Roll No. [ ]

Total No. of Pages : 03

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**BBA / BBA(SIM) (Sem.–1)**

# BASIC ACCOUNTING

**Subject Code : BBA102-18**

**M.Code : 75083**

**Date of Examination : 16-06-2025**

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. 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) How does the Money Measurement Concept limit the scope of financial accounting?

   b) List any four qualitative characteristics of accounting information and explain any one in detail.

   c) Briefly explain the concept of book keeping.

   d) State the accounting equation and explain how it remains balanced after each transaction.

   e) Differentiate between personal and real accounts with one example of each.

   f) What is depreciation in accounting?

   g) Explain the purpose of a Trading Account.

   h) What is the purpose of the Profit and Loss Account in the final accounts of a company?

   i) What does the term "Dividend" mean in a company's financial statements?

   j) What is the role of the 'Auditors Report' in the annual report of a company?



## SECTION - B

### UNIT - I

2. Explain the scope, objectives and advantages of financial accounting. How do they contribute to effective financial reporting?

3. What are accounting standards? Discuss the need, objectives and features of Accounting Standards in India and explain how they ensure consistency in financial reporting.

### UNIT - II

4. **Prepare journal and ledger considering following transaction for the month of March 2025 :**

   1. Started the business with Rs.1,50,000 in cash and Rs.50,000 worth of inventory.
   2. Purchased machinery for Rs.80,000 in cash and Rs.20,000 on credit from Mr. Gupta.
   3. Purchased goods worth Rs.40,000 on credit from Mr. Sharma.
   4. Sold goods on credit to Mr. Khan for Rs.60,000 (cost Rs.36,000).
   5. Paid rent for 3 months in advance, Rs.24,000 (Rs.8,000 per month).
   6. Paid salaries of Rs.18,000, of which Rs.5,000 is outstanding at the end of the month.
   7. Accrued interest of Rs.1,500 on a loan of Rs.50,000 for 3 months (interest rate 12% p.a.).
   8. Purchased stationery worth Rs.5,000, paid through bank transfer.
   9. Depreciation on machinery is calculated at 10% per annum on the cost of machinery.
   10. Received a cash payment of Rs.50,000 from Mr. Khan for goods sold on credit.

5. Explain the concept of a Trial Balance. Discuss its objectives, preparation process and the limitations of a Trial Balance in financial accounting.

### UNIT - III

6. Discuss the important provisions of the Companies Act, 1956 with regard to the preparation of final accounts of a company. Focus on key requirements and their implications on the preparation of financial statements.

7. Discuss the role and advantages of computerized accounting systems and accounting software packages in modern business operations. How do these systems contribute to efficiency and accuracy in financial management?

## UNIT - IV

8. Explain the concept of a Bank Reconciliation Statement. Discuss its purpose, the common causes of discrepancies between the cash book and the bank passbook, and the steps involved in preparing a Bank Reconciliation Statement.

9. **The following trial balance was extracted from the books of a sole proprietorship, ABC Enterprises, as on 31st March 2025 :**

| Account | Debit (Rs.) | Credit (Rs.) |
|---|---|---|
| Capital | | 1,50,000 |
| Drawings | 30,000 | |
| Purchases | 80,000 | |
| Sales | | 1,20,000 |
| Rent Expense | 12,000 | |
| Salaries Expense | 15,000 | |
| Cash in Hand | 10,000 | |
| Debtors | 25,000 | |
| Creditors | | 20,000 |
| Stock (Opening) | 20,000 | |
| Bank (Cash Book) | 8,000 | |
| Discount Allowed | 2,000 | |
| Discount Received | | 1,000 |
| Bad Debts | 1,000 | |
| Insurance Expense | 4,000 | |
| Depreciation on Machinery | 5,000 | |

**Prepare the following final accounts for the business for the year ending 31st March 2025 :**

a) Trading Account

b) Profit and Loss Account

c) Balance Sheet

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA/ BBA (SIM) (Sem. 2)

# MANAGERIAL ECONOMICS - II

Subject Code : BBAGE-201-18

M.Code : 75918

Date of Examination : 26-05-2025

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

   a. Pen down the concept of Stagflation.

   b. What is meant by Multiplier?

   c. What is inside money and outside money?

   d. What is Phillips curve?

   e. What is monetary policy?

   f. What is sacrifice ratio?

   g. What is meant by unemployment?

   h. What is Income policy?

   i. How to measure National Income?

   j. What is meant by business cycle?



## SECTION - B

### UNIT - I

2. Define supply of money. Discuss the various theories of supply of money.

3. Discuss the nature and functions of money and explain various theories of demand for money.

### UNIT - II

4. Define Inflation. Discuss the types of inflation and steps in the measurement of Inflation as well as policies to control inflation.

5. Discuss the types and cost of unemployment and Oakun's Law Measurement of unemployment in India.

### UNIT - III

6. Pen down the meaning, objectives, constituents and Limitations of Fiscal policy.

7. What is foreign trade multiplier? Discuss its working, assumptions, effects and criticisms.

### UNIT IV

8. Pen down the various sources of Public revenue, objectives, types and economic effects of taxes.

9. Discuss central-state financial relations and the duties of Finance Commission?

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

**BBA (Sem.–3)**

# IT TOOLS FOR BUSINESS

**Subject Code : BBASEC301-18**

**M.Code : 76659**

**Date of Examination : 18-06-2025**

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

   a) What are the main characteristics of computers?

   b) Explain the term 'input-output devices' with examples.

   c) How do you align text in a document?

   d) What is the function of spell check in MS Word?

   e) What is storage media? Provide examples.

   f) Differentiate between renaming and copying a file.

   g) List the components of the Excel window.

   h) What is cell referencing in Excel?

   i) Explain the use of Auto Content Wizard.

   j) What is a slide in MS PowerPoint?



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## SECTION - B

### UNIT-I

2. Describe the different classifications of computers based on size, functionality and purpose. Provide relevant examples.

3. Compare and contrast hardware and software. How do they interact within a computer system?

### UNIT-II

4. Explain the different types of software with examples. How do application software and system software differ in their functionalities?

5. Compare and contrast primary memory and secondary memory in terms of speed, cost, and storage capacity.

### UNIT-III

6. Discuss the importance of slide transitions and animations in, PowerPoint. How can they be effectively applied to maintain audience engagement?

7. Describe the steps involved in creating, saving, and opening a document in MS Word. Include different file formats that can be used.

### UNIT-IV

8. Explain the process of formatting numbers and text in Excel. How do formatting options enhance data presentation?

9. Describe the use of formulas and functions in Excel. How do financial and statistical functions assist in data analysis?

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Roll No. [ ] Total No. of Pages : 02

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**BBA (Sem.–3)**

# PRODUCTION AND OPERATIONS MANAGEMENT

**Subject Code : BBAGE-301-18**

**M.Code : 76658**

**Date of Examination: 20-06-2025**

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) Operations Management

b) Batch Production

c) Facility Layout

d) Capacity Planning

e) Total Quality Management

f) Six Sigma

g) Reorder Level

h) Quality Control

i) Ordering Cost

j) LIFO.



## SECTION-B

### UNIT-I

2. What do you mean by product design and development? Discuss the key features of a robust product design.

3. Write a detailed note on the strategic perspective of Production and Operations Management.

### UNIT-II

4. What is the importance of Facility location in Production and Operation management? What are the various strategies for effective facility location?

5. What do you mean by production planning and control? Describe the various objectives and functions of production planning and control.

### UNIT-III

6. What do you mean by Productivity? What is its importance? Explain various tools to measure productivity?

7. What is purchase management? Describe the objectives of purchase management. Briefly describe various methods of purchase management.

### UNIT-IV

8. What do you mean by inventory management? Describe the various factors affecting inventory control policy.

9. What do you mean by Economic Order Quantity? Discuss the various approaches for computing economic order quantity. Also, briefly describe the various factors affecting economic order quantity.

**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 (Sem.–3)

# ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA-301-18

M.Code : 76655

Date of Examination : 03-07-2025

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. 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) Define individual behavior.

b) What do you mean by Behaviour modification?

c) Explain the Components of attitude.

d) Define Job satisfaction.

e) Discuss the Determinants of personality.

f) What do you mean by Group norms?

g) Define Group cohesiveness.

h) Explain the Characteristics of a team.

i) What is Organizational culture?

j) List the Traits of an effective leader.



## SECTION-B

### UNIT-I

2. Define organizational behaviour. Discuss in detail the challenges and opportunities for OB with the help of suitable illustrations.

3. What do you mean by learning? Explain the characteristics of learning. Elaborate the social learning theory with its pros and cons?

### UNIT-II

4. Define perception. Explain the steps of perceptual process with the help of examples. Also, give a brief note on the importance of perception in organizational behaviour.

5. Elaborate various types of motivation. Critically analyse McGregor's theory to comprehend the concept of employee motivation.

### UNIT-III

6. Define group. Differentiate between formal and informal groups. Also, describe various properties of groups in detail.

7. "Leaders are born" not made. Comment on the statement and explain various styles of leadership with their advantages and disadvantages.

### UNIT-IV

8. What do you mean by industrial conflict? Briefly explain the stages of the process of conflict management with the help of examples.

9. Define stress. Discuss in detail various sources of work stress. Also, explain the impact of stress on employee's behaviour.

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Roll No. [ ]

Total No. of Pages : 02

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## BBA (Sem.–3)
# MARKETING MANAGEMENT
Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 16-06-2025

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

a) Define marketing and explain its significance.

b) What is the marketing mix? Why is it important?

c) What are the major objectives of pricing decisions?

d) Explain the 7Ps of service marketing.

e) Differentiate between mass marketing and niche marketing.

f) What are the major components of the promotion mix?

g) Differentiate between the marketing and selling concept.

h) What are the major types of distribution channels?

i) Differentiate between micro and macro marketing environments,

j) What is direct marketing?



## SECTION-B

### UNIT-II

2. What is the role of analysing the marketing environment? Discuss various components of marketing environment.

3. Define marketing management. Explain the different marketing concepts.

### UNIT-II

4. What is market segmentation? Discuss various bases and strategies of segmentation with examples.

5. Explain in detail the marketing mix and discuss its factors affecting with suitable examples.

### UNIT-III

6. Discuss the importance of branding, packaging, and labeling in product decisions.

7. What is pricing? Discuss the key factors affecting pricing decisions. Explain different pricing strategies and how they help businesses achieve competitive advantage. Provide relevant examples.

### UNIT-IV

8. State different types of channels. Also, explain the factors that affect the choice of channel of distribution.

9. **Write short notes on the following :**

   a) Integrated marketing communication (IMC).

   b) Promotion Mix.

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Roll No. 

Total No. of Pages : 03

Total No. of Questions : 09

**BBA (Sem.–3)**

# COST & MANAGEMENT ACCOUNTING

**Subject Code : BBA303-18**

**M.Code : 76657**

**Date of Examination: 23-06-2025**

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION-A

1. **Write briefly:**

   a. Any two features of Management Accounting.

   b. Debt-Equity Ratio

   c. Any two benefits of Interpretation of Financial Statements.

   d. Standard Cost

   e. What is meant by Sales Budget?

   f. Fixed Budget

   g. Absorption Costing

   h. Trend Analysis

   i. Net Profit Ratio

   j. Zero Base Budgeting



## SECTION - B

### UNIT - I

2. What do you mean by Management Accounting? Also discuss the points of distinction between Cost Accounting and Management Accounting.

3. Find out (i) Current Assets (ii) Liquid Assets (iii) Inventory, when current liabilities are Rs. 80,000. Current Ratio is 2 : 1, Liquid Ratio is 1.5 : 1 and prepaid expenses are Rs. 2,000.

### UNIT - II

4. What do you mean by Analysis and Interpretation of Financial Statements? Also discuss the technique of Comparative Statements in detail with suitable illustration.

5. The standard cost of a chemical mixture is as thus: 40% material C at Rs. 20 per kg. : 60 % material D at Rs. 30 per kg. A standard loss of 10% of input is expected in production: The cost records for a period showed the following usages: 90 kgs. Material C at a cost of Rs. 18 per kg : 110 kgs. Materials D at a cost of Rs. 34 per kg. The quantity produced was 182 kgs. of good product. Calculate all possible material variances.

### UNIT - III

6. State the main objectives of Budgetary Control? Also, discuss in brief the difference between Fixed Bridget and Flexible Budget.

7. Sharan Ltd has prepared the budget for production of 1,00,000 units of a product and the details are as below

| | |
|---|---|
| Direct Material (Rs.) | 10.08 |
| Direct Labour (Rs.) | 3.00 |
| Direct Expenses (Rs.) | 0.40 |
| Works Overheads (60% fixed)(Rs.) | 10.00 |
| Admn Overheads (80% fixed) (Rs.) | 1.60 |
| Sales Overhead s(50% fixed) (Rs.) | 0.80 |

Prepare a flexible budget for 60,000 units.

## UNIT - IV

8. From the following particulars calculate (i) Contribution per unit (ii) P/V Ratio (iii) Break even point in units (iv) what will be selling price per unit, if the break even point is brought down to 10,000 units : Selling Price per unit Rs. 20 ; Variable cost per unit Rs. 16 ; Fixed expenses Rs. 60,000.

9. **Write descriptive notes on :**

   a) Cost Volume Profit Analysis

   b) Margin of Safety

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–4)

# ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC401-18

M.Code : 77426

Date of Examination : 27-05-2025

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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

**1. Explain the following :**

a) Entrepreneurial motivation

b) Types of entrepreneurs.

c) Phases of entrepreneurship development program.

d) Problems of startups.

e) Characteristics of an MSMSE.

f) Define business incubators.

g) What is lease funding?

h) Industrial clusters

i) Venture capital

j) Angel investors



## SECTION - B

### UNIT - I

2. Define entrepreneurship. Discuss the various theories of entrepreneurship.

3. Describe the traits of a successful entrepreneur. Also, discuss the role of an entrepreneur in the economic development of a country.

### UNIT - II

4. What is the importance of idea generation? Discuss the various sources of a business idea.

5. Define business plan. Elaborate the important elements of a business plan with examples.

### UNIT - III

6. Critically analyze various government schemes and policies to promote EDP in India.

7. Discuss in detail the role of different state-level and national-level promotional agencies in assisting business startups.

### UNIT - IV

8. What is industrial sickness? Discuss its causes. Also, suggest some remedial measures to revive the sick industrial units.

9. Explain the role of financial institutions and commercial banks in entrepreneurial development with the help of suitable illustrations.

/ BBA

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–4)

# BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC401-18

M.Code : 77427

Date of Examination : 31-05-2025

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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

1. **Write a short note on :**

   a) Explain the nature of Business Ethics.

   b) How are moral standards important in business?

   c) Explain the concept of ethical decision-making in business.

   d) Describe the role of human values in personal growth.

   e) What is meant by 'Total Quality Mind'?

   f) Discuss the importance of intuition in managerial decision-making.

   g) Define Corporate Social Responsibility (CSR).

   h) What is the triple bottom line approach in CSR?

   i) Explain the concept of Corporate Citizenship.

   j) What are the Millennium Development Goals (MDGs)?



## SECTION - B

### UNIT - I

2. Describe the scope and purpose of ethics in business. Discuss its relevance in markets, finance and HR.

3. Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

### UNIT - II

4. Discuss how human values like freedom, creativity, love and wisdom contribute to decision-making.

5. Compare and contrast the intellectual-rational brain with the holistic-spiritual brain.

### UNIT - III

6. Trace the history and evolution of CSR in India. Discuss Carroll's model of CSR and the major drivers of CSR initiatives.

7. Explain the relationship between CSR, Corporate Governance and sustainability. Discuss the environmental aspects of CSR in business.

### UNIT - IV

8. Explain the role of the United Nations Global Compact 2011 and the UN Guiding Principles on business and human rights in shaping international CSR frameworks.

9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.–4)

# BUSINESS RESEARCH METHODS

Subject Code : BBASM-GE-401-18

M.Code : 77433

Date of Examination : 31-05-2025

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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

1. **Explain the following :**

   a) Objective of research.

   b) Importance of review of literature.

   c) Conceptual versus empirical research.

   d) Need of Research Design.

   e) Simple random sampling

   f) Observation method

   g) Nominal data

   h) Editing and coding

   i) Cross tabulation

   j) Research report



## SECTION - B

### UNIT - I

2. What do you understand by research problem? Explain different types of research. Discuss scope of research in management.

3. What do meant by research design? Distinguish between descriptive and exploratory Research designs.

### UNIT - II

4. Why questionnaire designing is important in research? Discuss guidelines required for developing a good questionnaire.

5. Discuss in detail the different levels of measurement. Also give suitable examples.

### UNIT - III

6. Why probability sampling is preferred over non probability sampling? List various probability sampling techniques. Explain any two techniques with their advantages and disadvantages.

7. List different methods of collecting primary data. Explain any two methods with their merits and demerits.

### UNIT - IV

8. Describe the steps of preparing data for analysis.

9. Explain with the help of suitable example the basic requirements of a good Research report.

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Roll No. 

Total No. of Pages : 02

Total No. of Questions : 09

**BBA (Sem.–4)**

# BUSINESS RESEARCH METHODS

**Subject Code : BBA-401-18**

**M.Code : 77423**

**Date of Examination:06-05-2025**

**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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

1. **Explain briefly :**

a) What do you mean by the applied research?

b) What is the importance of a review of literature in research?

c) What do you mean by multi-stage sampling?

d) Discuss the characteristics of the good questionnaire.

e) What do you mean by sampling errors?

f) What do you mean by ratio scale?

g) State the difference between the primary data and secondary data.

h) What do you understand by cross-tabulation?

i) What are the essentials of a good questionnaire?

j) What are the Characteristics of a good research report?



## SECTION - B

### UNIT - I

2. What do you mean by business research? Explain the scope and importance of research in managerial planning and decision-making.

3. What is meant by Research Design? Explain in detail the research designs applied in exploratory design in detail.

### UNIT - II

4. Discuss the difference between probability and non-probability sampling techniques. Discuss various types of probability sampling techniques in detail.

5. Define primary data. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with a suitable example.

### UNIT - III

6. What are different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?

7. What are the classifications of measurement scales? Explain the meaning of each class with examples.

### UNIT - IV

8. What are different types of research reports? Discuss the format of good research report.

9. What is data preparation? Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–4)

# BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 23-06-2025

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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

1. **Write a short note on :**

   a. Appendices

   b. Bias

   c. Applied Research

   d. Randomization

   e. Quantitative Research

   f. Pilot survey

   g. Theory

   h. Hypothesis

   i. Editing of data

   j. Cross Tabulation



## SECTION – B

### UNIT - I

2. What are the objectives of research methodology? Explain its scope in management research.

3. Elaborate the various types of research designs with suitable examples.

### UNIT - II

4. What is the process of sampling? What are its advantages and limitations?

5. Explain the primary sources of data collection in detail.

### UNIT - III

6. What are the guidelines for developing a good questionnaire? Support with examples.

7. What are the various levels of measurement in research methodology? Elaborate with examples.

### UNIT - IV

8. Explain the pre-requisites for analyzing the data. What are the various tools used for analysis?

9. What are the various types of research reports? Elaborate the guidelines for evaluating a report.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–4)

# HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 20-05-2025

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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

1. **Explain briefly :**

   a) Scope of HRM.

   b) Define job specification.

   c) List various sources of recruitment.

   d) What do you mean by employee testing?

   e) Elements of an effective induction program.

   f) Difference between training and development.

   g) Career life cycle

   h) Define incentives.

   i) What do you mean by industrial relations?

   j) HRM in India



## SECTION - B

### UNIT - I

2. Define Human resource management. Discuss various emerging trends of HRM due to globalization and technological advancements.

3. What is human resource planning? Briefly explain various factors influencing human resource planning.

### UNIT - II

4. What do you mean by employee selection? Explain the steps of a selection process with the help of suitable illustrations.

5. Define job design. Discuss in detail various methods of job design.

### UNIT - III

6. Define training. State its importance. Explain different methods of on the job training with their advantages and disadvantages.

7. Explain the concept of career planning and development. Discuss the process of career planning and development in detail.

### UNIT - IV

8. What is performance appraisal? Elucidate various traditional and modern methods of performance appraisal.

9. Define compensation. What are the elements of employee compensation? Discuss various factors affecting the compensation policy of an organization.

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Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–4)

# FINANCIAL MANAGEMENT

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination : 23-05-2025

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. Students have to attempt any ONE question from each Sub-section.

## SECTION - A

1. **Write a short notes on :**

   a) Liquidity decisions

   b) Time value of money

   c) Weighted average cost of capital.

   d) Optimum Capital Structure

   e) What is meant by Financial Leverage?

   f) Any two points of importance of capital budgeting.

   g) Capital Rationing

   h) Working Capital Cycle

   i) Can dividend be paid in India in the form of other than cash?

   j) Any two disadvantages of inadequate working capital.



## SECTION - B

### UNIT - I

2. Discuss in detail the nature and scope of Financial Management.

3. Suppose you are appointed as Chief Financial Officer (CFO) in a MNC (Multinational Company). Your company needs finance for expansion. Describe in brief various sources of rising of finance (capital) which are available to a MNC (Multinational Company).

### UNIT - II

4. Discuss the importance of cost of capital. Explain the computation of specific sources of cost of capital.

5. **The capital structure of a company consists of the following securities :**

   10% Preference share-capital Rs. 10,00,000

   Equity share capital (Rs. 10/- each) Rs. 10,00,000

   The amount of operating profit is Rs. 4,00,000.

   The company is in 50%, tax bracket. You are required to calculate the financial leverage of the company. What would be the new financial leverage if the operating profit increase to Rs.4,40,000.

### UNIT - III

6. What do you mean by Investment Decision making? What is the significance of studying capital budgeting?

7. In a company, while making capital expenditure decision, two alternative capital projects A-*666* and A-*777* involve an investment outlay of Rs. 1,44,000 each. The streams of cash inflows are as follows :

| Year | Cash inflows ( Rs.) | |
|---|---|---|
| | **Project A-666** | **Project A-777** |
| 1 | 1,00,000 | 20,000 |
| 2 | 80,000 | 40,000 |
| 3 | 20,000 | 50,000 |
| 4 | 20,000 | 40,000 |
| 5 | 30,000 | 1,70,000 |

The required rate of earnings is 12 %. PV factor at 12 % are : Year 1(0.893), Year 2(0.797), Year 3(0.712), Year 4(0.636) and Year 5(0.567). Which of the two projects should be accepted as per NPV Method?

## UNIT - IV

8. What is the significance of Working capital for a firm? Also, explain briefly, the main constituents of working capital?

9. Goodyear company belongs to a risk class for which the approximate capitalization rate is 10%. It currently has outstanding 50,000 shares selling at Rs. 100 each. The firm is contemplating the declaration of a dividend of Rs. 5 per share at the end of the current financial year. It expects to have a net income of Rs. 5,00,000 and has a proposal for making new investments of Rs. 10,00,000. Show that under the MM assumption, the payment of dividend does not affect the value of the firm.

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Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–5)

# OPERATION RESEARCH

Subject Code : BBA-501-18

M.Code : 78193

Date of Examination : 05-07-2025

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. 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 a short note on the following :**

   a. Operations Research Techniques

   b. Simplex Method

   c. Optimality Test in Transportation

   d. Travelling Salesman Problem

   e. Hungarian Method

   f. Define Jobs.

   g. PERT

   h. Replacement Policy

   i. Production Rate

   j. Crashing of Network



## SECTION - B

### UNIT - I

2. **Using the principle of duality solve the following problem :** Minimize $z = 4x_1 + 14x_2 + 3x_3$

   Subject to : $-x_1 + 3x_2 + x_3 \geq 3$.

   $2x_1 + 2x_2 - x_3 \geq 2$,

   $x_1, x_2, x_3 \geq 0$.

3. What is Operations Research? Explain briefly its applications.

### UNIT - II

4. **Find the optimal Solution of following Transportation Problem :**

| Source | Destination 1 | 2 | 3 | Available |
|---|---|---|---|---|
| 1 | 50 | 30 | 190 | 10 |
| 2 | 80 | 45 | 150 | 30 |
| 3 | 220 | 180 | 50 | 40 |
| **Requirement** | 40 | 20 | 20 | 80 |

5. What is Unbalanced Assignment Model? Is it solved by HAM?

### UNIT - III

6. Determine the optimal sequence of performing 5 jobs on 4 machines. The machines are used in the order $M_1$, $M_2$, $M_3$ and $M_4$ and the processing time is given below :

| Job | $M_1$ | $M_2$ | $M_3$ | $M_4$ |
|---|---|---|---|---|
| 1 | 8 | 3 | 4 | 7 |
| 2 | 9 | 2 | 6 | 5 |
| 3 | 10 | 6 | 6 | 8 |
| 4 | 12 | 4 | 1 | 9 |
| 5 | 7 | 5 | 2 | 3 |

7. What is Network Analysis? How time bound projects are analyzed? Explain with suitable example.

## UNIT - IV

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

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

When should the machine be replaced?

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

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**

Roll No. [ ]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)

# MERCANTILE LAW

Subject Code : BBA-502-18

M.Code : 78194

Date of Examination : 21-06-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

## SECTION - A

1. **Write briefly :**

   a) E-contract

   b) Agent

   c) Sale

   d) Warrantee

   e) Cheque

   f) Dishonour of Negotiable Instruments.

   g) Partnership Deed

   h) Consumerism

   i) Pawnor

   j) Indemnity



## SECTION - B

### UNIT - I

2. Discuss in detail the various essential features of a valid contract.

3. Define agency. Discuss various types of agents. Also, briefly discuss how agency relationship can be created.

### UNIT - II

4. Differentiate between sale and hire purchase agreement. Describe the rights of an unpaid seller.

5. Write a detailed note on 'transfer of property between buyer and seller as an effect of the contract of sale as per the Sales of Goods Act.

### UNIT - III

6. Define negotiable instruments. Describe the salient features and advantages of negotiable instruments.

7. Discuss in detail the various parties involved in case of promissory notes, bills of exchange and cheque. Also briefly discuss the features of bearer and crossed cheque.

### UNIT - IV

8. Define Limited Liability Partnership. Briefly describe the difference between Limited Liability Partnership and a partnership firm. Also briefly discuss various types of partners in a partnership firm.

9. What do you mean by Right to Information? Briefly discuss the appellate authorities in the Right to Information Act. Also briefly describe the salient features of Right to Information Act in India.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**

Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)

# CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 26-06-2025

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

   a. Explain the significance of understanding consumer behaviour in marketing.

   b. What is consumer Imagery?

   c. Explain consumer engagement in the online space?

   d. Discuss the concept of negative consumer motivation.

   e. Define personality in the context of consumer behaviour.

   f. Explain the elements of perception and their importance in consumer decision making.

   g. Define the term family life cycle.

   h. Discuss the family's significance in the consumer decision-making process.

   i. Explain the concept of adoption process in consumer decision making.

   j. Name consumer decision making models.



## SECTION - B

### UNIT - I

2. Explain consumer decision making process with examples.

3. Analyze the impact of emerging trends in consumer behaviour in the online space, focusing on the use of information technology and AI.

### UNIT - II

4. Explain positive and negative consumer motivation. Differentiate between needs and goals of consumers.

5. What are the different elements of perception? How does consumer attitude play a role in consumer behaviour?

### UNIT - III

6. Explain family decision making process. Explain how social cycle is measured?

7. Examine the role of social class and culture in shaping consumer preferences and behaviours. Give examples to illustrate.

### UNIT - IV

8. Explain Nicosia Model and Engel-Blackwell-Kollat models of consumer decision-making. Discuss their strengths and weaknesses.

9. Explain opinion leadership and accordingly analyze the diffusion of innovations process and its significance in consumer behaviour.

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Roll No. 

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–5)

# ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 28-06-2025

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

   a. Enlist the different forms of advertisements.

   b. Define Sales Quotas.

   c. What do you mean by copy layout?

   d. Discuss different components of message structures.

   e. What is the role of sales territory?

   f. What is meant by advertising budget?

   g. Discuss social issues in advertising.

   h. What are the merits of direct advertising?

   i. What are creative strategies for copywriting?

   j. What is an advertising campaign?



## SECTION - B

### UNIT - I

2. Define advertising. Discuss the role and various forms of advertisements with the help of examples.

3. What is Ad creation? Explain the essentials of a good advertising layout.

### UNIT - II

4. What do you mean by advertising effectiveness? Explain the methods of measuring advertising effectiveness.

5. Explain advertising agencies and what the different types of advertising agencies are?

### UNIT - III

6. **Write short notes on the following :**

   a. Personal selling process

   b. Role & skills of sales manager

7. Define the term 'Sales Management'. Discuss the scope and emerging trends in sales management.

### UNIT - IV

8. What is the importance of sales force management? Explain the process of recruitment and selection of a sales force.

9. What do you understand by sales territories? Explain the advantage of the allocation of territories.

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Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–5)

# CORPORATE ACCOUNTING

Subject Code : BBA-521-18

M.Code : 78196

Date of Examination : 17-06-2025

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. Buy Back of Shares

   b. Sweat Equity Shares

   c. Issue of Shares for Purchase of Assets.

   d. Who is eligible to get Bonus Shares?

   e. Issue of Debentures as Collateral Security.

   f. Managerial Remuneration

   g. Recent trends in Corporate Financial Reporting.

   h. Minority Interest

   i. Difference between Share and Debenture.

   j. Free Reserves



## SECTION - B

### UNIT - I

2. Alishba Ltd. was registered with a capital of Rs.5,00,000 in share of Rs.100 each and issued 2,000 such shares at a premium of Rs.20 per share, payable as Rs.20 per share on application, Rs.50 per share on allotment (including premium) and Rs.20 per share on first call made three months later. All the money payable on application, and allotment were duly received but when the first call was made, one shareholder paid the entire balance on his holding of 30 shares, and another shareholder holding 100 shares failed to pay the first call money.

   **Pass Journal Entries in the books of Alishba Ltd.**

3. What do you mean by Bonus Shares? Discuss the sources from which Bonus Shares can be issued. Also discuss the impact of issue of Bonus Shares on the Balance Sheet of a company.

### UNIT - II

4. On 1st January, 2023, SKV Ltd. issued 2,000, 10% Debentures of Rs.250 each at Rs. 225 each. Debenture- holders were given an option to get their debentures converted into equity-shares of Rs.50 each at a premium of Rs.25 per share. On 31st December, 2023, one year's interest had accrued on these debentures which was not paid. A holder of 200 debentures informed that he wanted to exercise the option for conversion of debenures into equity shares. The company, therefore, accepted his request and redeemed these 200 debentures by issuing him equity shares. The interest, however, on these 200 debentures was paid to the debenture holder.

   **Pass the necessary journal entries.**

5. **Write detailed notes on:**

   a) Redemption of Preference Shares.

   b) Underwriting of Shares.

### UNIT - III

6. Discuss in detail the statutory provisions regarding preparation of Financial Statements of a company as per the Companies Act, 2013.

7. The promotors of Rama Ltd. took over on behalf of the company a running business with effect from 1st April 2023. The company got incorporated on 1st August 2023. The annual accounts were made up to 31st March, 2024 which revealed that the sales for the whole year totaled Rs.2400 lakhs out of which sales till 31st July, 2023 were for Rs.600 lakhs. Gross profit ratio was 20%.

   The expenses from 1st April 2023, till 31st March, 2024 were as follows:

   Salaries: Rs.75 Lakhs

   Rent, Rates and Insurance : Rs.30 Lakhs

Sundry Office Expenses: Rs.72 Lakhs

Traveller's Commission : Rs.20 Lakhs

Discount allowed : Rs.16 Lakhs

Bad Debts : Rs.8 Lakhs

Directors Fee : Rs.30 Lakhs

Tax Audit Fee : Rs.16 Lakhs

Depreciation on Tangible Assets : Rs.15 Lakhs

Debenture Interest: Rs.14 Lakhs

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

## UNIT - IV

8. What do you mean by Corporate Financial Reporting? What are the provisions regarding Corporate Financial Reporting in India?

9. The following are the extract Balance Sheet of H & S Company as on 31-03-2024

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

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

**You are required to prepare a consolidated Balance Sheet.**

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**

Roll No. Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)

# FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 19-06-2025

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

a) Money Market

b) Financial Instruments

c) Financial Market

d) Commercial Papers

e) Trading and Settlement

f) Forfeiting

g) Housing Finance

h) Mutual Fund

i) Debt Securitization

j) Dematerialization



(20)

## SECTION - B

### UNIT - I

2. What do you mean by financial system? Discuss in detail the structure and components of Indian financial system.

3. What is secondary market? Write a detailed note on the role and functions of secondary market. Briefly discuss the challenges in the Indian secondary market.

### UNIT - II

4. What do you mean by treasury bills? Briefly discuss the features of treasury bills of different tenure in India. Also discuss the major challenges of Treasury bill market in India.

5. Define rolling settlement? Write a detailed note on the trading and settlement system in the Indian equity market.

### UNIT - III

6. Define financial services? Write a detailed note on the various financial services provided by financial institutions in India.

7. Differentiate between hire purchase and lease financing. Discuss in detail the various methods of lease financing in India.

### UNIT IV

8. What do you mean by venture capital? Discuss the role of venture capital funds in promoting private entrepreneurship in India. Briefly discuss the trends of growth of venture capital in India.

9. Write a detailed note on the various types of schemes offered by mutual fund companies in India.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)

# INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 01-07-2025

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

   a) Scope of Industrial relations.

   b) Structure of Quality circles.

   c) Technology and IR

   d) Human relations approach to IR.

   e) Sources of Industrial conflicts.

   f) Problems of trade unions in India.

   g) Differentiate between arbitration and adjudication.

   h) Define Gratuity.

   i) Industrial relations code 2019.

   j) Describe the conditions of payment of maximum bonus as per Payment of Bonus Act.



## SECTION - B

### UNIT - I

2. What do you mean by Industrial Relations? Discuss various parties to IR and their role in managing Industrial relations.

3. Why do employees join trade unions? Elaborate the characteristics and functions of Trade Unions with suitable illustrations.

### UNIT – II

4. Define collective bargaining. Discuss in detail the principles and essential conditions for the success of collective bargaining.

5. Define grievance. Elaborate the various causes of grievances. Also, discuss the steps of grievance redressal procedure in detail.

### UNIT - III

6. Define strike. What are the various types of strikes? Elaborate the provisions regarding strikes as per Industrial Disputes Act.

7. What do you mean by workers participation? Discuss different forms of workers participation in management with their advantages and limitations.

### UNIT - IV

8. Explain the object of ESI Act. Discuss the various benefits payable under the act.

9. a) Explain the provisions of health under the factories act 1948.

   b) Discuss various deductions that can be made from the wages as per payment of Wages Act.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**

Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)

# ORGANIZATION CHANGE AND DEVELOPMENT

Subject Code : BBA-532-18

M.Code : 78200

Date of Examination : 24-06-2025

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

a) Define organizational change and explain its importance.

b) What are the values, assumptions and beliefs that under pin Organizational Development?

c) What are the some strategies to minimize resistance to change?

d) How can organizations create parallel learning structures during OD initiatives?

e) What are the key aspects of implementing change within organizations?

f) How do people typically react to organizational change?

g) Describe the concept and characteristics of OD interventions.

h) What is T-Groups in the context of training experiences?

i) Define Client System and its objectives.

j) Discuss Contemporary Issues in OD.



## SECTION - B

### UNIT - I

2. Discuss the dynamics of planned change within organizations, highlighting the various triggers for change and the challenges associated with implementing organizational change initiatives.

3. Trace the historical background of OD and discuss how it has evolved over time.

### UNIT - II

4 Discuss the concept of Action Research in the context of Organizational Development (OD).

5 Discuss how power dynamics, political influences and ethical considerations shape the practice of OD interventions.

### UNIT - III

6. Discuss the importance of effective team dynamics in organizational success and explore the various interventions aimed at improving team performance and collaboration.

7. Discuss intergroup and third-party peace-making interventions as strategies for managing conflict and promoting collaboration between different groups within the organizations.

### UNIT - IV

8. Discuss contemporary issues in Organizational Development (OD), including its relationship with the quality movement.

9. Examine the role of the consultant as a model in consultant-client relationships.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**

Roll No. Total No. of Pages : 02

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 :**

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

I. **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

2. Elaborate the nature and scope of strategic management. Discuss the steps involved in the process of strategic management.

3. ***'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.

7. Discuss the concept of strategic choice. Explain GE nine cell matrix and BCG techniques of strategic choice in detail.

#### UNIT - IV

8. 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.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request o paper of Answer Sheet will lead to UMC against the Student.**

Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 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 :**

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 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.

   j) Provisions relating to Audit.



### SECTION - B

#### UNIT - I

2. ***"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.

3. 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?

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

#### UNIT - III

6. 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. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] Total No. of Pages : 02

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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 :**

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

## SECTION - A

1. **Write briefly :**

   a) 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.

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

### UNIT - II

4. 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?

9. 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 :**

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

## SECTION - A

1. **Answer briefly :**

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.

j) 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.

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

### UNIT - II

4. Discuss the importance of site selection in retail and the factors affecting the choice of retail location.

5. Explain the role of HRM in designing the organization structure and motivating the employees.

### UNIT - III

6. 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

8. Discuss the challenges in supply chain logistics and how logistics functions contribute to business efficiency.

9. Define supply chain management and explain the differences between logistics and supply chain management.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

# 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

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

3. 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

4. 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.

5. *'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

6. 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

8. *'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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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

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION - A

1. **Write briefly :**

a) 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.

i) 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.

j) Belated Return



## SECTION - B

### UNIT - I

2. 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.

3. 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.

a. 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.

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

## UNIT - III

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

7. 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

8. What are the reasons for introduction of GST in India? Also, discuss in brief the structure of GST in India.

9. Explain the provisions governing Registration under GST. Who are exempted from GST registration?

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BBA (Sem.–6)

# TRAINING & DEVELOPMENT

Subject Code : BBA631

M.Code : 79353

Date of Examination : 06-06-2025

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

## SECTION - A

1. **Write briefly :**

a) Define 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.

5. Describe the methods of evaluating training effectiveness and the criteria used.

### UNIT - III

6. Analyze the differences between on-the-job training and off-the-job training. Include advantages and limitations of each.

7. Discuss the various interactive training methods and their effectiveness in employee development.

### UNIT - IV

8. Discuss the criteria for evaluating training and development programs, including potential challenges in evaluation.

9. 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.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

## SECTION-A

1. Write briefly :

a) Define 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

2. Define culture. Explain the dimensions of culture. Discuss the role of culture in the Strategic Decision Making. Give suitable illustrations to support your answer.

3. What do you mean by shift in culture? Discuss the influence of foreign interventions on the shifts in local cultures.

### UNIT-II

4. Why is it important to study cross cultural differences? Critically analyse Hofstede's model of cross-cultural comparison.

5. Define cultural sensitivity. Discuss its need and significance. Explain the stages of cultural sensitivity with the help of suitable illustrations.

### UNIT-III

6. What are the different approaches for international staffing? Discuss their advantages and disadvantages.

7. Define cross cultural training. Discuss its objectives. Also, explain the phases of cross-cultural 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?

9. Define strategic alliances. Discuss its types. Also, elaborate the role and benefits of strategic alliances in the international context.

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