1200 \\ & X_1, X_2 \geq 0 \end{aligned}$$

UNIT-II

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

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

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

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

UNIT-III

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

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

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

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

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

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

UNIT-IV

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

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-5)

MERCANTILE LAW

Subject Code : BBA-502-18

M.Code : 78194

Date of Examination : 02-06-23

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. Write briefly :
- a) Contingent Contract
 - b) Agreement vs Contract
 - c) Indemnity
 - d) Hire Purchase
 - e) Goods
 - f) Promissory Note
 - g) Drawer
 - h) Partnership Deed
 - i) RTI
 - j) Define Consumer.



SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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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 : 14-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

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



SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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Total No. of Pages : 02

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CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 07-06-23

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

SECTION-B

UNIT-I

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

UNIT-II

4. Describe personality traits theory cite three examples of how personality traits can be used in researching consumer behavior.
5. Describe Maslow's Need Hierarchy Theory and explain its applications in marketing with suitable examples.

UNIT-III

6. Bring out how culture sub-culture, and cross-culture influence consumer buying behavior?
7. Define the term reference group. Discuss the different reference groups that influence consumer's attitudes and behavior citing suitable examples.

UNIT-IV

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



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BBA(Sem.-5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 25-11-2023

Max. Marks : 60

Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES :
This is COMPULSORY

- 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 :
- Define the nature and scope of consumer behaviour.
 - Explain consumer decision-making process.
 - Emerging trends in consumer behaviour
 - Describe the concept of consumer motivation.
 - Explain the concept of consumer imagery.
 - Define reference groups and their influence on consumer behaviour.
 - Elaborate on the functions of a family in the context of consumer decision making.
 - Discuss the impact of culture and subculture on consumer behaviour.
 - Explain the concept of opinion leadership.
 - Describe the diffusion of innovations process in consumer behaviour.



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SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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Total No. of Pages : 02

BBA (Sem.-5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 02-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

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



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SECTION-B

UNIT-I

2. What do you mean by copywriting? Explain the different elements of copywriting and layout.
3. "Advertising should follow certain norms of ethics and social responsibility - while advertising products and services". Comment.

UNIT-II

4. Discuss various methodologies for testing advertising effectiveness. Which is best for testing pre- and post-advertising effectiveness?
5. What is an advertising budget? Discuss approaches and procedures for determining the size of the advertising budgets.

UNIT-III

6. Explain the process of personal selling in detail with the help of examples.
7. Write short notes on the following :
 - a) Emerging trends in sales management
 - b) Qualities of good sales executive .

UNIT-IV

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

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Total No. of Questions : 09

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BBA (Sem-5)

CORPORATE ACCOUNTING

Subject Code : BBA-521-18

M.Code : 78196

Date of Examination : 28-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
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SECTION-A

1. Write short notes on the following :

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



SECTION-B

UNIT-I

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

- Rs 25 on application
- Rs 50 (including Rs 20 premium) on allotment
- Rs 20 on first call
- Rs 25 on final call

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

Make journal entries in the books of the company.

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

UNIT-II

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

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

The options were accepted as under :

Option (a) by holders of 1,00,000 debentures.

Option (b) by holders of 1,00,000 debentures.

Option (c) by holders of 2,00,000 debentures.

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

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

UNIT-III

6. Bandhan Limited was incorporated on August 1, 2022. It had acquired a running business of Raman & Co. with effect from April 1, 2022. During the year 2022-23, the total sales were 72,00,000. The sales per month in the first half year were half of what they were in the later half year. The net profit of the company. Rs.4,00,000 was worked out after charging the following expenses :
- Selling expenses Rs. 1,44,000
 - Interest to vendors upto August 31, 2022 Rs. 10,000
 - Depreciation Rs.2,46,000,
 - Directors' fees Rs. 1,00,000,
 - Preliminary expenses Rs.24,000,
 - Office expenses Rs. 1,56,000,

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

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

UNIT-IV

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

Balance Sheet as on 31 December 2022

PARTICULARS	H Ltd. (Rs.)	S Ltd. (Rs.)
I. Equities and Liabilities		
Share Capital(Share of Rs. 10 each)	4,00,000	2,00,000
Reserves	1,00,000	40,000
Profit and Loss Account	40,000	20,000
Creditors	60,000	40,000
TOTAL	6,00,000	3,00,000
II. Assets		
Sundry Assets	4,40,000	3,00,000
Investments 12,000 Shares of S Ltd	1,60,000	
TOTAL	6,00,000	3,00,000

H Ltd. Acquired its shares in S Ltd. on 1 January 2022 when Reserves of S Ltd. stood at Rs.8,000 and its Profit and Loss Account (Cr.) was Rs. 10,000.

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Total No. of Questions : 09

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BBA (Sem.-5)

FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 04-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

1. Write briefly :

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



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SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 30-11-2023

Time : 3 Hrs.

Max. Marks : 60

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



SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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BBA (Sem.-5)

ORGANIZATION CHANGE AND DEVELOPMENT

Subject Code : BBA-532-18

M.Code : 78200

Date of Examination : 16-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Write briefly :

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



SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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