

Total No. of Questions: 09

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:**

- 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

# l. 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

- Elaborate the nature and scope of strategic management. Discuss the steps involved in the process of strategic management.
- '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.
- Discuss the concept of strategic choice. Explain GE nine cell matrix and BCG techniques of strategic choice in detail.

# UNIT - IV

- 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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Total No	of Question	5.09	

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:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
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- Student has to attempt any ONE question from each Sub-section.

# SECTION - A

- 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.
  - i) Provisions relating to Audit.

# SECTION - B

#### UNIT-I

- "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.
- 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?
- Is the issue of a prospectus obligatory for a public company? Discuss the consequences of misstatement in a prospectus.

# UNIT - III

- 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.

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Roll	No.						
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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:

- 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.
- Critically examine the various elements of the service marketing mix, with suitable illustrations.

#### UNIT - II

- 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?
- Explain the role of employees in service delivery and how they impact customer satisfaction?

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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:

- 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.
- i) 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.
- Describe the different types of retailing/retailing format (store-based and non-store based) in India along with their functions.

### UNIT - II

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

# UNIT - III

- 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

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

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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

- Define personal financial planning. Write a detailed note on the principles of personal finance.
- 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

- 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.
- '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

- 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

- '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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Total No. of Questions: 09

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

(53) - 864

## INSTRUCTIONS TO CANDIDATES:

- 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.
- 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.
- Belated Return

# SECTION - B

# UNIT - I

- 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.
- 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.
  - 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 pres6ribed 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.
- Discuss in detail the provisions of Income Tax Act, 1961 regarding Deduction available under 80-C of the Act.

# UNIT - III

- Discuss in detail the provisions of Income Tax Act, 1961 regarding set off and carry forward of losses.
- 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

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

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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: 06-06-2025

Time: 3 Hrs.

Max. Marks: 60

(S12) - 1300

# INSTRUCTIONS TO CANDIDATES:

- 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) Define the term "Learning".
- b) List two methods of Learning.
- c) What is the significance of instruction technology in the training?
- d) Mention any two objectives of training.
- e) Name one method of training that involves practical experience.
- f) What is the importance of assessing training needs?
- g) Define "Development" in the context of training.
- h) List two emerging issues in Training & Development in the Indian Industries.
- i) Give one example of a simulation method used in the training.
- j) Explain the concept of "Brain Storming".

SECTION - B

# UNIT - I

- 2. Discuss the importance of teaching techniques in the learning process.
- 3. Compare and contrast attention versus involvement in the context of learning.

# UNIT - II

- 4. Explain the process of conducting a Training Needs Analysis and its significance.
- Describe the methods of evaluating training effectiveness and the criteria used.

# UNIT - III

- Analyze the differences between on-the-job training and off-the-job training. Include advantages and limitations of each.
- Discuss the various interactive training methods and their effectiveness in employee development.

#### UNIT - IV

- Discuss the criteria for evaluating training and development programs, including potential challenges in evaluation.
- Discuss the emerging issues during the evaluation of training and development programs in India.

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Roll No.	Total No. of Pages : 02
Total No. of Questions : 09	

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.
- SECTIONS-B consists of FOUR Sub-sections: Units-I, II, III & IV.
- 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

# 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

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

# UNIT-II

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

## UNIT-III

- What are the different approaches for international staffing? Discuss their advantages and disadvantages.
- Define cross cultural training. Discuss its objectives. Also, explain the phases of crosscultural 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?
- Define strategic alliances. Discuss its types. Also, elaborate the role and benefits of strategic alliances in the international context.

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