

2021
B.B.A.-3rd Semester
BBA-201: English & Business Communication Skills

Time allowed: 3 Hours

Max. Marks: 45

NOTE: Write legibly. Attempt all the parts of the question at one place.

-.*-*-.-

SECTION-A

- I. Attempt any two of the following in 100-120 words each: -
- (a) What was Della's gift for Jim? How did she manage to purchase that gift?
(The Gift of the Magi)
 - (b) What is the theme of the story "Fur"?
 - (c) How is Hughie Erskine's generosity rewarded in the story "The Model Millionaire"?
 - (d) How was the boy's conduct when he was on the seat different from his normal behavior? (The Judgement seat of Vikramaditya) (2½×2)
- II. Answer any one of the following in 300-350 words: -
What is the theme of the story "The Gift of the Magi" by O. Henry?
Or
Attempt a character sketch of Hughie Erskine. (10)
- III. Read the passage given below and answer the questions that follow: -
- Ocean water plays an indispensable role in supporting life. The great ocean basins holds about 300 millions cubic miles of water. From this vast amount, about 80,000 cubic miles of water are sucked into atmosphere each year by evaporation and returned by precipitation and drainage to ocean. More than 24,000 cubic miles of rain descend annually upon the continents. This vast amount is required to replenish the lakes and streams, springs and water tables on which all flora and fauna are dependent. Thus, the hydrosphere permits organic existence.

Contd.....P/2

(2)

The hydrosphere has strange characteristics because water has properties unlike those of any other liquid. One anomaly is that water upon freezing expands about 9 percent, whereas most liquids contract on cooling. For this reason, ice floats on water bodies instead of sinking to the bottom. If the ice sank, the hydrosphere would soon be frozen solidly, except for a thin layer of surface-melt water during the summer season. Thus all aquatic life would be destroyed and the of warm and cold currents, which moderates climate would be notably absent.

Another outstanding characteristic of water is that water has a heat capacity which is the highest of all liquids and solids except ammonia. In addition, water dissolves more substances than any other liquid. It is this characteristic which helps make oceans a great storehouse for minerals which have been washed down from the continents.

Questions: -

- (a) How does ocean water help in supporting life?
- (b) What permits organic existence?
- (c) How does water differ from other liquids when frozen?
- (d) What would happen if ice sank?
- (e) What is the unique characteristics of water with regard to heat capacity?
- (f) Find a synonym in the passage for: -
 - (i) Absolutely necessary or required
 - (ii) A depositing of rain, snow etc. (5)

IV. Match the words Under-A with their meanings Under-B:-

- | A | B | |
|----------------|-----------|-----|
| (i) Reckless | Hillock | |
| (ii) Vestibule | Idea | |
| (iii) Cascade | Rash | |
| (iv) Mound | Porch | |
| (v) Conception | Waterfall | (5) |

(3)

SECTION-B

V. Write a letter to a firm requesting for an extension in the period of delivery.

Or

You had placed an order with a firm, but the articles supplied to you are inferior to those ordered by you. Write a letter to the party concerned complaining about it. (5)

VI. Attempt *any four* of the following: -

- (a) Write a memo to the head accountant for not submitting the bills on time.
- (b) Draft a public notice for redressal of telephone complaints.
- (c) Draft an auction notice for the disposal of old answer books on behalf of the registrar of a university.
- (d) Draft a tender notice for improvement and raising a stretch of road.
- (e) Draft a public notice for a free vaccination camp.
- (f) Draft an advertisement for a health tonic. (2½×4)

VII. Write short notes on *any two* of the following: -

- (a) Upward and downward communication
- (b) Role of feedback in communication
- (c) Grapevine (2½×2)

2021
Bachelor of Business Administration
Third Semester
BBA-202: Operation Research

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

I. Attempt any four of the following:-

a) Find initial basic feasible solution using Vogel's approximation method.

| | D ₁ | D ₂ | D ₃ | D ₄ |
|----------------|----------------|----------------|----------------|----------------|
| O ₁ | 30 | 50 | 45 | 40 |
| O ₂ | 40 | 45 | 38 | 30 |
| O ₃ | 37 | 35 | 39 | 30 |
| Demand | 40 | 20 | 40 | |

b) Find the assignment which minimizes total cost of the project.

| | J ₁ | J ₂ | J ₃ | J ₄ |
|----------------|----------------|----------------|----------------|----------------|
| C ₁ | 15 | 29 | 35 | 20 |
| C ₂ | 21 | 27 | 33 | 17 |
| C ₃ | 17 | 25 | 37 | 15 |
| C ₄ | 14 | 31 | 39 | 21 |

c) Using dominance method solve the following game.

| Player – A | Player – B | | | |
|----------------|------------|----------------|----------------|----------------|
| | | B ₁ | B ₂ | B ₃ |
| A ₁ | | 5 | 7 | 11 |
| A ₂ | | 2 | -1 | 8 |
| A ₃ | | 18 | -6 | 10 |

d) A company is making two products A and B. The cost of producing one unit of product A and B is Rs. 60 and Rs. 80 respectively. As per agreement, the company has to supply at least 200 units of product to its regular customers. One unit of product A requires one machine hour whereas product B has machine hours available abundantly within the company. Total machine hours available for product A are 400 hours. One unit of each product A and B requires one labour

(2)

hour each and total of 500 labour hours are available. The company wants to minimize the cost of production by satisfying the given requirements. Formulate the problem as a linear programming problem.

e) Explain the scope of operation research.

f) Explain two person zero sum game.

(4x5)

Section – B

II. Following data are available for a firm which manufactures three items A, B and C:

| Product | Time required (in hours) | | Profit |
|-----------------|--------------------------|-----------|--------|
| | Assembly | Finishing | |
| A | 10 | 2 | 800 |
| B | 4 | 5 | 600 |
| C | 5 | 4 | 300 |
| Firm's capacity | 2000 | 1009 | |

a) Express the above data in the form of linear programming problem to maximize the profit from the production.

b) Solve it by simplex method.

(15)

III. A company has four factories F1, F2, F3 and F4 manufacturing the same product. Production and raw material costs differ from factory to factory and are given in the following table in the first two rows. The transportation costs from the factories to the sales depots, S1, S2, S3 are also given. The last two columns in the table give the sales price and the total requirement at each depot. The production capacity of each factory is given in the last row.

| | F1 | F2 | F3 | F4 | Sale price/unit | Requirement |
|--------------------------|----|-----|----|-----|-----------------|-------------|
| Production cost /unit | 15 | 18 | 14 | 13 | | |
| Raw material cost/unit | 10 | 9 | 12 | 9 | | |
| Transportation cost/unit | 3 | 9 | 5 | 4 | 34 | 80 |
| | 1 | 7 | 4 | 5 | 32 | 120 |
| | 5 | 8 | 3 | 6 | 31 | 150 |
| Supply | 10 | 150 | 50 | 100 | | |

Determine the most profitable production and distribution schedule and the corresponding profit. The deficit production should be taken to yield zero profit. (15)

(3)

- IV. A travelling salesman has to visit 5 cities. He wishes to start from a particular city, visit each city once and then return to his starting point. The travelling cost for each city from a particular city is given below:

| From City | To City | | | | |
|-----------|---------|----|----|----|----|
| | A | B | C | D | E |
| A | -- | 4 | 7 | 3 | 4 |
| B | 4 | -- | 6 | 3 | 4 |
| C | 7 | 6 | -- | 7 | 5 |
| D | 3 | 3 | 7 | -- | 7 |
| E | 4 | 4 | 5 | 7 | -- |

What is the sequence of visit of the salesman, so that the cost is minimum? (15)

- V. Give the different phases of operations research and explain their significance for decision making. (15)

Section – C

- VI. A child care shop dealing with children's requirements has one cashier who handles all customer's payments. The cashier takes on an average 4 minutes per customer. Customer come to cashier's area in a random manner but on an average of 10 people per hour. The management received a large number of customer's complaints and decided to investigate the following questions:
- What is the average length of the waiting line to be expected under the existing conditions?
 - What portion of his time is the cashier expected to be idle?
 - What is the average length of time that a customer would be expected to wait to pay for his purchase?
 - If it was decided that a customer would not tolerate a wait of more than 12 minutes, what is the probability that a customer would have to wait at least that length of time? (15)

- VII. Find the sequence that minimizes the total elapsed time required to complete the following tasks:

| Tasks | A | B | C | D | E | F | G | H | I |
|----------------------|---|---|---|---|---|---|---|---|----|
| Time on Machine – I | 2 | 5 | 4 | 9 | 6 | 8 | 7 | 5 | 4 |
| Time on Machine – II | 6 | 8 | 7 | 4 | 3 | 9 | 3 | 8 | 11 |

Also work out the total elapsed time for an optimal sequence. What is the total idle time on machine I and on machine II?

P.T.O.

(4)

VIII. Solve the following game using graphical method:-

| | | Player – B | | | | |
|------------|----|------------|----|----|----|----|
| | | B1 | B2 | B3 | B4 | B5 |
| Player – A | A1 | 1 | 5 | -7 | -4 | 2 |
| | A2 | 2 | 6 | 9 | -3 | 1 |

(15)

IX. What is game theory? Describe the applications of game theory. What are its limitations?

(15)

x-x-x

2021

Bachelor of Business Administration

Third Semester

BBA-203: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- Differentiate between market and marketing.
 - What is the need of test marketing?
 - Distinguish between product and service.
 - What are the salient features of an effective advertisement?
 - Discuss the causes and consequences of channel conflict.
 - Write a brief note on green marketing. (4x5)

Section – B

- II. What is marketing mix? What are the various elements of marketing mix? (4x5)
- III. What do you mean by consumer behaviour? Discuss the various determinants of consumer behaviour. (4x5)
- IV. What is market segmentation? Why do we need market segmentation? Explain the basis of market segmentation. (4x5)
- V. a) What is marketing strategy? Discuss the essentials of a good marketing strategy.
b) Explain the different brand strategies. (2x7½)

Section – C

- VI. What is pricing? Explain the various pricing policies and strategies. (15)
- VII. Explain the factors governing choice of channel of distribution and an intermediary. (15)
- VIII. a) What is personal selling? Discuss the role of personal selling as a method of promoting the product.
b) Explain the important qualities of an ideal salesman. (2x7½)
- IX. a) "Direct marketing is an attempt to skip off the middlemen". Discuss.
b) What is relationship marketing? What are its implications? (2x7½)

x-x-x

2021

Bachelor of Business Administration

Third Semester

BBA-204: Economics of Money and Banking

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – AI. Attempt any four of the following:-

- a) How do you calculate total demand for money?
- b) List the qualities of Good Monetary System
- c) Explain the concepts of M_1 , M_2 , M_3 , and M_4 .
- d) Explain the need for credit monitoring.
- e) Differentiate between promissory notes, bills of exchange and cheques.
- f) List out the advantages of cheque truncation system (CTS) (4x5)

Section – B

- II. Compare and contrast Tobin Portfolio Approach and Boumol's Inventory Approach for understanding demand for money framework. (15)
- III. a) List the qualities of Good Monetary System
b) Explain Keynesian Views on Monetary Policy. (15)
- IV. Explain monetary transmission mechanism in the Keynesian Theory. (15)
- V. a) Explain the modern theory of money supply.
b) Explain Fisher's quantity theory of money? (15)

Section – C

- VI. Discuss the overall functions performed by the commercial banks in India. (15)
- VII. a) Explain the various monetary and non monetary functions of RBI.
b) Differentiate between RTGS, NEFT and SWIFT (15)

P.T.O.

(2)

- VIII. Explain the importance of E-banking system in India. Describe how Indian customers are reacting to E-banking post demonetization? (15)
- IX. Discuss the various types of risks faced by a banker and suggest measures to mitigate them. (15)

x-x-x

2021

Bachelor of Business Administration

Third Semester

BBA-205: Regulatory Framework for Companies

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – AI. Attempt any four of the following:-

- a) Explain One Person Company.
- b) Write a note on Constructive Notice.
- c) Differentiate between a member and a shareholder.
- d) What is a share warrant? How is it different from share certificate?
- e) Write a note on Securities Appellate Tribunal (SAT)
- f) What is book building process? (4x5)

Section – B

- II. What do you mean by corporate veil? Under what circumstances it can be lifted? (15)
- III. Describe the various stages involved in formation of a Company. (15)
- IV. "Liability for untrue statement in prospectus". Explain its consequences. (15)
- V. Highlight the importance of Memorandum of Association. Explain the procedure for its alteration. (15)

Section – C

- VI. What is annual General Meeting? Describe the statutory provisions relating to holding an AGM. (15)
- VII. Write a note on SEBI? What are the powers vested with SEBI. (15)
- VIII. "Directors play a crucial role in the company". Explain in context of this statement, powers and duties of directors. (15)
- IX. Explain the following:-
 - a) Irregular allotment
 - b) Sweat equity shares
 - c) Shares with differential rights (3x5)

x-x-x

2021
B.B.A.-3rd Semester
BBA-206: Direct Tax Laws

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt any four short answer type questions from Section-A. Attempt any two questions from Section-B & C respectively.

- *_*_* -

SECTION-A

I. Attempt any four of the following: -

- (a) “The general rule is that the income of the previous year should be taxed in the immediately following assessment year.” Explain this rule and its exceptions.
- (b) Write a note on integration of agriculture income with that of non-agriculture income.
- (c) Following are the particular of taxable income of Mr. X for the previous year ending on March 31, 2020:
 - (i) Income from house property in China Rs. 22,000 which was deposited in a bank there. Out of this Rs. 8,000 were remitted in India.
 - (ii) Dividend received in India Rs. 16,000
 - (iii) Income from business in Pakistan Rs. 22,000 of which Rs. 14,000 were received in India. The business is controlled from England.
 - (iv) Income from investment in London Rs. 15,000
 - (v) Interest received from a non-resident Rs. 5,000 against a loan given to him to run a business in India.
 - (vi) Royalty received from A, a resident, for technical services given to run a business outside India Rs. 20,000.
 - (vii) Income from business in India Rs. 40,000. This business is controlled from Japan.
 - (viii) Income from sale of house property in Kapurthala Rs. 50,000 (40% received in America)

Calculate the total income of Mr. X for the assessment year 2020-21, if he is (a) resident (b) Non-resident in India (c) Non ordinarily resident.

Contd.....P/2

(2)

- (d) Compute the annual rental value for the previous year 2019-20 from particular given below: -

| | |
|-----------------------------|--------------------|
| MRV Rs. 84000p.a. | FRV 90,000p.a. |
| Standard rent Rs. 87000p.a. | Real rent 8000p.m. |
| Unrealised rent Rs. 4000 | |

Date of completion 31-7-2019 Date of selling 0-10-2019

- (e) Following particulars are furnished by a private limited company relating to the plant and machinery (15% block) for the year ending on 31st March, 2020.

WDV as on 1-4-2019 4,00,000

Additions made during the year on 1-7-2019 60,000

During the year an item of machinery was sold for 20,000. The WDV of this item on 1-4-2019 was Rs. 11000. The cost of this item was Rs. 16000. Compute the depreciation and WDV.

- (f) The following are the particulars of income and loss of an individual under different heads of income. Set off losses in the assessment year 2020-21 and find out the net result.

| | ₹ |
|--------------------------------------|------------|
| Income from house property A | 5,000 |
| Income from house property B | (-) 8,000 |
| Income from interest on securities | 20,000 |
| Income from a cycle business | (-) 20,000 |
| Profit from speculation business | 20,000 |
| Loss from short-term capital asset | 6,000 |
| Long-term capital loss | 25,000 |
| Long-term capital gain (Investments) | 21,000 |

(4×5)

SECTION-B

- II. How is the residential status of an assessee determined for computing his income tax liability? Explain the incidence of residence of tax liability. (15)
- III. Explain any 15 exempted incomes provided u/s 10 of Income Tax Act, 1961. (15)

(3)

IV. From the particular given below, compute salary income of Mr. Imran:

| | ₹ |
|--------------------------------------|----------|
| Salary @ ₹ 40,000p.m. | 4,80,000 |
| Bonus equal to one month's salary | 40,000 |
| Entertainment allowance @ ₹5,000p.m. | 60,000 |
| Free gas and water supply | 5,000 |

He is provided with a rent free accommodation in Delhi owned by the employer the F.R.V. of which is ₹10,000p.m. (Population of Delhi is above 25 lakhs).

He is provided with the facility of a 18 cubic capacity car which he uses both the private and official purposes.

He has engaged a domestic servant @₹1000p.m. and his salary is being paid by his employer. He is provided the facility of a free lunch in the office during lunch break valued at ₹100per day for 250 days in the previous year.

The employer is maintaining a holiday home at Shimla and employee stayed there for 10 days free of cost. Its cost to the employer shall be ₹10,000.

During the year employee and his travelled by Air to Bombay to attend a family function and air tickets worth ₹24,000 were purchased by him through credit card provided to him by the employer.

Employer and employee both are contributing @14% in employee's recognized provident fund.

(15)

V. Mr. A owns the house properties about which the detailed information is given below: -

| | House I ₹ | House II ₹ |
|--|--------------|---------------|
| Annual MRV | 24,000 | 38,000 |
| Annual FRV | 22,000 | 34,000 |
| Annual standard rent | 20,000 | 40,000 |
| Annual rent | 30,000 | 36,000 |
| Interest on loan taken for construction of house | 28,000p.a. | 22,000p.a. |
| Vacancy period | 2 months | 3 months |
| Municipal taxes | 100% of MRV | 2,400 |

Additional information:

(a) Loan was taken for construction of house I by mortgaging the house No. II.

(b) Assessee receives salary of ₹ 30,000p.m.

(c) Both the units are let out.

Calculate his gross total income for the year ending 31-3-2020

(15)

SECTION-C

VI. Explain the provisions of income tax Act, 1961 regarding carry forward and set off of losses. (15)

VII. Discuss briefly the provisions of Income Tax Act regarding deductions to be made in computing the total income of an assessee in respect of certain payments.

(15)

P.T.O.

(4)

VIII. Mr. Atul sold the following assets during the previous year 2019-20 [C.I.I. 289].

| Asset | Securities Listed | Silver | Jewellery | Shop |
|----------------------|--------------------------|------------------|--------------------------|--------------------------|
| Date of acquisition | 1-1-2009 [C.I.I.=137] | 1-1-1999 | 1-9-2006 [C.I.I.=122] | 1-3-2003 [C.I.I.=105] |
| Date of sale | 1-6-2019 | 1-12-2019 | 11-3-2020 | 31-3-2020 |
| Cost/FMV on 1-4-2001 | ₹1,80,000 | ₹30,000 | ₹1,50,000 | ₹3,30,000 |
| | | FMV ₹4,00,000 | | |
| Sale price | ₹2,60,000 | ₹15,00,000 | ₹6,00,000 | ₹11,50,000 |

He purchased a house for ₹22,00,000 on 1-6-2020. He did not own any other house on this date. (15)

IX. The following are particulars of income of Mr. Behl for the assessment year 2020-21:

| | ₹ |
|---|----------|
| 1. Income from House property (computed) | 61,200 |
| 2. Business income | 1,80,000 |
| 3. Dividends (gross) from a co-op. Society | 15,500 |
| 4. Long Term Capital Gain: Long term | |
| (a) from Land | 60,000 |
| (b) from Jewellery | 35,000 |
| 5. He paid ₹28,000 as Life Insurance premium on his own life on a policy of ₹2,00,000. (Policy issued on May 1, 2013). He also paid ₹6,000 on a life policy of ₹50,000 which is acquired in 2010. | |
| 6. He gave ₹30,00 as donation to a charitable institution approved under section 80G. | |
| 7. During the year he deposited ₹18,000 in an equity linked saving saving scheme (Dhan 80) notified u/s 80C. | |
| 8. He deposited ₹12,500 in National Saving Scheme 1992. | |
| 9. Interest accrued on N.S.C. VIII issue purchased in November 2016 for ₹ 30,000 is ₹2,260. | |
| 10. Interest accrued on a fixed deposit in a Bank ₹6,000. | |

Compare his Total Income. (15)