

Roll No.

4490

B. B. A. (Second Semester)

EXAMINATION, 2025-26

Paper First

MARKETING THEORY AND PRACTICES

Course Code : F010201T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. $3 \times 3 = 9$

1. (a) What do you mean by Product Differentiation ?
(b) Define Repositioning.
(c) Explain marketing Myopia.
(d) Differentiate between Marketing and Selling.
(e) Explain E-tailing.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. $4 \times 9 = 36$

2. (a) Explain the stages of product development process.
(b) Explain the various factors that influences the choice of channel of distribution.

P. T. O.

- (c) What are the various stages in the product life cycle ? What strategies are being followed during various stages of product life cycle ?
- (d) What are the factors that influence the consumer behaviour in the purchase of the product ?
- (e) "Product strategy calls for making coordinated decision of product mixes, product lines, brands and packaging." Comment.
- (f) Write the consumer buying decision process in detail.
- (g) Discuss the important marketing communication tools applied in IPL 2026.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Answer each question in about 475 words. Each question carries 15 marks. 2×15=30

3. (a) "Market segmentation is important for target market and target markets are important for product positioning ?" Elaborate with example.
- (b) "Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating delivering and communicating superior customer value." Elaborate.
- (c) Explain the importance of pricing in the marketing mix. What are the various methods and the factor influencing in determining the pricing ?
- (d) What are the advantages and disadvantages of product specialisation and market specialisation as target market strategies ?

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4492

B. B. A. (Second Semester)

EXAMINATION, 2025-26

Paper Fourth

ADVERTISING MANAGEMENT

Course Code : F010204T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about 50 words. Each question carries 3 marks. 3×3=9

1. (a) Explain the term Advertising Management with an example.
- (b) What is Integrated Marketing Communication (IMC) ?
- (c) Explain the term Media-Mix with examples.
- (d) What is Advertising Copy ? Explain with an example.
- (e) Why advertising budget is crucial for a company ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about 225 words. Each question carries 9 marks. 4×9=36

2. (a) Explain the role of Advertising in social and economic development of India.
- (b) Explain the term branding. Why it is important for a product ?

P. T. O.

- (c) What is Advertising Research ? Explain the process of Advertising Research in detail.
- (d) Differentiate pre-testing and post-testing of Advertisements in detail.
- (e) Explain the various ethical issues in Indian Advertising with examples.
- (f) Discuss in detail the relevance of Media planning with examples.
- (g) Explain the scope and functions of Advertising in detail.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Answer each question in about 475 words. Each question carries 15 marks. 2×15=30

3. (a) Explain the term DAGMAR. Also discuss setting of objectives with the application of DAGMAR in detail.
- (b) What is an Advertising Budget ? Explain the different methods of establishment of advertising budget in detail.
- (c) What is Advertising Copywriting ? Explain the different types of advertising copy with suitable examples of each copy.
- (d) Explain the different components of Integrated Marketing Communication (IMC) with examples in detail.

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Roll No.

4488

B. B. A. (Second Semester) EXAMINATION, 2025-26

Paper Third

BUSINESS FINANCE

Course Code : F010203T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C.
Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) Critically evaluate why the objective of shareholder wealth maximization is considered superior to profit maximization in modern business finance.
- (b) Discuss two principal techniques of time value of money used in financial decision making.
- (c) What is meant by the capital structure of a firm ?
- (d) Distinguish between the conservative and aggressive approaches to working capital policy.
- (e) Elaborate on the 'Bird-in-the-Hand' theory as proposed in the Gordon Model.

P. T. O.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about 225 words. Each question carries 9 marks. 4×9=36

2. (a) Explain the Payback Period method of capital budgeting and illustrate its application with a suitable example.
- (b) Discuss the concept of Weighted Average Cost of Capital (WACC) of a firm and demonstrate its calculation with an appropriate example.
- (c) Discuss the key determinants of dividend policy in a corporate setting.
- (d) Describe the various types of long-term financial decisions required for the effective management and growth of a business.
- (e) Write explanatory notes on the following concepts :
 - (i) Economic Order Quantity (EOQ)
 - (ii) ABC Analysis
 - (iii) Growth and Liberal Dividend Policy
- (f) The following financial information is available for the equity shares of ABC Ltd. :

Market Price Per Share :	₹ 150
Earning Per Share (EPS) :	₹ 35
Dividend Per Share (DPS) :	₹ 15
Growth Rate :	12% per annum

Based on the above data, calculate the cost of equity share capital using the following approaches :

- (i) Earning Price/Yield Method
- (ii) Dividend Price/Yield Method
- (iii) Dividend Price/Yield plus Growth model

Also, compute the retention ratio of the firm.

- (g) A project requires an initial investment of ₹ 3,00,000 and has an estimated scrap value of ₹ 60,000 at the end of its useful life. The expected annual income before depreciation and tax over a five year period is as follows :

Year 1 : ₹ 60,000

Year 2 : ₹ 68,000

Year 3 : ₹ 76,000

Year 4 : ₹ 84,000

Year 5 : ₹ 1,00,000

Assuming a tax rate of 25% and depreciation charged on a straight line basis, calculate the Accounting Rate of Return (ARR) for the project.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Answer each question in about 475 words. Each question carries 15 marks. $2 \times 15 = 30$

3. (a) Critically examine the Net Operating Income (NOI) approach and the Net Income (NI) approach to capital structure and illustrate the differences between them with a suitable numerical example.
- (b) Write concise explanatory notes on the following concepts :
- (i) Optimal Capital Structure
 - (ii) Time value of money
 - (iii) Overcapitalization
 - (iv) Cost of Debt
 - (v) Debtor Turnover Ratio
- (c) Discuss the concept of working capital management and discuss its importance in ensuring the efficient operation and financial stability of a firm.

- (d) Reliance Industries Limited is considering an investment of ₹ 10,00,000 in a proposed project. The expected annual cash inflows and corresponding Present Value Factor (PVF) at a discount rate of 12% are provided below :

Year	Cash inflows	PVF @ 12%
1	2,00,000	0.892
2	2,50,000	0.795
3	3,00,000	0.710
4	3,50,000	0.633
5	4,00,000	0.565
6	4,50,000	0.504
7	5,00,000	0.450

Based on the above information, compute the Net Present Value (NPV) of the project. Further, evaluate whether the project should be accepted or rejected, providing appropriate justification based on the NPV criterion.

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B. B. A. (Second Semester)

EXAMINATION, 2025-26

Paper Second

ORGANISATIONAL BEHAVIOUR

Course Code : F010202T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. Write short notes on the following :

- (a) Elements of OB
- (b) Authoritarianism
- (c) Child Ego State
- (d) Quality Work Life
- (e) Stereotyping

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) OB is a field of study that borrows many concepts from other disciplines. Comment.

P. T. O.

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- (b) Discuss and compare Theory X and Theory Y of Motivation.
- (c) Differentiate among all the four models of OB.
- (d) Discuss JOHARI Window. How this concept helps in understanding oneself ?
- (e) What do you understand by groups ? Throw light on group development.
- (f) Elaborate Trait theories of personality.
- (g) What do you understand by Change ? Explain the change process.

Section—C**(Long Answer Type Questions)**

Note : Attempt any *two* questions. Answer each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) Describe Managerial Grid. How can it be used for imparting training in leadership ?
- (b) Explain the challenges and opportunities of organisational behaviour in the context of present day environment.
- (c) Examine Abraham Maslow's theory of motivation. How can this theory help managers in motivating employees ?
- (d) What do you understand by Organisational Politics ? How it affects the working of an organisation ?

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Roll No.

4489

B. B. A. (Second Semester)

EXAMINATION, 2025-26

Paper Fifth

HUMAN RESOURCE DEVELOPMENT

Course Code : F010205T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C.
Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about 50 words. Each question carries 3 marks. 3×3=9

1. (a) Define Human Resource Development.
- (b) What is the main distinction between HRD and HRM ?
- (c) State *one* objective of potential appraisal.
- (d) What is meant by Job Enrichment ?
- (e) Mention *one* potential source of stress in organizations.

Section—B

Short Answer Type Questions

Note : Attempt any *four* questions. Answer each question in about 225 words. Each question carries 9 marks. 4×9=36

2. (a) Explain the importance and benefit of HRD in modern organizations.

P. T. O.

- (b) Describe the role of HRD manpower in the HRD system.
- (c) What are the obstacles faced during potential appraisal ?
- (d) Discuss the steps involved in organizing a training programme.
- (e) Explain the principles of job enrichment with examples.
- (f) What is the role of management and trade unions in quality circles ?
- (g) Describe the consequences of stress on employee performance.

Section—C

Long Answer Type Questions

Note : Attempt any *two* questions. Answer each question in about 475 words. Each question carries 15 marks. 2×15=30

- 3. (a) Compare and contrast HRD and HRM highlighting their scope, focus and benefits.
- (b) Discuss various management development methods and their relevance in today's business environment.
- (c) Explain the concept, structure and functioning of quality circles in India including their challenges and effectiveness.
- (d) Analyze different methods of Human Resource Accounting (HRA) and evaluate their limitations in measuring human capital.

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Code : 5038

**B. A./B. Sc./B. Com./B. B. A./B. C. A. (Second Semester)
Examination, 2025-26
(Z010201T)**

(Ability Enhancement Courses)

हिन्दी भाषा कौशल एवं संचार

(To be filled in by the Candidate/निम्न पूर्तियाँ परीक्षार्थी स्वयं करें)

[Maximum Marks : 75

[अधिकतम अंक : 75

Roll No. (in figures) :

[Time : 2 Hours

अनुक्रमांक (अंकों में)

[समय : 2 घण्टे

Roll No. (in words) :

अनुक्रमांक (शब्दों में)

Booklet Code

C

Name of College :

कॉलेज का नाम

**Question Booklet
Number**

242103

College Code :

कॉलेज का कोड

Signature of Candidate

परीक्षार्थी के हस्ताक्षर

Signature of Invigilator

कक्ष-निरीक्षक के हस्ताक्षर

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 75 questions. Examinee is required to answer all 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 75 प्रश्न हैं। परीक्षार्थी को सभी 75 प्रश्नों को केवल दी गई OMR आन्तर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

1. 'चतुर' का विलोम है :

- (A) छल
- (B) मूर्ख
- (C) अटल
- (D) प्राचीन

2. 'आकाश' का विपरीतार्थक शब्द है :

- (A) पाताल
- (B) अम्बर
- (C) अगम
- (D) अवरोध

3. कौन-सा शब्द 'सञ्जन' का उल्टा अर्थ प्रदान करता है ?

- (A) तिमिर
- (B) दुर्जन
- (C) तारोफ
- (D) गोचर

4. 'जय' का विलोम है :

- (A) विजय
- (B) आदर
- (C) अग्नि
- (D) पराजय

5. 'अगम' के लिए सही विलोम शब्द है :

- (A) आगमन
- (B) अचल
- (C) अधर्म
- (D) सुगम

6. 'अमर' के लिए सही वाक्यांश है :

- (A) जो टूट न सके
- (B) जिसमें चेतना न हो
- (C) जो कभी नहीं मरता
- (D) जो दिखायी न दे

7. 'जिसका कभी जन्म न हो' के लिए सही

शब्द है :

- (A) अजन्मा
- (B) अदृश्य
- (C) अनुज
- (D) असाध्य

8. 'सूर्योदय से पूर्व का समय' के लिए एक

शब्द है :

- (A) अंधकार
- (B) अरुणोदय
- (C) दिन
- (D) रात

9. 'औसू' का तत्सम है :

- (A) आँच
- (B) अश्रु
- (C) आँख
- (D) ओस

10. 'सफेद' का तत्सम है :

- (A) सात
- (B) स्वर्ण
- (C) सपूत
- (D) श्वेत

11. 'साँप' का तत्सम है :

- (A) सप्त
- (B) सपना
- (C) सर्प
- (D) होरा

12. 'कज्जल' का तद्भव है :

- (A) कसौटी
- (B) किरन
- (C) काजल
- (D) कैंचो

13. 'गाहक' किसका अशुद्ध रूप है ?

- (A) ग्राहक
- (B) गोपाल
- (C) कोयल
- (D) गायक

14. 'सत्य' का तद्भव है :

- (A) गाँव
- (B) सच
- (C) खेत
- (D) चोर

15. 'अक्ल का दुश्मन होना' मुहावरे का अर्थ है :

- (A) अधिक बुद्धिमान
- (B) सहयोगी होना
- (C) समझदार होना
- (D) मूर्ख होना

16. 'न दिखायी पड़ना' किस मुहावरे का अर्थ है ?

- (A) आसन डोलना
- (B) गुल खिलाना
- (C) गुलर का फूल होना
- (D) आँचल पसारना

17. 'आग बधूला होना' मुहावरे का सही अर्थ है :

- (A) छिप जाना
- (B) अत्यन्त क्रोधित होना
- (C) भाग जाना
- (D) तिरस्कार करना

18. 'अकारण मुसीबत भोल लेना' के लिए सही लोकोक्ति है :

- (A) आ बैल मुझे मार
- (B) अंधे की लकड़ी
- (C) अपना रख पराया चख
- (D) थोथा चना बाजे घना

19. 'आपसी फूट अत्यधिक हानिकारक होती है' के

लिए उपयुक्त कहावत है :

- (A) घर का भेदी लंका ढाये
- (B) ऊँट के मुँह में जीरा
- (C) एक अनार सौ बीमार
- (D) चोर-चोर मौसेरे भाई

20. 'शक्तिशाली व्यक्ति की ही जीत होती है' के

लिए उपयुक्त कहावत है :

- (A) जितने मुँह उतनी बातें
- (B) जान है तो जहान है
- (C) पाँव उखड़ना
- (D) जिसकी लाठी उसकी भैंस

21. किस शब्द में 'प्रति' उपसर्ग है ?

- (A) प्रस्तुत
- (B) प्रमाण
- (C) प्रतिदिन
- (D) प्रशासन

22. 'अप' उपसर्ग वाला शब्द है :

- (A) अवगत
- (B) अनुचर
- (C) अपमान
- (D) अतिरिक्त

23. 'अधिकरण' में कौन-सा उपसर्ग है ?

- (A) नि
- (B) अधि
- (C) प्र
- (D) प्रति

24. 'लड़ाई' में प्रत्यय है :

- (A) आई
- (B) आन
- (C) ती
- (D) आ

25. 'आवट' प्रत्यय किस शब्द में प्रयुक्त है ?
- (A) चढ़ाई
(B) मोरनी
(C) मिलाप
(D) थकावट
26. 'घबराहट' में कौन-सा प्रत्यय है ?
- (A) आई
(B) आहट
(C) ई
(D) इया
27. 'विद्यालय' का संधि विच्छेद है :
- (A) विद्य + आलय
(B) विद्या + आलय
(C) विद्या + आलय
(D) विद्य + आलय
28. 'सूर्य + अस्त' का सही रूप है :
- (A) सूर्यास्त
(B) सूरयास्त
(C) सुरास्त
(D) सुग्रास्त
29. 'परोपकार' का सन्धि विच्छेद बताइए :
- (A) प + उपकार
(B) पर + उपकार
(C) परो + उपकार
(D) पर + ओपकार
30. 'रात-दिन' में कौन-सा समास है ?
- (A) तत्पुरुष समास
(B) 'कर्मधारय' समास
(C) अव्ययीभाव समास
(D) द्वन्द्व समास
31. 'शक्ति के अनुसार' के लिए सही सामासिक शब्द है :
- (A) यथाकर्म
(B) प्रत्येक
(C) यथाशक्ति
(D) भरपेट
32. 'पाँच बटों का समाहार' के लिए उपयुक्त सामासिक पद है :
- (A) नवग्रह
(B) पंचवटी
(C) पंचपात्र
(D) त्रिभुज

33. 'खूब लड़ी मरानी, वह तो झौंसी वाली रानी थी' पंक्तियों में कौन-सा रस है ?
 (A) वीर रस
 (B) हास्य रस
 (C) शृंगार रस
 (D) करुण रस
34. निम्नलिखित में से कौन-सा एक रस का प्रकार नहीं है ?
 (A) शृंगार
 (B) हास्य
 (C) रूपक
 (D) रौद्र
35. 'शृंगार रस' का स्थायी भाव है :
 (A) शोक
 (B) क्रोध
 (C) उत्साह
 (D) रति
36. निम्नलिखित में से कौन-सा एक छन्द का प्रकार है ?
 (A) अनुप्रास
 (B) दोहा
 (C) उपमा
 (D) यमक
37. प्रत्येक चरण में 16-16 मात्राओं वाला छन्द है :
 (A) चौपाई
 (B) रौद्र
 (C) हास्य
 (D) अनुप्रास
38. निम्नलिखित में से कौन-सा एक अलंकार नहीं है ?
 (A) अनुप्रास
 (B) उपमा
 (C) श्लेष
 (D) सौरठा
39. 'चारु चन्द्र की चंचल किरणें' में कौन-सा अलंकार है ?
 (A) उपमा
 (B) रूपक
 (C) अनुप्रास
 (D) संदेह

40. हिन्दी वर्णमाला का प्रथम अक्षर है :
- (A) क
(B) च
(C) अ
(D) म
41. 'ऋ' क्या है ?
- (A) व्यंजन
(B) स्वर
(C) मात्रा
(D) संज्ञा
42. निम्नलिखित में संयुक्त व्यंजन है :
- (A) अ
(B) इ
(C) क
(D) ङ
43. निम्नलिखित में से कौन 'क' वर्गीय व्यंजन है ?
- (A) ख
(B) छ
(C) ठ
(D) घ
44. निम्नलिखित में शुद्ध शब्द है :
- (A) कृपा
(B) कृषा
(C) किरपा
(D) क्रिरपा
45. निम्नलिखित में सही वर्तनी वाला शब्द है :
- (A) संसार
(B) संसआर
(C) संसकार
(D) संमसार

46. निम्नलिखित में से कौन-सा शब्द शुद्ध है ?

(A) श्रृंगार

(B) शृंगार

(C) शृंगार

(D) संगार

47. प्रश्नवाचक चिह्न है :

(A) !

(B) ।

(C) "

(D) ?

48. 'वाह !' में कौन-सा विराम चिह्न है ?

(A) प्रश्नवाचक

(B) विस्मयादिबोधक

(C) पूर्ण विराम

(D) अल्प विराम

49. निम्नलिखित में से पूर्ण विराम है :

(A) ?

(B) ।

(C) !

(D) "

50. निम्नलिखित में संज्ञा है :

(A) हिमालय

(B) चलना

(C) वह

(D) लाल

51. निम्नलिखित में द्रव्यवाचक संज्ञा है :

(A) लखनऊ

(B) लड़का

(C) लोहा

(D) रमेश

52. 'राम' किस प्रकार की संज्ञा है ?

- (A) द्रव्यवाचक
- (B) व्यक्तिवाचक
- (C) भाववाचक
- (D) समूहवाचक

53. निम्नलिखित में संज्ञा शब्द है :

- (A) यह
- (B) वह
- (C) कुछ
- (D) मोहन

54. 'वह सुबह स्कूल गया' में सर्वनाम है :

- (A) वह
- (B) सुबह
- (C) स्कूल
- (D) गया

55. निम्नलिखित में प्रश्नवाचक सर्वनाम है :

- (A) श्याम
- (B) कौन
- (C) बाजार
- (D) बंदर

56. निम्नलिखित में 'पुरुषवाचक' सर्वनाम है :

- (A) पीला
- (B) तुम
- (C) पानी
- (D) किरण

57. 'यह पुस्तक है' में 'यह' किस प्रकार का सर्वनाम है ?

- (A) पुरुषवाचक
- (B) प्रश्नवाचक
- (C) निश्चयवाचक
- (D) निजवाचक

58. 'काला घोड़ा दौड़ रहा है' में विशेषण है :

- (A) काला
- (B) घोड़ा
- (C) दौड़
- (D) रहा

59. निम्नलिखित में 'संख्यावाची' विशेषण है :

- (A) लाल
- (B) अच्छा
- (C) गोल
- (D) पाँच

60. 'मेरा भारत सुन्दर देश है' में विशेषण है :

- (A) मेरा
- (B) भारत
- (C) सुन्दर
- (D) देश

61. निम्नलिखित में क्रिया शब्द है :

- (A) किताब
- (B) दौड़ना
- (C) घड़ा
- (D) राम

62. 'मोहन का फुटबाल खेलना निश्चित है' में क्रिया है :

- (A) मोहन
- (B) फुटबॉल
- (C) खेलना
- (D) निश्चित

63. 'तनु कल भोपाल जायेगी' में क्रिया है :

- (A) तनु
- (B) कल
- (C) भोपाल
- (D) जायेगी

64. निम्नलिखित में 'प्रेरणादायक' क्रिया है :

- (A) लिखवाना
- (B) कुर्सी
- (C) किताब
- (D) सूखा

65. क्रिया की विशेषता बताने वाले शब्द को कहते हैं :

- (A) सर्वनाम
- (B) क्रिया-विशेषण
- (C) संज्ञा
- (D) क्रिया

66. 'राहुल गाड़ी तेज चलाता है' में क्रिया-विशेषण है :

- (A) राहुल
- (B) गाड़ी
- (C) तेज
- (D) चलाता

67. निम्नलिखित में 'क्रिया-विशेषण' है :

- (A) धीरे-धीरे
- (B) भोजन
- (C) खाता
- (D) श्याम

68. 'अमुर' का पर्यायवाची शब्द है :

- (A) देवता
- (B) मनुष्य
- (C) संसार
- (D) राक्षस

69. 'फूल' का पर्यायवाची शब्द है :

- (A) पहाड़
- (B) पुष्प
- (C) सूर्य
- (D) आकाश

70. निम्नलिखित में 'आकाश' का पर्यायवाची नहीं

है :

(A) आसमान

(B) गगन

(C) मय

(D) नभ

71. 'पहाड़' का पर्यायवाची है :

(A) अधरा

(B) नदी

(C) पर्वत

(D) कमल

72. 'मेघ' का समानार्थी शब्द है :

(A) मदन

(B) नीरद

(C) मोक्ष

(D) प्रकाश

73. एक से अधिक अर्थ देने वाले शब्दों को क्या

कहते हैं ?

(A) संज्ञा शब्द

(B) सर्वनाम शब्द

(C) विशेषण शब्द

(D) अनेकार्थक शब्द

74. 'जल' और 'इज्जत' किस शब्द के अर्थ हैं ?

(A) पानी

(B) कोरल

(C) पुराना

(D) चिजली

75. 'भूत' का अर्थ है :

(A) बूँद, कण

(B) दिव, पक्षी

(C) बीता हुआ, प्रेत

(D) दवा, दारू

Roll No.

4505

B. B. A. (Fourth Semester)

EXAMINATION, 2025-26

Paper Second

INCOME TAX

Course Code : F010402T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) Differentiate between Assessment Year and Previous Year.
- (b) Explain the tax treatment of composite rent and unrealised rent under income from house property.
- (c) Explain in brief House Rent Allowance (HRA) with a suitable example.
- (d) Ms. Neha, an Indian citizen left India for higher studies on 1st August, 2024. During the previous year 2024-25, she stayed in India for 120 days. Her stay in India during the preceding four years was 400 days.

Determine her residential status for A.Y. 2025-26.

P. T. O.

- (c) Mr. Arjun gifted ₹ 5,00,000 to his wife, Mrs. Kavya on 1st April, 2024. Ms. Kavya invested the amount in a fixed deposit and earned interest of ₹ 40,000 during P.Y. 2024-25.

State whether the interest income will be taxable in the hands of Mr. Arjun or Mrs. Kavya as per the provisions of clubbing of incomes.

Section—B

Short Answer Type Questions

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) Explain the scope of total income under the Income Tax Act, 1961.
- (b) Mr. Arjun Mehta, a resident individual, provides you the following details for the previous year 2024-25 :
 - (i) He purchased a residential house property on 10th June, 2015 for ₹ 12,00,000.
The FMV (Fair Market Value) as on 1st April, 2001, was ₹ 4,00,000.
 - (ii) He incurred the following expenses on improvement :
 - (I) ₹ 2,00,000 on 15th July, 2016
 - (II) ₹ 3,00,000 on 20th August, 2018
 - (iii) He sold the house property on 5th September, 2024 for ₹ 60,00,000. Expenses on transfer were ₹ 1,00,000.
 - (iv) He invested ₹ 15,00,000 in bonds of NHAI on 20th December, 2024.
 - (v) He also purchased another residential house on 10th January, 2025 for ₹ 20,00,000.
 - (vi) CII :

2001-02	100
2012-13	200
2015-16	254
2016-17	264
2018-19	280
2024-25	363

Determine capital gain of Mr. Arjun for A.Y. 2025-26.

- (c) Mr. X owns one residential house in Mumbai. The house is having two identical units. First unit of the house is self-occupied by Mr. X and another unit is rented for ₹ 8,000 P.M. The rented unit was vacant for 2 months during the year. The particulars of the house for the previous year 2024-25 are as under :

Standard rent	₹ 1,62,000 p.a.
Municipal value	₹ 1,90,000 p.a.
Fair rent	₹ 1,85,000 p.a.
Municipal tax (paid by Mr. X)	5% of M. V.
Light and water charges	₹ 500 p.m.
Interest on borrowed capital	₹ 1,500 p.m.
Lease money	₹ 1,200 p.a.
Insurance charges	₹ 3,000 p.a.
Repairs	₹ 12,000 p.a.

Compute income from house property of Mr. X for the A.Y. 2025-26.

- (d) Explain agricultural income and discuss the concept of partial agricultural income and partial business income.
- (e) Explain the following terms :
- Bondwashing Transaction
 - Assessee in Default
 - Person
 - Short-term Capital Gain
- (f) Give the characteristics of income tax and differentiate gross total income with total income.
- (g) Explain the terms tax evasion and tax avoidance.

Section—C

Long Answer Type Questions

Note : Attempt any *two* questions. Answer each question in about 475 words. Each question carries 15 marks. $2 \times 15 = 30$

3. (a) Explain how the residential status is defined or determined under Income Tax Act, 1961.
- (b) Explain in detail the provision of clubbing-up of income and carry forward of losses under IT Act, 1961.
- (c) Mr. Balaji employed as Production Manager in Beta Ltd. furnishes you the following information for the year ended 31-03-2025 :
- (i) Basic Salary ₹ 50,000 pm.
 - (ii) D.A. 40% of basic salary.
 - (iii) Contribution of employer to RPF of the employee @ 16% of basic salary.
 - (iv) Professional tax paid ₹ 2,500 of which ₹ 2,000 was paid by the employer.
 - (v) Facility of laptop and computer was provided to Balaji for both official and personal use. Cost of laptop ₹ 45,000 and computer ₹ 35,000 were acquired by the company on 1-12-2024.
 - (vi) Motor car owned by the employer (cc exceed 1.6 litre) provided to the employee from 01-11-2024 meant for both official and personal use. Repairs and running expenses ₹ 45,000 from 1-11-2024 to 31-3-2025 were fully paid by employer. The motor car was self driven by employee.
- (d) Explain in short the deduction u/s 80C-80U under Income Tax Act, 1961.

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Roll No.

4503

B. B. A. (Fourth Semester)

EXAMINATION, 2025-26

Paper Third

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code : F010403T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections-A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) State *two* objective of investment.
- (b) Name any *four* capital market instruments.
- (c) Define Economic Analysis.
- (d) What is Earning Per Share ?
- (e) Give the meaning of LINE CHART.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) Justify the statement "Investment is a planned activity, not a speculative one."

P. T. O.

[2]

- (b) Explain how good investment is done through analysis and valuation.
- (c) The annual return (%) of PQR Ltd. equity shares for five years are given below :
9, 13, 11, 7 and 15
Calculate the risk of the investment using the standard deviation method, interpret the result.
- (d) Differentiate among equity shares, preference shares and bonds.
- (e) Explain the concept of money market and describe its main instruments.
- (f) Describe different types of trends with suitable examples.
- (g) What do you understand by structure of candlestick and also explain its components (open close, high low) with suitable examples.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Answer each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) What are the three phases of a market trend in DOW theory ?
- (b) ABC Ltd.'s share price fluctuates due to changes in interest rate, currency exchange rate and internal management issues. Classify these risks and explain how an investor can minimise them.
- (c) Describe efficient Market Hypothesis.
- (d) Define Portfolio Management. Explain the concept of standard deviation. Why it is important in measuring portfolio risk ? Give suitable example.

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Roll No.

4504

B. B. A. (Fourth Semester)

EXAMINATION, 2025-26

Paper Fourth

COMPANY LAW

Course Code : F010404T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) What is lifting of the corporate Veil ?
(b) Explain the term ESOP.
(c) Define oppression and mismanagement.
(d) Define the term company and state its features.
(e) Explain the doctrine of Ultra Vires.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) Differentiate between Memorandum of Association and Articles of Association with suitable examples.

P. T. O.

[2]

- (b) What is an Annual General Meeting ? Explain its importance and the legal rules relating to the conduct of such meeting.
- (c) Who is a promoter ? Explain the functions of a promoter.
- (d) Describe the types of companies with suitable examples.
- (e) What is a resolution ? Explain different types of resolutions.
- (f) Define a liquidator. Explain his power and duties during the winding-up of a company.
- (g) Differentiate between transfer and transmission of share.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Answer each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) Explain the process of incorporation of a company under the Companies Act, including all stages and required documents.
- (b) Discuss the various modes of winding up of companies and the role of the Tribunal in the process.
- (c) Discuss the power, duties and liabilities of director under the company law.
- (d) Explain the concept of separate legal entity with reference to suitable case.

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Roll No.

4502

B. B. A. (Fourth Semester)

EXAMINATION, 2025-26

Paper Fifth

CONSUMER BEHAVIOUR

Course Code : F010405T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. $3 \times 3 = 9$

1. (a) What is Consumer Behaviour ?
(b) Explain brief in consumer behaviour.
(c) What is a Likert Scale ?
(d) What do you understand by the term 'Lifestyle' ?
(e) What is 'Word of Mouth' ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. $4 \times 9 = 36$

2. (a) Explain the concept and scope of consumer behaviour.
(b) Write a note on 'Marketing of Services'.

P. T. O.

[2]

- (c) Explain the attitude formation process.
- (d) Discuss the steps in the consumer Decision-Making Process.
- (e) Explain the communication process in consumer behaviour.
- (f) Describe the characteristics of Industrial Markets.
- (g) Write short notes on the following :
 - (i) Consumer satisfaction
 - (ii) Reference Group

Section—C**(Long Answer Type Questions)**

Note : Attempt any *two* questions. Answer each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) Explain the consumer research process in detail and discuss its importance in decision making.
- (b) Evaluate the 'Nicosia Model' with the help of a diagram and relevant example.
- (c) Evaluate the impact of cultural, social and personal factors on consumer behaviour with suitable examples.
- (d) Explain industrial buying behaviour in detail, including participants, process and influencing factors.

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Roll No.

4500

B. B. A (Fourth Semester)

EXAMINATION, 2025-26

Paper First

RESEARCH METHODOLOGY

Course Code : F010401T

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C.
Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) What are the characteristics of a good hypothesis ?
- (b) What is an extraneous variable ? Explain its impact on research outcomes.
- (c) Differentiate between experimental and non-experimental research with suitable examples.
- (d) What are different types of research ?
- (e) What is local control in experimental research design ?

P. T. O.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Attempt each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) Explain the types of research reports. Discuss technical and popular reports in detail and differentiate between them with suitable examples.
- (b) A college claims that the average marks of its students in a subject are 70. A researcher believes that the average marks have increased after introducing a new teaching method. A sample of 100 students shows an average of 73 marks with a standard deviation of 10. Test the researcher's claim at 5% level of significance using z-test.
- (c) Explain the concept of the Chi-Square test. Discuss its major applications in research and the conditions necessary for its use. Illustrate your answer with suitable examples.
- (d) Explain the Concept of Research Design and its importance in research. Discuss exploratory, descriptive and causal research designs in detail, highlighting their objectives and characteristics.
- (e) A company claims that the average daily production of its workers is 90 units. A supervisor believes that productivity has increased due to his efforts. A sample of 12 workers shows an average production of 54 units with a standard deviation of 6 units. Test whether the improvement is statistically significant at 5% significance level using t-test. (Critical value of t-test at 5% level of significance for $df = 10$ and 11 are 2.228 and 2.201 for a two-tailed test).

- (f) Two machines in a factory produce metal components. A quality control manager suspects that the consistency of output (variance) differ between two machines. A sample of 15 items from Machine A shows a variance of 36, while a sample of 12 items from Machine B shows a variance of 20. Test at 5% level of significance whether the variances of two machines are significantly different. (Critical value of $F(14, 11)$ at 0.05 significance level = 2.67).
- (g) Explain the concept of problem definition in research. Discuss its importance, key components and the steps involved in formulating a clear and precise research problem. Illustrate your answer with suitable examples.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Attempt each question in about 475 words. Each question carries 15 marks. $2 \times 15 = 30$

3. (a) Explain the concept, applications and assumptions of Z-test and t-test and differentiate between the two on the basis of sample size, knowledge of population standard deviation, distribution used and suitability of uses in research with appropriate examples.
- (b) A researcher studies academic performance, satisfaction level and socio-economic background of BBA and B.Com. students using data such as gender, class-rank, marks and family income. Based on it, explain measurement scales. Discuss its different types with suitable examples from the scenario. Also explain how they influence data analysis and interpretation.
- (c) Explain stratified sampling and cluster sampling in detail. Also differentiate between the two methods with suitable examples.

[4]

4500

- (d) A researcher wants to examine whether there is a relationship between types of course and preference for online learning among students. A survey was conducted among 150 students and the following data was collected :

Course	Prefer online	Prefer offline	Total
B.B.A.	30	20	50
B.C.A.	25	25	50
B.Com.	20	30	50
Total	75	75	150

Test whether course and learning preference are independent at 5% level of significance. (Chi-square values at 5% level of significance for $df = 2, 3$, and 4 are 5.991 , 7.815 , and 9.488 respectively).

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B.A./B.SC./B.COM/B.B.A/B.C.A (SEMESTER-IV)**EXAMINATION - 2025-26****ABILITY ENHANCEMENT COURSES****ENGLISH LANGUAGE SKILL AND COMMUNICATION****PAPER-VI**

(To be filled in by the candidate / निम्न पूर्तियाँ परीक्षार्थी स्वयं भरें)

[Maximum Marks : 75]

[अधिकतम अंक : 75]

Roll No. (In Figures) :

[Time : 2 Hours]

अनुक्रमांक (अंको में)

[समय : 2 घण्टे]

Roll No. (In Words) :

अनुक्रमांक (शब्दों में)

Booklet Code**B**

Name of College :

कॉलेज का नाम

**Question Booklet
Number**

College Code :

कॉलेज का कोड

Signature of Candidate

परीक्षार्थी के हस्ताक्षर

Signature of Invigilator

कक्ष-निरीक्षक के हस्ताक्षर

Instructions to the Examinee :

परीक्षार्थियों के लिए निर्देश :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer all 100 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को सभी 100 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सांख्यिकीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल ले।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

QUESTION NO.: - 1

Fill in the blank with correct verb

They ——— playing cricket since morning

- (A) are
- (B) were
- (C) have been
- (D) have

QUESTION NO.: - 2

Fill in the blank with correct preposition

He was born ——— 25th October

- (A) in
- (B) on
- (C) for
- (D) to

QUESTION NO.: - 3

The correct passive voice of the sentence -

"I read a book yesterday" is -

- (A) A book is read by me yesterday.
- (B) A book was read by me yesterday
- (C) I was read a book yesterday.
- (D) Yesterday was read a book by me.

QUESTION NO.: - 4

The correct indirect speech of the sentence -

The teacher said to the students, "The earth moves round the sun." is -

- (A) The teacher told the students that the earth moves round the sun.
- (B) The teacher said the students that the earth moved round the sun.
- (C) The teacher informed about the sun.
- (D) The teacher told the students that the earth has moved round the sun

QUESTION NO.: - 5

Antonym of Permanent is -

- (A) Regular
- (B) Irregular
- (C) Temporary
- (D) Everlasting

QUESTION NO.:- 6

What is one word for 'One who knows everything'

- (A) Powerful
- (B) Omniscient
- (C) Omnipotent
- (D) Omnipresent

QUESTION NO.:- 7

'Look after' means -

- (A) Look when one has gone
- (B) Take care of
- (C) Always looking
- (D) Searching

QUESTION NO.:- 8

"Man of letters" means -

- (A) Scholar
- (B) Postman
- (C) Man carrying letters
- (D) Man full of letters

QUESTION NO.:- 9

In the sentence "She is like a lioness." there is -

- (A) Simile
- (B) Metaphor
- (C) Oxymoron
- (D) Personification

QUESTION NO.:- 10

In the sentence "Life is a bitter-sweet." there is -

- (A) Metaphor
- (B) Simile
- (C) Oxymoron
- (D) Personification

QUESTION NO.:- 11

In the sentence "It has been raining since five days." which part has an error-

- (A) it has been
- (B) raining
- (C) since
- (D) five days

QUESTION NO.:- 12

In the sentence "Neither of the two boys are doing work properly." which part has an error

- (A) neither of the two boys
- (B) are
- (C) doing
- (D) work properly

QUESTION NO.:- 13

The assertive sentence of "Who has seen the wind?" is

- (A) I have seen the wind
- (B) Everyone has seen the wind
- (C) None has seen the wind
- (D) Who has not seen the wind?

QUESTION NO.:- 14

Antonym of virtue is -

- (A) Goodness
- (B) Vice
- (C) Wise
- (D) Natural

QUESTION NO.:- 15

"Under the Banyan Tree" is written by

- (A) A.K. Ramanujan
- (B) R.K. Narayan
- (C) Tagore
- (D) Premchand

QUESTION NO.:- 16

The story "Under the Banyan Tree" focuses on

- (A) War
- (B) Politics
- (C) Love
- (D) Story Telling

QUESTION NO.:- 17

Women's Education is written by -

- (A) Gandhi
- (B) Nehru
- (C) Tagore
- (D) Radhakrishnan

QUESTION NO.:- 18

In the essay Women's Education the writer promotes -

- (A) Men education
- (B) Women education
- (C) Poor - education
- (D) Child - education

QUESTION NO.:- 19

According to the essay Women's Education, education leads to

- (A) Poverty
- (B) Ignorance
- (C) Empowerment
- (D) Weakness

QUESTION NO.:- 20

"Where there is a Will" is a

- (A) Novel
- (B) Poem
- (C) Drama
- (D) Essay

QUESTION NO.: - 21

What is the theme of Where is a Will

- | | |
|------------|---------------------|
| (A) Love | (B) War |
| (C) Nature | (D) Family Conflict |

QUESTION NO.: - 22

Who is protagonist of the novel He Who Rides a Tiger -

- | | |
|----------------------|---------------|
| (A) Kali Charan | (B) Chandrika |
| (C) Wealthy Merchant | (D) Pandit |

QUESTION NO.: - 23

The theme of He Who Rides a Tiger is -

- | | |
|-------------------|------------|
| (A) Social Issues | (B) War |
| (C) Nature | (D) Comedy |

QUESTION NO.: - 24

Literature helps in

- | | |
|-----------------------|---------------|
| (A) Language learning | (B) Ignorance |
| (C) Silence | (D) Confusion |

QUESTION NO.: - 25

Protagonist in literature is -

- | | |
|--------------------|--------------|
| (A) Villain | (B) Hero |
| (C) Side character | (D) Narrator |

QUESTION NO.: - 26

Antagonist is

- | | |
|------------|--------------|
| (A) Hero | (B) Villain |
| (C) Friend | (D) Narrator |

QUESTION NO.: - 27

Literature reflects

- | | |
|-------------|------------|
| (A) Society | (B) Nature |
| (C) Culture | (D) All |

QUESTION NO.: - 28

Who is not a character of He Who Rides a Tiger

- | | |
|-----------------|--------------|
| (A) Kali charan | (B) Kali das |
| (C) Chandrika | (D) The Seth |

QUESTION NO.: 29

Who is the central character in the play Where There is Will

- | | |
|-----------|--------------------|
| (A) Ajit | (B) Hashmukh Mehta |
| (C) Kiran | (D) Preeti |

QUESTION NO.: 30

Who controls the family even after Hashmukh's death -

- | | |
|-----------|----------------------|
| (A) Ajit | (B) Hashmukh's ghost |
| (C) Kiran | (D) Preeti |

QUESTION NO.: 31

Who is Kiran Jhaveri

- | | |
|-------------------------|---------------------|
| (A) A lawyer | (B) Hashmukh's wife |
| (C) Hashmukh's mistress | (D) Ajit's sister |

QUESTION NO.: 32

What happens to Hashmukh Mehta at the beginning of the play -

- | | |
|---------------------|---------------------|
| (A) He gets married | (B) He dies |
| (C) He leaves home | (D) He becomes rich |

QUESTION NO.: 33

काश! मैं राजा होता। which is the correct translation of it ?

- | | |
|-----------------------------|----------------------------------|
| (A) I wish, I were a king. | (B) I want to be a king. |
| (C) I wish that I am a king | (D) I wanted that I were a king. |

QUESTION NO.: 34

मुझे स्कूल जाना पड़ता है" what is correct translation of it ?

- | | |
|-----------------------------------|---------------------------|
| (A) I have to go to school. | (B) I am to go to school. |
| (C) I shall have to go to school. | (D) I do go to school. |

QUESTION NO.: 35

Translate into Hindi - There was a king in Varanasi

- | | |
|---------------------------------|----------------------------|
| (A) वहाँ वाराणसी में एक राजा था | (B) वाराणसी में एक राजा था |
| (C) वाराणसी का एक राजा था | (D) एक वाराणसी राजा था |

QUESTION NO.:- 36

Verbal Communication includes -

- (A) gestures
- (B) spoken words
- (C) Facial expression
- (D) Postures

QUESTION NO.:- 37

Non-verbal communication includes -

- (A) Speech
- (B) Writing
- (C) Body Language
- (D) Grammar

QUESTION NO.:- 38

Communication means

- (A) Writing only
- (B) Exchange of Ideas
- (C) Reading only
- (D) Speaking only

QUESTION NO.:- 39

Intrapersonal communication is -

- (A) Between two people
- (B) Within oneself
- (C) In a group
- (D) Public speaking

QUESTION NO.:- 40

Group communication involves

- (A) One person
- (B) Two people
- (C) Many people
- (D) Machine

QUESTION NO.: - 41

Barrier in communication means -

- (A) Help in communication
- (B) Language
- (C) Obstacle
- (D) Speech

QUESTION NO.: - 42

Noise is a type of

- (A) Medium
- (B) Barrier
- (C) Feedback
- (D) Message

QUESTION NO.: - 43

Feedback means -

- (A) Sending message
- (B) Receiving response
- (C) Ignoring
- (D) Writing

QUESTION NO.: - 44

Dialogue involves -

- (A) One person
- (B) Two persons
- (C) No one
- (D) Machine

QUESTION NO.: - 45

Group discussion is useful for -

- (A) Fighting
- (B) Sharing ideas
- (C) Silence

QUESTION NO.:- 46

Monologue means

- (A) Two speakers
- (B) Group speaking
- (C) One speaker
- (D) Debate

QUESTION NO.:- 47

Interview is

- (A) Informal talk
- (B) Formal conversation
- (C) Argument
- (D) Debate

QUESTION NO.:- 48

Public speech is

- (A) Private talk
- (B) Writing
- (C) Speaking to audience
- (D) Reading

QUESTION NO.:- 49

Close reading means -

- (A) Careful Reading
- (B) Skipping
- (C) Guessing
- (D) Fast Reading

QUESTION NO.:- 50

Paraphrasing means -

- (A) Copying
- (B) Re-writing in own words
- (C) Reading
- (D) Ignoring

QUESTION NO.:- 51

Translation means -

- (A) Writing
- (B) Converting language
- (C) Reading
- (D) Speaking

QUESTION NO.:- 52

Report writing is -

- (A) Informal writing
- (B) Formal writing
- (C) Poetry
- (D) Story

QUESTION NO.:- 53

Letter writing includes -

- (A) Only Formal
- (B) Only Informal
- (C) Both Formal and Informal
- (D) None

QUESTION NO.:- 54

Notice writing is

- (A) Personal Information
- (B) Public Information
- (C) Poem
- (D) Short Story

QUESTION NO.:- 55

Email writing is -

- (A) Modern communication
- (B) Old method
- (C) Oral
- (D) Gesture

QUESTION NO.: - 56

Business communication is

- (A) Professional
- (B) Informal
- (C) Personal
- (D) Emotional

QUESTION NO.: - 57

Tone in communication means -

- (A) Sound
- (B) Language
- (C) Style
- (D) Attitude

QUESTION NO.: - 58

Effective communication requires -

- (A) Clarity
- (B) Confusion
- (C) Noise
- (D) Anger

QUESTION NO.: - 59

Listening is

- (A) Passive Process
- (B) Writing
- (C) Active Process
- (D) Neutral Process

QUESTION NO.: - 60

Encoding means -

- (A) Receiving
- (B) Sending message
- (C) Converting ideas into words
- (D) Ignoring

QUESTION NO.: - 61

Pronoun replaces

- (A) Verb
- (B) Adjective
- (C) Noun
- (D) Adverb

QUESTION NO.: - 62

Verb shows -

- (A) Name
- (B) Action
- (C) Quality
- (D) Place

QUESTION NO.: - 63

Preposition shows -

- (A) Action
- (B) Relation
- (C) Name
- (D) Quality

QUESTION NO.: - 64

In active voice

- (A) Object acts
- (B) Subject acts
- (C) Both acts
- (D) None acts

QUESTION NO.: - 65

Direct speech has -

- (A) Reporting Verb and Reporting Noun
- (B) Reporting Verb and Reporting Subject
- (C) Reporting Verb and Reported Speech
- (D) Reported speech and Reported Subject

QUESTION NO.:- 66

'An apple of one's eyes' means

- (A) Very popular
- (B) Very intelligent
- (C) Very dear
- (D) One apple in eyes

QUESTION NO.:- 67

Paragraph should have -

- (A) One idea
- (B) Many ideas
- (C) No idea
- (D) Confusion

QUESTION NO.:- 68

Essay writing includes

- (A) Introduction
- (B) Body
- (C) Conclusion
- (D) All

QUESTION NO.:- 69

Precis writing means

- (A) Long writing
- (B) Short summary
- (C) Story
- (D) Essay

QUESTION NO.:- 70

Story writing includes

- (A) Plot
- (B) Characters
- (C) Ending
- (D) All

QUESTION NO.: - 71

Autobiography is

- (A) Life of others
- (B) Life story of oneself
- (C) Life story of a poet
- (D) Life story of any writer

QUESTION NO.: - 72

Comprehension means -

- (A) Writing
- (B) Reading
- (C) Understanding
- (D) Listening

QUESTION NO.: - 73

"Honest" begins with -

- (A) Vowel sound
- (B) Consonant sound
- (C) Silent
- (D) None

QUESTION NO.: - 74

"He goes to school." is in

- (A) Past Tense
- (B) Future Tense
- (C) Present Tense
- (D) Future Perfect Tense

QUESTION NO.: - 75

"She is eating" is in -

- (A) Present Perfect
- (B) Present Indefinite
- (C) Present Continuous
- (D) Present Perfect Continuous

Roll No.

4516

B. B. A. (Sixth Semester) EXAMINATION, 2025-26

Paper XIX

TRAINING AND DEVELOPMENT

Course Code : F010603T-B

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. $3 \times 3 = 9$

1. (a) What do you mean by training system ?
- (b) What is training gap analysis ?
- (c) What is Kirkpatrick model used for ?
- (d) What is cross-cultural training ?
- (e) What is the role of HR in training and development ?

Section—B

Short Answer Type Questions

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. $4 \times 9 = 36$

2. (a) What is the system approach to training ? Explain the process of designing a training program.
- (b) Describe training methods and teaching aids. Also discuss the process of training evaluation.

P. T. O.

- (c) Explain executive development and the methods and issues involved in management development programs.
- (d) Explain the objectives of training and development and describe how it contributes to employee performance.
- (e) Discuss the need of training needs identification and describe different ways organisations identify training gaps.
- (f) Describe the steps involved in planning a training program and the factors affecting its success.
- (g) What is management development ? Explain its importance in organisations and discuss the challenges involved in its implementation.

Section—C

Long Answer Type Questions

Note : Attempt any *two* questions. Answer each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) Discuss training and development. Also differentiate between training, development, and education and state the features of an effective training system.
- (b) Describe Training needs assessment in detail. Explain its purpose, methods and process briefly.
- (c) Explain the design, conduct and evaluation of training programs in an organisation.
- (d) What is workforce diversity ? Explain how organisations can effectively manage workforce diversity and discuss the challenges involved.

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Roll No.

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B. B. A. (Sixth Semester) EXAMINATION, 2025-26

Paper XIX

STRATEGIC MANAGEMENT

Course Code : F010603T-A

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. $3 \times 3 = 9$

1. (a) Write the difference between Turnkey and Piggybacking Strategies.
- (b) Briefly discuss any *three* alternatives of Corporate Strategies.
- (c) What do you understand by Competitive Advantage ?
- (d) Briefly discuss the importance of organisational structures in Strategic Management.
- (e) What is Strategic Management ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Answer each question in about **225** words. Each question carries 9 marks. $4 \times 9 = 36$

2. (a) Explain what are the components of Strategic Intent and how they ensure it in strategic management at different levels.

P. T. O.

[2]

- (b) Explain the concept of 'stuck in the middle'. How can a company escape from this situation ?
- (c) Elaborate how leadership, resource allocation and coordination of functional plans helps in effective strategy implementation.
- (d) Examine the role of strategic evaluation and control in organisation with reference to feedback mechanism, performance measurement and corrective actions.
- (e) Discuss BCG matrix with diagram, its importance and major strategic decisions it help organisation to make.
- (f) Discuss Grand strategies and their significance for an organisation.
- (g) Enumerate primary and supportive activities of Value Chain Analysis.

Section—C

(Long Answer Type Questions)

- Q. 1 :** Attempt any *two* questions. Answer each question in about **475** words. Each question carries 15 marks. 2×15=30
- (a) "To grow and survive, technological changes should be adopted time to time." Justify the statement by discussing the impact of Technological Environment on organisations ?
 - (b) Critically analyse the relevance and limitations of SWOT and TOWS matrix in dynamic and uncertain environment.
 - (c) Evaluate the relative role of VRIO and PESTEL in sustaining the competitive advantage.
 - (d) Explain Porter's Five Forces with suitable examples and why this analysis is important for you as a new and existing organisation of a particular industry.

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B. B. A. (Sixth Semester) EXAMINATION, 2025-26

Paper XVIII

AUDITING

Course Code : F010602T-A

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. $3 \times 3 = 9$

1. (a) Define audit working papers.
- (b) Explain audit programme.
- (c) State the qualification and disqualification of an auditor.
- (d) Explain the objectives of cost audit.
- (e) What is routine checking ?

Section—B

Short Answer Type Questions

Note : Attempt any *four* questions. Attempt each question in about **225** words. Each question carries 9 marks. $4 \times 9 = 36$

2. (a) "Auditing is a post-mortem examination, not a preventive function." Critically examine this statement.
- (b) Explain the concept of 'true and fair view' and discuss how it limits the scope of an auditor's responsibility.

P. T. O.

- (c) Differentiate between internal audit and external audit.
- (d) "Vouching is the backbone of auditing." Justify this statement with its importance.
- (e) Differentiate between internal check and internal control.
- (f) What is auditing ? Explain the procedure of auditing.
- (g) Explain the rights and duties of an auditor.

Section—C

Long Answer Type Questions

Note : Attempt any *two* questions. Attempt each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) What is an audit report ? Explain its meaning and importance. Also draft a specimen of a qualified audit report for a company.
- (b) Explain the audit procedure for :
- (i) land and building
 - (ii) inventory
 - (iii) machinery
 - (iv) investment
- (c) Discuss the objective and audit procedures involved in conducting the audit of an educational institution. Also explain the role of internal control.
- (d) Write down the scope of auditing. Also explain different types of auditing with suitable case.

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B. B. A. (Sixth Semester) EXAMINATION, 2025-26

Paper XVII

PROJECT MANAGEMENT

Course Code : F010601T-A

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections–A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. $3 \times 3 = 9$

1. (a) What is the project life cycle ? Name its main phases.
(b) What is meant by the 'scope' of a project ?
(c) State any *two* important roles of a Project Manager.
(d) What is a Project Rating Index ? Briefly explain its purpose in the selection process.
(e) Define 'Milestone Analysis' and explain how it is used to track progress.

Section—B

Short Answer Type Questions

Note : Attempt any *four* questions. Attempt each question in about **225** words. Each question carries 9 marks. $4 \times 9 = 36$

2. (a) Define a project and explain its characteristics. How is a project different from routine operations ? Give real-life examples.

P. T. O.

- (b) How do creativity and environmental scanning help a company find new project ideas ? What can an organization do to make sure they pick the best ideas without being influenced by bias ?
- (c) A manufacturing project is running late and needs to meet a tight deadline. Explain how a manager should weigh normal costs against expedite costs. Does it make sense for a manager to always pay more just to save time ?
- (d) Explain the different types of projects with suitable examples. How do these different types of projects differ from one another ?
- (e) Explain how a Tracking Gantt Chart and a Project Management Information System (PMIS) act as tools for monitoring a project's progress.
- (f) Explain Social Cost-Benefit Analysis (SCBA). Why is this technique particularly important for projects in the public sector ?
- (g) What is a Monitoring and Control Cycle ? Explain the steps a manager takes to ensure a project stays on track when problems arise.

Section—C

Long Answer Type Questions

Note : Attempt any *two* questions. Attempt each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) Describe the steps involved in designing a project network. Compare and contrast the CPM (Critical Path Method) and PERT (Program Evaluation and Review Technique) methods, explaining which is more suitable for predictable *versus* unpredictable projects.

- (b) Explain project termination in case of continuous losses after 75% completion. Discuss its major impacts and suggest ways to minimize negative effects.
- (c) Define project management and explain the entire project management process in detail (from initiation to closing). Discuss the key tools and techniques used at each stage of the process.
- (d) Explain Earned Value Analysis (EVA) as a project monitoring tool. Define and explain the following components : Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), CPI and SPI. Provide a numerical example to show how these are used to measure performance.

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Roll No.

4512

B. B. A. (Sixth Semester) EXAMINATION, 2025-26

Paper XVII

GOODS AND SERVICES TAX

Course Code : F010601T-B

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) Briefly explain the salient features of GST.
- (b) What is reverse charge mechanism ?
- (c) What is Debit Note ?
- (d) What GSTR-2 used for ?
- (e) Explain persons liable for compulsory registration.

Section—B

Short Answer Type Questions

Note : Attempt any *four* questions. Attempt each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) What do you mean by return ? How many types of return are filed under GST Act ?

P. T. O.

Signature

- (b) What is composition levy scheme ? Explain its features and discuss the procedure for opting for the composition scheme.
- (c) Discuss in detail the provision regarding the payment of taxes under GST.
- (d) Differentiate between GST regime and VAT regime structure system.
- (e) Discuss the various constitutional amendments undertaken in respect to the implementation of GST in India.
- (f) Define advantages and disadvantages of GST in India.
- (g) Explain the negative list of supply under GST.

Section—C

Long Answer Type Questions

Note : Attempt any *two* questions. Attempt each question in about **475** words. Each question carries 15 marks. 2×15=30

3. (a) Explain Input Tax credit and rules related to the set off of Input Tax credit as per the law. Also explain the eligibility of Input tax credit and various provisions related to it.
- (b) Define GST registration. Discuss the various types of registration under GST. Also explain the steps of registration.
- (c) Explain the GST Act. Also discuss the features, importances, advantages and limitation of it.
- (d) Enumerate the supply under GST. Also explain the various provisions related to the place, time and value of supply.

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**B. B. A. (Sixth Semester)
EXAMINATION, 2025-26**

Paper XVIII

INTERNATIONAL TRADE

Course Code : F010602T-B

Time : Two Hours]

[Maximum Marks : 75

Note : This question paper is divided into three Sections—A, B and C. Attempt questions from all Sections as directed.

Inst. : 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 : Attempt any *three* questions. Give answer of each question in about **50** words. Each question carries 3 marks. 3×3=9

1. (a) What is IPR ? Explain its main functions.
- (b) What is World Bank ? Explain its functions.
- (c) Mention any *two* recent trends in world trade.
- (d) What do you mean by Export Assistance.
- (e) What is balance of trade ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions. Attempt each question in about **225** words. Each question carries 9 marks. 4×9=36

2. (a) Discuss the main theories of International trade.
- (b) Explain the role of the International Monetary Fund (IMF) in global economy.

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- (c) Describe the relationship between foreign trade and economic growth.
- (d) Explain the concept of Balance of Payments. Also describe export import procedures and documentation.
- (e) Explain the role of export promotion institutions in India. Also briefly describe how Export Promotion Councils and Commodity Boards support export growth.
- (f) Write a short note on *two* regional economic groupings :
EU, ASEAN, NAFTA or SAARC.
- (g) What is global business environment ? How do economic, political, legal and cultural factors influence international business ?

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Attempt each question in about 475 words. Each question carries 15 marks. 2×15=30

3. (a) Explain India's Trade Policy. Also describe the main elements of export promotion and the role of the government in supporting exports in India.
- (b) Define International Business. Explain its nature, scope and modes of entry with examples.
- (c) Explain the role and functions of the World Trade Organisation (WTO) in international trade. Also mention its importance for global trade.
- (d) Define free trade. Discuss its form and explain the main restrictions on foreign trade with suitable examples. You may also mention any current Free Trade Agreement (FTA) of India.

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