

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-202

Subject: Human Resource Management

[UPTO 2020 BATCH]

Time: 3 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) "HRM is pervasive in nature" explain the statement
 - b) Bring out the difference between personnel management and HRM.
 - c) Discuss the key issues involved in human resource planning .
 - d) Briefly distinguish between demand forecast and supply forecast.
 - e) Describe in details – "Training need assessment and its advantages
 - f) What is competency based training; advantages and disadvantages
 - g) What is 360-degree appraisal? mention its advantages and disadvantages.
 - h) "Employee welfare is to improve employee morale, develop a better image of the company, develop efficiency, and create a satisfied workforce." Discuss the statement.
- Q2 "Human Resource are different from the physical and material resources of an organization" Elaborate it. (12.5)
- OR**
- Q3 How Strategic Human Resource Management builds a bridge between an organization's business goals and the people who accomplish them. What is the difference between traditional HRM and SHRM? (12.5)
- Q4 In every organization there must be the right people placed in the right roles, how job analysis helps in hiring and maintain talents efficiently? Discuss job description and job specification in detail illustrate with suitable example. (12.5)
- OR**
- Q5 What is selection in HRM, in what ways it is different from recruitment? What are the key steps involve in selection process. (12.5)
- Q6 How important the Management Development programs are for any organization? Mention different methods of MDP, explain any two methods in detail along with its pros and cons. (12.5)
- OR**
- Q7 What are the different components of compensation? What are the advantages of fair compensation system? (12.5)
- Q8 What benefits an organization receives from an efficient performance appraisal? Mention the core objectives of Performance management also explain MBO method of performance appraisal. (12.5)
- OR**
- Q9 Bring out the various causes of employee grievances in an organization. Enlist the steps involved in a grievances handling process. (12.5)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-202

Subject: Business Analytics

(BATCH-2021 ONWARDS)

Time: 3 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) Evolution of Business Analytics
 - (b) Star Schema
 - (c) Data mining Tasks
 - (d) Difference between data warehouse and data mining
 - (e) Trends of datamining in retail sector
 - (f) Word maps in tableau
 - (g) Variance
 - (h) Assumptions of Linear regression
- Q2 Discuss the role and responsibilities of Business Data Analyst. (12.5)
- OR**
- Q3 Discuss different types of data types in R. Also give examples how they can be declared in R programming. (12.5)
- Q4 Explain data mining. Giver trends of data mining in telecommunication industry. (12.5)
- OR**
- Q5 Explain the concept of data warehousing. Also explain the recent trends in data ware housing by taking suitable example. (12.5)
- Q6 How dashboards are created in Tableau. Discuss different types of filters in Tableau. (12.5)
- OR**
- Q7 Write different types of charts in Tableau. Also explain story point in Tableau. (12.5)
- Q8 Describe prescriptive graph analysis in detail. (12.5)
- OR**
- Q9 Discuss how prediction can be done through linear regression. Explain by taking relevant example. (12.5)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA(B&I)-202

Subject: Business Analytics

(BATCH-2021 ONWARDS)

Time: 3 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) Role and responsibilities of business data analyst
 - (b) Challenges in using business analytics
 - (c) Big Data
 - (d) Data Ware housing
 - (e) Snow flakes in data warehouse
 - (f) Linear Regression
 - (g) Cluster Analysis
 - (h) Linear regression
- Q2 Explain how decision models are used for descriptive, predictive and prescriptive applications. (12.5)
- OR**
- Q3 List out the major phases of problem solving in business analytics. (12.5)
- Q4 Write a detail note on missing values. Also discuss the imputation methods used for Data cleaning by taking relevant examples. (12.5)
- OR**
- Q5 Explain multidimensional data analysis by taking suitable examples. (12.5)
- Q6 How dashboards are created in Tableau. Give relevant examples and steps involved in it. (12.5)
- OR**
- Q7 Discuss the roles and techniques of data modelling. (12.5)
- Q8 Write a detail note on simulation. (12.5)
- OR**
- Q9 Write s note on multivariate regression by taking suitable example. (12.5)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA (B&I)-204

Subject: Financial Management

Time: 3 Hours

[BATCH 2021 ONWARDS]

Maximum Marks: 75

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

- Q1 Write short notes on **any five** of the following. (5x5=25)
- Explain various forms of dividends
 - Profit maximization Vs. Wealth maximisation
 - Discounting Technique of Time value of money
 - Concept of Operating cycle in working capital management
 - Responsibilities of Financial Manager
 - Factors affecting capital structure
 - Weighted average cost of capital
 - Sensitivity Analysis
- Q2 List and explain the determinants of working capital. Also, illustrate the mechanism of estimating working capital. (12.5)
- OR**
- The initial outlay of a project is Rs. 2,00,000 which will have equal annual net-revenue of Rs.45,000 for the next 10 years. At the end of the 10th year, the salvage value of the project is Rs. 5,000. If the minimum attractive rate of return for the organization is 18%, suggest the organization whether it should accept the project. (12.5)
- Q3 Ganesha Limited is setting up a project with a capital outlay of ₹ 60,00,000. It has two alternatives in financing the project cost. (12.5)
- Alternative - I : 100% equity finance by issuing Equity Shares of ₹ 10 each.
- Alternative - II : Debt-equity ratio 2 : 1 (issuing Equity Shares of ₹ 10 each) The rate of interest payable on the debts is 18% p.a. The corporate tax rate is 40%. Calculate the indifference point between the two alternative methods of financing.
- OR**
- Explain in detail the Net Income approach of capital structure by using a suitable example. (12.5)
- Q4 From the following information calculate NPV of a business proposal:
- Initial Investment in Fixed Assets ₹5,00,000
Initial Investment in Working Capital ₹1,00,000
Salvage Value of Fixed Assets in 3 years ₹2,00,000
Annual Cash inflows before tax ₹3,00,000
Income tax rate 30%
Cost of capital 18% Depreciation is to charge on WDV method @40%. (12.5)
- OR**
- "Finance function is concerned with allocating funds to specific assets and obtaining the best arise of financing in relation to the overall valuation of the firm." Discuss. (12.5)

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BBA (B&I)-204

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- Q5 From the following details, calculate the market value of equity shares of a firm by using Walter's model: Earnings per share (E) = Rs.5; Dividend per share (D) = Rs.3; Rate of return on Investment (r) = 10%; Cost of capital (k) = 10% Will there be any change in the market value of equity share if the dividend payout ratio is 100% in the place of present rate of 60%?

(12.5)

OR

What are the factors to determining dividend policy?

(12.5)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-204

Subject: Financial Management

(BATCH 2021 ONWARDS)

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Write short note on the following (Attempt **any three**): (3×5=15)
- Economic value added & Market value added
 - Cash Management
 - Weighted average cost of capital
 - Risk-return trade off
- Q2 "Financial Management has expanded its scope during last few decades". Examine the modern approach to the scope of financial management and also discuss the importance of financial management. (15)
- Q3 a) Mr. Rohit has to receive Rs. 50,000 per year for 8 years. Calculate the present value of annuity assuming that he can earn interest in his investment at 10% p.a. (use table value 5.335) (5)
- b) Explain the various sources of long term financing. (10)
- Q4 Why is dividend policy important for a company? Discuss the various determinants of dividend policy. Also explain Walter's approach in detail. (15)
- Q5 Management of Bajaj Ltd. has the option to buy either Machine A or Machine B. Machine A has a cost of Rs. 75,000. Its expected life is 6 years with no salvage value at the end. It would generate net cash flows of Rs. 20,000 per year. Machine B on the other hand would cost Rs. 50,000. Its expected life is 6 years with no salvage value at the end. It would generate no cash flow of Rs. 15,000 per year. Assuming that the cost of capital of both the machines is 10%. You are required to calculate (15)
- Net present value for each machine.
 - Internal rate of return for each machine
 - Which machine should be recommended and why?
- Present value of an annuity of Rs. 1.

INTEREST RATE

Year	14%	15%	16%	17%	18%	19%
1-6	3.889	3.784	3.685	3.589	3.498	3.326

The present value factors at 10% rate of discount for the years 1 to 6 are respectively:

Year	1	2	3	4	5	6
P.V. factor at 10%	.909	.826	.751	.683	.621	.564

- Q6 Companies A and B are identical in all respects except for debt-equity ratio. A having issued 10% debentures of Rs. 20 lakhs while B has issued only equity. Both the companies earn 20% before interest and taxes on their assets of Rs. 40 lakhs. Assuming a tax rate of 50%, capitalization rate of 15% for an all equity company, compute values of companies A & B using
- Net Income Approach
 - Net Operating Income
- (15)
- Q7 Discuss the Net operating income, MM hypothesis and traditional approach theories of capital structure. (15)
- Q8 Explain:
- Factors affecting working capital
 - Significance of capital budgeting and problems
- (15)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-206

**Subject: Corporate Governance, Ethics and
Social Responsibility of Business**

BBA (B&I)-206

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What do you understand by Ethical decision making? Explain the concept in detail by citing suitable examples from the corporate sector. (15)
- Q2 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 earlier? (15)
- Q3. "Knowledge worker VS wisdom worker is a debatable topic". Comment. For the position of MD in an organisation, who would be a better choice, a knowledge worker or a wisdom worker? Support your answer with suitable examples. (15)
- Q4 Discuss the success stories of Business Gurus by taking suitable examples from the corporate world. (15)
- Q5 Discuss salient features of Consumer Protection Act of 1986 (15)
- Q6 What are the different sources of stress at work place? What are the various strategies to manage this stress? (15)
- Q7 How would you differentiate between Nishkam Karma and Sakam Karma. (15)
- Q8 Critically examine CSR (Corporate Social Responsibility) activities of businesses these days. (15)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-206

Subject: Research Methodology

BBA(B&I)-210

Time: 3 Hours

Maximum Marks: 75

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

- Q1. What is research? Explain the steps involved in the process of business research. How business research can be used to find solutions to different business problems? Give examples.
- Q2. Explore the various data types commonly used in research. How do researchers determine the appropriate data type for their study? What statistical tools are suitable for each type?
- Q3. What is the importance of longitudinal research? How is it different from cross-sectional studies? What are the advantages and limitations of longitudinal research designs?
- Q4. Explain the process of questionnaire design in research methodology. What factors should researchers consider when designing questionnaires? Discuss the ethical considerations involved in questionnaire design.
- Q5. What is the importance of appropriate sample size for data collection in research? What factors should researchers consider when determining the appropriate sample size for their study?
- Q6. What are the properties of non-parametric tests? State the conditions where non-parametric tests can be applied. How non-parametric tests are different from parametric tests?
- Q7. What is the importance of presenting the results of a research study in the form of a research report? Explain the various components of a research report.
- Q8. Write short notes on the following:
- (a) JEL classification
 - (b) Role of technology in data analysis
 - (c) Bibliography
 - (d) Layout of research report
 - (e) Reliability of a scale

END TERM EXAMINATION**FOURTH SEMESTER [BBA] JUNE 2024****Paper Code: BBA-208****Subject: Income Tax Law and Practice****BBA/B&J-208****Time: 3 Hours****Maximum Marks: 75****Note: Attempt all questions as directed. Internal choice is indicated. All questions carry equal marks.****Q1** Write a short note on

- Assessment year
- Previous year
- Residential status
- Scope of Total Income
- Exempted Income

Q2 Discuss the concept of Income as per the Income Tax Act.**OR****Q3** Write ten exempted incomes U/S 10 of the Income Tax Act.**Q4** Explain the process and importance of filing an Income Tax Return in India.**OR****Q5** Income of Mr. A for the previous Year 2023-24 is as follows. Compute Tax liability for the Assessment Year 2024-25.

Particulars	INR
Income from salary (computed)	2,50,000
Income from house property (computed)	1,25,000
Net Agricultural Income	1,00,000

Q6 ABC Ltd. provided the following perquisites to its employee Srinivasan, for the FY 2023-24. 1) Leased accommodation provided to the employee, hire Charges INR 50000 pm; recovered from employee INR 20000 pm 2) Accommodation was furnished and the actual hire charges paid by the employer was INR 4050 pm 3) He was also provided a Hyundai Santro with Chauffeur and a gift Voucher worth INR 9000. Salary for the purposes of valuation of perquisites is INR 25,00,000. Compute the taxable value of the perquisites assuming assesses had not opted for section 115BAC of the Income Tax Act, 1961.

OR

Q7 Mr. A owns two houses. The expected rent of the house one is Rs. 65,000. This house was let out for Rs. 7,500 per month but the rent for the months of February and March, 2024 could not be realized. The expected rent of another house is Rs. 1,50,000. This house was let out for Rs. 12,000 per month but the rent for the last three months could not be realized. In the both cases, Mr. A fulfills the conditions of Rule 4. You are required to compute the Gross Annual Value of both the houses.

P.T.O.**Q8**

Discuss the various heads of income under the Income Tax Act, 1961, and elaborate on the types of incomes covered under each head. Use examples to illustrate your points.

OR**Q9**

Rohit who is a resident in India, is a person with disability, he provides the following particulars of his income for the year ended 31.3.2024.

(a)	Selling for working as a cable operator (per month)	18,000
(b)	Interest on government securities (gross)	45,000
(c)	Honorarium from school of orphanage for giving his service	49,000

He has donated Rs. 20,000 to the school for orphanage which is approved as a charitable institution and contributed Rs. 20,000 to prime Minister national Relief Fund, he has also paid Rs. 3,000 by credit card as premium of mediclaim policy, his father is also a person with disability and is dependent on him for medical treatment and rehabilitation. Rohit spends Rs. 8,000 during the year on him.

Compute the Total Income for the Assessment Year 2024-25, assuming he has deposited Rs. 20,000 in public provident fund Account.

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END TERM EXAMINATION**FOURTH SEMESTER [BBA] JUNE 2024****Paper Code: BBA-208****Subject: Income Tax Law and Practice****BBA/B&J/208****Time: 3 Hours****Maximum Marks: 75****Note: Attempt all questions as directed. Internal choice is indicated. All questions carry equal marks.****Q1** Write a short note on

- Assessment year
- Previous year
- Residential status
- Scope of Total Income
- Exempted Income

Q2 Discuss the concept of Income as per the Income Tax Act.**OR****Q3** Write ten exempted incomes U/S 10 of the Income Tax Act.**Q4** Explain the process and importance of filing an Income Tax Return in India.**OR****Q5** Income of Mr. A for the previous Year 2023-24 is as follows. Compute Tax liability for the Assessment Year 2024-25.

Particulars	INR
Income from salary (computed)	2,50,000
Income from house property (computed)	1,25,000
Net Agricultural Income	1,00,000

Q6 ABC Ltd. provided the following perquisites to its employee Srinivasan, for the FY 2023-24. 1) Leased accommodation provided to the employee. hire Charges INR 50000 pm; recovered from employee INR 20000 pm 2) Accommodation was furnished and the actual hire charges paid by the employer was INR 4050 pm 3) He was also provided a Hyundai Santro with Chauffeur and a gift Voucher worth INR 9000. Salary for the purposes of valuation of perquisites is INR 25,00,000. Compute the taxable value of the perquisites assuming assesses had not opted for section 115BAC of the Income Tax Act, 1961.

OR

Q7 Mr. A owns two houses. The expected rent of the house one is Rs. 65,000. This house was let out for Rs. 7,500 per month but the rent for the months of February and March, 2024 could not be realized. The expected rent of another house is Rs. 1,50,000. This house was let out for Rs. 12,000 per month but the rent for the last three months could not be realized. In the both cases, Mr. A fulfills the conditions of Rule 4. You are required to compute the Gross Annual Value of both the houses.

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Q8 Discuss the various heads of income under the Income Tax Act, 1961, and elaborate on the types of incomes covered under each head. Use examples to illustrate your points.

OR**Q9**

Rohit who is a resident in India, is a person with disability, he provides the following particulars of his income for the year ended 31.3.2024.

(a)	Salary for working as a cable operator (per month)	18,000
(b)	Interest on government securities (gross)	45,000
(c)	Honorarium from school of orphanage for giving his service	49,000

He has donated Rs. 20,000 to the school for orphanage which is approved as a charitable institution and contributed Rs. 2,000 to prime Minister national Relief Fund, he has also paid Rs. 3,000 by credit card as premium of mediclaim policy, his father is also a person with disability and is dependent on him for medical treatment and rehabilitation. Rohit spends Rs. 8,000 during the year on him.

Compute the Total Income for the Assessment Year 2024-25, assuming he has deposited Rs. 20,000 in public provident fund Account.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-210

Subject: Information Systems Management

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Write a short note on **any five** of the following: (5x5=25)
- a) RDBMS
 - b) Centralized and Distributed processing
 - c) Transaction Processing System
 - d) Decision Support System
 - e) Prototyping Model
 - f) Expert System
 - g) Normalization
 - h) Knowledge Management System
- Q2 What are the various components of MIS? Explain with examples its application in various business industries. (12.5)
- OR**
- Q3 Write a short note on SDLC (Software Development Lifecycle)
- Q4 Explain the syntax of DDL and DML with examples. (12.5)
- OR**
- Q5 Define DBMS and its structure.
- Q6 Explain Waterfall Model and Spiral Model and its various uses. (12.5)
- OR**
- Q7 What is the impact of IT in various Multimedia industries?
- Q8 Why is Data validation important in Management information system? (12.5)
- OR**
- Q9 What is Entity-Relationship in E-R Model? What are its requirements? Draw an E-R Model for Loan System.

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] June 2024

Paper Code: BBA 212

Subject: Training and 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:

(5x5=25)

- (a) Define training. Why training is important for the employees?
- (b) How training and development is different from each other?
- (c) What do you understand by TNA? What is the significance of TNA?
- (d) Summarize the role and responsibilities of training department.
- (e) Briefly define term learning. What are those factors which affect learning? Discuss any two factors in detail.
- (f) How individual's differences hampers learning process? List any four principle of learning.
- (g) How trainer and trainee play key role in designing effective training program?
- (h) What is competency based training? Discuss any four fundamental objectives of competency based training.

Q2- Throw a light on the role of external agencies play in training and development. (12.5)

OR

Q3- Discuss the Instructional Systems Design (ISD) model of training. Elaborate all the steps of ISD model. (12.5)

Q4- What are the different levels of TNA; discuss in detail? What are the pros and cons related to TNA? (12.5)

OR

Q5- Discuss the various tools and techniques used for training need analysis. (12.5)

Q6 - Enlist the various skills of trainer in detail which make him more efficient. (12.5)

OR

Q7- What are the various methods of training, enlist them. Discuss any four methods of training in detail along with their advantages and disadvantages. (12.5)

Q8 - Enlist the major challenges encounter by the organization while conducting training program. (12.5)

OR

Q9- "One of the hardest things about training is to evaluating it." Enlighten the statement by telling the importance and the complexity of evaluation of training programs. (12.5)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE-2024

Paper Code: BBA (B&I)-214

Subject: Training and 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: (5x5=25)
- (a) Differentiate between education and training
 - (b) Explain the audio- visual aids in training
 - (c) What is the difference between motivational forces between training and Development
 - (d) Explain the concept of Training Needs Assessment
 - (e) Elaborate the skills of an effective Trainer
 - (f) What do you mean by Training Process Outsourcing?
 - (g) Write a short note on E-learning Environment
 - (h) What is learning cycle?
- Q2 Describe the scope and objectives of training program in an organization. What are the forces that influence working and learning in an organization? (12.5)
- OR**
- Q3 Discuss different training models. What are the merits and demerits of different training? (12.5)
- Q4 What is training needs analysis in training development? What are the steps in the needs analysis? (12.5)
- OR**
- Q5. Explain the role and application of audio-visual aids in training programme. (12.5)
- Q6 Discuss the role of trainers and line managers in the evaluation of training programme. Elaborate key elements of a successful training program. (12.5)
- OR**
- Q7 Make a distinction between qualitative and quantitative evaluation methods. (12.5)
- Q8 Design a TNA process and a training workshop for the newly recruited sales force of the ABC FMCG Company. (12.5)
- OR**
- Q9 Imagine you have been asked to design a training workshop for a group of people who have been recruited recently for the floor level operations of the company. How will you proceed? Explain each step-in detail. (12.5)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE-2024

Paper Code: BBA-214

Subject: Sales Management

BBA(B&I)-212

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Answer the following: (Any five) (5x5=25)
- a) 2 Recent trends in Sales Management
 - b) Steps in selecting sales force
 - c) Role of Ethics in Sales Management
 - d) ACMEE Method of sales training Programme
 - e) SPIN Model of Selling
 - f) Sales Budget
 - g) Role of IT in sales management
- Q2 a) Compare and contrast the two theories of selling: 'Right set of circumstances' and 'Buying formula'. Which is more applicable in the present scenario? Why? (6)
- b) What kind of roles are performed by a sales manager? What are skill required by a successful sales manager? (6.5)
- Q3 Explain Sales Quota and why it is important for a sales manager to set quotas for sales people? How sales quotes are set? Discuss the process involved with different types of Sales Quotas. (12.5)
- Q4 a) Describe the methods used for handling and overcoming sales objections. (6)
- b) Explain the difference between trial close and close. (6.5)
- Q5 Distinguish between qualitative and quantitative forecasting techniques. Give their advantages and disadvantages. (12.5)
- Q6 a) What are the primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment? (6.5)
- b) What is the purpose of sales person performance evaluation? Describe the process in detail. (6)
- Q7 What is a Sales Territory? Why is it necessary for companies to establish sales territories? Briefly describe the procedure for designing sales territories. (12.5)
- Q8 a) What are Sales Objectives? Give a list of Qualitative and Quantitative Sales Objectives. What are the Sales Strategies that can be used to accomplish these objectives? (6)
- b) What are different motivational tools/methods that are available to sales managers? (6.5)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-216

BBA (B&I)-210

**Subject: Financial Markets and
Institutions**

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all.

- Q1 What is the financial system? What are the components of a developed financial system? List out the weakness of Indian financial system. (15)
- Q2 a) Describe the instruments of money markets. (9)
b) Briefly explain the methods of floatation in primary market. (6)
- Q3 a) Explain the various functions of Securities and Exchange Board of India. (8)
b) Role of Development Financial Institutions in Indian economy (7)
- Q4 a) Explain the now trends prevailing in the Indian capital market. (5)
b) Explain how Non Performing Assets create their impact on Indian banking system. Also explain the major causes of NPAs. (10)
- Q5 a) Briefly explain the various types of banks existing in Indian banking system. (10)
b) Write a note on book building process. (5)
- Q6 What are the derivatives? Explain the various types of derivative. Also explain the advantages and disadvantages of derivatives. (15)
- Q7 Provide an overview of banking sector reforms in India. Also comment on the recent problems existing in Indian banking industry. (15)
- Q8 Analyze the role of reserve bank of India in the economy, the financial industry, and for individuals. (15)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL-MAY 2019

Paper Code: BBA210

Subject: Information Systems Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 (a) Differentiate among data, information and knowledge. What is the role of Decision Support System (DSS)? (7)
(b) What types of decisions are taken by top level, middle level and lower level of management? Give suitable examples. (8)
- Q2 (a) What are the components and characteristics of management information system? (9)
(b) Can an information system provide competitive advantage to an organization? Justify your answer. (6)
- Q3 (a) Draw and explain the structure of DBMS. Give five examples of each DDL and DML. (6)
(b) Why is normalization important in databases? (4)
(c) Explain the use of referential integrity constraint. (5)
- Q4 (a) Explain the syntax of DML commands. (8)
(b) What is an entity and relationship in E-R model? Why is E-R model required? Draw an ER diagram from a e-commerce site who sells the products online. Make assumptions as required. (7)
- Q5 Differentiate between: (15)
(a) File processing system and DBMS
(b) Deterministic system and probabilistic system
(c) Centralized processing and Distributed processing
- Q6 (a) Describe the phases of information system development life cycle. What are the activities carried out in system implementation? (10)
(b) Compare waterfall model with spiral model and discuss their advantages and disadvantages. (5)
- Q7 (a) Explain the characteristics of executive information system. (7)
(b) How is knowledge management system important for an organization? Differentiate between tacit and explicit knowledge. (8)
- Q8 Write notes on the following: (5x3=15)
(a) Transaction processing system
(b) Prototyping
(c) Cloud computing
(d) Multimedia approach to information processing
(e) Distributed Processing.

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(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY - JUNE 2019

Paper Code: BBA-210

BBA(TTM)-210

BBA(B&I)-210

Subject: Business Law

Time: 3 Hours

Maximum Marks: 75

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

- Q1 What is a Contract per Indian Contract Act 1872? What are the essentials of valid contract? Discuss.
- Q2 What are the important provisions of Sale of Goods Act 1930 that help in purposive meaning of Sale that has happened? How transfer of property with respect to ownership and title to goods takes place? Discuss.
- Q3 What are the remedies available in case of the Negotiable Instruments Act of 1881 when cheque is dishonoured? Discuss the procedure involved.
- Q4 How a Company can be formed under the companies Act of 1956? Explain the procedure and documents involved.
- Q5 Write notes on:-
(a) Contract of Indemnity
(b) Rights of an Unpaid Seller.
- Q6 Who are Directors of the Company? How are they appointed and what role they perform in company? Discuss the procedure used to fix Remuneration of Directors.
- Q7 Write notes on:-
(a) Holder and Holder in due course
(b) Remedies for Breach of Contract
- Q8 Distinguish between 'Ordinary Resolution' and 'Special Resolution'. State the situations where special resolution is required.

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2019

Paper Code: BBA (B&I)-210

Subject: Research Methodology

Time: 3 Hours

Maximum Marks: 75

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

- Q1 What is the difference between a 'research problem' and 'research question'(s)? **Choose hypothetically a research problem and formulate** its objectives and explain the process of research for the chosen problem.
- Q2 What is the meaning of term 'hypothesis'? Do all research require hypotheses formulation? Explain the process of hypothesis testing.
- Q3 Design a 5 point likert scale questionnaire to measure the perception of bank customers towards the concept of internet banking.
- Q4 Distinguish between **(Do any three):-**
- (a) Exploratory and Descriptive Research Designs
 - (b) Cross sectional and Longitudinal Designs
 - (c) Ominous versus true Panels
 - (d) Field study vs. Laboratory study
- Q5 What do you understand by:-
- (a) Reliability of a scale
 - (b) Validity of a scale
- How would you measure the reliability and validity of a measurement scale? Explain the factors affecting them.
- Q6 (a) What is Chi-square test? What cautions are necessary while applying it? Explain its role in business decision making.
- (b) What is the analysis of variable? State its assumptions. Explain where it may be applied.
- Q7 What should be the ideal structure of a research report? Do the criteria become different for different kinds of reports? Give examples.
- Q8 (a) Explain the role of computerized data analysis software in analysing the data of a study.
- (b) What is JEL classification? Why is it needed?
 - (c) What is the difference between References and Bibliography?
 - (d) What is the difference between sampling frame and sampling?
 - (e) Distinguish between metric and non metric data.

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END TERM EXAMINATION**FOURTH SEMESTER [BBA] APRIL- MAY 2019****Paper Code: BBA 206****Subject: Research Methodology****Time : 3 Hours****Maximum Marks :75****Note: Attempt any five questions.**

- Q1. A lot of business magazines conduct surveys, for examples the best management schools in the country; the top ten banks in the country; the best schools to study in etc. What do you think of these studies, would you call them research? Why /why not? (15)
- Q2. a) 'Hypotheses are the guiding force in any research study'. Justify and explain. (5)
b) Select a research problem, enlist the variables in the problem and formulate a theoretical framework to demonstrate the link between the variables under study. (10)
- Q3. a) Differentiate between a laboratory experiment and a field experiment. (5)
b) What is the observation method? What are the different types of observation methods available to the researcher? Elaborate with suitable examples. (10)
- Q4. Distinguish between (any three): (5x3=15)
a) Open-ended and closed-ended questions
b) Schedules and questionnaires
c) Structured vs unstructured questionnaires
d) Dichotomous questions vs multiple-choice questions
- Q5. Design a 5-item Likert scale to measure the opinion of the general public for what measures should be taken to ensure the safety of women in the Indian cities. (15)
- Q6. As the head of a department of a consumer research organization, you have the responsibility for testing and comparing the lifetime of four brands of electric bulbs. Suppose you test the lifetime of three electric bulbs of each of four brands. The data is show below, each entry representing the lifetime of an electric bulb, measured in hundreds of hours. (15)

Brand			
A	B	C	D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the four brands of electric bulbs are equal?

- Q7. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of report? Explain with examples. (15)
- Q8. Examine online research reports available and evaluate the process of reporting by them. Do you think that the structure followed by them is effective and efficient? Comment. (15)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY 2019

Paper Code: BBA-206

Subject: Marketing Research

BBA(TTM)-206

BBA(MOM)-206

BBA(B&I)-206

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 "Even though exploratory research design are lowest in terms of accuracy of findings, it is recommended that no research must be carried and without them." Examine the statement and justify your answer why you agree/disagree with it. (15)
- Q2 How would you define marketing research? What are the main components of a good research study? Illustrate with the help of examples. (15)
- Q3 (a) Suppose Air India wants to ascertain its image in the minds of its customers. Construct a seven-item likert and semantic differential scale to measure the perceived image of the airlines. Make sure that the seven items under each type of scale correspond to same seven dimensions. (10)
(b) A simple random sample has been drawn from a population of 2000 items. If we desire to estimate the percentage defective item with 1.5 percent of the true value with 99% probability, how large a sample needs to be drawn? (5)
- Q4 Define sampling. What are the important advantages of sampling over census method? Discuss the following sampling techniques in brief:
(a) Quota sampling (b) Cluster sampling (c) Judgement sampling (15)
- Q5 Processing of data includes editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example. (15)
- Q6 How can one establish the authenticity of the information collected by secondary sources? What are the quality checks that a researcher can apply? (15)
- Q7 Explain the process of hypothesis testing? What are the two types of errors associated with testing of hypothesis? How can these be controlled? (15)
- Q8 Discuss the different types of research reports? What are the important components of a good research report? Discuss. (15)

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY 2019

Paper Code: BBA(B&I)-212

Subject: Personality Development and
Communication Skills-II

Time: 3 Hours

Maximum Marks: 75

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

- Q1 How proposals are different from Report writing? Discuss the basics involved in writing a project. Make a proposal for educational tour to Mumbai for students of BBA. Assume all information not given.
- Q2 What is the role of presentation in enhancing one's personality? Are there some guidelines which can be followed to make effective presentations?
- Q3 What is the role of effective listening in communication? How can one improve listening skills? How does it help in shaping personality and improving one's communication skills?
- Q4 What is the importance of kinesics in communication? Explain the elements of kinesics required to improve one's communication.
- Q5 What is the importance of Self-Introduction? Discuss the important traits that help in creating a favourable first impression.
- Q6 Write notes on:-
(a) Importance of gestures in communication.
(b) Group discussion technique.
- Q7 Who is a Leader? How is a leader different from manager? Explain the qualities of leader vis-a-vis Manager. Give suitable examples to illustrate the difference.
- Q8 Write a note on how globalisation has impacted our Indian Economy. Discuss its advantage and disadvantages.

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY 2019

Paper Code: BBA(B&I)-208

Subject: Computer Applications

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q no.1 which is compulsory.
Select one question from each unit.

- Q1 (a) What do you understand by the term E-Business? (3)
(b) Explain the impact of E-Commerce on traditional businesses? (3)
(c) What are the risks associated with Electronic Payment Systems? (3)
(d) Discuss in brief about the Electronic Data Interchange (EDI)? (3)
(e) What are the applications of Information Technology (IT) in E-Governance? (3)

UNIT-I

- Q2 What are the various advantages of E-Business? Differentiate between different E-Business categories. (15)
- OR
- Q3 Define E-Commerce. Discuss in detail about the interdisciplinary nature of E-commerce. (15)

UNIT-II

- Q4 Describe Business-to-Business (B2) model in E-Commerce. Also discuss the benefits and limitations of B2B model in detail. (15)
- OR
- Q5 (a) What do you understand by sell-side and buy-side transactions in B2B form of E-Commerce? How do they differ? (8)
(b) What are the advantages of using intermediaries in B2B sales? (7)

UNIT-III

- Q6 (a) Who is protected by the bank's security system in E-banking - the bank, the customer or both? Elaborate. (10)
(b) What might be the limitations of such a security system? (5)
- OR
- Q7 (a) Explain the benefits of Customer-to-Customer (C2C) E-Commerce model. Also explain how is C2C practiced in internet Enabled Auctions? (10)
(b) Describe the file sharing and legal issues involved in C2C model. (5)

UNIT-IV

- Q8 (a) What do you understand by the term E-Governance? Explain the four Phased Model of E-Governance. (10)
(b) Describe e-government social networking activities. (5)
- Q9 Discuss the applications of Information Technology in Insurance Business with special reference to Internet Based Delivery of Insurance Products and Servicing of Policies. Give suitable examples in support of your answer. (15)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2019

Paper Code: BBA-208**Subject: Computer Application****BBA (TTM)-208****BBA (MOM)-208****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions.**

- Q1 Name and explain the tags used to create the following HTML form elements along with their attributes, in detail. (15)
 (i) Checkbox (ii) Textbox (iii) Radio Button (iii) Password filling
 (v) Dropdown list
- Q2 (a) What are the services provided by the Internet? Compare and contrast between Internet and Intranet in brief. (5)
 (b) Explain the architecture of WWW in detail. Discuss the properties and importance of few web browsers. (10)
- Q3 What is Microsoft Front Page? What are its features? Elaborate and discuss the process of creating a website with Front Page in detail. (15)
- Q4 Explain the following in detail:- (5)
 (i) Search engines (5)
 (ii) Internet Service Providers (5)
 (iii) Apache web servers
- Q5 (a) Discuss the following HTML tags, along with their attributes:- (8)
 (i)
 (ii) <LINK>
 (iii) <DIV>
 (iv) <BASEFONT>
 (b) Create a HTML Form page for student Registration Form. (7)
- Q6 (a) Write HTML code for creating the following table:- (8)

TIME TABLE									
DAYS	HOURS				LUNCH				
	A	B	B	D		E	C	C	C
MON	A	B	B	D		F	F	C	C
TUES	C	C	E	E		E	E	B	B
WED	D	A	B	B		D	A	E	D
THURS	F	F	C	C					

- (b) Explain the process of choosing the correct graphics file format, along with adding inline images to a web page and scaling down an image, in detail. (7)
- Q7 Discuss in detail the steps for creation and designing of a website, from developing the content to its implementation. Mention the advantages of CGI along with any disadvantages. (15)
- Q8 What is Cascading Style Sheet? Explain various types of Style Sheets with example. Discuss the various CSS properties. (15)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY – JUNE 2019

Paper Code: BBA-202

BBA(TTM)-202

BBA(MOM)-202

Subject: Human Resource Management

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain the importance of HRM. Describe the paradigm shift in HRM from its evolution to recent times.
- Q2 What is strategic HRM? Small firms, like large enterprises, must engage in developing clearly stated strategic plans. Why?
- Q3 What is the relationship between job analysis and job description? "Job analysis is used to provide answers to several questions." Identify those questions.
- Q4 (a) What are the costs of a bad quality selection?
(b) Assume you are a HR manager at a firm. Your Accounts Manager has decided that a behavioural interview to select accountants will solve many hiring problems. What can you tell the manager about this type of interview and whether it is likely to be effective?
- Q5 Why is a needs assessment a requirement for determining what training should be provided? Describe the various non-classroom methods of training.
- Q6 What is performance appraisal? Explain the advantages and disadvantages of any two appraisal methods.
- Q7 Why should an organization be concerned about employee safety and health? Outline the steps you would follow in developing an effective safety management program in an educational institute.
- Q8 As a HR manager how can you manage the following in your organization:
- (a) Career plateauing
(b) Employee separations, promotions/demotions

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(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY 2019

Paper Code: BBA-202

Subject: Human Resource Management

(Batch 2017 Onwards)

Time: 3 Hours

Maximum Marks: 75

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

- Q1 What is Human Resource Management (HRM)? Why is it important? Why is it correct to conclude that all managers are involved in the HRM function and implementing HRM activities?
- Q2 Differentiate between traditional and strategic HRM. Small firms, like large enterprises, must engage in developing clearly stated strategic plans. Why?
- Q3 What is job analysis? Describe the necessity for job analysis in organizations. Describe the advantages and disadvantages of using interviews, observations and questionnaires for collecting information for job analysis.
- Q4 What do you mean by selection? Discuss in detail types of interviews as a method of selection. What are some errors that an interviewer may commit?
- Q5 (a) Why is training an important requirement for organizations to undertake? Do you believe that acceptance of training programs would be better in organizations classified as learning organizations?
(b) Identify training needs for a group of new salespeople in a high-end jewellery store.
- Q6 (a) What is performance appraisal? What is its aim(s)?
(b) Suppose you are a supervisor. What errors might you make when preparing the performance appraisal on a clerical employee? How might you avoid those errors?
- Q7 (a) What is management development? Describe any two techniques of management development.
(b) What is succession planning? What happens in its absence?
- Q8 Attempt **any two** of the following:-
(a) Distinguish between forecasting human resource supply and demand.
(b) Describe some employee wellness programs offered by organizations. What features do these programs offer?
(c) What is total compensation? What are its components?
(d) What impact does internal mobility and job changes have on organization's structure and strategy?

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL-MAY 2019

Paper Code: BBA (B&I)-202

Subject: Insurance Business
Environment in India

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions in all including question no.1 which is compulsory. Select one question from each unit.

- Q1 Write short notes on **any five** of the following:- (3x5=15)
- (a) Registration of insurance companies
 - (b) Insurance Brokers
 - (c) Ombudsman
 - (d) Rural Insurance
 - (e) Linked Business
 - (f) Non-tariff regime

UNIT-I

- Q2 Discuss the importance of insurance sector in the economic development of developing countries like India. (15)
- Q3 Highlight the core regulatory framework of insurance business in India.

UNIT-II

- Q4 State the obligations of insurance companies towards rural and social sectors as per IRDA guidelines. How far these have been fulfilled? (15)
- Q5 Discuss the various policy initiative of IRDA for protection of policy holders interest.

UNIT-III

- Q6 Briefly explain the various marketing strategies adopted by life insurance players in India. (15)
- Q7 What are Third Party Administrators (TPAs)? What is their role in insurance intermediation?

UNIT-IV

- Q8 What is micro insurance? State the IRDA guidelines relating to conduct of micro insurance business in India. (15)
- Q9 Explain the terms (a) Fair Value Change Account and (b) Technical Account in relation to financial statements of insurance companies.

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2019

Paper Code: BBA (B&I)-206

Subject: Banking Law & Practice

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Define the Cheque. Mention its characteristics. In what respect bill of exchange differ from a cheque? Also write down the difference between electronic cheque and truncated cheque.
- Q2 What is digital signature? How is it used for the authentication of electronic record? Explain the term 'hash function'.
- Q3 What is the objective of SARFAEST Act 2002? State the power of the banks and financial institutions can exercise to deal with non-performing assets. What are the pre-requisites to qualify for action under SARFAEST Act?
- Q4 (a) 'Banking ombudsman' was created for quick and honest redressal of grievances of customer. How effective it has been over the years in redressing the grievances.
(b) The Reserve Bank of India has powers to impose fines on bank for violating KYC/anti-money laundering norms. Discuss the legal framework with respect to recent fines imposed on several banks by RBI.
- Q5 (a) Distinguish between discharge of an instrument and discharge of a party.
(b) What is a Hundi? Are Hundis governed by the Negotiable Instruments Act.
- Q6 "If in the opinion of the Central Government the Bank (RBI) fails to carry out any of the obligations imposed on it by or under this Act (RBI Act 1934) the Central Government may, by notification in the Gazette of India declare the Central Board to be superseded". Discuss the aforesaid provision stating the obligations imposed on RBI.
- Q7 Define the term 'Banking' as given in Banking Regulation Act 1949. State the provisions of prohibition on trading by banking Company. Also discuss the norms relating to reserve fund, cash reserve, and maintenance of SLR as per the Act.
- Q8 Write short notes on **any three**:-
(a) Cyber appellate Tribunal
(b) Provisions for e-governance under Information Technology Act 2000.
(c) Power of bank to file winding up petition.
(d) Incorporation & registration of special purpose vehicle under SARFAEST Act 2002.

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(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL- MAY 2019

Paper Code: BBA (GEN)-204

Subject: Business Environment

BBA (TTM)- 204

BBA (MOM)-204

(Upto-2016 Batch)

Time : 3 Hours

Maximum Marks :75

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

- Q1 Write notes on **any three** of the following:-
- (a) Scope of technology transfers
 - (b) Macro-environment
 - (c) Five features of Competition Act
 - (d) Problems of corporate governance
 - (e) Political environment effecting business
- Q2 Write a note on the process and limitation of environmental analysis.
- Q3 What have been the major objectives of current monetary policy in India? How far they have been achieved.
- Q4 Discuss the rationale and extent of state intervention in business in India. Is it declining? Discuss.
- Q5 Define business ethics. What should be done by the government to promote ethical practices in our country discuss?
- Q6 Discuss the impact of cultural environment on business.
- Q7 Explain the impact of technological environment on business. Is the present day technological environment suitable for the growth of business in country? Discuss.
- Q8
- (a) Discuss the CII code of corporate governance.
 - (b) Discuss the social responsibility of business towards society

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(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2019

Paper Code: BBA (B&I)-204

Subject: **Business Ethics and Corporate Social Responsibility**

Time: 3 Hours

Maximum Marks: 75

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

- Q1 What do you understand by values? Give their classification. How values can be formed? Give examples where values are reflected in the behavior.
- Q2 What is Ethical Decision making? Explain its process. Why Ethics are relevant in business. Give arguments.
- Q3 Discuss different forms of stress for a women employee at workplace. What are the reasons for different types of stress? Suggest the measure to manage the stress level at work place, especially for the women employees.
- Q4 What is Karma? Make a distinction between 'Nishkam Karma' and 'Sakam Karma'. Is it unethical to expect the rewards for a Karma? Give examples to prove you point.
- Q5 "Transformation is a continuous process and also the hallmark of a growing business." In the light of this statement discuss the needs, process and challenges in the path of transformation.
- Q6 Discuss the success story(ies) of [Attempt **any two**]
(a) Dhiru Bhai Ambani
(b) Steve Jobs
(c) Mark Zuckerberg
- Q7 Discuss the various kinds of unethical practices prevalent among companies doing business in India. How these unethical practices can be controlled by the Government/Regulator? What can be the contribution of general public in this regard?
- Q8 Explain the meaning of corporate governance. What are the drivers of corporate governance in India? Do you think companies are adhering to these norms, give at least two examples of such compliance.

END TERM EXAMINATION**FOURTH SEMESTER [BBA] MAY 2019****Paper Code: BBA(B&I)-208****Subject: Financial Management****(Batch 2017)****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions. All questions carry equal marks. Use of calculator is allowed. Present value tables allowed.**

- Q1 A Bond of Rs. 1,000 bearing a coupon rate of 12% is redeemable at par in 10 years. Find out the value of the bond if-
- Required rate of return is 12% or 10% or 14%.
 - Required rate of return is 14% and the maturity period is 8 years or 12 years.
 - Required rate of return is 12% and redeemable at Rs. 950 or at Rs. 1,050 after 10 years.
 - Required rate of return is 14% and redeemable at par but the issue price is Rs. 900 or Rs. 1,000.
- Q2 (a) Explain the Book Building process for an initial public offer (IPO) of shares followed by a company.
(b) State the difference between:
- ADR and GDR.
 - Share Capital and Venture Capital
 - Depositories and Banks
- Q3 Pioneer Steels Ltd. is considering two mutually exclusive projects. Both require an initial cash outlay of Rs. 10,000 each and have a life of five years. The company's required rate of return is 10% and pays tax at a 50% rate. The projects will be depreciated on a straight line basis. The net cash flows expected to be generated by the projects are as follows:

Year	1	2	3	4	5
Project 1	Rs. 4,000	4,000	4,000	4,000	4,000
Project 2	Rs. 6,000	3,000	2,000	5,000	5,000

You are required to calculate:

- The Pay back of each project.
 - The Average rate of return for each project.
 - The Net present value and Profitability index for each project.
 - The Internal rate of returns for each project.
- Which project should be accepted and why?

- Q4 A firm has an investment proposal, requiring an outlay of Rs. 40,000. The investment proposal is expected to have 2 years' economic life with no salvage value. In year 1 there is 0.4 probability that cash inflow after tax will be Rs. 25,000 and 0.6 probability that cash inflow after tax will be Rs. 30,000. The probabilities assigned to cash inflows after tax for the year 2 are as follows:

The Cash inflow year 2	If Rs. 25,000 in Year 1		If Rs. 30,000 in Year 1	
		Probability		Probability
	Rs. 12,000	0.2	Rs. 20,000	0.4
	Rs. 16,000	0.3	Rs. 25,000	0.5
	Rs. 22,000	0.5	Rs. 30,000	0.1

P.T.O.

BBA(B&I)-208

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY - JUNE 2019

Subject: Financial Management

Paper Code: BBA-204

(Batch 2017)

Maximum Marks: 75

Time: 3 Hours

Note: Attempt any five questions.

Q1 Which of the following statements are correct and which are incorrect? Give reasons, to justify your answer: (3x5=15)

- Money has no time value.
- Capital investment decisions are irreversible in character.
- Under Net Operating Income Approach the overall capitalisation rate and the cost of debt does not remain constant.
- Under Walter's Model, the payment ratio for a normal firm ($r=k$) is irrelevant.
- The objective of financial management is wealth maximisation and not profit maximisation.

Q2

- A company is expected to pay a dividend of Rs. 4 per share after a year. Its dividends are then expected to grow at 15% for next five years and then at the rate of 8% indefinitely. Find out the present value of its shares, if the capitalisation rate is 12%. (3)
- Exactly ten year from now Shyam will start receiving a pension of Rs. 3,000 a year. The payment will continue for sixteen years. How much is the pension worth now, if Shyam's time preference rate is 10 per cent? (3)
- A Ltd. has issued bonds of the par value of Rs. 1000. The present value of the bond is Rs. 900. The bond carries an interest rate is 14%. The maturity period is 6 years. You are required to calculate the yield to maturity. (3)
- Between equity share and debentures which is preferable for raising additional long-term capital for a manufacturing company and why? (6)

Q3

- The certainty equivalent approach is theoretically superior to the risk adjusted discount rate. Do you agree? Give reasons. (5)
- A company is considering to purchase a machine. Two machines A and B are available each costing Rs. 5,00,000. In comparing the profitability of machine, a discount rate of 10% is to be used. Cash Flows after taxation are expected to be as follows: (10)

year	Cash Flow (Rupees)	
	Machine A	Machine B
1	1,50,000	50,000
2	2,00,000	1,50,000
3	2,50,000	2,00,000
4	1,50,000	3,00,000
5	1,00,000	2,00,000

Discount Factor at 10% is:

Year	1	2	3	4	5
PV Re. 1	.9091	.8264	.7513	.6830	.6209

You are required to indicated which of the machines would be profitable using the following methods of ranking investment proposals:

P.T.O.

Q4 "The value of a firm is independent of its financing mix". Based on this explain how the equilibrium level is attained by a leverage firm (with higher value). Show with the help of arbitrage process. (15)

Q5 A company is considering as to which of two mutually exclusive projects it should undertake. The Finance Director thinks that the project with the higher NPV should be chosen whereas the Managing Director thinks that the one with the higher IRR should be undertaken especially as both projects have the same initial outlay and length of life. The company anticipates a cost of capital of 10% and the net after-tax cash flows of the projects are as follows: (15)

Year	0	1	2	3	4	5
Project X (200)		35	80	90	75	20
Project Y (200)		218	10	10	4	3

Required:

- Calculate the NPV and IRR of each project.
- State, with reasons which project you would recommend.
- Explain the inconsistency in the ranking of two projects.

The discount factors are as follows:

Year	0	1	2	3	4	5
PVF (10%)	1	0.91	0.83	0.75	0.68	0.62
PVF (20%)	1	0.83	0.69	0.58	0.48	0.41

Q6 A company is considering two mutually exclusive Projects X and Y. Project X costs Rs. 30,000 and Project Y Rs. 36,000. You have been given below the net present value probability distribution for each project: (15)

Project X			Project Y		
NPV (Rs.)	Prob.		NPV (Rs.)	Prob.	
3,000	0.1		3,000	0.2	
6,000	0.4		6,000	0.3	
12,000	0.4		12,000	0.3	
15,000	0.1		15,000	0.2	

- Computer the expected net present value of Projects X and Y.
- Computer the risk attached to each project, i.e., standard deviation of each probability distribution.
- Which project do you consider more risky, and why?

Q7 [3-1]

RST Ltd. has a capital of Rs. 10,00,000 in equity shares of Rs. 100 each. The shares are currently quoted at par. The company proposes to declare a dividend of Rs. 10 per share at the end of current financial year. The capitalization rate for the risk class to which the company belongs is 12%. (15)

What will be the market price of the share at the end of the year, if

- A dividend is not declared?
- A dividend is declared?
- Assuming that the company pays the dividend and has net profits of Rs. 5,00,000 and makes new investments of Rs. 10,00,000 during the period, how many new shares must be issued? Use the MM model.

Q8

Prepare an estimate of net working capital requirement for the WCM Ltd. adding 10% for contingencies from the information given below:

Estimated cost per unit of production Rs. 170 include raw materials Rs. 80, direct labour Rs. 30 and overheads (exclusive of depreciation) Rs. 60. Selling price is Rs. 200 per unit. Level of activity per annum 1,04,000 units. Raw material in stock: average 4 weeks; work in progress (assume 50% completion stage): average 2 weeks; finished goods in stock; average 4 weeks; credit allowed by suppliers: average 4 weeks; credit allowed to debtors: average 8 weeks; lag in payment of wages: average 1.5 weeks, and cash at bank is expected to be Rs. 25,000. You may assume that production is carried on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit basis only. You may state your assumptions, if any. (15)

P.T.O.

BBA(BAII)-2021

8-1/2

BBA(BAII)-2021

8-1/2

END TERM EXAMINATION**FOURTH SEMESTER [BBA] MAY-JUNE- 2018****Paper Code: BBA-212****Subject: Taxation Laws****BBA (TTM)-212****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions. All questions carry equal marks.**

- Q1 How is the residence of an assessee determined for income tax purposes? Explain the incidence of residence on tax liability.
- Q2 Explain the following:-
 (a) Assessment year
 (b) Previous year
 (c) Agricultural income
 (d) Gross total income
- Q3 "Income-Tax Act 1961, gives absolute exemption in respect of certain incomes while some incomes are included in the total income for determining the rate only" Discuss.
- Q4 Rakesh, an employee in a company furnishes the following particulars of his income for the year ended 31st March 2018.
 (i) Salary Rs 80,000 p.m.
 (ii) Dearness Allowances (not included for retirement benefits) -Rs 16,000 p.m.
 (iii) He retired from service on 01-01-2018 after 25 years of service and received a pension of Rs 30,000 p.m. and gratuity of Rs 9,60,000 (his average monthly pay for the last 10 months was Rs. 80,000).
 (iv) He also received Rs 16,40,000 from the unrecognized provident fund which consist of Rs 3,40,000 as his contribution and 2,20,000 interest thereon. The employer's contribution is Rs 6,00,000 and interest thereon Rs 4,80,000.
 (v) He received Rs 40,000 as passage money from the company for proceeding to his home town in Ahmadabad.
 Compute income of Rakesh under the head 'salaries' for the assessment year 2018-19.
- Q5 (a) What do you mean by the term 'Block of assets' as used in the Income Tax Act.
 (b) Explain the provisions of Unabsorbed Depreciation.
- Q6 During the year ended 31-03-2018. Mr Sourabh has following income and the brought forward losses:-
- | | Particulars | Amount (Rs.) |
|------|---|--------------|
| i | Short term capital gain on sale of shares | 3,60,000 |
| ii | Long term capital loss A.Y. 2016-17 | 90,000 |
| iii | Short term capital loss A.Y. 2015-16 | 80,000 |
| iv | Long term capital gain | 78,000 |
| v | Income from lotteries | 3,10,000 |
| vi | Cost of lottery ticket purchased | 2,000 |
| vii | Loss from betting | 80,000 |
| viii | Income from card games | 1,20,000 |
- Compute the gross total income and loss eligible for carry forward in the hands of Mr. Rakesh for Assessment year 2018-19.
- Q7 What are the provisions of law regarding deductions to be made in computing the total income of an assessee in respect of the following:-
 (i) Donations to certain funds and charitable institutions;
 (ii) Donations to be political parties.
- Q8 Write a short note on any three of the following:-
 (a) Clubbing of Income
 (b) Payment of advance tax
 (c) Deductions under chapter VI
 (d) Income from 'House Property'

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2017

Paper Code: BBA -206

Subject: Marketing Research

BBA (B&I)-206

BBA (TTM)-206

BBA (MOM)-206

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.
Select one question from each unit.

- Q1 (a) Indicate true/false (8)
- Type I error occurs when we reject true null hypothesis
 - Ratio scale has arbitrary zero point.
 - Non probability sampling does not provide equal chance to each element.
 - Quota sampling is a probability sampling technique.
 - Literature review is done on the basis of hypothesis framed.
 - Guttman scale is answered in Yes and No response format.
 - Research design minimize bias and maximize reliability
 - In exploratory research design we explore current status of a research/person/event.
- (b) Write short notes on any three:- (15)
- Determining the Sample Size
 - Types of Hypothesis
 - Measures of Dispersion
 - Observation Techniques
 - Attitude Scales

UNIT-I

- Q2 What are the aims and objectives of marketing research? What are the steps involved in the research process? (13)
- Q3 What is the value of information collected through research in decision making? How experimental errors can distort the decisions taken? Explain with example. (13)

UNIT-II

- Q4 What is sampling? What are the advantages of sampling? Also state its limitations. How these limitations can be removed? (13)
- Q5 What are the types of measurement scale? Discuss their usage with relevant examples. (13)

UNIT-III

- Q6 What are the sources of data collection? Explain in detail. (13)
- Q7 What do you understand by sample design? What are its various types? (13)

UNIT-IV

- Q8 What are the steps involved in writing a research report. Give the sample of a research report. (13)
- Q9 Write short notes on following:- (6.5x2=13)
- Factor analysis
 - Conjoint Analysis

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Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY JUNE 2017

Paper Code: BBA-204

BBA (MOM)-204

BBA (TTM)-204

Subject: Business Environment

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain **any three** of the following:-
- (a) Limitations of environment analysis.
 - (b) Objectives of monetary policy. Discuss only one.
 - (c) Role of Government policy.
 - (d) Technological leadership
 - (e) Relevance of micro economic environment
- Q2 What do you mean by business environment? What are the internal and external components of the business environment.
- Q3 Political and legal forces exercise a deep influence on business. Discuss with suitable examples.
- Q4 Discuss the powers and functions of Competition commission of India. How does it help in maintaining level playing field in the corporate world?
- Q5 What do you mean by state intervention in business. Explain with suitable examples done by our government in recent years.
- Q6 Define and explain the concept of cultural conformity. Explain the cultural factors that play a vital role in creating opportunities and chaos in business.
- Q7
- (a) Explain the relevance of social responsibility of business.
 - (b) Discuss the rational of business ethics for our corporate sector.
- Q8 How does transfer of technology takes place? Explain the precautions required, and the legal issues for the import of foreign technology in our country.

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2017

Paper Code: BBA-208

Subject: Computer Application

BBA (TTM)-208

BBA (MOM)-208

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Define the following terms **(Any five)** (5×3=15)
- (a) HTTP
 - (b) FTP
 - (c) ISP
 - (d) CGI
 - (e) URL
 - (f) SMTP
 - (g) Web Server
 - (h) Domain Name
- Q2 (a) What is the use of Search engine and how it works? List and explain types of search engine. (10)
- (b) Explain any five searching techniques. (5)
- Q3 (a) What are the features of front Page? (5)
- (b) Explain the use of 3 views available in front page. (5)
- (c) What are the principles of designing good web site? (5)
- Q4 (a) Differentiate (with example) between the following **(Any three)** (9)
- <P> and

 - <Basefont> and
 - Container Tag and empty Tag
 - Internet and Intranet
- (b) Explain the use of following tags: **(Any three)** (6)
- <PRE>
 - <Blockquote>
 - <Div>
 - Comment Tag
- Q5 (a) Explain ordered list, unordered list and definition list. (9)
- (b) Write down the source code for given nested list. (6)
- 1. Input Devices
 - Keyboard
 - Mouse
 - Scanner
 - 2. CPU
 - (a) ALU
 - (b) MU
 - (i) Primary Memory
 - RAM
 - SRAM
 - DRAM

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BBA-208
P/2

[-2-]

➤ ROM

(ii) Secondary Memory

(a) HDD

(b) CD

(c) Pen drive

(c) CU

3. Output devices

(i) Printer

(ii) Monitor

Q6 (a) Compare various graphic file format. (7)

(b) What is the use of Imagemaps? Write down the source Code creating imagemap with three different shapes. (8)

Q7 (a) Write and explain important attributes of following tags. (6)

-<Table>

-<Frame>

-<Form>

(b) What is style sheet? List and explain the types of cascading style sheets. (9)

[-2-]

- Q7 (a) Explain with an example the concept of Application Tracking and Error Handling in a web applications. **(6)**
(b) Design & code a web application to authenticate all form using Form-Based Authentication and redirect all to login.aspx. **(6.5)**

Unit-IV

- Q8 (a) Explain Web Services. Also describe service oriented architecture using example. **(6)**
(b) What is the role of SOAP in web services? Explain the SOAP message structure. **(6.5)**
- Q9 Write short notes on: **(12.5)**
(a) WSDL
(b) UDDI
(c) Grid Computing
(d) Cloud Computing

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-202

Subject: Human Resource Management

BBA(TTM)-202

BBA(MOM)-202

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain the operative functions of human resource management. Discuss the qualities of a good human reserve manager in the light of these functions. (15)
- Q2 (a) Discuss the uses of job analysis. (7)
(b) Prepare a Job-Description for the job of a marketing manager in a manufacturing company. (8)
- Q3 A scientific human resource planning process ensures that "The organization has the right number and the right, kind of people working in the organization at the right place, at the right time." Critically examine and elaborate the steps in human resource planning. (10+5=15)
- Q4 How do you identify the training needs of middle level managers in an organization? Also explain the methods of evaluation of training. (10+5=15)
- Q5 What are the limitations of conventional performance appraisal methods? Explain, How does 360 degree appraisal technique overcome these limitations? Examine. (6+9=15)
- Q6 Differentiate between quantitative and non-quantitative methods of job evaluation. Explain the point rating method of job evaluation. (6+9=15)
- Q7 Critically examine the social security benefits available to industrial workers in one country. What steps will you suggest to improve them? (6+9=15)
- Q8 Differentiate between any three of the following:- (5x3=15)
(a) Internal and External sources of recruitment.
(b) Career Planning and Succession planning.
(c) Performance appraisal and job evaluation.
(d) On the job and off the job training
(e) Human Resource Management and Personnel Management.

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-204

Subject: Business Environment

BBA(TTM)-204

BBA(MOM)-204

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Write short notes on any three of the following:- (3x5=15)
- (a) Scope of business
 - (b) Objectives of monetary policy in India
 - (c) Status of technology in India
 - (d) Social audit
 - (e) Business ethics
- Q2 Define the concept of business environment. State the impact of various factors on business with the help of examples. (15)
- Q3 What is environmental analysis? Why is it required? What are the prominent techniques of analyzing the business environment? (15)
- Q4 Why the state should control the business in a developing economy? Discuss the constitutional framework of state control over business in India. (15)
- Q5 What are the major objectives of fiscal policy? How far these have been realized in our country. (15)
- Q6 Explain the meaning of culture and explain why a business firm has to pay attention to the socio-cultural environment. (15)
- Q7 Discuss the powers and functions of competition commission of India. (15)
- Q8 Discuss the impact of technology on globalization. What are the hindrances in the transfer of technology to a developing economy? Discuss. (15)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-206

Subject: Marketing Research

BBA(TTM)-206

BBA(B&I)-206

BBA(MOM)-206

Time: 3 Hours

Maximum Marks: 75

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

- Q1 (a) Define Marketing Research. Discuss its role in decision making.
(b) Explain the principles of good research.
- Q2 Explain the basic features of a good research design. What are the various types of research designs? What factors affect the choice of a research design?.
- Q3 Is there any difference between probability sampling and non probability sampling? Which technique would you like? Justify your answer.
- Q4 (a) You are asked by your company to conduct a market survey to know the market demand of potato Chips that your company has launched in the market recently. Prepare a questionnaire by using likert scale to know the condition.
(b) Can secondary data be a substitute of primary research? If yes, under what conditions.
- Q5 What are the different types of questionnaires used for data collection? Explain the need and importance of pre testing a questionnaire
- Q6 (a) What do you mean by research report? Explain its various types.
(b) What are the basic factors to be kept in mind while preparing and presentation of a report.
- Q7 Write short notes on **any three** of the following:-
(a) Measures of Central Tendency
(b) Multiple Regressions
(c) Process of hypothesis testing
(d) Conjoint Analysis

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END TERM EXAMINATION**FOURTH SEMESTER [BBA] MAY-JUNE 2016****Paper Code: BBA-208****Subject: Computer Applications****BBA (TTM)-208****BBA (MOM)-208****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions.**

- Q1 (a) What is the need of a web server? Compare and contrast IIS and Apache web servers. (8)
(b) What are the features of good website? (7)
- Q2 (a) Discuss the disadvantages of creating web pages using HTML. (6)
(b) Explain the business model of e-commerce website like flipkart. (9)
- Q3 (a) What are the advantages of creating a web page using front page? (6)
(b) Suppose your company has three employees and you want to create a company directory page, listing some function about each of them. Write the HTML code for that page and the HTML code to link to one of the employees from another page. (6)
(c) Write the HTML code to make the image named 'abc.jpg' to appear on the right side of the page. (3)
- Q4 Differentiate between:- (3x5=15)
(a) Ordered List and Unordered List
(b) Internet Explorer and Netscape Navigator
(c) Static Webpage and Dynamic Webpage
(d) Relative links and Absolute links
(e) Container Tags and Empty Tags.
- Q5 (a) Write the HTML code to create the table as shown in the following figure: (9)
- | Custid | Name | Address |
|--------|--------|---------|
| 01 | Vinay | xyz |
| 02 | | abc |
| 03 | Ranjit | |
| 04 | Sameer | pqr |
- (b) Explain the following attributes of table tag: (6)
(i) Cellspacing (ii) Cellpadding
(iii) Border (iv) Width
- Q6 Explain the following tags of HTML:- (3x5=15)
(a) <Pre>
(b) <Blockquote>
(c) <Basefont>
(d) <link>
(e) <dl>
- Q7 (a) Write HTML code to register a user on the website. User will provide the information like his name, age, password, confirm password and hobbies. (9)
(b) Explain the following attributes of a form tag: (6)
(i) Method (ii) Action
- Q8 (a) Explain the following attributes of a frameset tag:- (6)
(i) Frameborder (ii) Marginwidth
(iii) Src (iv) Scrolling
(b) What are style sheets? Create a style sheet to specify 30-point blue Arial heading, and all other text in double-spaced 10-point blue Times Roman. (6)
(c) How can more than one style sheet be linked to a single page? (3)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-210

Subject: Business Law

BBA (B&I)-210

BBA (TTM)-210

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.no.1 which is compulsory.
Select one question from each unit.

- Q1 Answer **any five** of the following: (3x5=15)
- (a) The Indian Contract Act, 1872 provides remedies to aggrieved party not only for actual breach of contract by other party but also for acts which have potential to breach the contract in future. Comment.
 - (b) Briefly explain the law of agency.
 - (c) Define "Goods" as defined under the Sale of Goods Act 1930.
 - (d) Does property in Goods gets transferred from seller to buyer in a "sale" where the seller agrees for payment on a future date? Substantiate your case relying on relevant provisions of the Act.
 - (e) Briefly discuss various types of crossing of cheques.
 - (f) Briefly explain (i) Statutory meeting (ii) Special Resolution.
 - (g) What are the qualifications of independent directors and what is there role?

Unit-I

- Q2 Explain the following with reference to the Indian Contract Act 1872. (15)
- (a) Void agreements
 - (b) Free consent
 - (c) Doctrine of frustration
- Q3 Briefly analyze enforceability of contracts entered into by a person he is/was minor (a) By misrepresenting his age (b) For supply of necessities of life. (c) After attaining age of majority (15)

Unit-II

- Q4 Implied conditions and implied warranties under the Sale of Goods Act, 1930 are considered to be exceptions to the general rule of caveat emptor. Elucidate. (15)
- Q5 Explain the following with regard to the Sale of Goods Act, 1930. (15)
- (a) Sale by non owners
 - (b) Resale by unpaid seller
 - (c) Rules applicable for transfer of property in sale through acceptance.

Unit-III

- Q6 Explain how instances of dishonor of cheques are to be dealt under the law referring to the obligations of bankers and payee. (15)

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BBA-210
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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-212

Subject: Taxation Law 5

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain the following:-
- (a) Exempted Income
 - (b) Assessment Year
 - (c) Gross Total Income
 - (d) Agricultural Income
 - (e) Person
- Q2 "Tax liability depends upon the residential status of an assessee." Explain the statement.
- Q3 State the main provisions of income tax in respect of the following:
- (a) HRA
 - (b) Clubbing of Income
 - (c) Deduction under section 80D
- Q4 Dr. Anil sold his long term capital asset in July 2013 for Rs. 14,00,000. It was purchased in June 1981 for Rs. 90,000. On 1st August, 2013 he invested Rs. 3,50,000 in bonds of NHAI redeemable after 3 years and purchased equity shares for Rs. 2,00,000. He purchased a new house for Rs. 2,00,000. He does not own any other residential house. Calculate his capital gain for the assessment year 2014-2015. Index value for the year 2013-14 is 939 and for the year 1981-82, it is 100.
- Q5 Discuss the provisions regarding set off and carried forward of losses as given in the Income Tax Act.
- Q6 Write short notes on the following:-
- (a) State the incomes on which tax must be deducted at source.
 - (b) What do you mean by advance payment of tax? How is it computed? Explain the provisions regarding its payment.
- Q7 What is VAT? How is it different from Sales Tax? Discuss the advantages and disadvantages of VAT.
- Q8 Who are liable and exempted from service tax? Explain the consequences of non filing and late filing of returns under the Service Tax Act.

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA -202

Subject: Human Resource Management

BBA(TTM)-202

BBA(MOM)-202

Time : 3 Hours

Maximum Marks :75

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

Q1. Differentiate between the following **(any three):** (5x3=15)

- (a) Job analysis and Job Evaluation
- (b) Internal and External Mobility
- (c) Career Planning and Succession Planning
- (d) Performance appraisal and performance management.

OR

Write note on **any three** of the following:

(5x3=15)

- (a) Evaluation of Training
- (b) Limitations of Performance Appraisal
- (c) Induction
- (d) ESOPs

Q2. There are two aspects of human resource planning. Quantitative aspect and qualitative aspects. Discuss in detail the quantitative aspects. (15)

OR

What is job Analysis? Discuss in detail the process of Job Analysis. How Job Analysis is different from Job Design?

Q3. What are the objectives of performance appraisal? Does MBO stands as a better method as compared to conventional methods? Explain. (15)

OR

Explain the various types of simulation training methods and clearly indicate the difference between case study method and Role Play Method.

Q4. Explain the scientific selection process in an organization. What presentations need to be exercised when using interview technique of selection? (15)

OR

Discuss the challenges being faced by the human resource professionals today. What qualities are required for a good human resource managers?

Q5. Discuss the concept of six sigma. Describe the factors behind the concept of six sigma. (15)

OR

Discuss the various serial security resources available to industrial workers in a company. Give a critical evaluation of all the these measures.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: [BBA/TTM/B&I] 210

Subject: Business Law

Time : 3 Hours

Maximum Marks : 75

**Note: Attempt any five questions including Q.No. 1 which is compulsory.
Select one question from each unit.**

- Q1. Write short notes on **any three** of the following: (3x5=15)
- (a) Prospectus and consequences of mis-statements therein.
 - (b) Mistake and its effects.
 - (c) Rights of an unpaid seller.
 - (d) Crossing of a cheque.
 - (e) Position of directors.

Unit-I

- Q2. Distinguish between 'fraud' and 'misrepresentation'. What are the effects of these two on the validity of a contract? (15)
- Q3. Explain the law relating to the agreements entered into with or by a minor under the Indian Contract Act, 1872. (15)

Unit-II

- Q4. Describe the implied conditions and warranties in a contract of sale of goods. (15)
- Q5. State the features of a contract of sale. When does the property in goods transferred to a buyer? (15)

Unit-III

- Q6. State the different types of negotiable instruments and explain their salient features in detail. (15)
- Q7. What is meant by 'dishonour' of a negotiable instrument? State the penalty for dishonour of a cheque for insufficiency of funds to the credit of the account of the drawer. (15)

Unit-IV

- Q8. What are the contents of a memorandum of association? Briefly describe these contents. How can a company alter its objects? (15)
- Q9. What are the powers of a director? How are limits placed on these powers? (15)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA208

Subject: Computer Application

BBA(TTM)208

BBA(MOM)208

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. Explain in detail: (15)
- (a) Web Architecture & Proxy Servers
 - (b) Difference between IPv4 & IPv6
 - (c) HTML tags
 - (d) Blockquote
 - (e) Firewalls
- Q2. (a) What are protocols? Discuss its various types. (7)
(b) Explain the terms: ISP, Web server, Web browser. (8)
- Q3. (a) What are search engines? Explain in detail. (7)
(b) Discuss the term CGI. (8)
- Q4. (a) What are plug-Ins? Explain its working with examples. (7)
(b) Describe Microsoft front page express in brief. (8)
- Q5. (a) How to design a web page? Discuss the do's and don'ts while making a web page. (7)
(b) What are the different types of format for graphic images used in web pages? (8)
- Q6. (a) Write the HTML code for creating a website using table tags and also give background images to the table. (7)
(b) What are listing of items? Discuss the tags used in listing of items. (8)
- Q7. (a) What are frames? Give the coding for making of frames in HTML. (7)
(b) What are explicite and implicite tags? Give examples of each. (8)
- Q8. (a) What is CSS? Explain its types with HTML. (7)
(b) What are links? Give the difference between internal & external links in HTML with example. (8)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2015

Paper Code: [BBA/TTM/B&I/MOM]-206

Subject: Marketing Research

Time: 3 Hours

Maximum Marks: 75

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

Select one question from each unit.

Q1 Explain **any five** of the following with suitable examples: (5x3=15)

- (a) Exploratory research design.
- (b) Importance of defining the research problem.
- (c) Population, sampling frame, sampling unit and sampling element.
- (d) Likert versus semantic differential scale.
- (e) Advantages of observation as a data collection method.
- (f) Measures of central tendency and dispersion.
- (g) Factor analysis.

UNIT-I

Q2 Explain the role of marketing research in designing and implementing successful marketing programmes. Give suitable examples.. (15)

Q3 Discuss the advantages and disadvantages of using experimental designs and explain the various sources of errors in experimental methods. (15)

UNIT-II

Q4 (a) Explain the factors that must be considered in sample size determination. (7.5)

(b) Clearly explain the steps involved in selecting a sample using (i) systematic random sampling and (ii) cluster sampling (7.5)

Q5 Explain the characteristics of the four types of measurement scales and indicate the statistical analysis techniques that can be used for each. (15)

UNIT-III

Q6 Describe the process of designing a questionnaire and suggest guidelines that must be followed at each step. (15)

Q7 Write short notes on the following:-

(a) Benefits and limitations of using secondary data (7.5)

(b) Data editing and coding (7.5)

UNIT-IV

Q8 Describe in detail the steps involved in hypothesis testing. Use a suitable example to illustrate your answer. (15)

Q9 Describe the typical format for a research report and suggest a set of guidelines for report writing. (15)

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA204

Subject: Business Environment

BBA(TTM)204

BBA(MOM)204

Time : 3 Hours

Maximum Marks :75

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

- Q1. Write notes on any three of the following:- (5x3=15)
- (a) Characteristics of business
 - (b) Objectives of fiscal policy in a developing economy
 - (c) Sources of technological dynamics
 - (d) Cultural gaps.
- Q2. Discuss the powers and functions of competition commission of India. (15)
- OR**
- What are the major instruments of monetary policy? How far these are enforced by the Reserve Bank of India? (15)
- Q3. Although government intervention is necessary in business. Yet we are diverting from it in India. Discuss the rationale for it. (15)
- OR**
- Define the concept and nature of culture. What has been the impact of cultural environment on business? (15)
- Q4. Discuss the concept of business environment. Define and distinguish between micro and macro environment. (15)
- OR**
- Economic and social objectives of business are complementary to each other yet these are conflicting. How these can be reconciled. Discuss. (15)
- Q5. Write notes on any three of the following: (5x3=15)
- (a) Benefits of ethical codes.
 - (b) Competitive structure of business
 - (c) Status of technology in India
 - (d) Legal environment

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA -212

Subject: Taxation Law

BBA(TTM)-212

Time : 3 Hours

Maximum Marks :75

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

- Q1. Write, whether the following statements are true or false. (1x15=15)
- (a) Income tax is an indirect tax
 - (b) Income tax is charged on taxable income
 - (c) Income tax is paid annually.
 - (d) Assessment year begins on 2nd April.
 - (e) Only income received in cash is taxable.
 - (f) Agricultural income is exempt from income tax.
 - (g) Dividend received by an assessee from domestic company is exempt.
 - (h) A company can not be Not Ordinary Resident in the previous year.
 - (i) Sum received from statutory provident fund is taxable.
 - (j) Annual value of own residential house is zero.
 - (k) Municipal taxes are deducted if paid by the landlord.
 - (l) Household expenses are allowable expenses.
 - (m) Goods of personal use are not considered as capital asset.
 - (n) Capital Gain Account Scheme, 1988 is related to exemption.
 - (o) Maximum deduction on Family Pension is Rs. 20000.
- Q2. Explain the following: (3x5=15)
- (a) Previous Year
 - (b) Assessment Year
 - (c) Gross Total Income
- Q3. How is the residential status of an assessee determined? Explain the tax liability on the basis of residential status. (15)
- Q4. State the main provisions of income tax in respect of following. (3x5=15)
- (a) HRA
 - (b) Rent Free House
 - (c) Entertainment Allowance
- Q5. (a) Dr. Hari sold some ornaments on 1.10.2012 for Rs. 950000. Transfer expenses were Rs. 50000. He purchased the ornaments in 1987-88 for Rs. 150000. He purchased a residential house on 1.12.2012 for Rs. 300000. He does not have any other residential house. Calculate the capital gains of Mr. Hari for the assessment year 2013-14. Index value for the year 2012-13 is 852 and for the year 1987-88, it is 150. (7.5)
- (b) Make a distinction between Long Term & Short Term capital gains. State the tax provisions with regard to both types of capital gains. (7.5)
- Q6. What do you mean by set off of losses? Discuss the provisions of set off of losses given in the income tax act. (15)
- Q7. (a) What is deduction of tax at source? Discuss the provision of tax deduction at source from income from dividend. (7.5)
- (b) What is advance payment of tax? How is it computed? Explain in brief the provisions regarding its payment. (7.5)
- Q8. Define the following:
- (a) Declared Goods, (i) Registered Dealer and (ii) Appropriate state (7.5)
 - (b) Give 10 services which are covered under the Service Tax Act. (7.5)
