

(Please write your exam roll no.)

Exam Roll No.....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA301

Subject: Goods and Services Tax

BBA(B&I)301

(BATCH 2021 ONWARDS)

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any five** of the following questions: (5x5=25)
- (a) Functions of GST Council
  - (b) Meaning of a taxable person
  - (c) Manner of utilisation of input tax credit.
  - (d) Qualifications of a GST Practitioner.
  - (e) Difference between cognizable offence and non-cognizable offence under GST.
  - (f) Difference between composite supply and Mixed supply.
  - (g) GST Network.
  - (h) Meaning of cascading effect.
- Q2 How will you determine the time of supply in case of goods? (12.5)
- OR**
- Q3 What are the constitutional provisions of Goods and Services Tax? (12.5)
- Q4 How will find out the place of supply in the following cases? (12.5)
- (a) Supply of services on the board a conveyance if the recipient is a foreigner.
  - (b) Supply of services by way of Online Information Database Access and Retrieval (OIDAR).
- OR**
- Q5 What are the eligibility and conditions to avail input tax credit under the CGST Act? (12.5)
- Q6 What are various types of appeals are available to an aggrieved registered person under the CGST Act? (12.5)
- OR**
- Q7 Explain the provisions of inspection, search, seizure, and arrest. (12.5)
- Q8 Distinguish between departmental audit and special audit. (12.5)
- OR**
- Q9 What are the provisions of advance ruling? (12.5)

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**END TERM EXAMINATION****FIFTH SEMESTER [BBA] DECEMBER 2024****Paper Code: BBA-301****Subject: Income tax Law and Practice****Time: 03:00 Hours****Maximum Marks: 75****Note: Attempt all questions as directed. Internal Choice is indicated.****Q1 Attempt any Five of the following questions:****(5x5=25)**

- What do you mean by person?
- Distinguish between assessment year and previous year.
- What is deduction under section 24(b) of the Income Tax Act, 1961?
- What do you mean by intra-head set-off of losses?
- Explain exemption under section 54 under the Income Tax Act, 1961.
- What is advance tax and what are its due dates?
- Explain the difference between revenue and capital receipts.
- What are some incomes taxable under the head income from other sources?

**Q2 What is the relationship of residual status of an individual with tax incidence under the Income Tax Act, 1961?**

**OR**

**Q3 Shri Jaganm earns ₹ 12,75,000 as his taxable salary, short-term capital gains - ₹ 1,00,000; Interest on saving account - ₹ 25,000. His deduction under section 80C is ₹ 1,00,000. Calculate his tax liability for the assessment year 2024-25 under:**

- Old regime.
- New regime.

**(12.5)**

**Q4 Write down clubbing provisions under the Income Tax Act, 1961.**

**OR****(12.5)**

**Q5 Mr. X has income as under:**

- He has income from a business in Germany amounting to ₹ 3,00,000 and half of it was received in India.
  - He has interest income of ₹ 1,00,000 from Switzerland Development bond and entire interest income was credited to a bank account in Switzerland and subsequently the amount was transferred in India.
  - He has one business in Mumbai and entire income of ₹ 3,00,000 was received in Switzerland.
  - He has one house property in Ghazabad and income of ₹ 50,000 was received in Switzerland.
  - He received salary income of ₹ 5,00,000 (computed) in India and half of the service was rendered in Switzerland and half in India.
- Compute his income for assessment year 2024-25 assuming that he is non-resident, resident and ordinarily resident, and resident but not ordinarily resident.

**(12.5)**

**Q6 Pritika (a private sector employee) gives you the following information regarding her salary income for the year 2023-24:**

- Basic salary ₹50,000 pm
- Dearness allowance 50% of basic salary (forming part) ₹ 3,000 pm
- City compensatory allowance ₹ 200 pm per child for 2 children
- Children education allowance ₹ 1,000 pm
- Transport allowance

She is provided with a rent-free unfurnished accommodation which is taken on rent by the employer at ₹ 24,000 p.a.

Compute the salary assuming accommodation is provided in a city having population:

- Not exceeding 15 lakhs as per 2011 census.
- Exceeding 15 lakhs but less than 40 lakhs as per 2011 census.
- Exceeding 40 lakhs.

**(12.5)****OR**

**Q7 Distinguish between long-term capital gains and short-term capital gains.** **(12.5)**

**Q8 Write notes on the following:**

- Section 80D **(12.5)**
- Section 80G

**OR**

**Q9 What are ten incomes which are fully exempt under section 10 of the Income Tax Act, 1961?** **(12.5)**

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**END TERM EXAMINATION****FIFTH SEMESTER [BBA] DECEMBER 2024****Paper Code: BBA303****Subject: Production and Operations Management****Time: 03:00 Hours****Maximum Marks:75****Note: Attempt all questions as directed. Internal choice is indicated.**

Q1. Attempt any five of the following questions. (5x5=25)

- (a) Traditional Method of Product Development vs. Concurrent Engineering
- (b) Total Quality Management
- (c) Lean Management
- (d) Types of Production Systems
- (e) ABC and VED Analysis in inventory management
- (f) Poka-Yokes
- (g) Importance of Material Management
- (h) Product layout vs. Process layout

Q2. Discuss the role of production and operations management in an organization. Also explain the relationship between Operations management and other functional areas of management. (12.5)

**OR**

Q3. Explain product development process and its steps in detail. Discuss the role of a good product development process for an organization. (12.5)

Q4. How important are location decisions in operations management? List out the factors that affect a location decision for a design center for automobile manufacturing. (12.5)

**OR**

Q5. From the information given below, identify the most appropriate site for locating the new factory on the basis of factor rating method. (12.5)

Factor	Weights	City A	City B	City C
Proximity to Distributors	0.14	8.6	8.2	6.4
Transportation Facilities	0.2	6	8	5
Availability Of Labor	0.3	12	12	10.5
The policy of local government	0.2	7	7	7
Other support services	0.16	5.6	5.6	3.2

Q6. How plant layout affects the operational performance of an organization? Differentiate between Product, Process and Fixed position layout. (12.5)

**OR**

Q7. Identify three emerging environmental concerns and their impact on operations management. What changes do you suggest in operations management to address these concerns? (12.5)

**P.T.O.**

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Q8. What is the relevance of quality in today's competitive scenario? Enumerate the key benefits that an organization derives by improving the quality of its products and services? (12.5)

**OR**

Q9. Discuss the role of maintenance in a manufacturing system. What is the role of routing inspection in equipment maintenance? (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

Paper Code: BBA303

Subject: Business Policy and Strategy

[BATCH 2021 TO 2023]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1. Write short note on the following (Attempt any five): (5×5=25)
- (a) Strategic Planning and Strategic Management
  - (b) ETOP a Diagnosis tool
  - (c) McKinsey 7-S framework
  - (d) Resource audit and strategic advantage analysis
  - (e) Integration strategies and Retrenchment strategies
  - (f) Internationalization and Digitalization
  - (g) Objectives and Strategies
- Q2. Discuss the evolution of business policy; also highlight its scope and importance with suitable examples. (12.5)
- OR**
- Q3. Differentiate between Vision & Mission of business firm. How Vision and Mission statement of business firms are made? Illustrate Vision and Mission statement of any business. (12.5)
- Q4. Why is environmental analysis necessary for strategy formulation? Discuss the functional area profile and resource development matrix. (12.5)
- OR**
- Q5. "The value chain is an excellent framework by which strategic managers can determine the strengths and weaknesses of each activity vis-à-vis the firm's competitor's." Explain. (12.5)
- Q6. What are the distinctive features of stability strategy? Briefly explain the variants of stability strategy. (12.5)
- OR**
- Q7. Explain the advantages and pitfalls of diversification strategy. Also discuss different types of diversification strategy. (12.5)
- Q8. Explain BCG growth share matrix and GE nine-cell matrix for portfolio analysis of organization. (12.5)
- OR**
- Q9. Discuss the major challenges involved in the strategy implementation. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

Paper Code: BBA(B&I)-303

Subject: Practice of Life Insurance

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt all questions as directed. Internal Choice is indicated**

Q1. Attempt any four:

(5x5= 25)

- (a) Salient features of Limited payment life policy
- (b) Insurance as an investment product
- (c) Insurance products: A hedge against personal risk
- (d) Insurance sector reforms in India
- (e) Insurance as collateral security in Hire purchase market
- (f) Marketing strategies for life insurance products
- (g) Role of Insurance ombudsman
- (h) Exclusion clauses

Q2 What are the group health insurance plans? Explain characteristics of group insurance schemes. (12.5)

**OR**

Q3 Differentiate between group insurance and individual insurance plans. What are the various kinds of group insurance products available in the market? (12.5)

Q4 Life Insurance is the contract of assurance or certainty. How? Explain the major types of life insurance policies in India. (12.5)

**OR**

Q5 Explain the concept of underwriting in life insurance. Also explain causes of declining of proposal policy document. (12.5)

Q6 What are the sources of surplus? Distinguish between surplus and profits. Also describe the methods of distribution of surplus. (12.5)

**OR**

Q7 Define surrender value. Also explain the various techniques of calculating surrender value. (12.5)

Q8 Explain features, advantages and limitations of any four life insurance products available in the market. (12.5)

**OR**

Q9 "Proper pricing of the insurance is the basis of an Insurance company's profitability and solvency." Discuss the major actuarial considerations in costing insurance products. (12.5)

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# END TERM EXAMINATION

**FIFTH SEMESTER [BBA] DECEMBER 2024**

**Paper Code: BBA(B&I)-303**

**Subject: Practice of Life & General Insurance**

**Time: 03:00 Hours**

**Maximum Marks:75**

**Note: Attempt all questions as directed. Internal choice is indicated.**

- Q.1 Attempt **all** of the following questions: (5×5=25)
- a) How does insurance provide a hedge against personal risk? Discuss.
  - b) What are the reasons for the slow penetration of insurance in rural areas?
  - c) What is currency risk? How does insurance help in controlling this risk?
  - d) Define physical hazards and moral hazards in insurance. How do these affect risk assessment in the insurance industry?
  - e) Discuss the various measures taken by insurance companies to prevent losses. How do these measures help in reducing the occurrence of claims?
  - f) What is the role of an insurance ombudsman in protecting the interests of insurance policyholders?
- Q2 Discuss the different life insurance products available in India, such as endowment plans, term plans, unit-linked insurance plans (ULIPs), and pension plans. Explain how these products cater to various financial goals. (12.5)
- OR**
- Q3 Explain how life insurance plays a critical role in financial planning. How can life insurance be integrated into an individual's overall financial plan to address future financial security needs? (12.5)
- Q4 Discuss the benefits of group health insurance for both employees and employers. How does group health insurance provide comprehensive coverage for employees and their families? (12.5)
- OR**
- Q5 Explain the concept of special purpose insurance schemes like critical illness, maternity, and accident insurance. How do these schemes complement traditional health insurance policies? (12.5)
- Q6 What is property insurance? Discuss the types of properties covered by insurance and how they protect individuals and businesses. (12.5)
- OR**
- Q7 Discuss the significance of marine insurance in international trade. How does it help in mitigating the risks associated with the transportation of goods? (12.5)
- Q8 Explain the steps involved in a loss survey, loss assessment, and the claim settlement process. How does effective management of these steps help insurers and policyholders? (12.5)
- OR**
- Q9 Explain the concept of a no-claim bonus and its benefits for policyholders. Discuss the importance of policy renewal and the consequences of not renewing an insurance policy on time. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA305

Subject: Information Systems Management

Time: 03:00 Hours

Note: Attempt all questions as directed. Internal choice is indicated. Maximum Marks:75

[ -2- ]

Q1 Answer any Five of the following questions: (5x5=25)

- Discuss the purpose and importance of Information Systems Management (ISM) in modern business organizations. What is the relevance of information in decision-making? What characteristics make information valuable for effective decision-making processes?
- Discuss Data Definition Language (DDL) and Data Manipulation Language (DML). What types of commands are included in DDL and DML?
- What are aggregate functions in SQL? Discuss their significance in data analysis and reporting.
- Describe the importance of system analysis in the system development process. What techniques are commonly used during system analysis?
- Explain the quantitative aspects of Cost Benefit Analysis. How are costs and benefits measured?
- What is end-user development? What challenges does it present to organizations?
- What is Transaction Processing System (TPS). Discuss its key features and its role in an organization's daily operations.

Q2 Analyze the objectives of Information Systems Management (ISM) and their alignment with business goals. Discuss the prerequisites for effective ISM and the challenges that organizations face in meeting these prerequisites, and how can they be overcome? (12.5)

OR

Q3 a) What are the different sources of information available for decision-making? Evaluate the pros and cons of these sources in terms of reliability and relevance. (6.5)  
b) Describe the components of ISM and their respective roles in supporting business operations. How can organizations optimize these components for better performance? (6)

Q4 a) Discuss the Entity-Relationship model and its significance in database design. How do ER diagrams assist in visualizing and structuring data requirements? (6.5)  
b) Discuss the significance of integrity constraints in relational databases. How do they help maintain data accuracy and reliability? (6)

OR

Q5 Discuss the significance of normalization process in database design. Explain the different normal forms with suitable examples, and how does each address data redundancy and integrity issues? (12.5)

P.T.O.

Q6 a) Compare and contrast the Waterfall and Spiral models of system development. What are the strengths and weaknesses of each approach? (6.5)  
b) Discuss the concept of prototyping in system development. What are its advantages and disadvantages compared to traditional System Development Life Cycle (SDLC) approaches? (6)

OR

Q7 What are the characteristics that differentiate one type of system from another? Discuss the different types of systems: open, closed, deterministic, and probabilistic. How do these classifications affect the design and functionality of a system? (12.5)

Q8 Discuss the importance, advantages and challenges of using Knowledge Management Systems in modern organizations. How does it support knowledge sharing, innovation, and organizational learning? (12.5)

OR

Q9 a) What is a Decision Support System? Discuss its key characteristics and how it aids managerial decision-making. (6.5)  
b) Explain the role of Expert Systems in business decision-making. Discuss one example of how Expert Systems are used in the healthcare sector. (6)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA305

Subject: Services Marketing

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1 Answer **any five** from the following question: (5x5=25)
- a) Benefits and risks of Franchising services for the franchisor
  - b) Explain the components of Service market Triangle
  - c) Zone of tolerance with relevant example
  - d) What is the role of physical evidence in services marketing? Discuss.
  - e) Integrated Services Marketing Communication
  - f) Service blueprint with benefits and examples
  - g) Explain the steps involved in positioning of services with examples
  - h) Customer retention Strategies in services marketing
- Q2 What do you mean by Service Marketing? Explain the 7Ps of Services marketing with reference to Banking Industry. (12.5)
- Q3 What is Service quality? Also, explain the GAP model of service quality? (12.5)
- Q4 What are the factors that are to be put in consideration in pricing of services? Explain different Strategies of Pricing with suitable example? (12.5)
- Q5 What are the Roles of Customer and employees in Service Delivery? Explain Different Strategies used by organization to make service Delivery efficient? (12.5)
- Q6 Explain Service process in detail. Also explain Kano's Model in this context? (12.5)
- Q7 Explain the factors that have led to growth of Service sector in India? By explaining the characteristics of services discuss the challenges involved in service marketing. (12.5)
- Q8 In case of service failure what are the steps involved for service recovery? Explain different service recoveries strategy with relevant example. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA(B&I)305

Subject: Business Policy & Strategy

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any five** of the following: (5x5=25)
- a) Major Issues in Implementation of Strategy
  - b) Interrelationship of Structure and Strategy
  - c) McKinsey's 7s framework
  - d) ETOP
  - e) Abell's three dimensions for defining business
  - f) Concept of strategic Intent, Stretch, Leverage and Fit
  - g) Balance Scorecard Approach to Objective Setting
- Q2 Write a comprehensive note detailing the characteristics of different types of grand strategies. (12.5)
- OR**
- Q3 Why do firms need to characterize and categorize Environmental factors? What are the approaches to the Environmental Scanning Process? (12.5)
- Q4 Differentiate between Vision and Mission statement of a Business Firm. How Vision and mission statements are made. Illustrate the vision and mission statement of any business firm. (12.5)
- OR**
- Q5 What is strategic management process? Explain the various elements of the process with the help of a working model. (12.5)
- Q6 Write a detailed explanatory note on the methods and techniques used for organizational appraisal. (12.5)
- OR**
- Q7 What is BCG-Model? Discuss the salient features of this model. How does it help in taking important strategic decisions to an organization? (12.5)
- Q8 Select an industry of your choice. Identify Porter's five-forces of competition in that industry. Also prepare SWOT analysis of the leader the above chosen industry. (12.5)
- OR**
- Q9 How to do Strategic Advantage Analysis? Choosing any industry of your choice, do Strategic Advantage profile to illustrate the Strengths and weaknesses of the Company in each functional area. (12.5)

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BBA(B&I)-305

**END TERM EXAMINATI N**

FIFTH SEMESTER [BBA] DECEMBER -2024

Paper Code: BBA-307

Subject: Entrepreneurship Development

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1. Attempt any **five** of the following questions.

(5\*5=25)

- Explain the role of innovation in entrepreneurship. Why is it important for new ventures?
- Briefly describe any two theories of entrepreneurship.
- What are the key legal requirements to establish a new business unit in India?
- Define venture capital. What are the common sources of venture capital for start-ups?
- What are the essential documents required for registering a new business venture?
- Explain the process of promoting a new venture?
- How does entrepreneurship drive economic growth and job creation?
- Differentiate between angel investors and venture capitalists.

Q2. Choose a real-world startup that has significantly innovated in its product or service offering. Discuss how this innovation helped the company succeed in a competitive market.

(12.5)

OR

Q3. Assume you are an entrepreneur planning to launch a tech start up. Outline the legal steps and documentation you would need to follow and prepare to establish the business.

(12.5)

Q4. Select any two entrepreneurship theories and analyze how they are relevant to today's entrepreneurial landscape. Provide examples of companies or entrepreneurs who exemplify these theories.

(12.5)

OR

Q5. Imagine you are an entrepreneur seeking venture capital for a new business idea. Describe the key stages of raising venture capital and the criteria venture capitalists typically use to evaluate business proposals.

(12.5)

Q6. Discuss with examples how entrepreneurs in India have contributed to the country's economic growth. What specific government policies or initiatives have helped these entrepreneurs succeed?

(12.5)

OR

Q7.

A new entrepreneur in the textile industry is unaware of the documents required for setting up a venture. What would be your advice to them regarding the essential documents for business registration, intellectual property protection, and compliance? (12.5)

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Q8.

You are advising a group of students who want to start a business in the tech industry. Discuss how they can leverage innovation to gain a competitive advantage and what strategies they should adopt to foster continuous innovation within their venture. (12.5)

OR

Q9.

A small manufacturing firm is struggling with slow growth. As a consultant, how would you apply entrepreneurship theories to diagnose the issues and suggest solutions to help the firm innovate and grow? (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA(B&I)307

Subject: Business Laws

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any Five** of the following questions: (5x5=25)
- a) Explain the remedies of a breach of a contract
  - b) Explain Essential of a Valid contract
  - c) Explain Essentials of 'Consideration' in a contract
  - d) Explain Types of Crossing of Cheque
  - e) Elaborate the concept of Indemnity and Guarantee
  - f) Differentiate between Bailment and Pledge
  - g) Explain main features of LLP Act 2008
  - h) Explain the rights of Unpaid Seller
  - i) Explain the Doctrine of Lifting of Corporate veil
- Q2 What is the difference between Sale and Agreement to Sell? State when the property in goods passes from the Seller to the Buyer. (12.5)
- OR**
- Q3 "All Contracts are agreement but all agreements are not contract" elaborate the concept and essentials of a valid contract. (12.5)
- Q4 Distinguish between Fraud and Misrepresentation. What are the effects of the two on the validity of the Contract? (12.5)
- OR**
- Q5 What do you mean by Negotiable Instruments Act? Explain the types and its importance. (12.5)
- Q6 Explain the difference between Condition and Warranty in Sales of Goods Act. Explain all the implied conditions in the Contract of Sale of Goods. (12.5)
- OR**
- Q7 Explain the definition and registration of Partnership under the partnership Act 1932. Also elaborate the steps of dissolution of Partnership. (12.5)
- Q8 Explain the Concept of Holder and Holder in due course. What is the Privileges holder in due course? (12.5)
- OR**
- Q9 Explain the concept and types of negotiable instruments - bills of Exchange and Promissory Notes with suitable example. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA309

Subject: Goods and Services Tax

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt any five questions including Q.No1 which is compulsory.  
Internal choice is indicated.

- Q1. Attempt **any five** of the following questions. (5x5=25)
- (a) Person and Taxable Person
  - (b) Input Tax Credit
  - (c) Job Work
  - (d) Advance Ruling
  - (e) Role of GST Practitioner
  - (f) Tax Collection at Source
  - (g) Composite and Mixed supplies
  - (h) Tax Audit
- Q2. Describe the concept of GST returns and the different types of returns that need to be filed by registered persons. (12.5)
- OR**
- Q3. Explain the concept of GST and its benefits. Describe the process of GST registration and the documents required for registration. (12.5)
- Q4. A Ltd. is a manufacturer of textiles and has a turnover of ₹50 lakhs. They purchase raw materials worth ₹20 lakhs from a supplier in the same state. They sell their products worth ₹30 lakhs to a customer in another state. (12.5)
- a) Calculate the GST payable by A Ltd. on the purchase of raw materials and the sale of products.
  - b) Explain the concept of Input Tax Credit (ITC) and how A Ltd. can claim ITC on the purchase of raw materials.
- OR**
- Q5. How would you find out the place of supply of services where the location of both supplier and recipient is in India? (12.5)
- Q6. Discuss the impact of GST on small businesses and traders, including the benefits and challenges. (12.5)
- OR**
- Q7. Explain when and how a person can claim refund of GST? Discuss the situations in which a refund can be withheld. (12.5)
- Q8. Describe the provisions relating to tax payable on reverse charge basis under section 9 (3). Also mention the categories of supply of services on which the recipient of service has to pay tax on reverse charge basis. (12.5)
- OR**
- Q9. Explain the offences under section 122(1) that attract penalties under the GST act in detail. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

Paper Code: BBA (B&I)-309

Subject: Investment Banking

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including No1 which is compulsory.

Internal Choice is indicated

- Q1. Attempt **any five** of the following questions. (5x5=25)
- (a) Discounted Cash Flow Analysis
  - (b) Internal rate of return
  - (c) Valuation of Target Company
  - (d) Book Building Process
  - (e) Hedge Funds
  - (f) Leveraged Buy-Out
  - (g) M&A Approaches
  - (h) Due diligence in investment banking
- Q2. XYZ Inc. is a US-based technology company considering an IPO to raise capital for expansion. The company has a strong track record of growth and profitability, but operates in a highly competitive industry. What are the key considerations for XYZ Inc. in deciding whether to pursue an IPO? (12.5)
- OR**
- Q3. Describe the role of an investment bank in a cross-border M&A transaction, including the key challenges and considerations. (12.5)
- Q4. Explain the concept of financial modeling in investment banking, including the types of models used and their applications. (12.5)
- OR**
- Q5. Describe the process of initial public offering (IPO) and the role of investment banks in it. What are the key steps involved in an IPO, and how do investment banks advise clients on IPO transactions? (12.5)
- Q6. Discuss the concept of risk management in investment banking. How do investment banks manage risk in their trading and investment activities? (12.5)
- OR**
- Q7. What are the key types of risk that investment banks face, and how can they be mitigated? (12.5)
- Q8. Explain the concept of valuation in investment banking. How companies are valued using different valuation methodologies such as discounted cash flow (DCF) analysis (12.5)
- OR**
- Q9. A private equity firm has acquired a company through an LBO and is now considering exit strategies. What are the different types of exit options available and what are their relative advantages and disadvantages? (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA-309

Subject: Marketing Analytics

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt five questions in all including Q.No.1 which compulsory.

- Q1 Attempt **five questions** from the following: (5x5=25)
- a) What is Marketing Analytics? What it is and why it matters? Discuss.
  - b) How Analytics can be used to segment the customer data? In what customer segments the data can be segmented. Discuss?
  - c) How the right marketing mix can be developed using marketing analytics? Explain with examples.
  - d) What are types of marketing analytics? Discuss with examples.
  - e) Why is marketing analytics important? Explain with examples of marketing analytics applications in the field of marketing.
  - f) Explain the four pillars of marketing analytics.
  - g) Explain the different data sources in marketing on which analytics can be affixed.
  - h) What is cognitive analytics? How is it done and its usefulness to market.
- Q2 How product design can be finalised using product analytics. What tool is used to finalise product design? Discuss its application. (12.5)
- OR**
- Q3 How demand forecasting can be done using least square method and time services analysis? Explain by taking an example. (12.5)
- Q4 What is price optimization? How is it different from price bundling? What price analytics can be used is such a case? Discuss with example. (12.5)
- OR**
- Q5 What is done is place analytics and discuss the tools used for the same? Explain with suitable examples. (12.5)
- Q6 What is Promotion Analytics? How media selection can be done using a analytics model? Explain with example. (12.5)
- OR**
- Q7 Compare the feature of digital advertisement V/S viral marketing under what situations each one of them is used? Discuss with relevant examples. (12.5)
- Q8 How to measure customer satisfaction using marketing analytics? Which tool can be used for the same? Explain the same with suitable example. (12.5)
- OR**
- Q9 What are customer reviews in online shopping? How to analyse the same using which tool of marketing analytics? Discuss with example. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA-311

Subject: Performance Management

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt five questions in all including Q. No.1 which is compulsory. All questions carry equal marks.**

- Q1 Answer **any five** questions from following:- (5x3=15)
- (a) Define Performance Management
  - (b) List three key components of an effective performance management system
  - (c) Differentiate between performance management and performance appraisal
  - (d) List three differences between Key Result Areas (KRAs) and Key Performance Areas
  - (e) Define Lesson Plan
  - (f) Explain the term Broad Banding
  - (g) Write short note on Potential Assessment
- Q2 Define performance management and elaborate on its significance in organizational success. Discuss the key components of an effective performance management system. (15)
- Q3 Compare and contrast any three performance appraisal methods. Evaluate the strengths and weaknesses of each method and provide examples of situations where one method might be more suitable than others. (15)
- Q4 Discuss the steps an organization can take to address poor performance effectively. Provide examples to illustrate your points. (15)
- Q5 Explain the importance of Key Performance Indicators (KPIs) in organizational management. Provide examples of KPIs that might be relevant for a manufacturing company and a digital marketing agency. (15)
- Q6 Explore the relationship between employee engagement and performance. Discuss how an engaged workforce can positively impact individual and organizational performance. (15)
- Q7 Define TNA and explain its significance in the context of organizational development. Discuss the key steps involved in conducting a comprehensive TNA. (15)
- Q8 Provide a comprehensive overview of contingent pay plans. Explain the concept and rationale behind such plans and discuss the different types. (15)

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

Paper Code: BBA(B&I)-313

Subject: Performance Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including No 1 which is compulsory.  
Internal Choice is indicated

- Q1 Attempt any **Five** of the following questions: (5x5=25)
- What is the importance of performance appraisal?
  - What are the performance management skills?
  - Explain the role of HR in Performance Management system.
  - Describe role of Organizational Reward system
  - Explain the role of Counseling in Performance Appraisal system
  - Define Potential appraisal
  - What are TNA tools?
  - What do you mean by balance score card system?
- Q2 Differentiate with suitable examples performance management and performance appraisal. Mention any two methods used to appraise employees in the organization. (12.5)
- OR**
- Q3 Prepare an appraisal process of an IT company and discuss tools used for appraising employees. (12.5)
- Q4 "Different Learning tools are used at different levels of employees for their behavior modification"- support the statement by mentioning process and tools used for learning. (12.5)
- OR**
- Q5. Discuss the contribution of performance management system to organizations' success. (12.5)
- OR**
- Q6 What is the difference between Feedback and Counseling? Design an appraisal form for taking feedback. (12.5)
- OR**
- Q7 Discuss the reasons and problems associated with contingent pay plans, in an industry under performance management system. (12.5)
- Q8 Explain the Legal principals affecting Performance Management. (12.5)
- OR**
- Q9 Explain the Balance score card system and 360 degree system. (12.5)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DEC-2019

**Paper Code: BBA-305      Subject: Production and Operations Management**

**Time: 3 Hours**

**Maximum Marks: 75**

**Note: Attempt five questions. All questions carry equal marks.**

- Q1 Restaurant is often cited as an example of a production system in which a combination of goods and services are produced jointly. Depict its conversion system and mention specific inputs, transformation processes and outputs.
- Q2 It is said that any serious attempt to deal with quality issues must take into account the costs of quality. Do you agree with the statement? Substantiate your answer while discussing various costs of quality.
- Q3 Total Quality Management (TQM) is not merely a collection of techniques but requires a new attitude to quality and change in the culture of the organization. Elucidate
- Q4 Location decisions often require evaluating multiple factors at different levels. In the context of the above statement, mention different levels and identify the factors relevant for each level for a multinational steel manufacturing company desirous of setting up its plant in South Asian Region.
- Q5 Cellular layout combines the advantages of product layout and process layout. Explain
- Q6 a) Explain the reasons for formation of waiting lines even though the service system is under loaded.  
b) What are the performance measures of waiting-line?
- Q7 Distinguish between a Q-Model and P-Model of inventory management and graphically present each type.
- Q8 Write short notes on the following:  
a) Line Balancing  
b) Inventory Costs

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER –DECEMBER 2019

Paper Code: BBA(B&I) 305

Subject: Human Resource Management

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1. What do you mean by Human Resource Management (HRM)? Why is it correct to conclude that all managers are involved in the HRM function and implementing HRM activities and programs?
- Q2. What is strategic HRM? What should HR professional do during (a) integration process of a merger and (b) a layoff when it is important to maintain committed staff?
- Q3. a) Assume that you've been asked to conduct a job analysis on an entry-level administrative assistant position at your organization. Which job analysis method would you be most likely to use to collect data about the job? Explain the reasons for your choice of method.
- b) What core information should be included in most job description and job specifications?
- Q4. a) What is on-the job training? Explain its advantages.
- b) Why is evaluation of training important? Explain four levels at which training can be evaluated.
- Q5. What is the difference between direct and indirect financial compensation?
- Q6. What is a career? Why are some people satisfied with what is identified as midcareer plateau while others experience burnout?
- Q7. Write short notes on **any two**:
- a) 360 degree performance appraisal
- b) Employee health and safety
- c) Employee grievance

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER- 2019

Paper Code: BBA-305

Subject: Services Marketing

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions in all including Q.no.1 which compulsory.  
All question carry equal marks.

- Q1 Briefly explain any three of the following:-
- (a) "There is nothing like a pure goods or pure service". Briefly explain this statement with two suitable examples.
  - (b) Explain how a service can be positioned in two different ways by using the example of airlines services.
  - (c) What role do consumer emotions play in consumer perception of the service experience?
  - (d) Distinguish between Reliability and Responsiveness dimension of services quality.
  - (e) Distinguish between the cost-based and demand-based approach to pricing services.
  - (f) Explain the components of the services marketing triangle.
- Q2 Discuss the challenges that the 'Intangibility' dimension of services poses for marketers and suggest the steps that marketers can take to overcome these challenges. Use suitable examples.
- Q3 Explain the various factors that have contributed to the growth of the service industry in India in recent years.
- Q4 Explain the steps marketers can take to reduce Gap 1 and Gap 3 with reference to the GAPs model of services.
- Q5 Discuss the measure that can be taken for effective service recovery. Use the example of airlines to illustrate your answer.
- Q6 Using the example of a fast-food restaurant to describe the typical components of a Service Blueprint and explain the benefits of service blueprinting.
- Q7 Explain the importance of the 'People' element of the services marketing mix and suggest a set of guidelines for effective management of frontline service personnel.
- Q8 Write short notes on any two:-
- (a) Benefits and risks of franchising services for the franchisor
  - (b) Integrated services communication mix
  - (c) Role of physical evidence in services marketing

(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOV.-DEC.-2019

Paper Code: BBA-307 Subject: Management Information System

BBA (TTM)-307

BBA (B&I)-307

BBA (CAM)-307

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q. No. 1 which is compulsory.

- Q1. Attempt following (any five) in brief:- (5x5=25)
- Describe MIS architecture?
  - Describe various subsystems of MIS
  - What are the differences between Information Systems and Embedded Systems?
  - Differentiate between centralized and distributed processing. Give a scenario for each case.
  - Differentiate between deterministic and probabilistic system. Which one should be preferred for which kind of organizations?
- Q2. Based on decision making levels in the organization, what is the classification of Information System? Briefly explain the function and characteristics of Transaction Processing System (TPS). (12.5)
- Q3. Explain the significance of applications of MIS into following functional areas:- (12.5)
- Finance
  - Production
  - Marketing
- Q4. What do you mean by System Development Life Cycle (SDLC)? What are its different phases? Briefly explain each of them. (12.5)
- Q5. A DSS is used to achieve effectiveness while as MIS is used to achieve the efficiency - Comment with suitable example. (12.5)
- Q6. Differentiate Data from that of Information and differentiate information from knowledge with the help of suitable example. Prove that "every information is a processed data but the reverse is not true". (12.5)
- Q7. What is database? What are the advantages of using database approach over traditional file approach for storage and retrieval of data? Explain with example. (12.5)
- Q8. Write short notes on following. (5x2.5=12.5)
- Use of multimedia in MIS.
  - Data Warehousing architecture
  - Cost Benefit Analysis
  - Expert System.
  - Data Mining techniques.

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## END TERM EXAMINATION

FIFTH SEMESTER [BBA(B&I)] DECEMBER 2019

Paper Code: BBA (B&I)-307

Subject: Marketing of Financial  
Products and Services

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Qs. 1 Provide an overview of the any three types of Financial Services and discuss as to how they meet customer needs.
- Qs. 2 Describe the elements of the Marketing Mix with regard to financial services and explain the need to have three additional elements of the marketing mix for services as compared to goods.
- Qs. 3 Discuss the importance of retail banking and provide an overview of two retail banking products offered by banks in India.
- Qs. 4 Present a set of strategies that can be used by banks for customer retention. Illustrate your answer with examples of banks in India that have successfully used any of the strategies recommended by you.
- Qs.5 Explain the advantages of Mutual Funds and discuss the strategies being used by marketers to communicate these to investors. Also explain the risks associated with Mutual Funds and what steps are being taken to caution Indian investors about them.
- Qs. 6 Describe the core benefits offered by life insurance and identify one life insurance company in India and describe how it is marketing its life insurance products.
- Qs. 7 How have technological developments impacted financial service delivery? Discuss with reference to the distribution of any two financial services that you are familiar with.
- Qs. 8 Write short notes on **any two**:
- (a) Public Relations and Publicity for Financial Services
  - (b) Impact of globalization on Financial Services in India
  - (c) National Pension Scheme

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER- 2019

Paper Code: BBA-307

Subject: Entrepreneurship Development  
(Batch-2017)

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All question carry equal marks.

- Q1 "For a developing country entrepreneurship is vital". How would you relate this statement to India?
- Q2 What is an entrepreneurial opportunity? What are the ways to identify this opportunity? Describe with the help of examples.
- Q3 How are innovation and entrepreneurship related? Choose a product and use the checklist method to develop new ideas for improving that product.
- Q4 What is the role and relevance of Entrepreneurship Development programmes (EDPs) in enhancing entrepreneurship? Describe the role of some government agencies in organizing EDPs.
- Q5 Describe McClelland's psychological theory of entrepreneurship. Why is the need for achievement stronger for creative entrepreneurs?
- Q6 What is the role of entrepreneur in export promotion and import substitution? Write a note on Special Economic Zones (SEZs) in India.
- Q7 Write short notes on **any two**:
- (a) Venture capital sources
  - (b) Forms of ownership
  - (c) Entrepreneurial growth and social stability

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(Please write your Exam Roll No.)

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## END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER-2019

Paper Code: BBA(B&I)-309

Subject: E-Commerce

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 a) Whether e-commerce and e-business are same or different? Justify your answer. (7)  
b) Describe the different stages in the evolution of e-commerce. (8)
- Q2 a) Identify and explain the role of major contributors to e-business success. (7)  
b) What is e-business model? Explain with suitable examples of B2B, B2C and B2G models. (8)
- Q3 Explain the use of following tags of HTML, also mention the attributes that can be used in these tags: (5x3=15)  
a) <a>.....</a>  
b) <body>.....</body>  
c) <form>.....</form>  
d) <font>.....</font>  
e) <ol>.....</ol>
- Q4 a) Describe the various tags used in creating a table in HTML. (7)  
b) Identify and explain the major e-commerce payment systems in use today. Why are e-wallets becoming a popular payment system in e-commerce? (8)
- Q5 Differentiate between: (15)  
a) Static Website and Dynamic website  
b) B2B e-commerce and EDI  
c) Unordered list and Definition list
- Q6 a) Describe the key dimensions of e-commerce security (9)  
b) What is Bitcoin? Explain why Bitcoin as a payment method is controversial. (6)
- Q7 a) What is encryption? Explain how public key cryptography works. (8)  
b) Differentiate between e-commerce and m-commerce. Discuss the strategies companies are adopting to boost m-commerce for their products by giving suitable examples. (7)
- Q8 a) What are the social and ethical considerations in e-commerce? (10)  
b) Discuss the applications of e-commerce in education sector. (5)

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(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2019

Paper Code: BBA-309

Subject: Goods and Service Tax

[BATCH 2017 ONWARDS]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What is the meaning of Goods & Service Tax? How is it different from erstwhile sales tax? State its salient features, point of incidence and limitations as well.
- Q2 (a) What is the meaning of supply as per Goods and Service tax? What are its different forms?  
(b) What are the different categories of goods and services as per goods and service tax act? Explain the rates of tax associated with them.
- Q3 Explain the procedure of tax assessment as per GST Act. What are the different records which are mandatorily required to be kept in it? Is record keeping too complex in GST Act? Give justifications.
- Q4 What are debit and credit notes in GST? Why are these prepared? How input tax credit is granted to a merchant under GST?
- Q5 Explain the rules pertaining to tax deduction at source in GST. What are the due dates for depositing it? Which penalties can be levied if there is any default in making the timely payment of TDS as per GST Act?
- Q6 Discuss the conditions in GST under which inspections, search & seizure can be initiated by the tax assessment officer. In which situation even arrest orders of the defaulter can be issued.
- Q7 Explain the following:-  
(a) Tax Audit  
(b) Appeals and revisions under GST  
(c) Cascading effect of GST  
(d) Job work  
(e) Registration condition under GST
- Q8 GST is relatively new in India and there are doubts and apprehensions in the minds of small traders. As a tax consultant how shall you alleviate concerns of these small traders? What are the myths associated with GST? How can these be removed? Suggest.

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**END TERM EXAMINATION**

FIFTH SEMESTER [BBA] DECEMBER 2019

Subject: Financial Management

Paper Code: BBA-309

BBA(TTM)-309

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks

Q1

"Value maximization is simply extension of profit maximization to a world that is uncertain and multiperiod in nature." Elucidate the statement with appropriate examples.

Q2

a) The Alert Ltd currently pays Rs. 3 per share as annual dividend. Assuming 10 percent required rate of return on shares ( $k_e$ ), compute the value of shares under each of the following dividend growth rate assumptions:

- I) Annual rate of growth, zero (0) percent indefinitely.
- II) Annual constant rate of growth, 5 Percent to infinity
- III) Annual rate of growth, 5 percent for each of the next 3 years, followed by a constant annual rate of growth of 4 percent in years 4 to infinity.

b) What is a loan amortization schedule? Describe the procedure used to amortise a loan into a series of equal payments.

Q3

The Evergreen Company has the choice of raising an additional sum of Rs. 50 lakhs either by the sale of 10 percent debentures or by issue of additional equity shares of Rs. 50 per share. The current capital structure of the company consists of 10 lakh ordinary shares. At what level of earnings before interest and tax (EBIT) after the new capital is required, would earnings per share (EPS) be the same whether new funds are raised by issuing ordinary shares or by issuing debentures? Also, determine the level of EBIT at which uncommitted earnings per share (UEPS) would be the same if sinking fund obligations amount to Rs. 5 lakhs per year. Assume a 35 percent tax rate. Discuss the relevance of the calculation.

Q4

Calculate operating leverage and financial leverage under situations. A, B and C and financial plans 1, 2 and 3 respectively from the following information relating to the operation and capital structure of X, Y, Z Ltd. Also find out the combinations of operating and financial leverage which give the highest value and the least value.

Installed capacity (units)	1200 Units
Actual production and sale (units)	800 Units
Selling price per unit (Rs.)	Rs. 15
Variable cost per unit (Rs.)	Rs. 10
Fixed costs (Rs.)	Situation A Rs. 1,000
	Situation B Rs. 2,000
	Situation C Rs. 3,000

## Capital Structure

Particulars	Financial Plan		
	1	2	3
Equity	Rs. 5,000	Rs. 7,500	Rs. 2,500
Debt	5,000	2,500	7,500
Cost of debt (for all plans) (%)		12	

Q5 ABC Ltd is considering to install a machine, either X and Y which are mutually exclusive. The details of their purchase price and operating costs are:

Particulars	Year	Machine X	Machine Y
Purchase Cost	0	Rs. 10,000	Rs. 8,000
Operating Costs	1	2,000	2,500
	2	2,000	2,500
	3	2,000	2,500
	4	2,500	3,800
	5	2,500	3,800
	6	2,500	3,800
	7	3,000	
	8	3,000	
	9	3,000	
	10	3,000	

Machine X will recover a salvage value of Rs. 1,500 in the year 10 while machine Y will recover Rs. 1,000 in the year 6. Determine which is cheaper at the 10 percent cost of capital, assuming that both the machines operate at the same efficiency?

Q6 Suppose a firm has an investment proposal, requiring an outlay of Rs. 2,00,000 at present ( $t=0$ ). The investment proposal is expected to have 2 years' economic life with no salvage value. In year 1, there is a 0.3 probability (30 percent chance) that CFAT will be Rs. 80,000; a 0.4 probability (40 percent chance) that CFAT will be Rs. 1,10,000 and a 0.3 (30 percent chance) that CFAT will be Rs. 1,50,000. In the year 2, the CFAT possibilities depend on the CFAT that occurs in year 1. That is, the CFAT for the year 2 are conditional on CFAT for the year 1. Accordingly, the probabilities assigned with the CFAT of the year 2 are conditional probabilities. The estimated conditional CFAT and their associated conditional probabilities are as follows:

CFAT <sub>1</sub>	Probability	If CFAT <sub>1</sub> = Rs. 80,000		If CFAT <sub>1</sub> = Rs. 1,10,000		If CFAT <sub>1</sub> = Rs. 1,50,000	
		CFAT <sub>2</sub>	Probability	CFAT <sub>2</sub>	Probability	CFAT <sub>2</sub>	Probability
Rs. 40,000	0.2	Rs. 1,30,000	0.3	Rs. 40,000	0.1		
Rs. 1,00,000	0.6	Rs. 1,50,000	0.4	Rs. 1,00,000	0.8		
Rs. 1,50,000	0.2	Rs. 1,60,000	0.3	Rs. 1,50,000	0.1		

Q7 The board of directors of Nanak Engineering Company Private Ltd. request you to prepare a statement showing the working capital requirements for a level of activity at 1,56,000 units of production. The following information is available for your calculation.

P.T.O.

	Raw materials		Per unit Rs. 90
	Direct labour		
Overheads (excluding depreciation of Rs. 10)			40
Total			75
Selling Price			205
GST (18%)			250
Invoice price to debtors			45
			295

(A)

- Raw materials are in stock, on average, for 1 month.
- Materials are in process, (50% complete) on average for 4 weeks.
- Finished goods are in stock on average for 1 month.
- Credit allowed by suppliers is 1 month.
- Time lag in payment from debtors is 2 months.
- Average lag in payment of wages is 1.5 weeks.
- Average lag in payment of overheads is 1 month.
- Average time-lag in payment of GST is 1 month.
- 20% of the output is sold against cash. Desired minimum cash in hand and in bank, Rs. 60,000. It is to be assumed that production is carried on evenly throughout the year; wages and overheads accrue similarly, and a time period of 4 weeks is equivalent to a month.

Q8

What are credit standards? What key variables should be considered in evaluating possible changes in credit standards?

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BBB-209

BBB-209



**END TERM EXAMINATION****FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2019****Paper Code: BBA (B&I)-301  
BBA-301****Subject: Income Tax Law & Practices****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions. All questions carry equal marks.**

- Q1 Enumerate any 10 incomes which do not form part of total income, also explain the meaning of Income as per Income Tax Act in India.
- Q2 How will you determine the residential status of an individual and HUF? What is the scope of total income for an individual?
- Q3 X owns two identical houses in Delhi, both of which are self occupied. From the following information, suggest which house should be treated as self occupied.

Particulars	House -I (Rs.)	House-II(Rs.)
Standard Rent under Delhi Rent control Act	3,30,000	3,30,000
Municipal valuation	3,00,000	3,00,000
Fair Rent	3,00,000	3,00,000
Municipal Taxes (Paid)	30,000	30,000
Insurance Premium (Paid)	15,000	5000

Construction of both houses was completed in September 2015. X had borrowed Rs. 25,00,000 @ 9% p.a. for constitution of house-II (Date of borrowing 1.6.2014), date of repayment of loan 30.06.2018.

- Q4 Explain the term 'Capital gain' as per Income Tax Act. Distinguish between long term and short term capital gain. Also explain the provisions of section 54 B with regard to capital gain on sale of agricultural land.
- Q5 How will you adjust or set off the following, for the assessment year 2019-20.  
 (a) Business loss of 2010-11, Rs 80,000  
 (b) Short term capital loss of 2011-12, Rs 15000  
 (c) Short term capital loss of 2013-14, Rs 22,000  
 (d) Long term capital loss in 2010-11, Rs. 12,000  
 (e) Loss from house property in 2013-14, Rs 22,000  
 Give reasons for your answer.
- Q6 "An assessee is not only liable for his/her own incomes for tax purposes but his liability extends to some other incomes also". Comment.
- Q7 (a) Discuss the provisions of income tax relating to advance payment of income-tax.  
 (b) R estimates his income for the previous year 2018-19 at Rs, 8,90,000. Besides this income he has also earned long term capital gain of Rs 1,80,000 on transfer of gold on 1.12.2018. Compute the advance tax payable by R in various installments.
- Q8 Write short notes on **any three**:-  
 (a) TDS on rental income  
 (b) TDS on income of professionals  
 (c) TDS on winnings from lotteries or cross word puzzles  
 (d) Duties of a person responsible for deduction of TDS.

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER- 2019

Paper Code: BBA-301

BBA (T.M)-301

Subject: Values & Ethics in Business

**[UP TO 2016 BATCH]**

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.

- Q1 Write short notes on **(Any three):-** (5x3=15)
- (a) Values in Business
  - (b) Hierarchism
  - (c) Wisdom worker
  - (d) Social Responsible Investment
  - (e) Total Quality Management
  - (f) Nishkam and Sakam Karma
- Q2 "An organization has corporate social responsibility towards employees, consumers and community". Discuss with help of suitable examples. (15)
- Q3 What lessons can we draw from Indian scriptures about management and governance? Explain with examples. (15)
- Q4 What are the principles of competitive success? How your favorite business guru achieved success using these principles. (15)
- Q5 Differentiate between Knowledge management and Wisdom management. Which according to you is more important in an organization and why?(15)
- Q6 What are the various sources of stress in the organizations? How can this stress be managed through the philosophy of detached involvement.(15)
- Q7 How is Quality of life different from Quality of Work Life? How can we achieve Quality of Life in today's world of competitive pressure? (15)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015- JANUARY 2016

Paper Code: BBA(B&I) 311

Subject: Taxation Law

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions including Q. No. 1 which is compulsory. Internal choice is indicated.**

- Q1. Attempt **any five** of the following: (5x3=15)
- Define agricultural income as per Income Tax Act, 1961.
  - Write a short note on income deemed to accrue or arise in India.
  - Define advance tax.
  - Define dealer as per Central Sales Act, 1956.
  - Discuss the provisions of set off of losses.
  - Explain the valuation of taxable service with the help of an example.
- Q2. Mr. D earns the following incomes during the financial year 2013-14.
- Profit earns from business in London which is controlled from India, half of the profits being received in India Rs. 3,20,000.
  - Pension from former employer in India, received in America. Rs. 64,000
  - Income from agriculture in Afghanistan and brought to India Rs. 80,000
  - Income from property in Paris and received there - Rs. 64,000
  - Past untaxed foreign income brought into India during the previous year Rs.- 80,000.
  - Gift in foreign currency from relative received in India- Rs. 1,60,000

Determine the Gross Total Income of Mr. D for the A. Y. 2014-15, if he is

- a) Resident, b) Not Ordinarily Resident and c) Non-Resident (15)

Or

- Q3. Mr. P is employed in Chennai in the grade of Rs. 8,800-200-10,800 since 1<sup>st</sup> January, 2008. He gets Rs. 10,000 p.m. dearness allowance and Rs. 30,000 as medial allowance. He has been provided with a furnished accommodation by the employer owned by it of the estimated rental value of Rs. 4,000 p.m. Furniture costing Rs. 26,000 has also been provided by the employer. He has been given a small car, which is used by him for his personal purpose also. The driver's remuneration and all the expenses relating to the official use of the car are borne by the employer. He has been provided with the facility of a gardener, a watchman and a servant who are paid by the employer @Rs. 400 p.m., Rs. 2,000 p.m. and Rs. 1200 P.M. respectively.

He contributes 15% of his pay and dearness allowance to the Recognized Provident Fund towards which the employer contributes Rs. 2,400 P.M. Interest amounting to Rs. 3960 has been credited on the balance of Rs. 44,000 standing to the credit of his Provident Fund Account. Assuming that the salary becomes due on the first day of the next month, determine his salary income for the assessment year 2014-15. (15)

P.T.O.

BBA(B&I)-311

P<sub>1/2</sub>

(Please write your Exam Roll No.)

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## END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY 2016

Paper Code: BBA (BI)-301

Subject: Banking Law & Practice

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No 1 which is compulsory.

- Q1. Explain **any five** of the following:- (5x3=15)  
(a) RBI as banker to the Government  
(b) RBI as lender of the last resort  
(c) CASA deposits  
(d) Statutory Liquidity Ratio  
(e) Endorsement of cheques  
(f) Demand Draft
- Q2 Write a detailed note on evolution of banking system in India. (15)
- Q3 Distinguish between the features of RBI Act and the Banking Regulation Act. (15)
- Q4 What are the various rights and duties of a banker and a customer? (15)
- Q5 Discuss the various aspects of electronic funds management. (15)
- Q6 Explain the BASEL committee norms regarding Capital adequacy and NON-performing assets. (15)
- Q7 Discuss the salient provisions of Securitization Act as applicable to a banking organization. (15)
- Q8 What do you mean by crossing of cheques? Distinguish between a crossed and open cheque. Discuss various types of crossing of cheques. (15)
- \*\*\*\*\*



(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015- JANUARY 2016

Paper Code: BBA(B&I) 311

Subject: Taxation Law

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions including Q. No. 1 which is compulsory. Internal choice is indicated.**

- Q1. Attempt **any five** of the following: (5x3=15)
- Define agricultural income as per Income Tax Act, 1961.
  - Write a short note on income deemed to accrue or arise in India.
  - Define advance tax.
  - Define dealer as per Central Sales Act, 1956.
  - Discuss the provisions of set off of losses.
  - Explain the valuation of taxable service with the help of an example.

- Q2. Mr. D earns the following incomes during the financial year 2013-14.
- Profit earns from business in London which is controlled from India, half of the profits being received in India Rs. 3,20,000.
  - Pension from former employer in India, received in America. Rs. 64,000
  - Income from agriculture in Afghanistan and brought to India Rs. 80,000
  - Income from property in Paris and received there - Rs. 64,000
  - Past untaxed foreign income brought into India during the previous year Rs.- 80,000.
  - Gift in foreign currency from relative received in India- Rs. 1,60,000

Determine the Gross Total Income of Mr. D for the A. Y. 2014-15, if he is

- a) Resident, b) Not Ordinarily Resident and c) Non-Resident (15)

Or

- Q3. Mr. P is employed in Chennai in the grade of Rs. 8,800-200-10,800 since 1<sup>st</sup> January, 2008. He gets Rs. 10,000 p.m. dearness allowance and Rs. 30,000 as medial allowance. He has been provided with a furnished accommodation by the employer owned by it of the estimated rental value of Rs. 4,000 p.m. Furniture costing Rs. 26,000 has also been provided by the employer. He has been given a small car, which is used by him for his personal purpose also. The driver's remuneration and all the expenses relating to the official use of the car are borne by the employer. He has been provided with the facility of a gardener, a watchman and a servant who are paid by the employer @Rs. 400 p.m., Rs. 2,000 p.m. and Rs. 1200 P.M. respectively.

He contributes 15% of his pay and dearness allowance to the Recognized Provident Fund towards which the employer contributes Rs. 2,400 P.M. Interest amounting to Rs. 3960 has been credited on the balance of Rs. 44,000 standing to the credit of his Provident Fund Account. Assuming that the salary becomes due on the first day of the next month, determine his salary income for the assessment year 2014-15. (15)

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BBA(B&I)-311

P<sub>1/2</sub>

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Q4. Write short notes on the following discussing the treatment thereof while computing income under the head "Profit and gains of business or profession": **(7.5+7.5=15)**

- a) Scientific research expenditure
- b) Unabsorbed depreciation

**Or**

Q5. Mr. L owns a big house, the construction of which was completed in May, 2010. 50% of the floor area is let out for residential purpose on a monthly rent of Rs. 22,500. 25% of the floor area is used by the owner for the purpose of his profession, which remaining 25% of the floor area is utilized for the purpose of his residence. Other particulars of the house are as follows:

	Rs.
i) Municipal Valuation	6,00,000
ii) Standard Rent	9,00,000
iii) Municipal Taxes Paid	80,000
iv) Repairs	30,000
v) Interest on capital borrowed for repairs	3,00,000
vi) Ground Rent	8,000
vii) Annual Charges	10,000
viii) Fire Insurance Premium	12,000

Compute the taxable income from house property of Mr. L for the assessment year 2014-15. **(15)**

Q6. Mention the various categories of income of other persons deemed to be the income of persons sought to be taxed under the provisions of the Income Tax Act, 1961. **(15)**

**Or**

Q7. What are the provisions of law regarding deduction of tax at source in respect of: **(15)**

- a) Interest on securities
- b) Income from salary

Q8. Briefly explain the following as per provisions of Central Sales Act, 1956.

- a) Levy of penalties **(7.5)**
- b) Sale and inter state sale **(7.5)**

**Or**

Q9. Write short notes on the following as per provisions of Service Tax (Finance Act 1994). **(7.5+7.5=15)**

- a) Taxable service and its features
- b) Filing of service tax return

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BBA(B&I)-311  
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(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY- 2016

Paper Code: BBA-309

Subject: Financial Management

BBA (TTM)-309

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 How does the Modern Financial Manager differ from the traditional Financial Manager? Discuss the role and functions of Modern Financial Manager in case of a large diversified firm. Discuss the organization of Finance function in such large and diversified firm.
- Q2 Discuss the classification of sources of Finance. How loan syndication is done when the Loan amounts asked is very heavy by the business organization from the Banks. Discuss the process involved Loan Syndication.
- Q3 Write notes on:-  
(a) Global Depository Receipts and the process involved in their issue.  
(b) Explain the mechanics of calculating the present value of cash flows.
- Q4 Define the Capital Structure? What are the elements of Capital Structure? What do you mean by an appropriate Capital Structure? Explain the three approaches of determining firms Capital Structure: (a) EBIT-EPS Approach (b) Valuation Approach (c) Cash Flow Approach
- Q5 (a) What are the different discounting methods of Capital Budgeting? Discuss them in brief.  
(b) Equipment A has a cost of Rs. 75,000 and net cash flow of Rs 20,000/- per year, for six years. A substitute equipment B would cost Rs. 50,000/- and generate net cash flow of Rs 14,000/- per year for six years. The required rate of return of both equipment is 11 per cent. Calculate the IRR and NPV for the equipment. Which equipment should be accepted and why?
- Q6 Explain the nature of factors which influence the Dividend policy of the firm. Explain the various forms of Dividend. What are the different payout methods used? Explain them in brief.
- Q7 (a) Explain the objectives of Inventory Management. Define Economic Order Quantity. How is it computed?  
(b) A manufacturing company has an expected usage of 50,000 units of certain product during the next year. The cost of processing an order is Rs. 20 and the carrying cost per unit is Rs. 0.50 for one year. Lead time on an order is five days and the company will keep a reserve supply of two days' usage. You are required to calculate (a) the economic order quantity and (b) the reorder point. (Assume 250-day in a year).
- Q8 (a) Explain the importance of Trade Credit and Accruals as sources of Working Capital. What is the cost of these sources?  
(b) A Company is considering raising of Rs. 50 crore by issuing CPs for ninety days. CPs will be sold at a discount of 10%. Stamp duty charges will be 0.5 percent of the size of the issue. The issuing and other charges will amount to Rs. 2.50 lac and rating charges to 0.40 per cent of the issue size. Calculate the effective cost of CP.

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**END TERM EXAMINATION**

**FIFTH SEMESTER [BBA] DEC.2015-JAN.2016**

**Paper Code: BBA(B&I)309**

**Subject: Human Resource Management**

**Time: 3 Hours**

**Maximum Marks: 75**

**Note: Attempt any five questions.**

- Q1 What do you understand by the term "Human Resource Management"? What are its objectives? Briefly explain the challenges in Human Resource Management. (15)
- Q2 Define Job Analysis. What are its objectives? How is it different from job evaluation? (15)
- Q3 Describe the nature and importance of employee selection. Explain the steps involved in selection procedure. (15)
- Q4 How will you identify training needs of an organization? Explain the benefits of training from the viewpoint of an enterprise and its employee. (15)
- Q5 "Executive development is guided self-development." Do you agree? Give reasons. (15)
- Q6 The 360-degree appraisal involves appraisal of an employee by self, superior, subordinates and peers. Explain. (15)
- Q7 "Job evaluation determines the worth of a job and not of job holder." Comment. (15)
- Q8 Write short notes on **any two** of the following:- (7.5x2=15)
- (a) Human Capital
  - (b) Mentoring
  - (c) TQM and Six Sigma.



# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY-2016

Paper Code: BBA 307

Subject: Management Information System

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions.**

- Q1. a) What are the components of information systems? Explain the each component. (7)  
b) What do you mean by MIS architecture? Discuss different subsystems of management information system. (8)
- Q2. a) Why an organization needs MIS and how decision characteristics are linked to different levels of Management? (8)  
b) Explain the characteristics of an MIS and DSS. (7)
- Q3. a) Briefly discuss system approach and MIS as a system. Also discuss its nature and scope in business organizations. (7)  
b) "System implementation has different meaning, ranging from the conversion of a basic application to a complete replacement of the existing system". Justify this statement and explain all the steps required in system conversion. (8)
- Q4. a) How do project/software development life cycle stages differ in waterfall and spiral methodologies? (7)  
b) Justify the statement with example "there is no right and wrong decision for an organization, it should be rational decision" based on different types of rationality in decision -making. (8)
- Q5. a) Comment on the quality of information. Discuss various characteristics of information. (5)  
b) What is the need of data warehouse in an organization when different databases are available? Explain data warehouse architecture with the help of diagram and its relevance in MIS. (10)
- Q6. a) Briefly explain the concepts; Database, Data Marts and Data Mining, with suitable example. (10)  
b) Explain Centralized and Distributed Processing with example. (5)
- Q7. a) "Cost-benefit analysis is important for information system planning"- Justify. What are the qualitative and quantitative aspects of cost and benefit analysis? (10)  
b) How can ERP, SCM and CRM are useful in process integration? Explain with suitable example. (5)
- Q8. Write short notes on any three of the following: (3x5=15)  
a) Transaction Processing System  
b) Decision Support System  
c) Use of multimedia in MIS  
d) Expert System

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY 2016

Paper Code: BBA (B&I)-307    Subject: Management Information System  
BBA (TTM)-307  
BBA (MOM)-307  
BBA (CAM)-307

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No 1 which is compulsory.

- Q1. Write short answers for **any five** of the following:- (3x5=15)
- (a) Contrast between data and information? Can data for one person be information for another person? Explain with example.
  - (b) What are the information needs at different management levels?
  - (c) What is decision support system?
  - (d) Explain the term 'System Analysis'. What is its importance?
  - (e) Distinguish between Open and Closed system. Give example to support your answer.
  - (f) What are the attributes of quality information?
  - (g) What is the role of database in an Information system?
- Q2 Why is MIS required by a business organization? Can't they do without it? Discuss the usefulness of MIS to a business organization with the help of an example from a multinational company. (15)
- Q3 (a) What is an Information system? Name and explain its physical components? (8)
- (b) Explain Marketing Information System in a service organization stating its inputs, process and outputs. (7)
- Q4 (a) What are different approaches for building information system? Name and explain. (10)
- (b) Contrast between Strategic, Tactical and Operational decisions. (5)
- Q5 (a) What is the role of systems analyst in the design and development of an information system? Explain. (8)
- (b) What are the various changeover techniques for deploying a new information system? Explain. (7)
- Q6 (a) List and explain the strengths and weakness of methods for assessment for information needs of business organization. (10)
- (b) Explain the purpose of multimedia approach to information processing. (5)
- Q7 (a) What do you understand by the terms: Data warehousing and Data Mining? How are they useful to a business organization? Give examples. (10)
- (b) What is distributed processing? How is it different from Centralized processing? (5)
- Q8 Write short note on **any three** of the following: - (5x3=15)
- (a) Emerging Trends in information system
  - (b) Expert Systems
  - (c) Qualitative aspects of Information
  - (d) Appropriate Location of MIS in an Organization

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## END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY 2016

Paper Code: BBA (B&I)-307 Subject: Management Information System  
BBA (TTM)-307  
BBA (MOM)-307  
BBA (CAM)-307

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No 1 which is compulsory.

- Q1. Write short answers for **any five** of the following:- (3x5=15)
- (a) Contrast between data and information? Can data for one person be information for another person? Explain with example.
  - (b) What are the information needs at different management levels?
  - (c) What is decision support system?
  - (d) Explain the term 'System Analysis'. What is its importance?
  - (e) Distinguish between Open and Closed system. Give example to support your answer.
  - (f) What are the attributes of quality information?
  - (g) What is the role of database in an Information system?
- Q2 Why is MIS required by a business organization? Can't they do without it? Discuss the usefulness of MIS to a business organization with the help of an example from a multinational company. (15)
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(b) What are the various changeover techniques for deploying a new information system? Explain. (7)
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(b) Explain the purpose of multimedia approach to information processing. (5)
- Q7 (a) What do you understand by the terms: Data warehousing and Data Mining? How are they useful to a business organization? Give examples. (10)  
(b) What is distributed processing? How is it different from Centralized processing? (5)
- Q8 Write short note on **any three** of the following: - (5x3=15)
- (a) Emerging Trends in information system
  - (b) Expert Systems
  - (c) Qualitative aspects of Information
  - (d) Appropriate Location of MIS in an Organization

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY 2016

Paper Code: BBA (B&I)-305

Subject: Practice of Life Insurance

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt any five questions including Q.No1 which is compulsory. Select one question from each unit. All questions carry equal marks.**

- Q1. Write short note on the following:-
- (a) Concept of life insurance
  - (b) Money of back policy
  - (c) Health insurance
  - (d) Actuarial science
  - (e) Concept of loading in insurance
  - (f) Reinsurance

## UNIT-I

- Q2 Prepare a list of life insurance products available these days in the market. Explain features, advantages and limitations of any four products among them.
- Q3 Explain features of following investment alternatives:
- (a) Pension plans;
  - (b) Investment plans
  - (c) Hedging;
  - (d) Unit linked insurance plans

## UNIT-II

- Q4 What are group health insurance plans? Explain characteristics of group insurance schemes.
- Q5 Differentiate between group insurance and individual insurance plans. Discuss types of Group insurance products.

## UNIT-III

- Q6 Describe various Actuarial considerations in life insurance. How do these factors influence insurance premium?
- Q7 Explain the concept of Underwriting in life insurance. Also explain causes declining of Proposal Policy Document.

## UNIT-IV

- Q8 What are sources of surplus? Distinguish between surplus and profit. Also describe methods of distribution of surplus.
- Q9 Discuss the methods of calculating Surrender Value. What are the forms of payment if Surrender Value?

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## END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Discuss the nature and Scope of Sales Management. How Selling, Salesmanship and Sales Management differ. Explain with the help of examples. (15)
- Q2 What are Sales Objectives? Give a list of Qualitative and Quantitative Objectives of Sales Management. Also highlight different Selling Strategies to accomplish these objectives. (15)
- Q3 Explain in brief different Selling theories. According to you which theory of Selling can be considered to be good based on its practicality? Give examples to illustrate your answer. (15)
- Q4 (a) Give a classification list of different types of Salesperson. (7.5)  
(b) What are the objectives and methods used for motivation and compensation of Sales personnel? (7.5)
- Q5 What are Sales Budgets? What are their objectives and how are they set? Explain by drawing a format of Quarterly Sales Budget. (15)
- Q6 What are Sales Quota? What are its different types? How Quotas are set? Discuss the methods used for the same. Explain in brief with examples. (15)
- Q7 Write notes on the following:- (2x7.5=15)  
(a) Legal and Ethical Issues in Sales Management.  
(b) Transactional v/s Relationship Selling.
- Q8 Explain the personal Selling process in brief. Illustrate each stage of personal selling process with suitable examples. (15)

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# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY- 2016

Paper Code: BBA (B&I)-303

Subject: Marketing of Financial Products and Services

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What do you understand by financial services? Discuss their important features. Explain various types of financial services and products traded in Indian Market.
- Q2 What are different types of Banking products and services? What marketing mix can be used in case of Bank marketing? Discuss these elements of marketing mix in context of banking services with examples.
- Q3 What are Mutual Funds? What are their types? What marketing strategy can be used to market Mutual funds in India? Give suitable example.
- Q4 What are Pension funds? Discuss the unique challenges/characteristics of these funds. How to market Pension, funds using STP Approach of Marketing.
- Q5 Discuss the concept of Distribution with respect to Insurance products? What can be multiple delivery channels involved in case of the distribution of these products? Give example to illustrate your answer.
- Q6 What steps are involved in carrying out marketing research in case of financial services? What challenges are involved? Discuss these steps in detail starting from problem formulation to report writing.
- Q7 Write notes on:-  
(a) Image building in case of financial services.  
(b) Globalization and its impact on financial markets.
- Q8 What are different types of Bank Accounts and types of loans given by banks? What marketing strategy you advise to banks to increase their Bank Accounts and increase loan Advances to borrowers. Give example in support your answer.

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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2015-JANUARY-2016

**Paper Code:** BBA 301

**Subject:** Values & Ethics in Business

TTM-301

MOM-301

**Time : 3 Hours**

**Maximum Marks :75**

**Note: Attempt any five questions.**

- Q1. What values a modern age manager can take from Vedanta, why do you think that Vedanta is as relevant in the current times as it was before. **(15)**
- Q2. How would you differentiate between Nishkam Karma and Sakam Karma? **(15)**
- Q3. What is the differentiator between wisdom and knowledge? Explain the concept of knowledge worker and wisdom worker. **(15)**
- Q4. What are the different sources of stress at the work place? What are the various strategies to manage that stress? **(15)**
- Q5. Differentiate between ethical and unethical behavior. Why is observance of ethics in business important? **(15)**
- Q6. Share the success story of a Business Guru. What in your opinion were the driving force for his/her success? **(15)**
- Q7. Explain the concept of Corporate Governance. Why is Corporate Governance becoming an important issue in business? **(15)**
- Q8. Critically examine CSR(Corporate Social Responsibility) activities of businesses these days. **(15)**

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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015-JANUARY 2016

Paper Code: BBA (BI)-301

Subject: Banking Law & Practice

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No 1 which is compulsory.

- Q1. Explain **any five** of the following:- (5x3=15)  
(a) RBI as banker to the Government  
(b) RBI as lender of the last resort  
(c) CASA deposits  
(d) Statutory Liquidity Ratio  
(e) Endorsement of cheques  
(f) Demand Draft
- Q2 Write a detailed note on evolution of banking system in India. (15)
- Q3 Distinguish between the features of RBI Act and the Banking Regulation Act. (15)
- Q4 What are the various rights and duties of a banker and a customer? (15)
- Q5 Discuss the various aspects of electronic funds management. (15)
- Q6 Explain the BASEL committee norms regarding Capital adequacy and NON-performing assets. (15)
- Q7 Discuss the salient provisions of Securitization Act as applicable to a banking organization. (15)
- Q8 What do you mean by crossing of cheques? Distinguish between a crossed and open cheque. Discuss various types of crossing of cheques. (15)

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**END TERM EXAMINATION****FIFTH SEMESTER [BBA] DECEMBER 2015****Paper Code: BBA-305****Subject: Production & Operation Management****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions.**

- Q1 (a) Elaborate Systems view of operations management, and discuss factors of production? (7.5)  
(b) Discuss various types of transformations with examples. (7.5)
- Q2 (a) What are acceptance Sampling Plans? Explain the SSP (Sequential Sampling Plans). (7.5)  
(b) Distinguish between defects and defectives. Explain the construction and use of a 'p' chart. (7.5)
- Q3 Explain various factors relevant for deciding the location of Pharmaceutical Plant. Discuss various Plant Location methods with merits and demerits of each. (15)
- Q4 Explain in brief four basic layout formats and draw a neat sketch of each type. Also explain the product-volume conditions under which it is appropriate to use each type of layouts. (15)
- Q5 Explain the following:- (3x5=15)  
(a) Poka - Yoke (b) Pillars of TQM. (c) Control charts
- Q6 (a) What is 'Line Structure' in waiting lines? Explain single channel - single phase, multi-channel-single phase and multi-channel-multiple phase line structures. (7.5)  
(b) Explain any one waiting line management technique with examples. (7.5)
- Q7 (a) Derive formula for Economic Order Quantity (EOQ) and state the assumptions of the model. (7.5)  
(b) A firm has several items of inventory. The average numbers of each of these items as well as their unit costs are listed below:- (7.5)

Item No.	Average no. of units in inventory	Average cost per unit (Rs.)
1	4000	1.96
2	200	10.00
3	440	2.40
4	2000	16.80
5	20	165.00
6	200	6.00
7	160	76.00
8	3000	3.00
9	1200	1.90
10	6000	0.50
11	1800	25.00
12	130	2.70
13	4400	9.50
14	3200	2.60
15	1920	2.00
16	800	1.20
17	3400	2.20
18	2400	10.00
19	150	21.00
20	320	4.00

The firm wishes to adopt ABC Inventory System. Classify them and explain the criteria for classification.

- Q8 Explain the following:- (3x5=15)  
(a) Benchmarking (b) Assembly Line Balancing (c) OC curve.

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**END TERM EXAMINATION****FIFTH SEMESTER [BBA] DECEMBER 2015****Paper Code: BBA-305****Subject: Production & Operation Management****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions.**

- Q1 (a) Elaborate Systems view of operations management, and discuss factors of production? (7.5)  
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(b) A firm has several items of inventory. The average numbers of each of these items as well as their unit costs are listed below:- (7.5)

Item No.	Average no. of units in inventory	Average cost per unit (Rs.)
1	4000	1.96
2	200	10.00
3	440	2.40
4	2000	16.80
5	20	165.00
6	200	6.00
7	160	76.00
8	3000	3.00
9	1200	1.90
10	6000	0.50
11	1800	25.00
12	130	2.70
13	4400	9.50
14	3200	2.60
15	1920	2.00
16	800	1.20
17	3400	2.20
18	2400	10.00
19	150	21.00
20	320	4.00

The firm wishes to adopt ABC Inventory System. Classify them and explain the criteria for classification.

- Q8 Explain the following:- (3x5=15)  
(a) Benchmarking (b) Assembly Line Balancing (c) OC curve.

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## END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Discuss the nature and Scope of Sales Management. How Selling, Salesmanship and Sales Management differ. Explain with the help of examples. (15)
- Q2 What are Sales Objectives? Give a list of Qualitative and Quantitative Objectives of Sales Management. Also highlight different Selling Strategies to accomplish these objectives. (15)
- Q3 Explain in brief different Selling theories. According to you which theory of Selling can be considered to be good based on its practicality? Give examples to illustrate your answer. (15)
- Q4 (a) Give a classification list of different types of Salesperson. (7.5)  
(b) What are the objectives and methods used for motivation and compensation of Sales personnel? (7.5)
- Q5 What are Sales Budgets? What are their objectives and how are they set? Explain by drawing a format of Quarterly Sales Budget. (15)
- Q6 What are Sales Quota? What are its different types? How Quotas are set? Discuss the methods used for the same. Explain in brief with examples. (15)
- Q7 Write notes on the following:- (2x7.5=15)  
(a) Legal and Ethical Issues in Sales Management.  
(b) Transactional v/s Relationship Selling.
- Q8 Explain the personal Selling process in brief. Illustrate each stage of personal selling process with suitable examples. (15)

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