Q

BBA (Sem.-II)

Total Pages : 2

Roll No. : ....

4492

BBA (Semester-II) Examination, 2024-25

ADVERTISING MANAGEMENT

[Paper : Fourth]

Time : Two Hours] [Maximum Marks : 75

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3x3=9]

1. (a) Explain the concept of Integrated Communication Mix in your own words.

(b) What is the importance of setting advertising goals?

(c) Give two examples of media which are used in advertising.

(d) What is local advertising? Elaborate with the help of examples.

(e) What is the importance of setting an advertising budget?

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Discuss the impact of digital transformation on advertising in India.

   (b) What is brand image and how does it impact advertising effectiveness?

   (c) Write a note on ethical advertising with suitable examples.

   (d) Explain public service advertising with examples.

   (e) Discuss the components of advertisement copy.

   (f) What are the objectives of advertising? Explain with the help of suitable examples.

   (g) What is the DAGMAR approach in testing advertising effectiveness?

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about 475 words. [2x15=30]

3. (a) Explain the term "Advertisement'. Also discuss its classification with suitable examples.

   (b) Discuss the scope and importance of advertising in India's economic development.

   (c) Discuss the different types of "Advertising Copy' in detail.

   (d) Explain the role of 'Advertising Research' and its process in setting up of an advertisement.

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BBA (Sem.-II)

Total Pages : 4

Roll No. : ....

4490

BBA (Semester-II) Examination, 2024-25

MARKETING THEORY AND PRACTICES

[Paper : First]

Time : Two Hours] **[Maximum Marks : 75**

Note: This question paper is divided into three sections **A, B** and **C.** Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30 marks, respectively.** The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note: This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Explain the term "Brand" with examples.

   (b) What is Marketing Mix of a product?

   (c) Explain the term Consumer Behaviour.

   (d) What is Repositioning in Marketing Management?

   (e) Explain the term Promotion.

SECTION-B

(Short Answer Type Questions)

Note: This section contains only one question which consists of **seven sub-questions.** Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Explain the concept of New Product Development with examples.

(b) What is Distribution? Explain its different channels.

(c) Elaborate different factors which influence consumer behaviour.

(d) Explain the term Product Life Cycle (PLC) with suitable diagram.

(e) Why packaging is considered as a 5th P of Marketing Mix? Discuss the examples.

(f) What do you mean by the term Product Mix? Explain with examples.

(g) Explain Brand positioning with relevant examples in detail.

SECTION-C

(Long Answer Type Questions)

Note: This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Explain the definition of Marketing. Also discuss core concepts of Marketing in detail.

(b) What is Market Segmentation? Explain the basis of segmentation with suitable examples.

(c) Explain the term Pricing. Also discuss various methods of pricing in detail.

(d) What is Marketing Research? Explain its importance and process in detail.

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Q

BBA (Sem.-II)

Total Pages : 2

Roll No. : ....

4487

BBA (Semester-II) Examination, 2024-25

ORGANISATIONAL BEHAVIOUR

[Paper : Second]

Time : Two Hours] **[Maximum Marks : 75**

Note: This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Section A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note: This section contains only one question which consists of **five** sub-questions. Each sub-question carries 3 marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words.

[3x3=9]

1. (a) Define 'Organisational Behaviour'.

   (b) Discuss the nature of Organisational Behaviour.

   (c) What is Individual Behaviour? Give examples of Overt and Covert behaviour.

   (d) Discuss the difference between group and team.

   (e) Write any three recent advances in Organisational Behaviour.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words.

[9x4=36]

2. (a) What are the various challenges and opportunities for OB?

(b) Explain Big Five personality traits. How do the big five Personality Traits influence workplace behaviour?

(c) What is Perception? Explain the perceptual process.

(d) What is Johary Window and how does this model enhance self-awareness and improves communication at workplace?

(e) What is Managerial Grid? Explain the different leadership styles based on Managerial Grid.

(f) What do you mean by Group Cohesiveness? Discuss the factors that influence group Cohesiveness.

(g) How do organisational politics influence decision making and employee behaviour?

SECTION-C

(Long Answer Type Questions)

Note: This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [15x2=30]

3. (a) How does vroom's expectancy Theory of motivation? Explain the relationship between efforts, performance and rewards? What key factors influence expectancy, instrumentality and valence in the workplace?

(b) What is conflict in an organisation? Discuss causes of conflict in organisation. Explain the consequences of both functional and dysfunctional conflict on organisational performance.

(c) What is Organisational Change? Explain the process of change and discuss the major factors contributing to resistance to change in organisations.

(d) How does global and cultural diversity impact organisational behaviour and how can organisations manage it effectively?

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Q

BBA (Sem.-II)

Total Pages : 2

Roll No. : ....

4489

BBA (Semester-II) Examination, 2024-25

HUMAN RESOURCE DEVELOPMENT

[Paper : Fifth]

Time : Two Hours] [Maximum Marks : 75

Note: This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note: This section contains only one question which consists of **five** sub-questions. Each sub-question carries 3 marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) What are the objectives of Human Resource Development?

   (b) Define Stress Management.

   (c) What is Halo Effect?

   (d) Define two functions of HRD.

   (e) What do you understand by Management Development?

SECTION-B

(Short Answer Type Questions)

Note: This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Elucidate in detail about training. Explain the techniques of training.

(b) Elaborate the Organizational Structure of HRD.

(c) Distinguish between Job Enrichment and Job Enlargement.

(d) Define Job Redesign. Explain the process of Job Redesigning.

(e) Define Quality circle and elaborate on the steps involved in its implementation.

(f) Discuss the role of HRD in Manpower Planning.

(g) Explain the key differences between Human Resource Management (HRM) and Human Resource Development (HRD).

SECTION-C

(Long Answer Type Questions)

Note: This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Define potential appraisal with its need in organization. Elaborate the methods of potential appraisal.

(b) What do you understand by Human Resource Accounting? Also explain the methods of valuation of Human Resource.

(c) Define Stress. Elaborate potential sources and consequences of stress.

(d) What is Human Resource Development? Explain the focus of HRD system.

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Q

BBA. (Sem.-II)

Total Pages : 4

Roll No. : ....

4488

BBA (Semester-II) Examination, 2024-25

BUSINESS FINANCE

[Paper : Third]

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) How does an Investment decision affect the firm's value?

   (b) What financial decisions does the financial manager take?

   (c) Why is working capital necessary for a business's operations?

   (d) "Time Value of Money (TVM) is crucial in financial decision." Comment.

   (e) What is the concept of "Shareholder Wealth Maximization"?

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4×9=36]

2. (a) How do the concept of profit maximization and shareholder wealth maximization differ in terms of business objectives?

   (b) Explain the concept of IRR and how it is different from the NPV method.

   (c) What are the consequences of overcapitalization and under capitalization on business?

(d) What key factors influence a company's decision making process when formulating its dividend policy?

(e) Write a short note on the following :

(a) Conservative approach of working capital financing.

(b) Aggressive approach of working capital financing.

(c) Hedging approach of working capital financing.

(f) Reliance industries wants to establish a project of Rs. 10,00,000. Cash inflows before depreciation and after tax expected in next 5 years to be as under :

Years	Annual/Cash Inflows
1	Rs. 4,00,000
2	Rs. 3,50,000
3	Rs. 2,50,000
4	Rs. 3,00,000
5	Rs. 1,50,000

Find out Pay-Back period from the above data.

(g) X Ltd. has the following capital structure.

Equity Capital (Expected dividend 12%)	Rs. 10,00,000
10% Prefencnce Shares	Rs. 5,00,000
8% Loan	Rs. 15,00,000

You are required to calculate the weighted average cost of capital (WACC) after tax assuming tax rate of 25%

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [15×2=30]

3. (a) Explain various techniques of capital budgeting and its decision rules for investment decision making.

(b) How do Walter and Gordon's models show the connection between a company's dividend policy and its market value?

(c) Explain the net income and net operating income approach to capital structure with assumptions.

(d) Two projects A and B are before consideration of the management of Adani Power Ltd. The Particulars available are :

	Project A	Project B
Cost	Rs. 10,000	Rs. 10,000
Economic Life	4 years	6years
Earning before		
Depreciaton after tax		
Year	1 Rs. 5,000	Rs. 2,000
	2 Rs. 4,000	Rs. 3,000
	3 Rs. 3,000	Rs. 4,000
	4 Rs. 1,000	Rs. 5,000
	5 Rs. -	Rs. 7,000

Which project should be preferred? Use ARR and ROI method in both the projects.

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Q **Total Pages : 2**

BBA (Sem.-IV) **Roll No. : ....**

4503

BBA (Semester-IV) Examination, 2024-25

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

[Paper : XII]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections A, B and C. Follow instructions given in each section. Sections A, B and C are of **9**, **36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only **one** question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Define concept of return.
   (b) Describe capital Market.
   (c) What do you understand by government securities?
   (d) What is your view on investment analysis?
   (e) Define economical analysis.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about 225 words. [4x9=36]

2. (a) Explain systematic and unsystematic risk with example of current scenario.

(b) Calculate return and standard deviration of ABC Ltd. and also comment on the gravity of risk in this investment

Year 1	$P_o = 10$	$P_1 = 20$
Year 1	$P_o = 15$	$P_1 = 7$
Year 1	$P_o = 20$	$P_1 = 15$
Year 1	$P_o = 16$	$P_1 = 25$
Year 1	$P_o = 25$	$P_1 = 50$

(c) Write a short note on Investment instrument of capital market and money market.

(d) What is technical analysis? Write short note on tools of technical analysis.

(e) Give the meaning importance and objectives of Portfolio management.

(f) Define process of Investment Analysis by taking different investment alternatives as an example.

(g) Describe Resistance and support level of stock prices with the help of suitable diagram.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Describe efficient Market Hypothesis.

(b) Comment how Dow theory can be used to analyze market trend.

(c) Discuss tools of fundamental analysis.

(d) What do you understand by the term "Portfolio Analysis"?

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Q

BBA (Sem.-IV)

Total Pages : 2

Roll No. : ....

4504

BBA (Semester-IV) Examination, 2024-25

COMPANY LAW

[Paper : XII]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Explain Debenture.

(b) Mention the reason behind issuing of Sweat Equity Share.

(c) Differentiate between transfer and transmission of share.

(d) Explain Red Herring Prospectus.

(e) Explain minutes of meeting.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) What do you mean by prevention of oppression and mismanagement by a company?

(b) Explain different types of preference share in detail. Also differentiate between equity share and preference share.

(c) What is forfeiture of share? What are the procedure to forfeit share?

(d) What are the difference between Article of Association and memorandum of Association? Write the process to change in memorandum of Association.

(e) Who is Managing director? Explain right and duties of Managing director.

(f) Write feature of the company. Explain various types of company with examples.

(g) What do you mean by capital management? Explain borrowing power of a company.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Explain in detail procedure of issue of share.

(b) What do you mean by winding-up of a company? Explain in detail process of compulsory winding-up.

(c) What is the process of incorporation of a company? Mention the function of promoters.

(d) What do you mean by meeting of a company? Explain all the meeting in detail.

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Q

BBA (Sem.-IV)

Total Pages : 2

Roll No. : ....

4500

BBA (Semester-IV) Examination, 2024-25

RESEARCH METHODOLOGY

[Paper : Tenth]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Explain Dependent and Independent variables.
   (b) What is Research Hypothesis?
   (c) Explain the purpose of Bibliography in research report.
   (d) Write the features of good research design.
   (e) Explain Experimental and Non-experimental research.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) What is measurement in Research? Discuss four types of measurement scales.
   (b) What do you mean by data processing? Describe the processing operations.
   (c) Explain one-tailed test and two-tailed test with the help of examples.
   (d) A bulb manufactures claims 15 months as mean life of bulbs produced by him. A researcher collects data of 16 bulbs from his firm and founds mean life 13 months with 5 months as sample standard deviation. Test the manufacturer's claim at 5% significance level. (Critical values for one tailed test at 5% significance level at 14d.f=1.761, & at 15d.f. =1.753, and for two tailed test at 5% significance level at 14d.f=2.145 & at 15d.f=2.131)

(e) A school wants to investigate whether two different teaching methods 'A' and 'B' result in different variability in student's exam scores. A random sample of 16 students from Method 'A' and 16 students from Method 'B' taken to test. Sample standard deviations of exam scores found are 8 for method 'A' and 12 for method 'B'. Test the claim that variability in scores is same for both teaching methods.

$(F\ (0.05, 15, 15) = 2.4034, F(0.05,14,14)=2.463)$

(f) Explain the concept of chi-square test and its application in hypothesis testing. Discuss the assumptions and limitations of the chi-square test.

(g) What is a research report? Discuss the various steps involved in writing research report.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) A researcher wants to investigate whether there is a significant association between the gender of students and their preferred choice of science or arts at a University. The researcher collects data from a random sample of 100 students with following details :

	Gender		
Subjects	Male	Female	Total
Science	30	20	50
Arts	20	30	50
Total	50	50	100

Using chi-square test, determine whether there is a significant association between the gender of students and their choice of subjects at 5% significance level :
(Critical value of χ^2 0.05 at 1d.f. 3.841, 2d.f.=5.991)

(b) A University claims that the average height of its students is 175 cm. A random sample of 36 students has a mean height of 173 cm with a standard deviation of 5 cm. Test the claim at 5% significance level.

(c) Explain the meaning and significance of a Research Design. Discuss research design for exploratory Research studies.

(d) What do you mean by research? Discuss the different steps involved in a research process.

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Q

BBA (Sem.-IV)

Total Pages : 2

Roll No. : ....

4502

BBA (Semester-IV) Examination, 2024-25

CONSUMER BEHAVIOUR

[Paper : Eleventh]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Explain the term 'Consumer Behaviour'.

   (b) What is consumer Motivation?

   (c) Discuss the concept of consumer satisfaction.

   (d) Describe consumer research in brief.

   (e) What do you mean by Industrial buying behaviour?

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4×9=36]

2. (a) Explain any two consumer behaviour models.

   (b) Discuss in detail the concept of attitude formation and its measurement.

   (c) What is Personality and discuss in detail the 'Self Concept' in personality formation?

   (d) Elaborate the consumer decision-making process.

   (e) What do you mean by Individual determinants? Discuss consumer learning process.

   (f) Discuss the characteristics of industrial markets and explain the factors that influence it.

   (g) Write the social and cultural influences on Consumer Behaviour.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Discuss in detail the factors that influence consumer decision-making.

   (b) Explain nature, scope and importance of Consumer Behaviour.

   (c) Describe the stages of industrial buying process.

   (d) Explain the consumer communication process.

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Q

BBA (Sem.-IV)

Total Pages : 4

Roll No. : ....

4501

BBA (Semester-IV) Examination, 2024-25

SPECIALISED ACCOUNTING

[Paper : Eleventh]

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Explain Del credere commission.

(b) Explain Minimum Rent and Royalty Reserve.

(c) Differentiate between gaining ratio and sacrificing ratio.

(d) From the following information, find out the goodwill by super profit method, assuming five year purchase :

(i) Actual average Profit - Rs. 1,50,000

(ii) Average capital employed- Rs. 10,00,000

(iii) Normal rate of return - 12%

(e) Give a proforma of schedule-8 regarding investment.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Distinguish between the following :

(i) Joint venture and consignment

(ii) Joint venture and partnership

(b) A Head Office in Mumbai has branch in Ahmedabad to which goods are invoiced by the H.O. at cost price ptus 25%. All cash received by the branch is daily remitted to the H.O. All expenses are paid from Mumbai. From the following particulars, show how the Branch A/c will appear in the Head Office books.

(Entries are to be mode at invoice price) :

		₹
Stock on 1st July, 2011 (at invoice price)-		12,500
Debtors on 1st July, 2011-		12,000
Goods invoiced from Mumbain-		40,000
Remittances to Mumbai Cash Sales-		16,000
Cash received from debtors-	29500	45,500
Goods returned to H.O.-		2,400
Cheques received from Mumabai-		
Wages and Salaries-	11,000	
Rent, rates, etc-	3,000	
Sundry Expenses-	510	14,510
Stock on 31st December 2011-		15,000
Debtors on 31st December 2011-		22,500

(c) Explain 'Hire Purchase System' and 'Instalment purchase system.' State the difference between these two.

(d) On 1st April, 2005, Ashok (buyer) purchased a machinery from Kishore (Vendor) on Instalment Payment System. The cash price of the machinery is ₹74,500. Payment is to be made in four half yearly instalments of ₹20,000 each. The first instalment was due on 30th September, 2005. Rate of interest was 6% per annum. Ashok writes off depreciation @ 10% per annum on diminishing balance method. Show the necessary ledger accounts in the books of Ashok and Kishor both. The books are closed on 31st March, every year.

(e) Korba Coal company consigned to Bhilai Coal stores of Bhilai 1,000 tons of Coal @ ₹12 per ton. Korba coal company paid for insurance ₹600 and for freight ₹1,300 in connection with this consignment. Bhilai coal stores incured ₹200 for cartage and ₹300 for godown rent. They sold 760 tons of coal for ₹14,200 and there was a stock of 190 tons with them. They sent the account sale and remitted the amount by cheque to the consignor after deducting 5% commission and expenses incurred by them.

Prepare the necessary accounts in the books of consignor from the above details.

(f) Prepare with imaginary figures the revenue account and balance sheet of a General Insurance Company.

(g) A Company carries on its business through five departments A, B, C, D and E. The trial balance as on 31st March, 2008 was as follows :

	A	B	C	D	E
Opening Stock	5,000	3,000	2,500	4,000	4,500
Purchases	50,000	30,000	10,000	26,000	34,000
Sales	48,000	21,000	9,500	23,000	30,000
Closing stock	6,000	4,000	3,500	5,000	5,500

The opening and closing stock have been valued at cost. The exenses which are to be chartered to each department in proportion to the cost of goods sold in respective departments are as follows :

Salaries and commission-	₹ 5,510
Rent and Taxes-	₹ 1,450
Miscellaneous Expenses	₹ 1,305
Insurance	₹ 580

Show the final result percentage on sales in each department and also the combined result with percentage on sales.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Ram and Shyam are the partners in a firm sharing profits in the ratio of 2 : 1. On 1st January, 2013 their Balance sheet is as under :

Liabilities		Amount ₹	Assets		Amount ₹
Creditors		15,000	Building		12,000
Bills Payable		5,000	Plant		5,000
Capital a/cs :			Furniture		1,200
Ram	25,000		Stock		10,400
Shyam	10,500	35,500	Debtors	24,000	
			Less : Provision		
			For B/D	2,400	21,600
			Investments		3,200
			Cash		2,100
		55,500			55,500

They admitted Gopal for 1/4 share on the following terms :

(i) Gopal will bring in ₹8,000 for Capital and ₹2,100 for goodwill.

(ii) The assets were revalued as below :

Building ₹16,000, Plant ₹3,600, Investments ₹2,800, Stock ₹9,360

(iii) Provision for bad and doubtful Debts to be reduced by ₹1,400.

(iv) Furniture to be taken by Ram at the value of ₹1,100.

Prepare revaluation account, Partner's capital Account and Balance sheet of new firm.

(b) Ram Prasad and Shyam Prasad of Korba agreed to enter into a joint venture for sale of coal. They opened a joint Bank Account with ₹4,00,000 towards which Ram Prasad contributed ₹2,40,000 and Shyam Prasad ₹1,60,000. They paid ₹3,00,000 to their agent Suresh to purchase coal. They spent ₹10,000 for freight ₹5,500 for insurance and for sundry expenses ₹5,000. They paid commission ₹10,000.

They closed the joint venture account after selling coal for ₹4,00,000. The unsold stock of coal was taken over by Ram Prasad for ₹60,000. They share the profit or loss in their capital ratio.

Prepare joint venture account, joint bank account and co-venturer's account, assuming that all accounts are settled.

(c) Under which circumstances a firm is dissolved? What accounting record is made on dissolution of partnership?

(d) Explain the slip system of bank book-keeping. What are its advantages and disadvantages? Describe in brief its working in a bank.

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BBA (Sem.-VI)

Total Pages : 2

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4511

BBA (Semester-VI) Examination, 2024-25

PROJECT MANAGEMENT

[Paper : XVII]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) Explain the difference between projects and project management.

   (b) What are the planning tools of project management?

   (c) What is project risk management?

   (d) What do you mean by project costing?

   (e) What is cost performance Index?

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) What are the components of a detailed project report?

   (b) Explain project life cycle with risk and value analysis diagram.

   (c) What is Tuckman's team development model?

   (d) What is Gantt Chart?

   (e) Explain the concept of earned value analysis.

   (f) How is economic analysis different from environment impact analysis?

   (g) Evaluate the steps involved in project evaluation.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) What is the role of the government in project ideation? How does the government promote investments in projects?

   (b) What are the typical appraisals required for complete project appraisal?

   (c) How uncertainties related to time duration of project activities as well as project completion are handled in PERT approach to project planning. Explain.

   (d) Develop a criteria for project selection and screening.

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BBA (Sem.-VI)

Total Pages : 2

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4512

BBA (Semester-VI) Examination, 2024-25

GOODS AND SERVICES TAX

[Paper : XVII]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3×3=9]

1. (a) "G.S.T. is considered to be the cure for ill of earlier indirect tax regime." Comment.

   (b) Which of the existing taxes are proposed to be subsumed under G.S.T.?

   (c) Explain in brief the role of G.S.T. council.

   (d) Explain the circumstances under which G.S.T. registration may be cancelled.

   (e) Discuss the use of debit note and credit note under G.S.T.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Which category of supplier can adopt composition alternative in G.S.T.? Is composition alternative beneficial for supplier?

   (b) Write a short note on the following :

   (i) Provision of Import and Export in G.S.T.

   (ii) Input Tax and Output Tax

   (iii) Taxable Person

   (c) What is the scope of supply under goods and services Tax (GST) Law?

(d) When does the registration is compulsory for suppliers under G.S.T. Act? Explain the procedure for amendment in registration certificate.

(e) Explain in detail :

  (i) Reverse charge Mechanism

  (ii) Place of business and place of supply

(f) Differentiate between VAT and GST.

(g) A wholesaler of U.P. purchase shirt worth Rs. 5,00,000, Pant Rs. 7,00,000 and coat worth Rs. 10,00,000. The wholesaler sells these goods to a retailer of U.P. at a mark-up value of 20% and charges GST on selling price.

The retailer, in turn, sells there goods to consumer of U.P. on at mark-up value of 25% on the price paid to the wholesaler and charges GST on the selling price.

Calculate Input Tax credit available to both the wholesaler and the retailer when GST on pant and shirt is 18% and on coat is 28%.

SECTION-C

(Long Answer Type Questions)

Note :This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) What is Assessment? Explain the different types of Tax Assessment.

(b) Who is responsible to file return under GST? Discuss the procedure of filling return under GST.

(c) Explain briefly all methods for computation of VAT with suitable examples.

(d) Alfa Co. furnishes you the following information:

Raw Material purchase Rs. 5,00,000 plus VAT @ 4%

Manufacturing expense (Revenue Nature) Rs. 2,00,000

Sale price Rs. 8,00,000 plus VAT @ 4%

Plant and Machinery acquired Rs. 2,50,000 plus VAT @ 4% Eligible for Input Tax credit in the year of Acquisition itself.

Compute VAT liability under :

  (i) Gross Product Variant

  (ii) Income Variant

  (iii) Consumption Variant

State which variant is beneficial to the dealer and why?

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BBA. (Sem.-VI)

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4515

BBA (Semester-VI) Examination, 2024-25

STRATEGIC MANAGEMENT

[Paper : XIX]

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries 3 marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words.

[3x3=9]

1. (a) Explain the term strategy.

   (b) What do mean by the term "Resource Allocation"?

   (c) What is a Policy? Explain with an example.

   (d) Explain the concept of value chain.

   (e) Differentiate between objectives and Goals.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Explain capabilities and core competencies in detail.

(b) Elaborate process of Strategic Management with levels of strategy.

(c) What is BCG Matrix? Explain in detail.

(d) "Coordination between Leadership and corporate culture is essential for effective Strategic Management."

(e) Explain the concept and importance of The Experience Curve.

(f) Explain projects and procedural issues in detail.

(g) Elaborate Global entry strategies in detail.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [15x2=30]

3. (a) What do you mean by the term External environment analysis? Explain PESTEL in this regard in detail.

(b) Explain various tools and techniques for Strategic Analysis. Also discuss TOWS matrix in detail.

(c) What is an organizational system? Explain techniques of strategic evaluation and control in detail.

(d) Explain competitive strategies in detail. Discuss porter's 5 forces model to support your explanation.

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B.B.A. (Sem.-VI)

Total Pages : 2

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4514

B.B.A. (Semester-VI) Examination, 2024-25

INTERNATIONAL TRADE

[Paper : Eighteenth]

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3x3=9]

1. (a) What does "balance of trade" signify in international trade?

   (b) Define the term "free trade".

   (c) Mention any two international economic institutions and their roles in world trade.

   (d) What does NAFTA stand for?

   (e) What is the primary goal of India's trade policy?

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Explain the relationship between the balance of payments and international trade.

   (b) Describe the roles of IMF and World Bank in promoting international trade.

   (c) What are some common restrictions faced in free trade?

   (d) Discuss the importance of regional economic groups like ASEAN and SAARC in world trade.

   (e) Highlight the recent trends in India's foreign trade practices.

   (f) What institutional mechanisms exist to promote exports in India?

   (g) How does foreign trade contribute to a country's economic growth?

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Analyse the recent trends and challenges in global trade.

   (b) Discuss the role and effectiveness of WTO in shaping global trade policies.

   (c) Evaluate the significance of foreign trade for the economic development of developing nations.

   (d) Examine India's trade policy with a focus on export assistance and its marketing strategies.

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BBA (Sem.-VI)

Total Pages : 2

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BBA (Semester-VI) Examination, 2024-25

AUDITING

[Paper : XVIII]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries 3 marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words.

[3×3=9]

1. (a) Define Internal Audit.

   (b) What is vouching in Auditing?

   (c) Differentiate between an Audit Report and Audit Certificate.

   (d) Point out the key elements of an insurance audit.

   (e) List the purpose of an audit notebook.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries 9 marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words.

[4×9=36]

2. (a) Explain the meaning and objectives of auditing. How does auditing help improve the financial health of an organization.

(b) Briefly discuss the steps involved in Audit Procedure.

(c) What are the powers and duties of a company auditor?

(d) What are the challenges involved in auditing educational institutions? How does it differ from auditing business organizations?

(e) Explain the concept of Test Checking. What are its advantages and limitations compared to routine checking?

(f) What is a Social Audit? How does it help in assessing the social and environmental impact of an organizational activities?

(g) Briefly discuss the provisions regarding the appointment of an Auditor of a company.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words.

[2x15=30]

3. (a) What are the different types of audits. How does each type serve distinct purpose in an organization.

(b) Describe the process of Asset Verification. What are the key factors an auditor considers while verifying the existing value of assests.

(c) Explain the structure and components of an Auditor's report.

(d) What are the limitations of auditing? How can these limitations impact the reliability and accuracy of an audit report?

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BBA. (Sem.-VI)

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4516

BBA (Semester-VI) Examination, 2024-25

TRAINING AND DEVELOPMENT

[Paper : XIX]

Time : Two Hours] **[Maximum Marks : 75**

Note : This question paper is divided into three sections **A, B** and C. Follow instructions given in each section. Sections A, B and C are of **9, 36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note : This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words. [3x3=9]

1. (a) What do you understand by the term "Task Analysis"?

(b) What is the meaning of the term "Training"?

(c) Define "Development" in the context of employee growth.

(d) What is meant by "Sensitivity Training"?

(e) Write two examples of "On-the-Job" Training.

SECTION-B

(Short Answer Type Questions)

Note : This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2. (a) Differentiate between "Training and Development".

   (b) Discuss the Training and Development policies.

   (c) Explain any three training methods with suitable examples.

   (d) Describe the relevance of training evaluation in enssuring training effectiveness.

   (e) Explain how training contributes to employee motivation.

   (f) Explain the concept of Gross-Cultural training and its benefits.

   (g) Write a detailed note on management development programs.

SECTION-C

(Long Answer Type Questions)

Note : This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words. [2x15=30]

3. (a) Elaborate on the steps needed to organize the Training Department in an organization.

   (b) Compare Kirkpatrick and CIRO models in evaluating training effectiveness.

   (c) Explain the importance and types of "Teaching Aids" in training with relevant industry examples.

   (d) Discuss the challenges in managing training across global team and cultures.

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