

Roll No
Total No. of Questions : 00

Total No. of Pages : 02

RBA (Sem - 1)
PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code : BBA 101-18

M.Code : 879082

Date of Examination: 20-01-2025

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. Answer briefly:

- a) What do you mean by Total quality management?
- b) Write a note on management by objectives.
- c) Define motivation.
- d) What is the nature of staffing?
- e) What do you mean by accountability?
- f) Write a note on direct control.
- g) What do you mean by formal organization?
- h) List the importance of strategic planning.
- i) Write note on the partnership firm.
- j) What do you mean by the span of control?

SECTION-B

UNIT-I

2. Define the term management. State the function and scope of management in detail.
3. Compare and contrast the contribution of Fayol and Taylor towards the development of management thought.

UNIT-II

4. "*Planning and controlling go hand in hand*", Explain the process and importance of planning in light of the statement.
5. Define Decision making. What are the various types of decision-making? Discuss the techniques of decision-making.

UNIT-III

6. Define the concept of organizing. Discuss the bases of departmentation along with the different forms of organization structure.
7. What do you mean by the selection process? Discuss the steps involved in the selection process.

UNIT-IV

8. Why the delegation of authority is necessary? Authority is of no use without responsibility and accountability. Explain.
9. What are the elements of an adequate control system? Explain the various stages in the process of control.

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Roll No _____
Total No. of Questions 00

Total No. of Pages : 02

HBA (Sem-1)
MANAGERIAL ECONOMICS-I
Subject Code : BBAGE-101-18
M.Code : S75084
Date of Examination : 24-01-2025

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) Relationship between Managerial Economics and Management.
- (b) Price Elasticity of Demand.
- (c) Cobb-Douglas production function.
- (d) Differentiate between explicit and implicit costs.
- (e) "In the long run all the costs are variable". Do you agree?
- (f) What is perfect competition?
- (g) What is meant by equilibrium of the firm?
- (h) Price Leadership Model.
- (i) Quasi Rent.
- (j) Measurement of Profit.

SECTION-B

UNIT-I

2. What do you mean by Managerial Economics? Discuss its nature and scope.
3. Briefly explain the significance of demand forecasting and elaborate various techniques of demand forecasting.

UNIT-II

4. What is production function? Explain how equilibrium is determined when the producer is producing one commodity.
5. Discuss the main determinants of a cost function and also state the relationship between production & cost in the short-run.

UNIT-III

6. What do you mean by Revenue? Also, discuss in brief, the concept of total, average and marginal revenue.
7. What are the characteristics of perfect competition? Discuss the equilibrium of a firm in the short and long periods under perfect competition.

UNIT-IV

8. What do you mean by pricing? Discuss the various types of pricing strategies.
9. Write descriptive note on the following:
 - (a) Collective Bargaining.
 - (b) Real vs. Nominal Interest Rates.

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Roll No

Total No. of Pages : 04

Total No. of Questions : 09

BBA (Sem.-1)
BASIC ACCOUNTING
Subject Code : BBA 102-18
M.Code : S75083

Date of Examination: 18-01-2025

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. Financial Accounting
- b. Accounting Standards
- c. Money Measurement Concept
- d. Rules of Debit and Credit
- e. Cash Book
- f. Bank Reconciliation Statement
- g. Depreciation
- h. Annual Report
- i. Accounting Software
- j. Nominal Account.

SECTION-B

UNIT-I

2. Examine the role of accounting concepts in the preparation of financial statements. Do you find any of the accounting concepts conflicting with each other? Give examples.
3. What progress has been made in India regarding standardization of accounting practices?

UNIT-II

4. Miss Twinkle Punia started a restaurant investing Rs. 5,00,000 on Jan. 1, 2000 and further submits the details of the transactions:

Jan. 5: She purchased furniture for Rs. 2,75,000; Crockery Rs. 75,000 and cooking utensils Rs. 38,000

Jan. 10: She paid Rs. 1,00,000 as Salami for taking the shop on lease for ten years at Daryaganj, Delhi.

Jan. 15: She took a temporary loan of Rs. 75,000 from her brother Rupinder, a financier
Jan. 25: She took a bank loan of Rs. 50,000 and repaid the loan taken from her brother, Rupinder partly.

Jan. 31: She appointed Lavina as a manager at a salary of Rs. 5000 p.m. and took from her a security deposit of Rs. 50,000.

Pass Journal entries in the books of Twinkle Punia.

5. "Recording of transaction I is an important step in accounting process" Comment.

UNIT-III

6. Following is the Trial Balance of Mr. Naresh for the year ended 31st March, 2006:

	Dr.	Cr.
	Rs.	Rs.
Capital	-	3,50,000
Stock on 1 st April, 1996	30,000	-
Sales	-	2,00,000
Carriage	4,000	-
Freight and Customs Duty	6,000	-

Purchases	1,90,000	-
Salaries	15,000	-
Income Tax	10,000	-
Sundry Debtors and Sundry Creditors	24,000	14,000
Cash at Bank	20,200	-
Cash in Hand	5,000	-
Furniture	1,800	-
Life Insurance premium	5,000	-
Sales Tax	5,000	-
Building	1,80,000	-
Drawings	68,000	-
Office Expenses	2,000	-
Discount Received	-	2,000
	5,66,000	5,66,000

Prepare Trading and Profit and Loss Account for the period ending 31st March, 2006 in the Balance Sheet as on that date after taking following information into consideration.

- Closing stock Rs. 80,200 (including stationery stocks Rs. 200).
- Office expenses include stationery purchased Rs.800.
- Sundry Debtors include Rs. 3,000 receivable from Reeta and Sundry Creditors include Rs. 1,000 payable to Reeta.
- A sum of Rs. 5,000 has been received from a debtor as deposit which has been credited to his account.
- Rs.500 were written off as bad debts in previous year and this amount has been received during the current year and has been credited to Debtors Account.
- Some employees are residing in the premises of business due to their nature of service, the rent of such portion is Rs. 1,000 per month.
- Salaries include a sum of Rs.500 which is advance salary.
- On 1st April, 2005 books cont in such furniture of Rs.600 which was sold for Rs.290 on 30th Sept., 2005 and in exchange of it a new furniture of Rs.520 was acquired, its net invoice of Rs.230 was recorded in purchase books.
- Depreciate Buildings @ 5% p. a. and Furniture @ 10% p. a.
- Goods worth Rs. 2,000 were in transit on the last day of the accounting year.

- Explain different methods of Depreciation. Elaborate merits and demerits of each method.

UNIT-IV

- What is annual report of a Company? Explain the important contents of annual statements.
- Differentiate between Manual Accounting and Computerized Accounting System

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Total No. of Pages:01

Total No. of Questions: 09

BBA, Semester-1st

PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code: 25C2BBU-101

M.Code:

Date of Examination: 17-12-2025

Max. Marks:60

Time: 3 Hrs.

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Name any two forms of business organization.	CO-1	L1
b.	Illustrate any two main functions of management.	CO-1	L2
c.	What do you mean by Unity of Command?	CO-2	L1
d.	Explain the meaning of Esprit de corps.	CO-2	L2
e.	What is meant by "Management by Objectives (MBO)"?	CO-3	L1
f.	Illustrate the advantages of planning.	CO-3	L2
g.	What is meant by a formal organization?	CO-4	L1
h.	Explain the term "organizational structure".	CO-4	L2
i.	Define control as a management function.	CO-5	L1
j.	Outline the two features of authority.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the managerial roles within an organization in detail.	CO-1	L3
3.	Examine Hawthorne experiments, its findings and contribution to the Human Relations Movement.	CO-2	L4
UNIT-II			
4.	Construct the features and importance of Strategic planning.	CO-3	L3
5.	Explain the meaning and the steps of decision making.	CO-3	L5
UNIT-III			
6.	Explain the types and stages of team building with suitable examples.	CO-4	L5
7.	Analyze the nature and process of staffing followed in an organization.	CO-4	L4
UNIT-IV			
8.	Identify the importance and characteristics of control.	CO-5	L3
9.	Explain the concept of the terms in achieving organizational excellence:- a. Total Quality Management (TQM). b. Kaizen.	CO-5	L5

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Total No. of Questions: 09

BBA, Semester-1
BASIC ACCOUNTING
Subject Code: 25C2BBU-102

M.Code:

Date of Examination: 23-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What is Capital?		
b.	Interpret the going concern concept.	CO-1	L1
c.	List the components of the accounting equation?	CO-1	L2
d.	Infer the difference between Single Column and Double Column Cash Book.	CO-2	L1
e.	List the causes of depreciation.	CO-2	L2
f.	Explain the importance of Bank Reconciliation Statement.	CO-3	L1
g.	Define Closing Stock and where we make the adjustment of this.	CO-3	L2
h.	Explain the term bad debts and bad debts recovered.	CO-4	L1
i.	How does computerised accounting improve accuracy?	CO-4	L2
j.	Outline the role of Auditors' Report in Annual Report.	CO-5	L1
		CO-5	L2
SECTION-B			
UNIT-I			
2.	Organize the characteristics of accounting into key functions and explain each briefly.	CO-1	L3
3.	Assess the challenges faced by small businesses in implementing accounting concepts and conventions.	CO-2	L4
UNIT-II			
4.	Construct the Journal from the following transactions in the journal of Mr. Rohit, pass the necessary journal entries: 1. Business started with cash ₹1,00,000 and bank ₹2,00,000 2. Purchased goods from Suresh ₹20,000. 3. Returned goods worth ₹2,000 to Suresh. 4. Sold goods to Ramesh ₹15,000 and allowed him a trade discount of 10%. 5. Received ₹13,500 from Ramesh in full settlement of his account. 6. Bad debts occur ₹1000 7. Paid electricity bill ₹2,000 and advertisement expenses ₹1,500. 8. Received commission ₹3,000 by cheque.	CO-2	L3
5.	Explain the significance of journal as well as its limitations.	CO-3	L5
UNIT-III			
6.	Interpret the meaning of financial statement and objectives of preparing financial statement.	CO-3	L5

7.	From the given Trial Balance assess Trading & Profit/Loss account and Balance sheet as on 31, March, 2025.	CO-4	L4																																																																								
	<table> <tr> <th>S. No.</th><th>Account Name</th><th>Debit (₹)</th><th>Credit (₹)</th></tr> <tr> <td>1.</td><td>Capital</td><td></td><td>1,50,000</td></tr> <tr> <td>2.</td><td>Drawings</td><td>10,000</td><td></td></tr> <tr> <td>3.</td><td>Opening Stock</td><td>20,000</td><td></td></tr> <tr> <td>4.</td><td>Purchases</td><td>1,80,000</td><td></td></tr> <tr> <td>5.</td><td>Sales</td><td></td><td>3,50,000</td></tr> <tr> <td>6.</td><td>Wages</td><td>15,000</td><td></td></tr> <tr> <td>7.</td><td>Carriage Inward</td><td>5,000</td><td></td></tr> <tr> <td>8.</td><td>Salaries</td><td>25,000</td><td></td></tr> <tr> <td>9.</td><td>Rent (Office)</td><td>12,000</td><td></td></tr> <tr> <td>10.</td><td>Interest Received</td><td></td><td>4,000</td></tr> <tr> <td>11.</td><td>Advertising</td><td>6,000</td><td></td></tr> <tr> <td>12.</td><td>Debtors</td><td>50,000</td><td></td></tr> <tr> <td>13.</td><td>Creditors</td><td></td><td>30,000</td></tr> <tr> <td>14.</td><td>Machinery</td><td>80,000</td><td></td></tr> <tr> <td>15.</td><td>Cash in Hand</td><td>10,000</td><td></td></tr> <tr> <td>16.</td><td>Bank Balance</td><td>21,000</td><td></td></tr> <tr> <td></td><td>Total</td><td>4,34,000</td><td>4,34,000</td></tr> </table>	S. No.	Account Name	Debit (₹)	Credit (₹)	1.	Capital		1,50,000	2.	Drawings	10,000		3.	Opening Stock	20,000		4.	Purchases	1,80,000		5.	Sales		3,50,000	6.	Wages	15,000		7.	Carriage Inward	5,000		8.	Salaries	25,000		9.	Rent (Office)	12,000		10.	Interest Received		4,000	11.	Advertising	6,000		12.	Debtors	50,000		13.	Creditors		30,000	14.	Machinery	80,000		15.	Cash in Hand	10,000		16.	Bank Balance	21,000			Total	4,34,000	4,34,000		
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UNIT-IV																																																																											
8.	Develop an Annual Report of a listed company and also mention the main content of annual report .	CO-5	L3																																																																								
9.	Analyze key advantages of using computerized accounting over a manual system?	CO-5	L5																																																																								

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Roll No.

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Total No. of Pages: 04

Total No. of Questions: 11

B.Sc-AIML/BBA/B.Com (Hons.), Semester-1st
HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES
Subject Code:25C2HVC-C01

M.Code:

Date of Examination: 19-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE marks each.
2. SECTION-B consists of FIVE questions, each carrying FOUR marks each and student has to attempt all questions.
3. SECTION-C consists of FIVE questions with internal choice, each carrying SIX marks each and student has to attempt all questions.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer Briefly:		
a.	What is valuable for human happiness? मानव सुख के लिए क्या मूल्यवान है? मनुषी सुखी लਈ की मुलदान है?	CO-1	L1
b.	Illustrate how Self-Exploration helps individuals understand their true needs and goals. उदाहरण देकर बताइए कि आत्म-अन्वेषण व्यक्ति को अपनी वास्तविक आवश्यकताओं और लक्ष्यों को समझने में कैसे सहायता करता है। उदाहरण दे के समझाएं कि आत्म-अनुसंधान किसे विवक्षित नु आपनीआं असल लेझां अउ लक्ष्य समझट दिंच मदद करता है।	CO-1	L2
c.	List the two basic needs of the body. शरीर की दो मूलभूत आवश्यकताएँ क्या हैं? सरीर कीआं दे मुलभूत लेझां की रन?	CO-2	L1
d.	Outline the differences between Sukha and Suvidha in human life. मानव जीवन में सुख और सुविधा के बीच अंतर स्पष्ट कीजिए। मनुषी जीवन दिंच सुख अउ सुविधा विचकार अंतर दरसाएं।	CO-2	L2

c.	What refers to feeling of affection toward someone? किसी के प्रति स्नेह की भावना को क्या कहते हैं? किसे प्युं पਿਆर दी डादना नु की किरा सांदा है?	CO-3	L1
f.	Show how differentiation in relationships can be reduced. बताइए कि संबंधों में भेदभाव को कैसे कम किया जा सकता है। दिखाएं कि संबंधों दिंच डरकडाट किसे डाटाया जा सकदा है।	CO-3	L2
g.	Name the four orders of nature. प्रकृति के चार क्रम कौन से हैं? बुदरत दे चार क्रम किहरे रन?	CO-4	L1
h.	Explain how cooperation and interdependence maintain harmony in nature. समझाइए कि सहयोग और परस्पर निर्भरता प्रकृति में सामंजस्य कैसे बनाए रखती है। समझाएं कि सहयोग अउ आपसी निर्भरता बुदरत दिंच सहमति किसे घटाई रंक्षीआं रन।	CO-4	L2
i.	Define the meaning of Universal Human Order. सार्वभौमिक मानव व्यवस्था से क्या तात्पर्य है? दिसद्विआपी मनुषी दिससां उं की डाद है?	CO-5	L1
j.	Illustrate how natural acceptance guides ethical human behavior. उदाहरण देकर बताइए कि प्राकृतिक स्वीकृति नैतिक मानवीय आचरण को कैसे मार्गदर्शन देती है। उदाहरण दे के समझाएं कि बुदरत की सदीकारता नैतिक मनुषी वरताएं नु किसे दिसा दिंदी है।	CO-5	L2
SECTION-B			
2.	Apply the process of self-exploration to a real-life situation and illustrate how it leads to realization and understanding. आत्म-अन्वेषण की प्रक्रिया को किसी वास्तविक जीवन की स्थिति पर लागू कीजिए और बताइए कि यह समझ और बोध तक कैसे पहुँचाती है। आत्म-अनुसंधान की प्रक्रिया नु किसे रकीरती नीदन मधिती उं लागा करके समझाएं कि दिच सुख अउ समझ उं किसे ले सांदा है।	CO-1	L3
3.	Analyze the consequences of ignoring harmony between 'I' and Body. 'मैं' और शरीर के बीच सामंजस्य की उपेक्षा करने के परिणामों का विश्लेषण कीजिए। 'मैं' अउ सरीर दिचकार मांष नु नसरअंदाज करन दे नतीजिआं दा दिसलेसट करे।	CO-2	L4
4.	Make use of an example to identify how lack of right understanding leads to disrespect. एक उदाहरण द्वारा पहचान कीजिए कि सही समझ के अभाव में अपमान कैसे उत्पन्न होता है। दिंच उदाहरण दी वरतें करके पहाट करे कि सही समझ की कमी किसे अपमान दल ले सांदा है।	CO-3	L3

5.	Compare natural recyclability with industrial recycling processes. प्राकृतिक पुनर्चक्रण की औद्योगिक पुनर्चक्रण प्रक्रियाओं से तुलना कीजिए। प्राकृतिक पुनर्चक्रण की औद्योगिक पुनर्चक्रण प्रक्रियाओं से तुलना कीजिए। प्राकृतिक पुनर्चक्रण की औद्योगिक पुनर्चक्रण प्रक्रियाओं से तुलना कीजिए।	CO-4	L5
6.	Criticize any two unethical professional practices and recommend sustainable solutions. किसी भी दो अनैतिक पेशेवर प्रथाओं की समालोचना कीजिए और सतत समाधान सुझाइए। किसी भी दो अनैतिक पेशेवर प्रथाओं की समालोचना कीजिए और सतत समाधान सुझाइए। किसी भी दो अनैतिक पेशेवर प्रथाओं की समालोचना कीजिए और सतत समाधान सुझाइए।	CO-5	L5
SECTION-C			
7.	Examine how we can verify proposals on the basis of our natural acceptance. परीक्षण कीजिए कि हम प्रस्तावों को अपनी प्राकृतिक स्वीकृति के आधार पर कैसे सत्यापित कर सकते हैं। परीक्षण कीजिए कि हम प्रस्तावों को अपनी प्राकृतिक स्वीकृति के आधार पर कैसे सत्यापित कर सकते हैं। परीक्षण कीजिए कि हम प्रस्तावों को अपनी प्राकृतिक स्वीकृति के आधार पर कैसे सत्यापित कर सकते हैं। or Analyze the statement "To be in harmony is happiness" and illustrate by examining two real-life examples. कथन "सामंजस्य में होना ही सुख है" का विश्लेषण कीजिए और दो वास्तविक जीवन के उदाहरणों द्वारा स्पष्ट कीजिए। कथन "सामंजस्य में होना ही सुख है" का विश्लेषण कीजिए और दो वास्तविक जीवन के उदाहरणों द्वारा स्पष्ट कीजिए। कथन "सामंजस्य में होना ही सुख है" का विश्लेषण कीजिए और दो वास्तविक जीवन के उदाहरणों द्वारा स्पष्ट कीजिए।	CO-1	L4
8.	Judge how conflicts arise when activities are not guided by natural acceptance. यह आकलन कीजिए कि जब गतिविधियाँ प्राकृतिक स्वीकृति द्वारा निर्देशित नहीं होतीं, तब संघर्ष कैसे उत्पन्न होते हैं। यह आकलन कीजिए कि जब गतिविधियाँ प्राकृतिक स्वीकृति द्वारा निर्देशित नहीं होतीं, तब संघर्ष कैसे उत्पन्न होते हैं। यह आकलन कीजिए कि जब गतिविधियाँ प्राकृतिक स्वीकृति द्वारा निर्देशित नहीं होतीं, तब संघर्ष कैसे उत्पन्न होते हैं। or Explain the statement "I am the seer, doer, and enjoyer; the body is my instrument" and interpret its implications. कथन "मैं द्रष्टा, कर्ता और भोक्ता हूँ; शरीर मेरा उपकरण है" की व्याख्या कीजिए तथा इसके निहितार्थ स्पष्ट कीजिए। कथन "मैं द्रष्टा, कर्ता और भोक्ता हूँ; शरीर मेरा उपकरण है" की व्याख्या कीजिए तथा इसके निहितार्थ स्पष्ट कीजिए। कथन "मैं द्रष्टा, कर्ता और भोक्ता हूँ; शरीर मेरा उपकरण है" की व्याख्या कीजिए तथा इसके निहितार्थ स्पष्ट कीजिए।	CO-2	L5
9.	Interpret how assured intention with lacking competence leads to help, and how doubting intention leads to opposition; justify this understanding. स्पष्ट कीजिए कि सुनिश्चित नीयत लेकिन कमी क्षमता सहायता की ओर कैसे ले जाती है, तथा नीयत पर संदेह विरोध कैसे उत्पन्न करता है; इस समझ को	CO-3	L5

	उचित ठहराइए। समझाए कि नीयत पंखी होने पर योग्यता की जाह्नव होने में मदद किसे मिलती है, अने नीयत 'अने सौख्य किसे पैदा करता है; इस समझ को जाह्नव ठहराइए। or Judge whether observing our own intention and others' incompetence leads to mutual happiness and recommend an alternative with an example. यह निर्णय कीजिए कि अपनी नीयत और दूसरों की अक्षमता को देखने से पारस्परिक सुख प्राप्त होता है या नहीं तथा एक उदाहरण सहित वैकल्पिक उपाय सुझाइए। अंशकलन करें कि आपकी नीयत अने दूसरों की अक्षमता के कारण नाल परमपद प्रती मिलती है या नहीं अने उदाहरण नाल केली विकल्प सुझाइए।		
10.	Examine the significance of space in ensuring co-existence of all units in nature. प्रकृति में सभी इकाइयों के सह-अस्तित्व को सुनिश्चित करने में आकाश (अंतरिक्ष) के महत्व की जाँच कीजिए। प्रकृति में सभी इकाइयों के सह-अस्तित्व को सुनिश्चित करने में आकाश (अंतरिक्ष) के महत्व की जाँच कीजिए। प्रकृति में सभी इकाइयों के सह-अस्तित्व को सुनिश्चित करने में आकाश (अंतरिक्ष) के महत्व की जाँच कीजिए। or Analyze the effect of disrupting harmony at one level of existence (e.g., climate change). अस्तित्व के किसी एक स्तर पर सामंजस्य भंग होने के प्रभाव का विश्लेषण कीजिए (जैसे—जलवायु परिवर्तन)। अस्तित्व के किसी एक स्तर पर सामंजस्य भंग होने के प्रभाव का विश्लेषण कीजिए (जैसे—जलवायु परिवर्तन)। अस्तित्व के किसी एक स्तर पर सामंजस्य भंग होने के प्रभाव का विश्लेषण कीजिए (जैसे—जलवायु परिवर्तन)।	CO-4	L4
11.	Make use of real examples to identify the implications of value-based living at four levels. वास्तविक उदाहरणों का उपयोग करते हुए चारों स्तरों पर मूल्य-आधारित जीवन के प्रभावों की पहचान कीजिए। वास्तविक उदाहरणों का उपयोग करते हुए चारों स्तरों पर मूल्य-आधारित जीवन के प्रभावों की पहचान कीजिए। वास्तविक उदाहरणों का उपयोग करते हुए चारों स्तरों पर मूल्य-आधारित जीवन के प्रभावों की पहचान कीजिए। or Apply the values involved in human-material interaction and illustrate each with one practical example. मानव-भौतिक अंतःक्रिया में सम्मिलित मूल्यों को लागू कीजिए और प्रत्येक को एक व्यावहारिक उदाहरण से स्पष्ट कीजिए। मानव-भौतिक अंतःक्रिया में सम्मिलित मूल्यों को लागू कीजिए और प्रत्येक को एक व्यावहारिक उदाहरण से स्पष्ट कीजिए। मानव-भौतिक अंतःक्रिया में सम्मिलित मूल्यों को लागू कीजिए और प्रत्येक को एक व्यावहारिक उदाहरण से स्पष्ट कीजिए।	CO-5	L3

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Total No. of Pages: 02

Total No. of Questions: 09

BBA/ BBA SIM, Semester-1st

PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code: BBA 101-18

M.Code: 75082

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List any two main functions of management.	CO1	L1
b.	Explain the features of a "Joint Stock Company".	CO2	L2
c.	Recall meaning of decision-making.	CO3	L1
d.	Interpret the meaning of staffing.	CO4	L2
e.	Contrast between authority and responsibility.	CO5	L2
f.	Summarize the two features of management.	CO1	L2
g.	Recall the two needs of Maslow's need of hierarchy.	CO2	L1
h.	Outline the meaning of team building.	CO3	L2
i.	What do you mean by the term recruitment?	CO4	L1
j.	Interpret the two features of authority.	CO5	L2

SECTION-B			
UNIT-I			
2.	Identify the scope of management with its importance in modern organizations.	CO1	L3
3.	Examine the different managerial roles as given by Henry Mintzberg with the example of each role.	CO1	L4
UNIT-II			
4.	Identify the line and staff organizational structure of management.	CO2	L3
5.	Explain the scientific management theory in evolution of management.	CO2	L5
UNIT-III			
6.	Analyze the internal and external growth strategies of management.	CO3	L4
7.	"Selection is a scientific and systematic procedure". Explain the statement by highlighting the process in detail.	CO4	L5
UNIT-IV			
8.	"Centralization and decentralization represent two opposite ends of authority distribution". Justify the statement along with the differences between the two.	CO5	L5
9.	Identify the different methods of Six Sigma used in management.	CO5	L3

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Roll No.

Total No. of Questions: 09

Total No. of Pages: 02

BBA/BBA SIM, Semester-Ist

BASIC ACCOUNTING

Subject Code: BBA 102-18

M. Code: 75083

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List two methods of depreciation accounting.	CO 3	L1
b.	What is accounting and its nature?	CO 1	L1
c.	Outline benefits of Accounting standards.	CO 1	L2
d.	Illustrate the difference between depreciation and amortization.	CO 3	L2
e.	Show the proforma of trading account.	CO 4	L1
f.	Contrast the difference between gross profit and net profit.	CO 2	L2
g.	Name the various accounting software packages.	CO 5	L1
h.	Recall Journal with example.	CO 2	L1
i.	Compare the difference between manual accounting and computerized Accounting.	CO 5	L2
j.	Demonstrate the purpose of preparing trading and profit & loss account.	CO 4	L2
SECTION-B			
UNIT-I			
2.	Identify the users of accounting information along with their specific needs with examples.	CO 1	L3
3.	Analyze the objectives and scope of financial accounting in detail.	CO 1	L4

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UNIT-II			
4.	Simplify the following transactions in Journal and post them into ledger: April 1- Ram started business with a capital of Rs. 100,000 April 4- Sold goods for cash Rs. 1000 April 5- Purchased goods for Rs. 3000 April 7- Purchased goods from Sohan on Rs. 1000 April 11- Paid cash to Sohan Rs. 900 and discount received Rs. 100 Explain types of accounts according to both approaches of accounting.	CO2	L3
5.		CO2	L5
UNIT-III			
6.	ABC Ltd. purchased a machinery for Rs. 90000 on 1st April, 2018. Expenses on its installation were Rs. 10000. Its scrap value after 5 years will be zero. Analyse machinery account with straight line method for 4 years if the books are closed on 31st March every year.	CO3	L6
7.	Examine the structure of a balance sheet and the purpose of each section.	CO3	L4
UNIT-IV			
8.	Conclude the annual report and final accounts together reflect a company's financial health and governance.	CO5	L5
9.	Classify the key advantage of using Computerized Accounting over a manual system.	CO5	L4

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Roll No.
Total No. of Questions: 09

Total No. of Pages: 02

BBA/BBA SIM, Semester- 1st
MANAGERIAL ECONOMICS I
Subject Code: BBAGE 101-18
M.Code: 75084
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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define opportunity cost.	CO1	L1
b.	Explain the incremental concept with the help of an example.	CO1	L2
c.	Recall the scope of managerial economics.	CO2	L1
d.	Explain the meaning of demand function with a suitable example.	CO2	L2
e.	What is income elasticity of demand?	CO3	L1
f.	Illustrate the meaning of producer's equilibrium.	CO3	L2
g.	Define return to scale.	CO4	L1
h.	Explain the types of oligopolies.	CO4	L2
i.	What is meant by Collective Bargaining?	CO5	L2
j.	Explain with the help of curve the concept of TVC and TFC.	CO5	L1
SECTION-B			
UNIT-I			
2.	Use appropriate examples to show how price elasticity of demand helps firms in making pricing decisions.	CO1	L3

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3.	Examine the key properties of an indifference curve with the help of a diagram.	CO2	L4
UNIT-II			
4.	Identify the short run and long run cost theory in detail.	CO3	L3
5.	Examine that a producer reaches equilibrium when marginal cost is equal to marginal revenue, using a suitable diagram to support your explanation.	CO3	L4
UNIT-III			
6.	Analyze the relevance of the features of perfect competition in comparison with other market structures.	CO4	L4
7.	Explain an analytical framework to distinguish monopolistic competition from monopoly based on innovation, pricing, and consumer choice.	CO4	L5
UNIT-IV			
8.	Identify the advantages and limitations of price penetration and price skimming strategies from a managerial perspective.	CO5	L3
9.	Interpret the concepts of rent, profit, and interest using real-world examples, and assess their significance in income distribution.	CO5	L5

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Roll No.

Total No. of Questions: 11

Total No. of Pages: 04

BBA/BBA SIM/B.Com (Hons.), Semester- 1st

HUMAN VALUES, DE-ADDICTION & TRAFFIC RULES

Subject Code: HVPE101-18

M.Code: 75087

Date of Examination: 05-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE marks each.
2. SECTION-B consists of FIVE questions, each carrying FOUR marks each and student has to attempt all questions.
3. SECTION-C consists of FIVE questions with internal choice, each carrying SIX marks each and student has to attempt all questions.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer Briefly:		
a.	Define the primary need for value education मूल्य शिक्षा की प्रमुख आवश्यकता क्या है? मूल सिद्धि का दी प्रमुख लेख की है?	CO1	L1
b.	Recall the term 'Suvidha'. सुविधा शब्द के बारे में बताइए। सुविधा शब्द का उदाहरण दीजिए।	CO1	L2
c.	What is the role of 'I' as the enjoyer? उपभोगकर्ता के रूप में 'मैं' की क्या भूमिका है? भोग करने वाले 'मैं' की भूमिका क्या है?	CO2	L1
d.	Interpret the term Ethical Human Conduct. नैतिक मानव आचरण शब्द की व्याख्या कीजिए। नैतिक मनुष्यी आचरण शब्द को व्याख्या कीजिए।	CO2	L2
e.	Recall justice (Nyaya) be ensured through right understanding and behavior? स्मरण करें कि न्याय (न्याय) सही समझ और सही आचरण के माध्यम से सुनिश्चित किया जा सकता है। याद रखें कि न्याय (न्याय) सही समझ और सही व्यवहार के माध्यम से सुनिश्चित किया जा सकता है।	CO3	L1
f.	Summarize the four orders of nature. प्रकृति के चार क्रमों का सारांश प्रस्तुत कीजिए। प्रकृति के चार क्रमों का सारांश प्रस्तुत कीजिए।	CO3	L2

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g.	How can harmony at the individual level influence harmony at the family and societal level? व्यक्ति के स्तर पर सामंजस्य परिवार और समाज में सामंजस्य को कैसे प्रभावित करता है? अव्यवस्था का समाज पर क्या प्रभाव है? समाज में सामंजस्य को कैसे प्रभावित करता है?	CO4	L1
h.	Outline the holistic perception of harmony. सामंजस्य की पूर्ण समझ की रूपरेखा बताइए। समझने की पूर्ण समझ की रूपरेखा दीजिए।	CO4	L2
i.	Choose the concept of competence in professional ethics. व्यावसायिक नैतिकता में योग्यता की अवधारणा बताइए। पेशावर नैतिकता में योग्यता की अवधारणा बताइए।	CO5	L1
j.	Compare natural acceptance and imposed beliefs. प्राकृतिक स्वीकार और थोपे हुए विश्वासों की तुलना बताइए। प्राकृतिक स्वीकार और थोपे हुए विश्वासों की तुलना बताइए।	CO5	L2

SECTION-B

2.	How right understanding, relationship, and physical facilities contribute collectively to the fulfilment of human aspirations? सही समझ, संबंध और भौतिक सुविधाएँ मिलकर मानव आकांक्षाओं की पूर्ति में कैसे योगदान देती हैं? सही समझ, संबंध और भौतिक सुविधाएँ मिलकर मानव आकांक्षाओं की पूर्ति में कैसे योगदान देती हैं?	CO1	L1
3.	Compare the understanding of characteristics and activities of 'I' help individuals handle stress, anxiety, and emotional imbalance effectively. मैं के गुण और काम समझने से व्यक्ति तनाव, चिंता और भावनात्मक असंतुलन को कैसे संभाल पाते हैं? मैं के गुण और काम समझने से व्यक्ति तनाव, चिंता और भावनात्मक असंतुलन को कैसे संभाल पाते हैं?	CO2	L2
4.	Construct the relationship between Vishwas (trust), intention, and competence with examples. विश्वास, अभिप्राय और क्षमता के बीच संबंध को उदाहरणों सहित स्पष्ट कीजिए। विश्वास, अभिप्राय और क्षमता के बीच संबंध को उदाहरणों सहित स्पष्ट कीजिए।	CO3	L3
5.	Discover the role of human values and ethics in maintaining or disturbing harmony in the natural ecosystem. प्रकृतिक पर्यावरण में सामंजस्य बनाए रखने या बिगाड़ने में मानव मूल्य और नैतिकता क्या भूमिका निभाते हैं? प्रकृतिक पर्यावरण में सामंजस्य बनाए रखने या बिगाड़ने में मानव मूल्य और नैतिकता क्या भूमिका निभाते हैं?	CO4	L4

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6.	Simplify "A universal human order based on harmony and co-existence is the ultimate goal of education and governance." सामंजस्य और सह-अस्तित्व पर आधारित मानव व्यवस्था ही शिक्षा और शासन का मुख्य लक्ष्य है। समझें और सवि-असिउड 'उ' आधारित मनुषी व्यवस्था की सिंधि और सासन का मुख लक्ष्य है।	CO5	L4
SECTION-C			
7.	Identify the hierarchy of human needs and priorities, right understanding, relationship, and physical facilities, in the context of balanced human development. संतुलित मानव विकास के संदर्भ में मानव आवश्यकताओं और प्राथमिकताओं, सही समझ, संबंध और भौतिक सुविधाओं, की क्रमबद्धता को पहचानिए। संतुलित मनुषी विकास के संदर्भ में मनुषी लेखों 'उ' उतरनीय—सही समझ, संबंध और भौतिक सुविधा—की क्रमबद्धता को पहचानिए। OR Organize material prosperity and spiritual well-being in terms of their contribution to human happiness. मानव सुख में उनके योगदान के आधार पर भौतिक समृद्धि और आध्यात्मिक कल्याण को व्यवस्थित कीजिए। मनुषी सुखों में उनके योगदान के आधार पर भौतिक समृद्धि और आध्यात्मिक सुखों को व्यवस्थित कीजिए।	CO1	L3
8.	Distinguish between the needs of the Self ('I') and the needs of the Body, and analyze their correct prioritization for human happiness. स्व ('मैं') की आवश्यकताओं और शरीर की आवश्यकताओं में अंतर बताइए, और मानव सुख के लिए उनकी सही प्राथमिकता का विश्लेषण कीजिए। आप ('मैं') की आवश्यकताओं और शरीर की आवश्यकताओं में अंतर बताइए, और मानव सुख के लिए उनकी सही प्राथमिकता का विश्लेषण कीजिए। OR Examine the relationship between Sanyam and Swasthya and how imbalance in either affects the harmony of an individual. संयम और स्वास्थ्य के संबंध की जाँच कीजिए और समझाइए कि इनमें से किसी एक में असंतुलन व्यक्ति के सामंजस्य को कैसे प्रभावित करता है। संयम और स्वास्थ्य के संबंध की जाँच कीजिए और समझाइए कि दोनों में से किसी एक में असंतुलन व्यक्ति के सामंजस्य को कैसे प्रभावित करता है।	CO2	L4

9.	Utilize the impact of lack of trust on family, workplace, and social interactions, using suitable examples. उपयुक्त उदाहरणों का प्रयोग करते हुए परिवार, कार्यस्थल और सामाजिक संबंधों पर विश्वास की कमी के प्रभाव को स्पष्ट कीजिए। उचित उदाहरणों की मदद से परिवार, कार्यस्थल, समाज आदि संबंधों में विश्वास की कमी के प्रभाव को स्पष्ट कीजिए। OR Choose how trust can transform interpersonal and professional relationships. समझाइए कि विश्वास कैसे व्यक्तिगत और व्यावसायिक संबंधों को रूपान्तरित कर सकता है। दोनों में से एक चुनें और विश्वास के बिना संबंधों में बिना नहीं रह सकते। OR Compare "Human prosperity cannot be sustained without harmony in nature." मानव समृद्धि प्रकृति में सामंजस्य के बिना नहीं रह सकती। OR Inspect the role of human values and ethics in maintaining or disturbing harmony in the natural ecosystem. मानव मूल्यों और नैतिकता की भूमिका को जाँचें, जाँचें कीजिए। OR Determine that the understanding of natural acceptance of human values can help resolve conflicts between personal interests and organizational goals. मानव मूल्यों की प्राकृतिक स्वीकार्यता की समझ व्यक्तिगत हितों और संगठनात्मक लक्ष्यों के बीच संघर्ष को कैसे हल करने में मदद कर सकती है, स्पष्ट कीजिए।	CO3	L3
10.	Compare "Human prosperity cannot be sustained without harmony in nature." मानव समृद्धि प्रकृति में सामंजस्य के बिना नहीं रह सकती। OR Inspect the role of human values and ethics in maintaining or disturbing harmony in the natural ecosystem. मानव मूल्यों और नैतिकता की भूमिका को जाँचें, जाँचें कीजिए। OR Determine that the understanding of natural acceptance of human values can help resolve conflicts between personal interests and organizational goals. मानव मूल्यों की प्राकृतिक स्वीकार्यता की समझ व्यक्तिगत हितों और संगठनात्मक लक्ष्यों के बीच संघर्ष को कैसे हल करने में मदद कर सकती है, स्पष्ट कीजिए।	CO4	L4
11.	Determine that the understanding of natural acceptance of human values can help resolve conflicts between personal interests and organizational goals. मानव मूल्यों की प्राकृतिक स्वीकार्यता की समझ व्यक्तिगत हितों और संगठनात्मक लक्ष्यों के बीच संघर्ष को कैसे हल करने में मदद कर सकती है, स्पष्ट कीजिए। OR Explain the relevance of humanistic education in addressing contemporary global issues like inequality, environmental degradation, and moral decline. असमानता, पर्यावरणीय क्षरण और नैतिक पतन जैसी समकालीन वैश्विक समस्याओं को संबोधित करने में मानवतावादी शिक्षा की प्रासंगिकता का स्पष्टीकरण कीजिए। OR Explain the relevance of humanistic education in addressing contemporary global issues like inequality, environmental degradation, and moral decline. असमानता, पर्यावरणीय क्षरण और नैतिक पतन जैसी समकालीन वैश्विक समस्याओं को संबोधित करने में मानवतावादी शिक्षा की प्रासंगिकता का स्पष्टीकरण कीजिए।	CO5	L5

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA/BBA SIM, Semester-2nd
MANAGERIAL ECONOMICS II

Subject Code: BBAGE 201-18

M.Code: 75918

Date of Examination: 16-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Explain inside money and outside money.	CO1	L1
b.	Demonstrate the difference between GDP and GNP.	CO1	L2
c.	Recall phases of trade cycle.	CO2	L1
d.	Outline the meaning of monetary policy.	CO2	L2
e.	Name any four leakages in multiplier.	CO3	L1
f.	Explain the income policy.	CO-3	L2
g.	What is the meaning of stagflation?	CO4	L1
h.	Contrast between demand-pull and cost-push inflation.	CO4	L2
i.	Recall the meaning of Phillips curve.	CO5	L1
j.	Name the various sources of finance.	CO5	L2

SECTION-B			
UNIT-I			
2.	Identify the supply of money and the various theories of supply of money.	CO1	L3
3.	Examine the various methods of measurement of national income.	CO1	L4
UNIT-II			
4.	Identify the various types of inflation in detail.	CO2	L3
5.	List the types and cost of unemployment and Oakun's law measurement of unemployment in India.	CO2	L5
UNIT-III			
6.	Explain the foreign trade multiplier, its working and assumption.	CO3	L5
7.	Examine that central banks and governments use monetary and fiscal policies for economic development.	CO3	L4
UNIT-IV			
8.	Identify the role of the finance commission in balancing the financial autonomy of states with national economic objectives.	CO4	L3
9.	Explain the impact of direct and indirect taxes in India on economic growth and revenue generation.	CO5	L5

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Total No. of Questions: 09

BBA/BBA-SIM/B.Com (Hons)
Semester-2nd
ENVIRONMENTAL SCIENCE
Subject Code: EVS102-18
M.Code: 75831
Date of Examination:19-12-2025

Max.Marks:60

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on anypage of Answer Sheet will lead to UMC against the student.

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Total No. of Pages:02

Total No. of Questions: 09

BBA, Semester-3RD

ORGANIZATIONAL BEHAVIOUR

Subject Code: BBA-301-18

M.Code: 76655

Date of Examination: 27-11-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.**

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define Organisational Behaviour (OB).	CO-1	L1
b.	Explain the personal factors influence individual behaviour at work.	CO-1	L2
c.	Recall any two work-related attitudes.	CO-2	L1
d.	Summarise the importance of perception in understanding employee behaviour.	CO-2	L2
e.	Define interest group.	CO-3	L1
f.	Explain group cohesiveness.	CO-3	L2
g.	List the stages of the conflict process.	CO-4	L1
h.	Demonstrate negotiation in conflict management.	CO-4	L2
i.	What is the importance of shared values in organizational culture.	CO-5	L1
j.	Outline the relaxation techniques that help in managing employee stress.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply the concept of classical conditioning to demonstrate that employees can develop positive attitudes toward organisational goals.	CO-1	L3
3.	Compare experiential learning with cognitive learning in improving organisational performance.	CO-1	L4
UNIT-II			
4.	Show that perception influences the managerial decision-making in a multicultural workplace.	CO-2	L3
5.	Assess whether changing employee attitudes is more effective than changing organisational policies.	CO-2	L5

UNIT-III			
6.	Critically assess the role of leadership in guiding teams through the “storming” and “norming” stages.	CO-3	L5
7.	Apply the concept of virtual teams to explain challenges in communication and trust-building.	CO-3	L4
UNIT-IV			
8.	Compare role conflict and intergroup conflict with examples from organisational settings.	CO-4	L3
9.	Examine the Thomas–Kilmann Conflict Model to illustrate that a manager should handle a conflict between two team members with opposing viewpoints.	CO-5	L5

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Total No. of Pages: 02

Total No. of Questions: 09

BBA Semester- 3rd

MARKETING MANAGEMENT

Subject Code: BBA-302-18

M.Code:76656

Date of Examination: 01-12-2025

Time: 3 Hrs.

Max. Marks:60

INSTRUCTIONS TO CANDIDATES:

- INSTRUCTIONS TO CANDIDATES:**
- SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
 - SECTION-B** consists of **FOUR** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define marketing.	CO-1	L1
b.	Summarize the concept of need, want, and demand.	CO-1	L2
c.	Label any two examples of demographic variables.	CO-2	L1
d.	Explain segmentation help in identifying customer groups more effectively.	CO-2	L2
e.	What do you mean by price skimming?	CO-3	L1
f.	Explain that packaging acts as a marketing tool.	CO-3	L2
g.	Define the purpose of test marketing.	CO-4	L1
h.	Explain the role of price in influencing demand.	CO-4	L2
i.	List the two main objectives of a distribution channels .	CO-5	L1
j.	Demonstrate how firms set prices in competitive markets.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the effectiveness of marketing as a tool for achieving both organizational profitability and customer satisfaction.	CO-1	L3
3.	Compare and analyse the production concept, product concept, and selling concept in terms of their focus and limitations.	CO-1	L4
UNIT-II			
4.	Construct the difference between targeting and positioning in the segmentation process with examples.	CO-2	L3
5.	Explain marketing mix along with 7p's of marketing.	CO-2	L5
UNIT-III			
6.	Assess the success of a new product based on the steps followed during the new product development process.	CO-3	L5
7.	Categorize the different types of packaging according to their functions.	CO-3	L4

UNIT-IV			
8.	Identify different pricing techniques for both online and offline business along with examples.	CO-4	L3
9.	Select various distribution channels that a business organization can choose to supply goods and commodities to final consumers.	CO-5	L5

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Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester-3rd

COST AND MANAGEMENT ACCOUNTING

Subject Code: BBA-303-18

M.Code: 76657

Date of Examination: 04-12-2025

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define the objectives of cost accounting.	CO-1	L1
b.	Summarize the meaning of management accounting & its nature.	CO-1	L2
c.	Recall Current ratio.	CO-2	L1
d.	Demonstrate Gross profit ratio, if gross profit on sales is 25% and total Gross profit is Rs.30000?	CO-2	L2
e.	Define the objectives of financial statement analysis.	CO-3	L1
f.	Summarize any two advantages of standard costing.	CO-3	L2
g.	What is budgetary control?	CO-4	L1
h.	Outline the concept of zero based budgeting.	CO-4	L2
i.	Recall two differences between marginal costing and absorption costing?	CO-5	L1
j.	Interpret the meaning of break-even point.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Examine the meaning of management accounting and elaborate its objectives.	CO-1	L4
3.	Make use of the following Balance Sheet- Liabilities- Share capital Rs. 3,00,000 Sundry creditors Rs. 48,000 Bills Payable Rs. 10,000 Bank Overdraft Rs. 5,000 Outstanding expenses Rs. 2,000	CO-2	L3

	Assets- Building Rs. 1,50,000 Machinery Rs. 85,000 Stock Rs. 50,000 Debtors Rs. 59,000 Prepaid expenses Rs. 1,000 Cash Rs. 4,000 Short term investments Rs. 16,000 You are required to calculate and comment on: a) Current ratio. b) Liquid ratio. c) Absolute Liquid ratio. **Show All working notes		
UNIT-II			
4.	Identify the different tools & techniques of analysis and interpretation of financial statements?	CO-3	L3
5.	Examine the meaning of standard costing, its advantages and limitations.	CO-3	L4
UNIT-III			
6.	Interpret the meaning of a master budget and different types of functional budgets.	CO-4	L5
7.	Analyze the meaning of a fixed and a flexible budget and their difference.	CO-4	L4
UNIT-IV			
8.	Identify the following terms with example - a) Break even analysis. b) PV ratio. c) Margin of Safety.	CO-5	L3
9.	Explain the features of marginal costing with its advantages & disadvantages.	CO-5	L5

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Total No. of Questions: 09

Total No. of Pages:02

BBA, Semester-3rd

PRODUCTION AND OPERATION MANAGEMENT

Subject Code: BBAGE301-18

M.Code: 76658

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What are the key characteristics of a good product design?	CO-1	L1
b.	Outline the characteristics of an intermittent production system.	CO-1	L2
c.	List three factors influencing facility location decisions.	CO-2	L1
d.	Explain the advantages of a process layout.	CO-2	L2
e.	How design capacity is different from effective capacity?	CO-3	L1
f.	Illustrate the impact of technological changes on capacity planning.	CO-3	L2
g.	Define the term "Value Analysis."	CO-4	L1
h.	Interpret the significance of continuous improvement in JIT.	CO-4	L2
i.	What type of items typically fall under category 'A' in ABC analysis?	CO-5	L1
j.	Interpret carrying cost in inventory management.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the concept of product design & development along with the process of product development.	CO-1	L3
3.	Analyze the advantages and disadvantages of Continuous Production System and Intermittent Production system.	CO-1	L4

UNIT-II			
4.	Apply the factor rating method to compare two potential factory locations.	CO-2	L3
5.	Interpret the nature and scope of capacity planning.	CO-3	L5
UNIT-III			
6.	Explain Kanban system and its impact on increasing the efficiency of an organisation.	CO-4	L5
7.	Analyse Six Sigma and its methodologies in detail.	CO-4	L4
UNIT-IV			
8.	Identify the concept of quality control and its various principles.	CO-5	L3
9.	Interpret EOQ model to calculate optimum order quantity.	CO-5	L5

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Total No. of Pages:02

Total No. of Questions: 09

BBA, Semester-3rd

IT TOOLS FOR BUSINESS

Subject Code: BBASEC301-18

M.Code: 76659

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Name two types of computer memory.	CO-1	L1
b.	Outline CPU and URL stand for?	CO-1	L2
c.	List the difference between data and information.	CO-2	L1
d.	Explain RAM being called volatile memory?	CO-2	L2
e.	Define powerpoint with example.	CO-3	L1
f.	Explain the difference between "Save" and "Save As."	CO-3	L2
g.	Recall functions of sort and filter in MS Excel.	CO-4	L1
h.	Illustrate purpose of the MAX and MIN function in Excel?	CO-4	L2
i.	Show the use of the SUM function and the AVERAGE function.	CO-5	L1
j.	Explain how the AutoSum & Count If feature works in Excel.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Analyze the scope of computers in the Indian digital economy with examples.	CO-1	L4
3.	Identify any 3 input and output devices of computer and apply types of printers.	CO-1	L3
UNIT-II			
4.	Apply generation of languages with difference between low level languages and high level languages with examples?	CO-2	L3
5.	Analyze the main functions of the Windows operating system with illustrations?	CO-2	L5
UNIT-III			
6.	Justify the history and evolution of MS-Word. Explain its key features and importance in modern documentation.	CO-3	L5

7.	Classify the features that make PowerPoint an effective presentation tool using design themes, slide layouts, animations, transitions.	CO-3	L4
UNIT-IV			
8.	Develop a mark sheet for 5 students with 4 subjects. Use formulas to calculate total and percentage. Apply conditional formatting to highlight students scoring below 40%.	CO-4	L3
9.	Justify the use of data validation in Excel. How to sort and filter data in Excel?	CO-5	L5

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Total No. of Pages: 2

Total No. of Questions: 09

BBA Semester-5th

OPERATION RESEARCH

Subject Code: BBA 501-18

M.Code: 78193

Date of Examination: 26-11-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.**

Q. No.	Question	Course Outcome	Bloom's Level																									
SECTION-A																												
1.	Answer briefly:																											
a.	What is Basic Feasible solution?	CO-1	L1																									
b.	Explain Artificial Variable.	CO-1	L2																									
c.	Define the Least Cost Method.	CO-2	L1																									
d.	Outline VAM in Transportation.	CO-2	L2																									
e.	Relate sequencing in Operations Research.	CO-3	L1																									
f.	Explain free float.	CO-3	L2																									
g.	What is group replacement policy?	CO-4	L1																									
h.	Compare between resale and Scrap value.	CO-4	L2																									
i.	Recall ordering cost.	CO-5	L1																									
j.	Explain lead time in inventory systems.	CO-5	L2																									
SECTION-B																												
UNIT-I																												
2.	Identify the limitations and scope of Operation Research.	CO-1	L3																									
3.	Analyze the various Characteristics of Linear Programming Problem.	CO-1	L4																									
UNIT-II																												
4.	Solve the Transportation Problem with the Least cost corner method where warehouse and plant are given:	CO-2	L3																									
<table><tr><td>PLANTS/ WAREHOUSE</td><td>W1</td><td>W2</td><td>W3</td><td>SUPPLY</td></tr><tr><td>1</td><td>8</td><td>7</td><td>5</td><td>70</td></tr><tr><td>2</td><td>5</td><td>8</td><td>6</td><td>50</td></tr><tr><td>3</td><td>6</td><td>9</td><td>5</td><td>60</td></tr><tr><td>DEMAND</td><td>20</td><td>120</td><td>40</td><td>180</td></tr></table>				PLANTS/ WAREHOUSE	W1	W2	W3	SUPPLY	1	8	7	5	70	2	5	8	6	50	3	6	9	5	60	DEMAND	20	120	40	180
PLANTS/ WAREHOUSE	W1			W2	W3	SUPPLY																						
1	8			7	5	70																						
2	5			8	6	50																						
3	6			9	5	60																						
DEMAND	20	120	40	180																								

5.	Determine the various steps involved in the Hungarian method of solving the Assignment problem.	CO-2	L5																
UNIT-III																			
6.	Explain Economic order Quantity in inventory system and the scope of inventory control.	CO-3	L5																
7.	Examine the steps involved in PERT ,also the three types of float.	CO-3	L4																
UNIT-IV																			
8.	A machine owner finds from his past records that the costs per year of maintaining a machine, whose purchase price is Rs.80000, Scrap Value is 1000. Identify at what age a replacement is due. <table><tr><td>YEAR</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>Maintenance Cost</td><td>1200</td><td>1400</td><td>1600</td><td>1800</td><td>2000</td><td>2200</td><td>2500</td></tr></table>	YEAR	1	2	3	4	5	6	7	Maintenance Cost	1200	1400	1600	1800	2000	2200	2500	CO-4	L3
YEAR	1	2	3	4	5	6	7												
Maintenance Cost	1200	1400	1600	1800	2000	2200	2500												
9.	Mahir paints company has Annual demand for such paints is 50,000 and paint which cost Rs 20 per litre is used at constant rate and annual carrying cost are estimated at 15%, Each order cost Rs80. Determine EOQ and Total cost.	CO-5	L5																

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 Semester-5th

MERCANTILE LAW

Subject Code: BBA 502-18

M.Code: 78194

Date of Examination: 29-11-2025

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What is an agreement?	CO-1	L1
b.	Explain the essentials of a valid proposal.	CO-1	L2
c.	Name the different kinds of goods.	CO-2	L1
d.	Outline the duties of a buyer in performance of the contract.	CO-2	L2
e.	Who is a drawee?	CO-3	L1
f.	Summarize the term crossing of cheque.	CO-3	L2
g.	Who can become a partner in a firm?	CO-4	L1
h.	Demonstrate how RTI ensures accountability.	CO-4	L2
i.	List any two types of consumer redressal forums.	CO-5	L1
j.	Compare goods and services.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply the principle of "All contracts are agreements but all agreements are not contracts" to a business scenario.	CO-1	L3
3.	Analyze breach of contract and available remedies.	CO-1	L4
UNIT-II			
4.	Apply the rules of delivery of goods in trade.	CO-2	L3
5.	Criticize the limitations of the Sale of Goods Act in modern e-commerce.	CO-2	L5
UNIT-III			
6.	Evaluate the essential features of a bill of exchange.	CO-3	L5
7.	Examine the different parties involved in the Negotiable Instruments Act.	CO-3	L4

UNIT-IV			
8.	Identify the different types of partnership with examples.	CO-4	L3
9.	Appraise the rights of a consumer in the Consumer Protection Act, 2019.	CO-5	L5

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Roll No.

Total No. of Pages:02

Total No. of Questions: 09

BBA, Semester-5th
CONSUMER BEHAVIOUR
Subject Code: BBA 511-18
M.Code: 78195

Date of Examination: 05-12-2025

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What is the scope of consumer behaviour?	CO-1	L1
b.	Explain the role of Consumer behaviour in online purchasing.	CO-1	L2
c.	List any two types of consumer needs.	CO-2	L1
d.	Illustrate the impact of perception on consumer decision-making.	CO-2	L2
e.	Find the importance of social class in marketing.	CO-3	L1
f.	Summarize the stages of the family life cycle.	CO-3	L2
g.	Define subculture with an example.	CO-4	L1
h.	Compare the relationship between Sub culture and consumer behaviour.	CO-4	L2
i.	What is opinion leadership?	CO-5	L1
j.	Outline the five stages of the adoption process.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply the concept of consumer behaviour to design effective marketing strategies.	CO-1	L3
3.	Examine the role of IT tools in discovering consumer preferences and buying trends.	CO-1	L4
UNIT-II			
4.	Utilize the concept of Maslow's need of hierarchy theory in consumer behaviour.	CO-2	L3
5.	Assess the role of persuasive communication in shaping positive consumer attitudes.	CO-2	L5
UNIT-III			
6.	Interpret the relationship between cultural values and consumer purchase intentions with example.	CO-3	L5
7.	Examine the factors affecting the influence of reference groups on consumer decision making.	CO-3	L4

UNIT-IV			
8.	Identify the role of consumer decision-making models in understanding buying behaviour.	CO-4	L3
9.	Determine the role of communication channels in the diffusion of innovation process.	CO-5	L5

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: 01

Total No. of Questions: 09

BBA, Semester-5th

ADVERTISING AND SALES MANAGEMENT

Subject Code: BBA-512-18

M.Code: 78198

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What do you mean by advertising copy?	CO-1	L1
b.	Illustrate the objectives of advertising?	CO-1	L2
c.	How do digital marketing supports advertising objectives?	CO-2	L1
d.	Outline the examples of digital marketing tools	CO-2	L2
e.	Define media scheduling.	CO-3	L1
f.	Interpret the main types of advertising agencies.	CO-3	L2
g.	List the functions of sales management.	CO-4	L1
h.	Outline the importance of sales management in business.	CO-4	L2
i.	Define sales training.	CO-5	L1
j.	Illustrate any two methods of compensating sales personnel.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the nature and process of advertising.	CO-1	L3
3.	Examine the components of advertising layout .	CO-1	L4
UNIT-II			
4.	Identify the objectives and steps of Media Planning.	CO-2	L3
5.	Interpret digital marketing and various tools (like social media or email marketing) that support a traditional advertising campaign.	CO-3	L5
UNIT-III			
6.	Explain the process of effective selling in detail.	CO-4	L5
7.	Analyze the qualities and functions of a sales executive.	CO-4	L4
UNIT-IV			
8.	Construct the process and methods of sales force motivation.	CO-5	L3
9.	Explain staffing and selection of sales force.	CO-5	L5

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA Semester-5th

CORPORATE ACCOUNTING

Subject Code: BBA-521-18

M.Code: 78196

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.**

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define Corporate Accounting.	CO-1	L1
b.	Demonstrate the concept of reissue of shares.	CO-1	L2
c.	Recall the meaning of redeemable preference shares.	CO-2	L1
d.	Interpret the meaning of premium on redemption.	CO-2	L2
e.	List any two features of Schedule III of the Companies Act, 2013.	CO-3	L1
f.	Demonstrate the capital redemption reserve and where is it shown.	CO-3	L2
g.	What is a Consolidated Balance Sheet?	CO-4	L1
h.	Explain the importance of consolidation of accounts for the holding company.	CO-4	L2
i.	What is the main objective of corporate financial reporting?	CO-5	L1
j.	Summarize the main advantages of fair value reporting.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the issued capital and paid up capital. Analyse the relationship between issued capital and paid-up capital with example.	CO-1	L3
3.	Explain the term “Minimum Subscription” with suitable examples and its legal obligation for the companies which issued the shares to the public.	CO-1	L4
UNIT-II			
4.	A company issued 5,000, 12% debentures of ₹100 each on 1st April 2020, redeemable at par after 5 years. The company decides to redeem ₹1,00,000 worth of debentures every year by annual drawings. Evaluate the journal entries.	CO-2	L5
5.	Make use of the different terms of issue of debentures — at par, at premium, and at discount — by showing the journal entries for all the terms.	CO-2	L3

UNIT-III			
6.	Compare pre-incorporation profits and post-incorporation profits for correct reporting with their proper meaning and their significances.	CO-3	L5
7.	Construct a simple Balance Sheet format as per Schedule III, showing at least 5 items under each major head.	CO-3	L3
UNIT-IV			
8.	Identify the term “minority interest” and why it is shown separately in the equity section of consolidated accounts?	CO-4	L3
9.	Judge the sustainability reporting and whether it is essential for all companies in the present business environment. Give reasons.	CO-5	L5

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Total No. of Pages:02

Total No. of Questions: 09

BBA, Semester-5th

FINANCIAL MARKETS AND SERVICES

Subject Code: BBA 522-18

M.Code: 78199

Date of Examination: 05-12-2025

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Why good financial system is important?	CO-1	L1
b.	Summarizes the function of the secondary market.	CO-1	L2
c.	What are the measures available for improving the efficiency and transparency in Indian financial sector.	CO-2	L1
d.	Explain the nature of SEBI.	CO-2	L2
e.	What is financial services.	CO-3	L1
f.	Summarize the types of credit rating.	CO-3	L2
g.	Why was the Factories Act introduced?	CO-4	L1
h.	Explain the goal of secondary market.	CO-4	L2
i.	Name any two types of mutual funds.	CO-5	L1
j.	Explain the purpose of the bills discounting.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the major factors that affect financial services.	CO-1	L3
3.	Simplify the meaning, objectives and features of Treasury bills.	CO-2	L4
UNIT-II			
4.	Explain the meaning and objectives of government securities.	CO-2	L3
5.	Compare and contrast leasing and hire purchase as financing options for business entities.	CO-3	L5

UNIT-III			
6.	Explain the challenges faced by factoring companies in India.	CO-4	L5
7.	Analyze the growth pattern of financial services in India over the last decade.	CO-4	L4
UNIT-IV			
8.	Explain the role of Special Purpose Vehicles (SPVs) in debt securitisation.	CO-5	L4
9.	Determine the impact of mutual funds on capital market development and the mobilization of savings in India.	CO-5	L5

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Roll No.

Total No. of Pages: 02

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BBA Semester-5th
INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code: BBA-531-18

M.Code: 78197

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.**

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define the meaning of Industrial Relations.	CO-1	L1
b.	Summarize the reasons of employees to join Trade Unions.	CO-1	L2
c.	Show the importance of Labour–Management Co-operation in India.	CO-2	L1
d.	Outline the effects of grievances on management.	CO-2	L2
e.	List any two causes of industrial conflicts.	CO-3	L1
f.	Outline any two types of industrial conflicts.	CO-3	L2
g.	Why was the Payment of Wages Act introduced?	CO-4	L1
h.	Explain the objectives of Labour Laws.	CO-4	L2
i.	Why is the PF contribution important for workers?	CO-5	L1
j.	Illustrate the main objective of the Minimum Wages Act.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Simplify the objectives, significance and approaches to Industrial Relations	CO-1	L4
3.	Classify the meaning, characteristics and importance of trade union.	CO-1	L4
UNIT-II			
4.	Identify the meaning of collective bargaining along with its importance and features.	CO-2	L3
5.	Explain the Steps of Grievance Redressal Procedure	CO-2	L5
UNIT-III			

6.	Conclude the meaning, advantages and limitations of worker's Participation in Management (WPM)	CO-3	L5
7.	Simplify the requirements and benefits of minimum wage act for both employees and employers.	CO-5	L4
UNIT-IV			
8.	Identify the dispute resolution machinery which is used to solve industrial disputes under Law.	CO-4	L3
9.	Recommend steps to improve communication between workers and management.	CO-3	L5

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Roll No.

Total No. of Pages: 02

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BBA, Semester-5th

ORGANISATION CHANGE & DEVELOPMENT

Subject Code: BBA-532-18

M.Code: 78200

Date of Examination: 05-12-2025

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Recall the meaning of OD (Organization Development).	CO-1	L1
b.	Explain the role of trust in consultant-client relationships.	CO-1	L2
c.	Recall the term "the consultant as a model".	CO-2	L1
d.	Interpret the meaning of term "career anchor".	CO-2	L2
e.	What is systems theory in Organization Development?	CO-3	L1
f.	Illustrate the meaning of T-Group.	CO-3	L2
g.	Why is participation important in Organization Development?	CO-4	L1
h.	Outline the concept of structural interventions.	CO-4	L2
i.	Define the meaning of empowerment in context of organizational change.	CO-5	L1
j.	Interpret the concept of "entry and contracting" in organizational development.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify in detail the concept of values, beliefs and assumptions in organizational development.	CO-2	L3
3.	Classify different ways to create a good team and factors that helps in efficient performance of team members.	CO-1	L4
UNIT-II			
4.	Apply the concept of consolidating change in organizational development along with various strategies and skills for communicating change in the organization.	CO-2	L3
5.	Determine the process of organizational development along with various diagnostic strategies and skills for organizational change and development.	CO-3	L5

UNIT-III			
6.	Explain the meaning of term OD interventions, also mention various characteristics and types of OD interventions.	CO-4	L5
7.	Examine the impact of improper contracting on OD outcomes.	CO-4	L4
UNIT-IV			
8.	Identify the ways in which consultants handle client resistance or defensiveness when recommending major organizational change.	CO-5	L3
9.	Evaluate in detail, the dependency issues and terminating the relationship in consultant client relationship.	CO-5	L5

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Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester-6th

SERVICES MARKETING

Subject Code: BBA 611-18

M.Code: 79349

Date of Examination: 15-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define service marketing.	CO1	L1
b.	Explain the characteristics of service marketing.	CO1	L2
c.	What are customer expectations?	CO2	L1
d.	Outline the meaning of customer perception of services.	CO2	L2
e.	What is integrated service marketing communication (ISMC)?	CO3	L1
f.	Illustrate the concept of Servicescape.	CO3	L2
g.	Find the role of promotion in service marketing.	CO4	L1
h.	Explain the meaning of dynamic pricing.	CO4	L2
i.	Show the role of customers in service delivery.	CO5	L1
j.	Interpret the role of word of mouth in customer satisfaction.	CO5	L2

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SECTION-B			
UNIT-I			
2.	Identify the scope and significance of service marketing in modern economy.	CO1	L3
3.	Examine the various elements of the service marketing mix, with suitable illustrations.	CO1	L4
UNIT-II			
4.	Identify the major factors that contribute to the development of strong customer relationships.	CO2	L3
5.	Interpret the process and importance of service recovery in enhancing customer satisfaction.	CO2	L5
UNIT-III			
6.	Determine the role of technology in service innovation and communication.	CO3	L5
7.	Examine that the demand and capacity is measured in service delivery to ensure effective utilization of resources.	CO4	L4
UNIT-IV			
8.	Identify the major service quality issues using the GAPS model framework.	CO5	L3
9.	Justify the importance of intermediaries and electronic channels to deliver services to the consumers.	CO4	L5

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Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester-6th

PERSONAL FINANCIAL PLANNING

Subject Code: BBA 621-18

M.Code: 79351

Date of Examination: 15-12-2025

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** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define finance planning.	CO1	L1
b.	List the need of time value of money.	CO1	L1
c.	Recall the meaning of risk and return.	CO2	L1
d.	Explain rules of investment.	CO3	L2
e.	Interpret the term tax planning.	CO4	L2
f.	Summarize the two techniques of risk management.	CO2	L2
g.	Illustrate the meaning of bonds.	CO3	L2
h.	Outline tax avoidance.	CO4	L2

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i.	What is power of attorney?	CO5	L1
j.	Outline the needs of Retirement planning.	CO5	L2
SECTION-B			
UNIT-I			
2.	Identify the process of personal finance planning in detail.	CO1	L3
3.	Examine methods of time value of money.	CO1	L4 *
UNIT-II			
4.	Identify the sources of risks in detail.	CO2	L3
5.	Determine life and general insurance in detail.	CO2	L5
UNIT-III			
6.	Explain the process of investment with its importance.	CO3	L5
7.	Classify the various methods of tax evasion.	CO4	L4
UNIT-IV			
8.	Develop the sources of retirement income with its importance.	CO5	L3
9.	Determine the various codes of conduct under ethical considerations in personal financial planning.	CO5	L5

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.

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester-6th TAX
DIRECT AND INDIRECT LAWS

Subject Code: BBA 622-18

M. Code: 79352

Date of Examination: 18-12-205

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Recall the different types of taxes in India.	CO 1	L1
b.	Explain agriculture income.	CO 2	L2
c.	Outline the deduction under section 80d.	CO 3	L2
d.	Compare between short term and long term capital gain.	CO 2	L2
e.	What do you understand by House rent allowance?	CO 1	L1
f.	What is TDS?	CO 4	L1
g.	Interpret the meaning of GST ecosystem.	CO 5	L2
h.	Recall the meaning of advance payment of tax	CO 4	L1
i.	Illustrate the meaning of levy and collection of GST.	CO 5	L2
j.	Outline the meaning of assessment year.	CO 1	L2

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SECTION-B

UNIT-I

2.	Analyze the provisions of the Income-tax Act relating to exceptions to the general rule that previous year's income is taxable during the Assessment Year.	CO 2	L4
3.	Identify different types of taxes with examples in detail.	CO 1	L3

UNIT-II

4.	Mr. Janardhan, a Non-Government employee has the following salary details: a. Basic Salary Rs.5, 000 p.m. b. D.A. Rs.2,000 p.m. c. Entertainment Allowance Rs.300 p.m. d. Professional tax paid by employee Rs.600 e. LIC Premium paid by employer Rs.3,600 f. Income tax paid by employee Rs.2,000 g. Professional tax paid by employer on behalf of employee Rs. 1,600 Solve the taxable salary of Mr. Janardhan.	CO3	L3
5.	Interpret in detail the provisions of income tax act, 1961 regarding exemption of capital gains.	CO2	L5

UNIT-III

6.	Explain the following in brief: a. TDS on winning from lotteries or cross word puzzles, etc. (section 194B) b. TDS on winning from horse races (section 194BB).	CO4	L5
7.	Compare the difference between set off and carry forward of losses under income tax act.	CO4	L4

UNIT-IV

8.	Determine the provisions governing registration under GST.	CO5	L5
9.	Identify in detail the various benefits of GST implementation.	CO5	L3

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester-6th

TRAINING AND DEVELOPMENT

Subject Code: BBA- 631-18

M. Code: 79353

Date of Examination: 15-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What are the key principles of learning?	CO1	L1
b.	Interpret importance of learning in an organization.	CO1	L2
c.	Recall the differences between training and development.	CO2	L1
d.	How can organization improve the quality of on-the job training?	CO2	L1
e.	Interpret the role of an instructor in the training process.	CO3	L2
f.	Outline the concept of attention differ from involvement in the learning process.	CO3	L2
g.	Define evaluation of training effectiveness.	CO4	L1

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h.	Outline any two limitations of on-the job training.	CO4	L2
i.	Name two emerging issues faced by the employers at work place.	CO5	L1
j.	Demonstrate the significance of learning by doing.	CO5	L2
SECTION-B			
UNIT-I			
2.	Identify the principles of learning contribute to the effectiveness of training programs in detail.	CO1	L3
3.	Compare the on-the-job and off-the-job training methods.	CO1	L4
UNIT-II			
4.	Construct the role of instructor behavior in the training process.	CO2	L3
5.	Determine the difference between case studies, role-plays, and simulations methods.	CO2	L5
UNIT-III			
6.	Explain the key differences between training and development and is distinction important for organizational growth.	CO3	L5
7.	Examine the process and significance of training.	CO3	L4
UNIT-IV			
8.	Simplify the statement “Is technological advancements shaping the evaluation of training and development”.	CO5	L4
9.	Explain the emerging challenges faced by training and development in Indian industries.	CO4	L5

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