

UNIT - IV

8. A firm is considering the replacement of a machine, whose cost price is 12,200 and its scrap value is 200. From experience the running (maintenance and operating) costs are found to be as follows :

Year	:	1	2	3	4	5	6	7	8
Running cost (Rs.)	:	200	500	800	1,200	1,800	2,500	3,200	4,000

When should the machine be replaced?

9. Why Inventory Management is required? Explain different models which are used in Inventory Management.

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BBA (Sem.-5)

MERCANTILE LAW

Subject Code : BBA-502-18

M.Code : 78194

Date of Examination : 21-06-2025

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) E-contract
- b) Agent
- c) Sale
- d) Warrantee
- e) Cheque
- f) Dishonour of Negotiable Instruments.
- g) Partnership Deed
- h) Consumerism
- i) Pawnor
- j) Indemnity

SECTION - B

UNIT - I

2. Discuss in detail the various essential features of a valid contract.
3. Define agency. Discuss various types of agents. Also, briefly discuss how agency relationship can be created.

UNIT - II

4. Differentiate between sale and hire purchase agreement. Describe the rights of an unpaid seller.
5. Write a detailed note on 'transfer of property between buyer and seller as an effect of the contract of sale as per the Sales of Goods Act.

UNIT - III

6. Define negotiable instruments. Describe the salient features and advantages of negotiable instruments.
7. Discuss in detail the various parties involved in case of promissory notes, bills of exchange and cheque. Also briefly discuss the features of bearer and crossed cheque.

UNIT - IV

8. Define Limited Liability Partnership. Briefly describe the difference between Limited Liability Partnership and a partnership firm. Also briefly discuss various types of partners in a partnership firm.
9. What do you mean by Right to Information? Briefly discuss the appellate authorities in the Right to Information Act. Also briefly describe the salient features of Right to Information Act in India.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

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

Date of Examination : 26-06-2025

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. Explain the significance of understanding consumer behaviour in marketing.
- b. What is consumer Imagery?
- c. Explain consumer engagement in the online space?
- d. Discuss the concept of negative consumer motivation.
- e. Define personality in the context of consumer behaviour.
- f. Explain the elements of perception and their importance in consumer decision making.
- g. Define the term family life cycle.
- h. Discuss the family's significance in the consumer decision-making process.
- i. Explain the concept of adoption process in consumer decision making.
- j. Name consumer decision making models.

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SECTION - B

UNIT - I I

2. Explain consumer decision making process with examples.
3. Analyze the impact of emerging-trends in consumer behaviour in the online space, focusing on the use of information technology and AI.

UNIT - II

4. Explain positive and negative consumer motivation. Differentiate between needs and goals of consumers.
5. What are the different elements of perception? How does consumer attitude play a role in consumer behaviour?

UNIT - III

6. Explain family decision making process. Explain how social cycle is measured?
7. Examine the role of social class and culture in shaping consumer preferences and behaviours. Give examples to illustrate.

UNIT - IV

8. Explain Nicosia Model and Engel-Blackwell-Kollat models of consumer decision-making. Discuss their strengths and weaknesses.
9. Explain opinion leadership and accordingly analyze the diffusion of innovations process and its significance in consumer behaviour.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 28-06-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

- Enlist the different forms of advertisements.
- Define Sales Quotas.
- What do you mean by copy layout?
- Discuss different components of message structures.
- What is the role of sales territory?
- What is meant by advertising budget?
- Discuss social issues in advertising.
- What are the merits of direct advertising?
- What are creative strategies for copywriting?
- What is an advertising campaign?

SECTION - B

UNIT - I

2. Define advertising. Discuss the role and various forms of advertisements with the help of examples.
3. What is Ad creation? Explain the essentials of a good advertising layout.

UNIT - II

4. What do you mean by advertising effectiveness? Explain the methods of measuring advertising effectiveness.
5. Explain advertising agencies and what the different types of advertising agencies are?

UNIT - III

6. **Write short notes on the following :**
 - a. Personal selling process
 - b. Role & skills of sales manager
7. Define the term 'Sales Management'. Discuss the scope and emerging trends in sales management.

UNIT - IV

8. What is the importance of sales force management? Explain the process of recruitment and selection of a sales force.
9. What do you understand by sales territories? Explain the advantage of the allocation of territories.

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Sundry Office Expenses: Rs.72 Lakhs

Traveller's Commission : Rs.20 Lakhs

Discount allowed : Rs.16 Lakhs

Bad Debts : Rs.8 Lakhs

Directors Fee : Rs.30 Lakhs

Tax Audit Fee : Rs.16 Lakhs

Depreciation on Tangible Assets : Rs.15 Lakhs

Debenture Interest: Rs.14 Lakhs

Prepare a statement showing the calculation of profits for the pre-incorporation and Post incorporation periods.

UNIT - IV

8. What do you mean by Corporate Financial Reporting? What are the provisions regarding Corporate Financial Reporting in India?
9. The following are the extract Balance Sheet of H & S Company as on 31-03-2024

Liabilities	H(in Rs.)	S(in Rs.)	Assets	H(in Rs.)	S(in Rs.)
Share Capital @ Rs.10 each	20,000	10,000	Fixed Assets (Tangible)	30,000	15,000
General Reserve	10,000	5,000	Current Assets	35,000	25,000
P/LA/c (1.4.2023)	5,000	4,000	Shares in S Ltd. (8000)	10,000	
12% Debentures	20,000	10,000			
S. creditors	10,000	5,000			
Profit for the year	10,000	6,000			
	75,000	40,000		75,000	40,000

H Limited acquired shares in S Limited on 0-10-2023. S limited has a balance of : Rs. 4,000 in General Reserve on 01-04-2023. On the account fire goods costing Rs. 2,000 of S Limited were destroyed in June, 2023. The loss has been charged to the Profit and Loss Account for the year.

You are required to prepare a consolidated Balance Sheet.

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BBA (Sem.-5)

FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 19-06-2025

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) Money Market
- b) Financial Instruments
- c) Financial Market
- d) Commercial Papers
- e) Trading and Settlement
- f) Forfeiting
- g) Housing Finance
- h) Mutual Fund
- i) Debt Securitization
- j) Dematerialization

SECTION - B

UNIT - I

2. What do you mean by financial system? Discuss in detail the structure and components of Indian financial system.
3. What is secondary market? Write a detailed note on the role and functions of secondary market. Briefly discuss the challenges in the Indian secondary market.

UNIT - II

4. What do you mean by treasury bills? Briefly discuss the features of treasury bills of different tenure in India. Also discuss the major challenges of Treasury bill market in India.
5. Define rolling settlement? Write a detailed note on the trading and settlement system in the Indian equity market.

UNIT - III

6. Define financial services? Write a detailed note on the various financial services provided by financial institutions in India.
7. Differentiate between hire purchase and lease financing. Discuss in detail the various methods of lease financing in India.

UNIT IV

8. What do you mean by venture capital? Discuss the role of venture capital funds in promoting private entrepreneurship in India. Briefly discuss the trends of growth of venture capital in India.
9. Write a detailed note on the various types of schemes offered by mutual fund companies in India.

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BBA (Sem.-5)

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 01-07-2025

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) Scope of Industrial relations.
- b) Structure of Quality circles.
- c) Technology and IR
- d) Human relations approach to IR.
- e) Sources of Industrial conflicts.
- f) Problems of trade unions in India.
- g) Differentiate between arbitration and adjudication.
- h) Define Gratuity.
- i) Industrial relations code 2019.
- j) Describe the conditions of payment of maximum bonus as per Payment of Bonus Act.

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SECTION - B

UNIT - I

2. What do you mean by Industrial Relations? Discuss various parties to IR and their role in managing Industrial relations.
3. Why do employees join trade unions? Elaborate the characteristics and functions of Trade Unions with suitable illustrations.

UNIT – II

4. Define collective bargaining. Discuss in detail the principles and essential conditions for the success of collective bargaining.
5. Define grievance. Elaborate the various causes of grievances. Also, discuss the steps of grievance redressal procedure in detail.

UNIT - III

6. Define strike. What are the various types of strikes? Elaborate the provisions regarding strikes as per Industrial Disputes Act.
7. What do you mean by workers participation? Discuss different forms of workers participation in management with their advantages and limitations.

UNIT - IV

8. Explain the object of ESI Act. Discuss the various benefits payable under the act.
9. a) Explain the provisions of health under the factories act 1948.
b) Discuss various deductions that can be made from the wages as per payment of Wages 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 : 24-06-2025

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) Define organizational change and explain its importance.
- b) What are the values, assumptions and beliefs that under pin Organizational Development?
- c) What are the some strategies to minimize resistance to change?
- d) How can organizations create parallel learning structures during OD initiatives?
- e) What are the key aspects of implementing change within organizations?
- f) How do people typically react to organizational change?
- g) Describe the concept and characteristics of OD interventions.
- h) What is T-Groups in the context of training experiences?
- i) Define Client System and its objectives.
- j) Discuss Contemporary Issues in OD.

SECTION - B

UNIT - I

2. Discuss the dynamics of planned change within organizations, highlighting the various triggers for change and the challenges associated with implementing organizational change initiatives.
3. Trace the historical background of OD and discuss how it has evolved over time.

UNIT - II

4. Discuss the concept of Action Research in the context of Organizational Development (OD).
5. Discuss how power dynamics, political influences and ethical considerations shape the practice of OD interventions.

UNIT - III

6. Discuss the importance of effective team dynamics in organizational success and explore the various interventions aimed at improving team performance and collaboration.
7. Discuss intergroup and third-party peace-making interventions as strategies for managing conflict and promoting collaboration between different groups within the organizations.

UNIT - IV

8. Discuss contemporary issues in Organizational Development (OD), including its relationship with the quality movement.
9. Examine the role of the consultant as a model in consultant-client relationships.

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