(i) **Printed Pages : 4** Roll No. ....

(ii) **Questions** : 7 **Sub. Code :** | 0 | 8 | 7 | 3 |

Exam. Code : | 0 | 0 | 2 | 3 |

Bachelor of Business Administration 3rd Semester

(2123)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper : BBA-201

Time Allowed : Three Hours] **[Maximum Marks : 45**

Note :— (1) Attempt all the parts of a question together.

(2) Write in neat and legible hand.

SECTION—A

1. Answer any **two** questions in about **100-120** words each :-

(a) Why does Hughie call painters 'a heartless lot' ? Is he right in his assessment ?

(b) How did Della and Jim react when they found that they cannot 'use' their gifts ?

(c) What qualities of head and heart made Vikramaditya a well-loved King ?

(d) What 'sub-story' does Eleanor tell Bertram and with what motive ? 5

2. Write answer to any **one** of the following in **300-350** words :-
   (a) Why could the shepherd boy sit on the judgement seat and not the king ?
   (b) Comment on the statement, 'Millionaire models are rare enough, but, by Jove, model millionaires are rarer still.' 10

3. Read the given passage and answer the questions :-

Religion can be defined as a system of beliefs and practices by means of which a group of people struggle with the ultimate problems of human life. It is the refusal to capitulate to death, to give up in the face of frustration and allow hostility to tear apart one's human associations. All men experience these unending difficulties to some degree. For some persons, however, they stand out as the most significant experiences of life. These individuals are impelled to try to discover some meaning in what seems to be senseless suffering, some find a road to salvation through the obstacles of human life. The beliefs and rites that make up a religion are the expressions of those who have felt the problems most intensively, who have been most acutely sensitive to the tragedies of death, powered by the strength of their feelings, such religious innovations have created 'solutions' that frequently have burst the bonds of man's sense and of nature, that have brought their adherents some relief. Thus religions are built to carry the 'peak load' of human emotional need.

Defined in this way, religion is and seems likely to remain an inevitable part of human life. Although the ways of struggling with these ultimate problems are enormously diverse, and seem

destined for continuous change, the problems themselves are universal. A society that did not furnish its members with beliefs and practices that sought to deal with an enormous burden of tragedy unalloyed with hostility unrestrained could not flourish, if need, it could survive at all.

Answer the following questions :-

(a) How can religion be defined ?

(b) What, according to the writer, is 'experience' as it is understood by some ?

(c) What are the religious 'solutions' made in order to overcome the human problems ?

(d) Why are religions built ?

(e) What are religious beliefs and rites called innovations in the paragraph ?   5

4. Match the words in Column 'A' with their meaning in Column 'B' :-

Column A	Column B
(i) accomplishment	angrily
(ii) mammoth	dusk
(iii) Wretched	Joyful
(iv) Twilight	immense
(v) Sulkily	skill
(vi) Ecstatic	immense

                                                                                      5

SECTION—B

5. Write a letter to a firm complaining against defective packing.

OR

Write a letter to the sales manager of a leading cosmetic company criticising their advertisements as indecent and suggesting some modifications if possible. 5

6. Draft any **four** of the following :-

(a) Write a memo by a Managing Director to an employee asking an explanation for negligence in performing duty.

(b) Draft an Auction Notice for the disposal of old answer books on behalf of the Registrar of a University.

(c) Draft a Tender Notice for the supply of provisions to a jail with a capacity of 200 prisoners.

(d) Draft a Public Notice for a free vaccination camp.

(e) Draft an advertisement for Desert Room Coolers, Water-Coolers and Fans. 10

7. Attempt any **two** of the following :-

(a) Define Grapevine communication and its advantages.

(b) Explain upward and downward communication.

(c) Discuss the objectives of communication. 5

(i)   **Printed Pages : 6**   **Roll No.** ....

(ii)   **Questions   : 14**   **Sub. Code :** | 0 | 8 | 7 | 4 |
                                   Exam. Code : | 0 | 0 | 2 | 3 |

Bachelor of Business Administration 3rd Semester

(2123)

OPERATION RESEARCH

Paper : BBA-202

Time Allowed : Three Hours]   [Maximum Marks : 80

Note :—(1)   Attempt any **FOUR** questions from Section A. Each question carries **5** marks.

(2)   Attempt any **TWO** questions from Section B. Each question carries **15** marks.

(3)   Attempt any **TWO** questions from Section C. Each question carries **15** marks.

SECTION—A

1.   Define Operations Research.

2.   Differentiate PERT and CPM.

3.   Find the initial feasible solution of the following transportation problem by Vogel's Approximation Method :

	Destination				
Source	**D1**	**D2**	**D3**	**D4**	**Availability**
A	19	30	50	12	7
B	70	30	40	60	10
C	40	10	60	20	18
Requirement	5	8	7	15	

4. A manufacturing company processes 5 different jobs on two machines A and B. The processing times on A and B Machines are given in table. Find the optimal sequence, the total minimum elapsed time and idle time for each machine.

Job No.	Processing Time	
	Machine A (Minutes)	Machine B (Minutes)
1	7	4
2	3	8
3	11	9
4	5	10
5	12	6

5. Minimize : $Z = 2x + 3y + 4z$

   Subject to : $3x + y + 4z \leq 600$

   $2x + 4y + 2z \geq 480$

   $2x + 3y + 3z = 540$

   where x, y and $z \geq 0$

   Convert the LPP into standard LPP by introducing Slack, Surplus and Artificial Variables.

6. Two players match coins. If the coin match, then A wins two points, if the coin do not match then B wins two points. Determine the payoff matrix optimal strategies for two players and the value of game.

SECTION—B

7. Describe the significance, scope and limitations of Operations Research.

8. What is meant by unbalanced transportation problem ? How can it be converted into balanced transportation problem ? Explain the method of solving such a problem with a suitable example.

9. A company manufactures two type of furniture : chairs and tables. The profit for each accounting department is rupees 20 per chair and rupees 30 per table. Both products are to be processed on three machines M1, M2 and M3. The time required in hours by each product and total time available in hours per week on each machine is as follows :

Machine	Chair	Table	Time Available
M1	3	3	36
M2	5	2	50
M3	2	6	60

How should the manufacturer schedule his production in order to maximize profit ? Use graphical method to solve the problem.

10. A solicitors' firm employs typist on hourly piece-rate basis for their daily work. There are five typists and their charges and speed are different. According to an earlier understanding only one job is given to one typist and the typist is paid for full hour

even if he works for a fraction of an hour. Find the least cost allocation for the following data :

Typist	Rate per hour (Rs.)	No. of Pages typed/hour	Job	No. of Pages
A	5	12	P	199
B	6	14	Q	175
C	3	8	R	145
D	4	10	S	298
E	4	11	T	178

SECTION—C

11. Reduce the following game by Dominance Method and find the value of game and optimum strategies :

		Player B			
		I	II	III	IV
	I	2	−2	4	1
	II	6	1	12	3
Player A	III	−3	2	0	6
	IV	2	−3	7	1

12. Time requirement for the various activities of a project is as follow :

Activity	Job	Duration (days)		
		Optimistic	Most likely	Pessimistic
A	1—2	6	6	24
B	1—3	6	12	18
C	1—4	12	12	30
D	2—5	6	6	6
E	3—5	12	30	48
F	4—6	12	30	42
G	5—6	18	30	54

You are required to find :

(i) Draw the network diagram and find critical path.

(ii) Expected duration and variance of each activity.

(iii) Expected project length.

(iv) Variance and standard deviation of project length.

13. What is sequencing problem ? Explain its assumptions. Explain the method of processing 'n jobs' through two machines.

14. Write notes on the following :—

(a) Explain the term 'Crashing' along with its importance under PERT & CPM. 7

(b) Describe some applications of game theory. What are its limitations ? 8

Bachelor of Business Administration 3rd Semester

(2123)

MARKETING MANAGEMENT

Paper : BBA-203

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :— Attempt any **FOUR** short answer type questions from Section–A. Attempt **TWO** questions each from Sections–B and C respectively.

SECTION—A

(Marks : 4×5=20)

I. (a) What is retail marketing ?

(b) Discuss Produce Life Cycle.

(c) Explain the concept of Green Marketing.

(d) What is Role of Packaging and Labelling ?

(e) Discuss Marketing Research Process.

(f) What is the role of Public Relations in Promotion decisions.

SECTION—B

(Marks : 2×15=30)

II. What is new product development ? What logical steps are involved in the product development ?

III. Explain market segmentation. Discuss the different levels of market segmentation.

IV. What is marketing concept ? Is it evolutionary or revolutionary in nature ? Discuss the nature and scope of marketing.

V. Write notes on :

    (a) Marketing Mix.

    (b) Factors influencing consumer buying behaviour.

SECTION—C

(Marks : 2×15=30)

VI. Explain in detail the different types of distribution channels. Also discuss their benefits and limitations.

VII. What do you understand by Promotion decisions ? Discuss the various componants of promotion mix.

VIII. What is the role of Pricing in marketing ? Explain Product Pricing policies and strategies.

IX. Write notes on :

    (a) Managing distribution channel conflict

    (b) Customer Relationship marketing.

(i)   **Printed Pages : 2**   Roll No. ....

(ii)   **Questions   : 9**   Sub. Code : | 0 | 8 | 7 | 6 |

                                        Exam. Code : | 0 | 0 | 2 | 3 |

Bachelor of Business Administration 3ʳᵈ Semester

(2123)

ECONOMICS OF MONEY AND BANKING

Paper—BBA–204

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :— (1) Section A is compulsory. Attempt any *four* questions.

                Each question carries 5 marks.

        (2) From Section B and Section C attempt *two* questions

                each . Each question carries 15 marks.

SECTION—A

1. Attempt any **four** questions :

    (i)   Brief note on near money.

    (ii)   Meaning of High Powered money.

    (iii) Types of monetary system.

    (iv)   Guidelines to manage Asset Liability.

    (v)   Process to cheque Truncation System (CTS).

    (vi)   Objectives of IMF.   4×5=20

SECTION—B

2. What is the supply of money ? What are its components ? Explain the factors that bring about changes in money supply. 15

3. The essence of Keynesian demand analysis lies in speculative demand for money. Discuss. 15

4. Explain Tobin's approach to demand for money. 15

5. Discuss various objectives of monetary policy. Assess the effectiveness of monetary policy to tackle inflation. 5+10=15

SECTION—C

6. Discuss the major developments in commercial banking since independence. 15

7. Explain the importance of electronic banking in India. 15

8. Explain major banking sector reforms in India. 15

9. Discuss risk management in Indian Banking sector. Explain the role of RBI in risk management. 15

(i)   Printed Pages : 2   Roll No. ....

(ii)   Questions   : 14   Sub. Code : | 0 | 8 | 7 | 7 |

                               Exam. Code : | 0 | 0 | 2 | 3 |

Bachelor of Business Administration 3rd Semester
(2123)
LEGAL FRAMEWORK FOR COMPANIES
Paper—BBA 205

Time Allowed : Three Hours]   [Maximum Marks : 80

Note: Attempt any *four* questions from Section-A. Each question
         will carry 5 marks.

SECTION—A

1.   Distinguish between Share and Stock ?

2.   Explain the concept of limited liability partnership ?

3.   Define Government Company ?

4.   Define share certificate and share warrant ?

5.   Define surrender of share ?

6.   What do you mean by statement in lieu of prospectus ?

                                                    5×4=20

SECTION—B

Note: Attempt any *two* questions from Section-B. Each
         question will carry 15 marks.

7.   What are the characteristics of the company ? How you
      distinguish between private and public company ?

8.   Discuss the concept of Doctrine of ultra virus in relation to
      company ?

9.   What do you mean by article of association ? Explain its various
      contents. Is it necessary for every company to have AOA of its
      own ?

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10. Explain the various steps to be taken by promoter from the formation of company to the commencement of business.

15×2=30

SECTION—C

Note:— Attempt any *two* questions from Section-C. Each question will carry 15 marks.

11. What do you understand by board meeting ? Explain procedure of convincing the board meeting.

12. What are the various rights and liabilities of company director ?

13. What do you mean by allotment of share ? Explain the rule regarding allotment of the share.

14. Write short notes on :

    (a)   Discuss book building process

    (b)   Disqualification of director.

15×2=30

Bachelor of Business Administration 3ʳᵈ Semester

(2123)

TAX LAWS—I

Paper : BBA 206

Time Allowed : Three Hours]   [Maximum Marks : 80

Note :— Attempt any *four* out of *six* questions from Section A.
Each carries **5** marks. Attempt any *two* out of *four*
questions from Section B and Section C each. Each
carries **15** marks.

SECTION—A

1. Define the term Previous Year.

2. Explain the deduction U/S 24(b).

3. During the previous year 2022-23 Mr. X, an Indian citizen,
    comes to India on a visit of 143 days. Determine his residential
    status for the assessment year 2023-24 on the basis of the
    following information :

    (a) During 2018-19 X is present in India for 365 days.

    (b) During 2019-20 to 2021-22 Mr. X is in Japan for 360
         days, 80 days and 345 days respectively.

    (c) Mrs. X is a non-resident in India for the assessment
         year 2023-24.

    Does it make any difference if X is an American citizen ?

4. Mr. Ajay is running a business and on November 18, 2021, he acquired a plant A whose cost is Rs. 26,000 and rate of depreciation is 40%. He also acquired plant B for Rs. 30,000, rate of depreciation being 40% on March 31, 2022. On May 10, 2022 he sold plant A for Rs. 28,000 and plant B for Rs. 17,000. Expenditure incurred in connection with transfer of plant A is Rs. 1,000. He however acquired following plants during the year 2022-23 :

Asset	Date of Purchase	Cost	Rate of Dep.
C	April 30, 2022	Rs. 6,000	40%
D	May 19, 2022	Rs.12,000	30%
E	June 10, 2022	Rs. 21,000	15%

Compute the Amount of depreciation and capital gain if any during Previous Year 2022-23.

5. Mr. Gupta who is working with a company at Delhi submits the following information about his salary Income for the previous Year 2022-23 :

Salary	56,000 p.m.
Dearness allowance	20,000 p.m.
Bonus	10,000 p.m.

His employer paid him Rs. 20,000 p.m. as house rent allowance up to 30-11-2022 and it was raised to Rs. 2,400 p.m. from 1-12-2022. He lived with his parents in a house owned by his father and no rent was paid by him. From 1-12-2022 he shifted to a rented house and paid Rs. 25,000 p.m. as rent. Compute his Taxable Amount of HRA for the assessment year 2023-24 if his salary is due on last date of month.

6. Mr. Avtar Singh purchased a plot in 2002-03 for Rs. 4,00,000. It was sold on 15-1-2023 for Rs. 15,80,000 and he paid Rs. 20,000 as brokerage charges. He invested Rs. 2,00,000 in Bonds of National Highway Authority of India of 31-3-2023 and Rs. 3,10,000 in bonds issued by Rural Electrification Corporation Ltd. on 1-6-2023. Compute the taxable amount of capital gain if C.I.I. for 2002-03 was 105 and for 2022-23 is 331.

SECTION—B

7. Mr. X has three house properties which he uses for his own residential purposes :

	I	II	III
	Rs.	Rs.	Rs.
Municipal Value	40,000	60,000	80,000
F.R.V.	50,000	70,000	65,000
Standard Rent	60,000	84,000	72,000
Municipal Taxes	4,000	6,000	9,000
Expenses on repairs	2,000	4,000	3,000
Insurance premium	1,000	2,500	3,000
Year in which loan taken for purchase of the house	1998	2002	2007
Interest on loan paid during the previous year 2022-23	35,000	40,000	25,000

Find out income from house property as a tax expert.

8. Mr. Sarangi, an employee of a public limited company at Cuttack, received the following emoluments for the previous year 2022-23 :

		Rs.
(a)	Basic Salary @ Rs. 30,000 p.m.	3,60,000
(b)	D.A. as per terms of employment Rs. 3,000 p.m.	36,000
(c)	Bonus equal to one month's Salary	33,000
(d)	Commission	60,000
(e)	Advance Salary	66,000
(f)	Employee's Contribution in recognised Provident Fund	48,000
(g)	Employer's contribution in Recognised Provident Fund	48,000
(h)	Special allowance @ Rs. 2,000 p.m.	24,000
(i)	House rent allowance received @ Rs. 10,000 p.m.	1,20,000
(j)	Rent paid by him @ Rs. 12,000 p.m.	1,44,000
(k)	Entertainment allowance Rs. 3,000 p.m.	36,000

(k) (He spends the whole amount while performing his official duties.)

(l) During the year employer has provided him a Honda city car of 1600 cc capacity with chauffeur which he uses for his personal purposes. Employer's expenditure of the running and maintenance of the car including salary of the driver is Rs. 1,20,000 during the year. Cost of the car is Rs. 7,50,000.

(m) Interest credited to his recognised provident fund @ 12% is Rs. 30,000.

(n) Employer company has provided him free club facility which costed the company Rs. 24,000 and free lunch for 300 days cost being Rs. 150 per day.

(o) During the previous year he has been provided a interest free loan of Rs. 18,000 to purchase a motor cycle. In November 2022 his father fell ill (disease specified under Rule 3A) and he again got interest free loan of Rs. 50,000 from his employer for the medical treatment of his father. Find out his Salary Income for the Assessment Year 2023-24.

9. How would you compute the tax liability of an individual on integration of agricultural income ?

10. How incidence of taxation depends upon the residential status of a person ? Explain with suitable examples.

SECTION—C

11. Following is the Profit and Loss Account of Mr. A for the year ending 31-3-2023 :

Debits	Amount Rs.		Amounts Rs.
To Salary	3,00,000	By Gross Profit	10,85,000
To Office expenses	48,000	By bad debts recovered	15,000
To Depreciation	80,000	By Commission	22,000
To Audit fees	25,000	By sundry receipts	13,000
To Repairs	48,000	By custom duty recovered	
		(Disallowed earlier)	30,000

Debits	Amount Rs.	Amounts Rs.
To Amount transferred to special Reserve	90,000	
To Expenditure on Diwali Festival	10,000	
To Contribution to unapproved gratuity fund	18,000	
To interest payable	70,000	
To interest on loan from Mrs. A	20,000	
To expenses on research	50,000	
To provision for Income Tax	60,000	
To Bonus	18,000	
To provision for GST	15,000	
To Employer's contribution to PF	11,000	
To legal expenses	10,000	
To Net Profit	2,92,000	
Total	11,65,000	Total	11,65,000

Other information is :

(1) Depreciation includes 20,000 being unabsorbed depreciation of earlier years.

(2) Repairs include Rs. 18,000 being expenditure on construction of washrooms which were completed on 31-12-2022.

(3) Research expenses include Rs. 30,000 being cost of a computer acquired for research, which is not connected to asessee's field of business.

(4) GST is actually paid on 10-4-2023.

(5) Interest payable includes Rs. 5,000 on account of penalty for late payment of interest.

(6) Salary includes payment of Rs. 40,000 given as compensation to the widow of a deceased employee.

(7) Out of bad debts recovered only Rs. 10,000 were allowed as deduction earlier.

(8) Loan was taken from Mrs. A for the payment of Income tax.

From the information given above calculate the business income of Mr. A for the assessment year 2023-24.

12. From the particulars of income of Sh. Madan Mohan, compute his :

(a) Professional Income and

(b) Income U/H other source for the Assessment year 2023-24 :

(1) He owns an agricultural land in Bangladesh from which he earned an income of Rs. 6,500.

(2) He owns a plot of land in Dharwad which is let out for Rs. 1,200 p.m. for trading purposes.

(3) He has a building near agricultural land in a village in India. It is let out for 900 p.m. and used for storing agricultural equipments and for supervision of agricultural work.

(4) He received Rs. 12,500 during the year as management consulting fee.

(5) He has a quarry in Ankola. He has let it on a royalty of 50 paise per ton of stone raised. During the year 14,600 tons of stone was raised. He spent Rs. 450 to earn royalty.

(6) He has let machinery and furniture at Rs. 3,000 p.m. He spent Rs. 1,000 on the repair of these assets. Depreciation allowed on these assets is Rs. 6,000.

(7) He lives in a rented house paying a rent of 2,000 p.m. He has sublet 40% of this house at a rent of 1,500 p.m.. He has paid Rs. 1,000 as municipal tax on the house and spent Rs. 500 on the repairs of the whole house.

(8) He has received an amount of Rs. 70,000 as lottery prize on 1st Nov. 2022.

(9) He borrowed Rs. 30,000 on 1-6-2022 from a bank at 15% p.a. interest. He invested the money in the purchase of equity shares of Public Limited Company. During the year he has not received any dividend from the company.

13. Define the term capital gains. Discuss in detail exemptions available to an assessee u/s 54.

14. Write a note on the following :—

(a) Unabsorbed depreciation.

(b) Short term capital gain/loss on depreciable assets

(c) WDV u/s 43(6).