

Roll No.

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J-3027[S-27]

[2037]

BBA (Semester - 1st)
BUSINESS LAWS (BB - 105)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) What is maintenance and champerty?
- b) Can a contract be avoided if there is mistake of law?
- c) Can a minor act as an Agent?
- d) What is meant by quid pro quo?
- e) Distinguish between a void agreement and a void contract.
- f) Differentiate between 'sale' and 'Agreement to sale'?
- g) When is a buyer deemed to have accepted the goods?
- h) Time when property passes in the case of unascertained goods.
- i) Consequences of Breach of contract of sale.
- j) Define the term 'Delivery' in sale of goods Act.
- k) Name various kinds of HUNDI's used in India.
- l) What is notice of dishonour of a Bill of exchange?
- m) Explain Noting and Protesting.
- n) What is Holder in Due course?
- o) Who are parties to a negotiable Instrument?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** “All contracts are agreements but all agreements are not contract.” Explain.
- Q3)** Explain Legal rules governing valid Acceptance.
- Q4)** Define a contract of Bailment. What are its essentials?
- Q5)** Discuss various ways of Termination of Agency.
- Q6)** What is contract of sale? How it is made?
- Q7)** What is caveat emptor? What are its exceptions?
- Q8)** “The Right of stoppage in transit is an extension of the right of lien.” Comment.
- Q9)** Enumerate implied conditions in case of contract of sale.
- Q10)** What is meant by the term ‘crossing a cheque’? What are various types of crossing?
- Q11)** What is meant by dishonour by Non-acceptance and dishonour by non-payment.
- Q12)** Enumerate the cases when a banker may not and must refuse to honour a customer’s cheque.
- Q13)** Explain circumstances in which a party to a negotiable instrument is discharged from liability.



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J-3180[S-1036]

[2037]

BBA (Semester - 1st)

INTRODUCTION TO COMPUTER (BBA - 106)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) What are different types of computer?
- b) What are functions performed by control unit?
- c) What are four basic elements of computer system?
- d) Differentiate between RAM and ROM.
- e) Differentiate between internal and external DOS commands.
- f) Why spreadsheets are used?
- g) What are macros? What are its advantages?
- h) Define database.
- i) What are group icons?
- j) How new directory can be opened in windows?
- k) What are major components of a word processing system?
- l) What activities are generally involved in text-editing?
- m) How do you perform text search and replace operation?
- n) What are features of GUI?
- o) Differentiate between COPY and XCOPY commands in DOS.

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)* With the help of a block diagram explain the basic components of a digital computer.
- Q3)* Explain different types of non-impact printers.
- Q4)* What are interfacing buses? Discuss various types of interfacing buses.
- Q5)* Explain the booting process of computer system.
- Q6)* What are macros? What are advantages of using macros?
- Q7)* What are various in-built functions in MS-EXCEL?
- Q8)* Discuss the usage of spreadsheets.
- Q9)* What are steps for inserting a spreadsheet into a word processing document?
- Q10)* Describe the concepts underlying in design of GUI.
- Q11)* What are the features that made windows so popular?
- Q12)* Differentiate between :
- a) Control Panel and Control Menu.
 - b) Icon and Group Icon.
- Q13)* What are advantages of word processors over conventional document processing?



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J-3749[UP-7003]

[2037]

BBA (Semester - 2nd)

ORGANIZATIONAL BEHAVIOUR (BBA - 201)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Define Organizational Culture.
- b) What is emotional intelligence?
- c) Explain interpersonal conflicts.
- d) What is meant by politics in organizations?
- e) What are group norms?
- f) Explain upward communication.
- g) Define perception.
- h) What are emotions?
- i) Define Reinforcement.
- j) Hierarchy of needs.
- k) Explain Transactional Analysis.
- l) Define Management Grid.
- m) What is Group Conflict?
- n) Explain stereotyping.
- o) Write various types of leadership styles.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Define organizational behavior in detail.
- Q3)* How does management effect perception for management?
- Q4)* Explain scope of Organization Behavior in current management scenario.
- Q5)* Explain assumptions of McGregor's Theory X and Theory Y.
- Q6)* Define communication. What measures should be taken to make the communication effective in an organization.
- Q7)* What benefits management can have by using grapevine?
- Q8)* What is group Dynamics? How it is important in understanding organizational behavior?
- Q9)* Explain the role of Group cohesiveness.
- Q10)* How are the Organisational conflicts resolved?
- Q11)* Write a note on Transactional Analysis.
- Q12)* Explain importance of Stress Management in an Organization.
- Q13)* Explain the personality traits that shape the behavior of individuals.



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J-3711[S-1567]

[2037]

BBA (Semester - 2nd)

MARKETING MANAGEMENT (BBA - 202)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) What is difference between marketing and selling?
- b) Define Market.
- c) Define objective of pricing.
- d) Differentiate between consumer goods and industrial goods.
- e) Discuss components of Marketing Information System.
- f) Differentiate between need and want.
- g) What is Advertising?
- h) What do you mean by Segmentation.
- i) Define importance of packaging in this era of competition.
- j) Why is the people element so important in services marketing?
- k) What is sales forecasting?
- l) Define product?
- m) What is positioning?
- n) What is the societal concept of marketing?
- o) Differentiate between 'Customer' and 'Consumer'.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Discuss in detail the Marketing Environment. Outline the major environmental factors affecting the marketing decisions.
- Q3)* What do you mean by Marketing Management? What are the important functions performed by marketing manager in the era of globalization.
- Q4)* What is Product Life Cycle? Discuss the major marketing strategies that are to be followed at various stages of PLC.
- Q5)* Outline the various elements of the promotional mix, with suitable illustrations.
- Q6)* Describe alternative pricing strategies. Describe the important factors to be considered while pricing a product.
- Q7)* Describe the various factors influencing consumer behavior. Explain the consumer buying process with suitable examples.
- Q8)* What do you understand by marketing channels? Discuss different factors affecting the choice of distribution channel.
- Q9)* What are the elements of service marketing mix? How these elements are used in framing a marketing strategy for services.
- Q10)* What do you understand by “New Product”? Discuss the stages of new product development process.
- Q11)* “The present day marketing is consumer oriented”. Explain using suitable examples.
- Q12)* Explain the reasons, which has stimulated the growth of services in India.
- Q13)* What is market targeting? How does a marketing segmentation strategy help in market targeting?

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J-3831[S-8030]

[2037]

BBA

MACRO ECONOMICS (BBA-203)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Macro Economics.
- b) Equilibrium.
- c) National Income.
- d) Double Entry System of Income measurement.
- e) Aggregate Demand.
- f) Components of Permanent Income.
- g) Multiplier.
- h) Foreign Trade.
- i) Marginal Propensity to Consume.
- j) Assumptions of Relative Income Hypothesis.
- k) Induced Investment.
- l) Prospective Yield.
- m) State how MEC is related to Interest Rate.
- n) Demand Full Inflation.
- o) Hyper Inflation.

Section-B

[9 × 5 = 45]

Q2) Explain Economic Statics in detail.

P.T.O.

- Q3)* Discuss briefly the Matrix approach to measure National Income a Country.
- Q4)* List out the main concepts of National Income.
- Q5)* State the assumptions of Keynesian Theory of Employment.
- Q6)* Critically evaluate the Balanced Budget Multiplier.
- Q7)* Give the meaning and significance of Consumption Function.
- Q8)* Explain the relevance of Multiplier to developing Economy.
- Q9)* Explain the Absolute Income Hypothesis in brief.
- Q10)* What is Inflation? Discuss its types.
- Q11)* Discuss briefly the Classical Approach with reference to interest rate determination.
- Q12)* State the important features of Keynesian theory of Income and Employment.
- Q13)* Comment on the Effectiveness of Monetary Policy?



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J-3140[S-140]

[2037]

BBA (Semester - 3rd)

COST ACCOUNTING (BB - 304)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Distinguish between cost center and cost unit.
- b) What is Direct and indirect expenses?
- c) Explain the Piece-wage system.
- d) What do you understand by idle time?
- e) What is material price variance?
- f) Explain minimum re-order level.
- g) What do you mean by fixed and variable expenses?
- h) Define product profitability?
- i) What is break-even analysis?
- j) Explain the term 'overhead expenses'.

Section - B

(4 × 10 = 40)

Q2) What is cost accounting? Discuss the importance of cost accounting.

Q3) What do you understand by distribution of overhead? Discuss the different stages involved in overhead-distribution.

P.T.O.

Q4) Define standard costing? How does standard costing differ from estimated costing?

Q5) Write short notes on the following:

(a) Margin of Safety.

(b) PV ratio.

Q6) What do you understand by perpetual inventory system? Discuss the LIFO method of inventory system.

Q7) A firm maintains its stores ledger on the FIFO method. During the month January 2006 the following receipt and issue of materials were made. Record these transaction in the stores ledger.

RECEIPT

January	1	Balance 50 units @ Rs 4 per unit	
	5	Purchase order no 10,	40 units @ Rs 3 per unit
	8	Purchase order no 12,	30 units @ Rs 4 per unit
	15	Purchase order no 11,	20 units @ Rs 5 per unit
	26	Purchase order no 13,	40 units @ Rs 3 per unit

ISSUE

January	10	Material requisition no 4	70 units
	12	Material requisition no 5	10 units
	20	Material requisition no 6	20 units
	24	Material requisition no 7	10 units
	27	Shortage	05 units

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J-3141[S-141]

[2037]

BBA (Semester - 3rd)

PRODUCTION AND OPERATION MANAGEMENT (BB - 305)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define the term Computer Aided Design(CAD).
- b) What is acceptance sampling?
- c) Describe assembly line balancing.
- d) What do you mean by Delphi Method?
- e) What is statistical quality control?
- f) Distinguish between flow shop and job shop scheduling?
- g) Explain the maintenance management.
- h) Discuss the steps in process planning.
- i) What is quality control technique?
- j) What do you understand by stop watch time study?

Section - B

(4 × 10 = 40)

- Q2)** Define product and operation management? Discuss the different types of production system.
- Q3)** What is plant layout? Discuss the merits and demerits of process layout and product layout.

P.T.O.

Q4) Explain briefly ABC analysis with suitable example.

Q5) What do you mean by JIT? Explain the basic principle of JIT manufacturing system.

Q6) What is TQM? Explain briefly the scope and benefit of TQM.

Q7) Write a short notes on the following:

- (a) Flexible manufacturing system.
- (b) Computer integrated manufacturing.

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J-3750[UP-7004]

[2037]

BBA (Semester - 3rd)

INFORMATION TECHNOLOGY IN MANAGEMENT (BBA - 306)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) What are advantages of teleprocessing?
- b) What do you mean by Communication Models?
- c) What is cryptography?
- d) Why modems are used in data communication systems?
- e) How data transfer takes place in half duplex?
- f) Why cellular telephony is becoming so popular?
- g) What are uses of computer networking?
- h) Is circuit switching or virtual circuit switching efficient? What are reasons?
- i) Differentiate between Fax and Electronic mail.
- j) What are repeaters?
- k) What is Token Ring?
- l) What is Multiplexing?
- m) What is protocol?
- n) What are functions of TCP?
- o) What is congestion control?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Write down the difference between LAN, WAN and MAN?
- Q3)* Explain various modes for data communication.
- Q4)* What are networking aspects of multimedia?
- Q5)* Explain Radio and Satellite communication.
- Q6)* How Bar Code Technology can be used to enhance business?
- Q7)* Compare and contrast the different network topologies.
- Q8)* Differentiate between piracy and security.
- Q9)* Describe networking and internetworking devices?
- Q10)* What is Ethernet? What is its role in LAN?
- Q11)* Differentiate between different switching methods in data communication?
- Q12)* How networking can enhance the Production and Operations Management Systems?
- Q13)* Explain role of Tele and Video Conferencing in business.



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J-4105[S-2105]

[2037]

BBA (Semester - 4th)

FINANCIAL MANAGEMENT (BB - 402)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A.

(10 X 2 = 20)

Q1)

- a) What are the objectives of financial management?
- b) What do you mean by explicit and implicit cost of capital?
- c) What is Pay back period method?
- d) Explain arbitrage process.
- e) How cost of equity capital can be calculated?
- f) Explain MM approach of capital structure.
- g) Explain investment decision of financial management.
- h) What do you mean by stock dividend?
- i) Explain permanent working capital.
- j) What is NPV method of capital budgeting?

Section - B

(4 X 10 = 40)

Q2) Explain various approaches to finance function.

Q3) What is meant by financial leverage? Differentiate between operating leverage and financial leverage.

P.T.O.

Q4) Discuss the merits and limitations of weighted average cost of capital? What are the problems in their calculation?

Q5) Explain various sources of raising working capital finance.

Q6) Shanker steels Ltd. is planning to issue 10% debentures of Rs.100 each at par. These debentures are redeemable at a premium of 10% after 5 years. The floatation costs are expected to be 4% of the net proceeds of the issue. The corporate income tax is 40%. Find out the cost of debentures?

Q7) Bharti Organics Ltd. is considering an investment proposal to install a new control machine. The project will consist of Rs. 100000. The facility has a life expectancy of 5 years and no salvage value. The firm uses straight line depreciation. The estimated cash flow before tax (CFBT) from the investment proposal are as under:

Year	CFBT
1	Rs. 20000
2	Rs. 25000
3	Rs. 25000
4	Rs. 30000
5	Rs. 50000



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J-3220[S-1076]

[2037]

BBA (Semester - 5th & 6th)

CAPITAL MARKETS AND SECURITY ANALYSIS (BBA-702)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Objectives of Investment Management.
- b) Need of industry and company analysis.
- c) Define the term Risk and Return.
- d) Swot Analysis for industries.
- e) Fixed Income Securities.
- f) Maturity stage of Industry Life Cycle.
- g) Convertible Securities.
- h) Cyclical Industries.
- i) Security Analysis.
- j) Merchant banker.
- k) Objectives of SEBI.
- l) Commercial Paper.
- m) Systematic Risk Vs Unsystematic Risk.
- n) Meaning of fundamental Analysis.
- o) Earnings Model of forecasting.

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* Explain relevance of company analysis as a tool of fundamental analysis.
- Q3)* What do you mean by investment Management? Explain in detail the investment process.
- Q4)* What are the national factors considered in fundamental analysis.
- Q5)* Explain Industry life cycle in detail.
- Q6)* Explain different forecasting techniques in detail.
- Q7)* Explain the working of OTCE1.
- Q8)* Write a note on merchant banking.
- Q9)* Explain different types of fixed income and variable income securities.
- Q10)* Explain the role and functioning of SEBI in detail.
- Q11)* Write a detailed note on Securities Contract and Regulation Act. (SCRA)
- Q12)* Elaborate on the three stages of stock Valuation.
- Q13)* Explain risk-return relationship in detail.



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J-3217[S-1073]

[2037]

BBA (Semester - 5th & 6th)

MERCHANT BANKING AND FINANCIAL SERVICES

(BBA-703)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Merchant banker as defined by SEBI.
- b) Due Diligence Certificate.
- c) Bought out deals.
- d) Price band in book building process.
- e) Registration fee for a merchant banker.
- f) Financial analysis by a credit rating agency.
- g) Credit rating.
- h) Instruments for credit rating.
- i) Project appraisal.
- j) Internal rate of return.
- k) Net working capital.
- l) Recourse factoring.
- m) Venture capital.
- n) Hire Purchase agreement.
- o) Horizontal and Vertical merger.

Section-B

[9 × 5 = 45]

Q2) Explain briefly the various services rendered by a merchant banker in India.

P.T.O.

- Q3)* Write a note on the growth of merchant banking in India.
- Q4)* What are the post issue obligations of a merchant banker in managing public issues?
- Q5)* Write down the code of conduct issued by SEBI for merchant bankers in India.
- Q6)* What are the various functions performed by a credit rating agency in India?
- Q7)* State and explain the symbols/ grades assigned by CRISIL to short and long term instruments.
- Q8)* Write a note on the financial appraisal of a new project.
- Q9)* What is a Project Report? What are its contents?
- Q10)* Write a note on the new trends in financing of working capital by commercial banks.
- Q11)* What are the different functions performed by a factor in India?
- Q12)* Explain various forms of financing a merger.
- Q13)* Explain the role played by private sector venture capital funds in financing venture capital projects.



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J-3643[S-1499]

[2037]

BBA(Semester - 5th/6th)

CORPORATE TAXATION AND FINANCIAL PLANNING (BBA-705)

Time : 03 Hours

Maximum Marks : 75

Instructions to Candidates:

- 1) Section-A is **compulsory**.
- 2) Attempt any **Nine** questions from Section -B

Section-A

Q1)

(15 x 2 = 30)

- a) Define Indian company.
- b) What is Investment Company under section 109 (ii) (i)?
- c) How to find out residential status of a company?
- d) What are the various sections under which income of company is calculated?
- e) Write main provisions regarding carry forward of losses in case of companies.
- f) What does 80IA,80IB and 80IAB stand for?
- g) What is the qualifying amount of deduction in case deduction is made to the following.
 - (i) PM National Relief Fund.
 - (ii) National Blood Transfusion Council.
 - (iii) Educational Institute.
 - (iv) Charitable Institute.
- h) What is MAT?
- i) Very briefly describe Dividend Distribution Tax.
- j) Very briefly describe Tax Liability.
- k) Define partnership firm.
- l) Define Association of Persons.
- m) What are the various tax incentives for 100% EOU?
- n) What are the various factors affecting dividend policy of the company.
- o) Define Bonus shares.

P.T.O.

Section-B

(9 x 5 = 45)

- Q2)** Write a note on residential status of the company.
- Q3)** How will you compute gross taxable income of the company?
- Q4)** Describe briefly various types of Tax and Non Tax Revenues.
- Q5)** What are the various provisions of set off and carry forward of losses in case of companies.
- Q6)** What are the various deductions out of Gross Taxable Income under section 80G to 80 LA?
- Q7)** Mention various No - Limit deductions under section 80G.
- Q8)** What are the various kind of tax incentives as far as location of business is concerned?
- Q9)** (a) M/s R N Ltd. is carrying on profession of Chartered Accountancy and his professional gain for the year was Rs.1,62,000/-. During the year 2005- 06, it gave Rs 20,000/- to National Rural Development Fund. What will be the treatment of this donation?
- (b) M/s X N Ltd. is a company and its income computed under the head "Income from other sources" for the year ending 31.03.06 was Rs 1,39,000/-. It gave Rs 10,000/- to Ganga Development Board, which is carrying on project approved under section 35 AC. What will be the treatment of this donation?
- Q10)** What are the tax implications for dividends from shareholders point of view?
- Q11)** What are inter-corporate dividends and also highlight its tax treatment.
- Q12)** Describe the tax aspects of company issuing bonus shares.
- Q13)** Write a short note on Tax Planning.



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J-3225[S-1081]

[2037]

BBA (Semester - 5th & 6th)

MANAGEMENT OF FINANCIAL INSTITUTIONS (BBA-706)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Name four all India development banks.
- b) Role of financial institutions.
- c) Explain risk and inflation.
- d) Give four main functions of RBI.
- e) Define the term primary reserve.
- f) Mention two functions of money market.
- g) Discuss the role of capital market.
- h) What is on-line trading concept?
- i) Mention two functions of stock exchanges.
- j) What is the qualification for membership in stock exchanges?
- k) Define the meaning of mutual fund.
- l) How commercial banks are different from development banks?
- m) Discuss the problem of time and cost over-runs.
- n) What is meant by capital planning?
- o) Discuss two objectives of UTI.

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* Explain the role of Reserve bank of India in development control.
- Q3)* What are the major strengths of commercial banks in India?
- Q4)* Discuss the role played by the banks in mobilization of deposits.
- Q5)* Explain the lending and borrowing behaviour of financial institutions.
- Q6)* Discuss the resource pattern of industrial finance corporation of India.
- Q7)* Explain the role of the ICICI in financing infrastructural sector.
- Q8)* Critically examine the interest rates in the financial system.
- Q9)* How financial planning of financial institutions is done?
- Q10)* Explain the history of stock exchanges in India.
- Q11)* Mention the main functions and regulations on trading performed by stock exchanges in India.
- Q12)* Differentiate between money market and capital market.
- Q13)* Examine the working of mutual funds in India.



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J-3218[S-1074]

[2037]

BBA (Semester - 6th/5th)

INTERNATIONAL MARKETING (BBA-801)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Licensing vs Franchising.
- b) What is the function of export house?
- c) Define international marketing.
- d) Visiting vs Resident Buyer.
- e) What is product standardization.
- f) Export quality control.
- g) EOU.
- h) Sources of secondary data in export markets.
- i) Sales Agent.
- j) CIF.
- k) What is shipping bill?
- l) Marine Insurance.
- m) List five major export documents.
- n) List five major items of Indian exports.
- o) Objectives of Export Promotion Council.

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* What are the reasons for a firm to enter into foreign markets?
- Q3)* What are the steps in starting an export business?
- Q4)* Outline the steps in international marketing research.
- Q5)* Explain the direct methods of foreign entry.
- Q6)* Explain some important institutions for Indian export assistance.
- Q7)* How does a manufacturer appoint a foreign sales agent?
- Q8)* Explain objectives and types of dumping in international markets.
- Q9)* What are the objectives of pre-shipment inspection?
- Q10)* Explain domestic agent as a channel of international distribution?
- Q11)* Explain export packaging.
- Q12)* Highlight the salient features of EXIM policy.
- Q13)* Explain major documents required in exports.



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J-3224[S-1080]

[2037]

BBA (Semester - 5th & 6th)

SERVICES MARKETING (BBA-802)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Differentiate between the characteristics of products and services.
- b) List out the contribution of services sector in the Indian economy.
- c) Differentiate between quality determinants of products and services.
- d) Differentiate between profit and non-profit making service providing organisations.
- e) List out the objectives of Public Distribution System.
- f) What do you understand by scanning of the environment?
- g) Explain the psychological characteristics in the context of consumer behaviour context.
- h) List out the various methods of market segmentation.
- i) Critically examine the statement; 'service quality is fitness for use'.
- j) What is skimming in the context of pricing?
- k) Define physical distribution in the context of services marketing?
- l) Define the role of market communication.
- m) Differentiate between the social and cultural services.
- n) What is competitive advantage?
- o) What is productivity?

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* Explain the growth of service sector in the context of global economy.
- Q3)* Explain the features of goods/Product with suitable examples.
- Q4)* Explain various types of services in Indian context.
- Q5)* Differentiate between the characteristics of financial and cultural services.
- Q6)* Explain the importance of social services.
- Q7)* How market segmentation is carried out in the context of services marketing?
- Q8)* What is target market? How it is different to that of market segmentation?
- Q9)* Elaborate the importance and method of designing marketing communication for the services.
- Q10)* Explain Goods-Services continuum with suitable examples.
- Q11)* Differentiate between the determinants of products and service quality with suitable examples.
- Q12)* Elaborate the hurdles that come in the way of marketing of goods/service.
- Q13)* Explain Political, economical, social and technological (PEST) and environmental analysis in the context of services marketing.



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Total No. of Questions : 13]

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J-3221[S-1077]

[2037]

BBA (Semester - 5th/6th)

ADVERTISING AND SALES PROMOTION (BBA-803)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Communication Barriers.
- b) Advertising of new products.
- c) Institutional Advertising.
- d) Social Advertising.
- e) Economic aspects of advertising.
- f) Advertising copy.
- g) Story Copy.
- h) Branding.
- i) Radio Commercials.
- j) Advertising Campaign.
- k) Media Scheduling.
- l) Transit Media.
- m) Print Media.
- n) Sales Promotion.
- o) Ethics in advertising.

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* Discuss the various basis of classification of advertising. Give examples.
- Q3)* Discuss the social aspects of advertising. Give examples.
- Q4)* Discuss the role of advertising in the marketing mix.
- Q5)* Advertising is wasteful expenditure for any business. Comment.
- Q6)* What is advertising copy. How is it written.
- Q7)* Discuss the headlines and the basis of writing them.
- Q8)* What is campaign planning. Discuss the various steps involved in it.
- Q9)* Discuss the requisites of an effective layout.
- Q10)* What is media planning. Discuss the various factors that are to be considered for the selection of a suitable media.
- Q11)* Write a note on different types of media available to advertisers.
- Q12)* What is the importance of Sales Displays.
- Q13)* Discuss the legal aspects of advertising.



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Total No. of Questions : 13]

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J-3716[S-1572]

[2037]

BBA (Semester - 5th/6th)

INDUSTRIAL MARKETING (BBA - 805)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Define Industrial Marketing.
- b) Differentiate between Industrial and Consumer Marketing.
- c) What do you mean by institutional Buyers.
- d) What are various elements of industrial marketing?
- e) Name various methods of demand forecasting for industrial products.
- f) What is vendor analysis?
- g) What are benefits of segmentation?
- h) What do you mean by product design?
- i) Define positioning?
- j) What are different factors to be kept in mind while selecting channels for distribution?
- k) Define Industrial Advertising.
- l) What is competitor parity pricing?
- m) What are functions of setting sales budgets?
- n) What factors you will keep in mind while deciding pricing of an industrial products?
- o) What are advantages of using samples as promotional tools for industrial products?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Outline the concept of Industrial Marketing. Explain the various motives of industrial customers.
- Q3)* Highlight characteristics features of Industrial customers, with suitable illustrations.
- Q4)* Describe important Industrial marketing decisions, with suitable illustrations.
- Q5)* How will you identify markets for Industrial products? Elaborate with suitable illustrations.
- Q6)* What bases of segmentation you would recommend to segment the industrial markets with suitable illustrations.
- Q7)* Explain characteristic features of a good channel strategy in Industrial marketing.
- Q8)* Highlight the importance of Product Design in Industrial Marketing, with suitable illustrations.
- Q9)* Write notes on :
- (a) Target Marketing
 - (b) Channel Logistics
- Q10)* Explain salient features of different media commonly used for Industrial advertising.
- Q11)* What are various sales promotional tools normally used in Industrial Marketing? Elaborate.
- Q12)* Elaborate on the role of personal selling in Industrial Marketing, with suitable illustrations.
- Q13)* What are different tools of Industrial Marketing Control? Explain with suitable illustrations.

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Total No. of Questions : 13]

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J-3222[S-1078]

[2037]

BBA (Semester - 5th/6th)

MARKETING RESEARCH (BBA-806)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Define quantitative marketing research.
- b) Differentiate between market research and marketing research.
- c) What do mean by problem formulation in marketing research?
- d) Differentiate between exploratory and conclusive research design.
- e) What is applied research?
- f) Explain rating scales.
- g) Explain the concept of reliability and validity.
- h) What is significance of primary data in marketing research?
- i) What are different factors to be kept in mind while evaluating secondary data?
- j) What are dichotomous questions?
- k) What do we mean by a representative sample?
- l) What is cluster analysis?
- m) What is chi-square test?
- n) Define motivation research.
- o) What is probability sampling.

Section-B

[9 × 5 = 45]

Q2) What is marketing research? Elaborate the steps involved in marketing research process.

P.T.O.

- Q3)** What is research design? Describe briefly the various research designs.
- Q4)** Should marketing research be done by company in-house, or should it be out-sourced to a marketing research agency? Explain your answer.
- Q5)** Can secondary research be a substitute for primary research? If yes, under what conditions.
- Q6)** What is sampling? Critically examine the well-known methods of sampling used in marketing research.
- Q7)** When do think observational, interview and questionnaire methods of data collection should be used.
- Q8)** What are the different ways of doing a survey? Which of this is most used in India? Why?
- Q9)** What is a questionnaire? Explain the major steps involved in designing a questionnaire.
- Q10)** Discuss scaling as a technique for attitude measurement. Describe major scaling techniques.
- Q11)** What is conjoint analysis? What are the steps involved in conducting conjoint analysis.
- Q12)** What is T-test? Explain with suitable example how T-test can be used to test hypothesis.
- Q13)** What are the major areas of product research? Explain with illustrations.



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Total No. of Questions : 13]

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J-3715[S-1571]

[2037]

BBA (Semester - 5th/6th)

HUMAN RESOURCE DEVELOPMENT (BBA - 901)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) What do you mean by Human Resource Development.
- b) “Human Resource Development is a continuous process”. Elaborate.
- c) What is meant by Management Development Programme?
- d) Identify key performance measures of Development.
- e) What are the qualities of a good Management Development Technique?
- f) What does Potential Appraisal mean?
- g) Identify obstacles encountered in Potential Appraisal.
- h) How will you assess the training needs of the employees?
- i) What is meant by work redesign?
- j) What factors you will keep in mind while organizing training programmes.
- k) What do you mean by Quality Circles.
- l) Define Stress.
- m) What are sources of stress?
- n) What do you mean by HRA
- o) What are methods of HRA?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Highlight the difference between Human Resource Management and Human Resource Development, with suitable illustrations.
- Q3)* Why is Human Resource Development important in the emerging business environment? Elaborate.
- Q4)* Outline the concept of Management Development. Highlight need for Management Development.
- Q5)* Outline various techniques of Management Development, with examples.
- Q6)* What are the objectives of potential Appraisal? Highlight important techniques of undertaking Potential Appraisal.
- Q7)* How will you evaluate effectiveness of a training programme? Explain with examples.
- Q8)* Explain relative advantages and disadvantages of important techniques of imparting training to the employees, with suitable illustrations.
- Q9)* Outline important steps involved in job enrichment.
- Q10)* Why is management of careers important? Explain with suitable illustrations.
- Q11)* Enumerate on the consequences of stress. What methods would you recommend to manage the stress?
- Q12)* Write a note on the status of quality circles in India.
- Q13)* Highlight the role of trade unions and workers in successful implementation of quality circles.

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Total No. of Questions : 13]

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J-3671[S-1527]

[2037]

BBA (Semester - 5th/6th)

INDUSTRIAL AND LABOUR LEGISLATION (BBA - 903)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section-A is **compulsory**.
- 2) Attempt any **Nine** questions from Section-B.

Section - A

Q1)

(15 × 2 = 30)

- a) Industrial and labour legislation.
- b) Concept of Living Wages.
- c) Capacity to pay.
- d) Norms for the fixation of Minimum Wages.
- e) Importance of labour legislation.
- f) Rationale of state in industrial Relation.
- g) Define Employer under the minimum wages.
- h) Objective of payment of wages Act 1936.
- i) Problems in implementing Labour Legislation.
- j) Industrial Safety.
- k) Industrial Dispute.
- l) Standing Orders.
- m) Workman under The Industrial Employment (Standing orders) Act, 1946.
- n) Define Trade Unions under Trade Union Act 1926.
- o) What are the returns are to be filed by the registered unions?

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)* Explain the scope of Industrial & Labour Legislation in India.
- Q3)* Explain the historical development of Industrial & Labour Legislation in India.
- Q4)* Explain the importance of Labour to economy.
- Q5)* Briefly Describe the implementing machinery for labour legislation.
- Q6)* Explain the broad features of the Minimum Wages Act, 1948.
- Q7)* Explain the Authorized Deduction under the Minimum Wages Act, 1948.
- Q8)* Who are the persons competent to present application under the Payment of Wages Act 1936 for direction for relief against unauthorized deduction?
- Q9)* Explain the penalty for the offence committed under Payment of Wages Act 1936.
- Q10)* Describe the welfare measures under the Factories Act 1948.
- Q11)* Discuss the provisions of Trade Unions Act, 1926 for the registration of Trade Unions.
- Q12)* Distinguish between the following:-
- (a) legal and illegal strike
 - (b) lay off and retrenchment
- Q13)* State the provision of Industrial Employment (Standing orders) Act relating to procedure for submission and certification of standing orders.

□□□

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Total No. of Questions : 13]

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J-3266[S-1122]

[2037]

BBA (Semester - 5th/6th)

E - COMMERCE (BBA - 1001)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

(15 × 2 = 30)

Q1)

- a) Uses of e-Mail.
- b) Demerits of Internet.
- c) Explain the meaning of Gopher.
- d) Explain file transfer protocol mechanism.
- e) Explain the role of HTML templates in web page design.
- f) What are mark up languages in HTML?
- g) What do you mean by world wide web.
- h) What are targeted link in HTML?
- i) Write the HTML code to show the use of base tag.
- j) Disadvantages of using HTML frames.
- k) Procedure for creating dynamic web pages.
- l) Define DHTML.
- m) Disadvantages of style sheets.
- n) Explain cookies.
- o) What is the purpose of global as a file?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Explain the following :-
(a) Talnet
(b) HTTP
- Q3)** Define Internet. What are the merits and demerits of using internet?
- Q4)** Explain the procedure of working of internet.
- Q5)** How the internet facilities are provided through world wide web?
- Q6)** Discuss the various nesting rules of HTML tags.
- Q7)** Differentiate between internal and external links. How they are treated and used in web pages? Explain.
- Q8)** What are the attributes of HTML forms used in form processing? Illustrate various form control elements with suitable examples.
- Q9)** What is a Website? Different various steps while creating a website.
- Q10)** What do you mean by style sheets? How it interacts with scripting language?
- Q11)** Explain the following:-
(a) Active server page.
(b) Discuss the simple example of Java script.
- Q12)** Explain the meaning of ASP Technology and write the procedure of Creating Dynamic web pages.
- Q13)** Write the difference between HTML and DHTML and also explain Object of having Global ASA File.



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Total No. of Questions : 13]

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J-3216[S-1072]

[2037]

BBA (Semester - 5th/6th)

PROGRAMMING IN C/C++ (BBA-1002)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

(15 × 2 = 30)

- a) What is structured and unstructured programming?
- b) What is the purpose of break and continue statements?
- c) What is object-oriented programming?
- d) Explain various logical operators in C/C++. Write them in order of their precedence.
- e) Explain the syntax and purpose of strcat() and strcpy() functions.
- f) What is the difference between = and == operators?
- g) Explain the difference between ++a and a++.
- h) What is recursion?
- i) What do you think is the reason of an error message “Misplaced else”?
- j) What is the difference between array and structures?
- k) List some of the illegal operations on pointers?
- l) Explain the terms “default constructor” and “default argument constructor”.
- m) Explain the term “nesting of if-else”.
- n) List any two advantages of cout and cin over printf and scanf.
- o) What is the size of one single float type of variable?

Section-B

(9 × 5 = 45)

Q2) What do you understand by the term “object-oriented programming”? Explain the terms: Encapsulation, inheritance, abstraction, polymorphism?

Q3) Write a program to find out the factorial of a number using recursion.

P.T.O.

- Q4)** Write a program to test whether the number entered from keyboard is prime number or not.
- Q5)** Give and explain the syntax of while-loop, do-while loop and for loop. What is the difference between while loop and do-while loop?
- Q6)** Write a program to add two matrices in C/C++.
- Q7)** Evaluate the following expressions:
- (a) $2 + 3 * 5 \% 9 - 6$
 - (b) $4 * 5 - 6 * 3 \% 2$
 - (c) $6 >= 6 \&\& !(15 < 2)$
 - (d) $!(15 >= 2) \|\ !(200)$
 - (e) $4+5/2-3 + 6*7\%8$
- Q8)** Write a program to find the sum of first n natural numbers.
- Q9)** Write a program to calculate the area and perimeter of rectangle taking care that negative and zero values for length and width of rectangle are rejected by the computer.
- Q10)** Explain the syntax of if-else statement. Explain the term “nesting of if-else”.
- Q11)** What are pointers? Explain “call-by value” and “call by reference” with examples.
- Q12)** Write short note on following statements:
- (a) return
 - (b) switch
 - (c) break
 - (d) continue
- Q13)** Write a program to find out the sum of n numbers inside the one-dimensional integer array.



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Total No. of Questions : 13]

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J-3219[S-1075]

[2037]

BBA (Semester - 5th & 6th)

INTERNET APPLICATIONS (BBA-1004)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Differentiate between Internet and Intranet.
- b) What is Protocol? Which protocol is used in Internet?
- c) What is Full Form of DNS?
- d) What is IP address? How is it related with URL?
- e) Write names of different types of Domain Names available on Internet.
- f) Why do we need a browser to see a Web Page?
- g) What is the function of SMTP?
- h) Explain relation between Object and Class.
- i) Is Java platform Independent? Justify your answer.
- j) What is Thread? Give Example.
- k) How Garbage Collection is done in Java?
- l) What do you understand by static member of a class?
- m) Write steps to compile and run a Java program.
- n) Write names of various types of Exceptions.
- o) What is the use of Abstract Class?

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)* Explain the TCP/IP model in detail.
- Q3)* Which precautions a user should take while browsing the Internet.
- Q4)* What is Internet Service Provider(ISP)? Write the services provided by any ISP.
- Q5)* Write five differences between C++ and Java.
- Q6)* Explain working of Internet with proper diagrams.
- Q7)* Explain different types of primitive data-types of Java.
- Q8)* Write precedence rules for the operators available in Java.
- Q9)* Write a program in Java to overload any arithmetic operator.
- Q10)* Write syntax of various control structures available in Java.
- Q11)* Write a program in Java to find largest of three numbers.
- Q12)* With proper examples, differentiate between Overriding and Hiding of a Member Function.
- Q13)* What are the benefits of Comments? How do we insert comments in a Java Program?



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Total No. of Questions : 13]

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J-3223[S-1079]

[2037]

BBA (Semester - 5th & 6th)

DATA BASE MANAGEMENT SYSTEM (BBA-1005)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Why can the failure in a data base environment be more serious than one in a non data base environment?
- b) What are the benefits of a centralized data?
- c) How does consistency of data result from controlling its redundancy?
- d) Who are the users of a DBMS?
- e) What can cause inconsistent data? How that can be avoided in a data base?
- f) What is data independence?
- g) What do you mean by entity, attributes and relations in database?
- h) What are the job responsibilities of a DBA?
- i) What do you mean by redundancy? What are problems associated with it?
- j) What are 'LOCKS' used in DBMS?
- k) What is data abstraction?
- l) What is a candidate Key?
- m) What do you mean by sharing data?
- n) What do you mean by security of data?
- o) What is a query? Who handles it in a DBMS?

P.T.O.

Section-B

[9 × 5 = 45]

- Q2)** What are various Data Base Models? Explain in brief.
- Q3)** What are various characteristics of data used by an organization?
- Q4)** Explain the architecture of a DBMS?
- Q5)** What are various advantages and disadvantages of a Data Base Management System?
- Q6)** Design a data base to be used by an educational institute for keeping record of fee payments, books issued and performance of students.
- Q7)** How do you sort data in SQL? If there are more than one sort keys then how do you indicate which one is the major key?
- Q8)** How do you join tables in SQL? Explain with the help of an example.
- Q9)** Explain the SELECT command and at least 5 clauses used with it?
- Q10)** How the *shared updates* cause concurrency problems in databases? Explain the locking scheme used to deal with the concurrency problem.
- Q11)** Explain the concepts of 'Replication' and 'Data Independence'.
- Q12)** What is the purpose of a distributed database? How is it different from a centralized database?
- Q13)** What are various data definition and data manipulation commands?

