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Total No. of Pages : 02

OPERATION RESEARCH

Subject Code : BBA-501-18

Date of Examination : 29-11-2024

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.

1. Write briefly :

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

UNIT-I

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

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

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

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

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

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

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

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Total No. of Pages : 02

BBA (Sem.-5)
MERCANTILE LAW
Subject Code : BBA-502-18
M.Code : 78194

Date of Examination : 26-11-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write briefly :
- a) E Contract
 - b) Acceptance
 - c) Bailor
 - d) Condition
 - e) Agreement of Sale
 - f) Bill of Exchange
 - g) Negotiation
 - h) Sleeping Partner
 - i) Features of RTI Act
 - j) Consumer Protection Council

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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Total No. of Pages : 02

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BBA (Sem.-5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 09-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

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

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)
ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 12-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Explain the following :

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

SECTION-B

UNIT-I

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

UNIT-II

4. Write a note on the following :

- a) Role of advertising agencies in media planning
- b) Various departments of an advertising agency.
5. Why is it important to measure advertising effectiveness? Discuss various pre and post measures to evaluate advertising effectiveness.

UNIT-III

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

UNIT-IV

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

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Total No. of Questions : 09

BBA (Sem.-5)

CORPORATE ACCOUNTING

Subject Code : BBA-521-18

M.Code : 78196

Date of Examination : 02-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write short notes on the following :
- a) Capital Redemption Reserve
 - b) Issue of Shares at Discount
 - c) Pre-emptive Right
 - d) Convertible Debentures
 - e) Non-participating Preference Shares
 - f) Managerial Remuneration
 - g) Capital Reserve
 - h) Minority Interest
 - i) Subsidiary Company
 - j) Fixed Assets

SECTION-B

UNIT-I

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

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

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

UNIT-II

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

UNIT-III

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

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

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

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

UNIT-IV

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

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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 : 10-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write briefly :

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

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

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Total No. of Questions : 09

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 12-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

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

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SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)

ORGANISATION CHANGE AND DEVELOPMENT

Subject Code : BBA-532-18

M.Code : 78200

Date of Examination : 05-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

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

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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