Bachelor of Business Administration 3rd Semester

(2124)

ENGLISH AND BUSINESS COMMUNICATION SKILLS

Paper — BBA 201

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

Note :—(1) Attempt **ALL** questions.

          (2) Write in a neat and legible hand.

SECTION—I

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

    (a) What were the qualities that made Hughie Erskine popular with men and women ?

    (b) What was Della's reaction to Jim's gift for her ?

    (c) How was the King prevented again and again from taking Vikramaditya's seat ?

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

2. Answer any **ONE** question in **300-350** words :

    (a) The two women in the story 'Fur' are a study in contrast. How do they differ from each other ?

    (b) Why could a shepherd boy sit on the judgement seat and not the King ?   10

3. Read the following passage and answer the questions given at the end :

Both the scientific community and the general public have been increasingly concerned in recent years about the possibility that irreversible changes may be taking place in the natural environment, especially in regard to climate change. Is there any scientific basis for such concern about our climate in a period when scientific and technological progress seems to be making mankind less constrained by the natural environment and, in particular, less vulnerable to unexpected climate events ? The construction industry, once highly seasonal, is now active all the year round. We can reclaim deserts for agriculture and can apply urban technology so as to create large and comfortable communities in the Arctic. Despite these and other developments, however, our contemporary way of life requires much more careful and detailed understanding of and adjustment to climate and the other elements of the natural environment if a reasonable balance is to be achieved.

The present scale of human activity, as measured both by its size (the magnitude of construction, the fraction of the earth's surface transformed, the amount of mineral resources extracted, the quantity of energy that is developed and utilized, the effects of human activities on the composition of the atmosphere and hydrosphere) and by the duration over which it has become comparable with naturally occurring phenomena. Nowadays, we cannot consider the planet on which we live as an infinitely resilient environment, nor can we consider its resources inexhaustible. Moreover, many of our actions, such as construction or land reclamation, are deliberately

intended to last for long periods of time. In such circumstances any mistakes that we make in our assessment of the present and future states of both the natural and the transformed environments (for example, in our estimates of mineral resources, average and extreme values of river discharge, precipitation, sea-level etc.) are likely to lead to very large cumulative errors.

Questions :

(1) What have the general public and the scientific community been concerned about in recent years ?

(2) What is the requirement of the contemporary way of life ?

(3) What kind of human activity is mentioned in the beginning of the second paragraph ?

(4) Mention two misconceptions that we have about our planet.

(5) What would lead to large cumulative errors ?   5

4. Match the words under Column A with their meanings under Column B :

Column A	Column B
Gradually	Fancy
Pasture	Huge
Mammoth	Dull
Perplexing	Slowly
Whim	Meadow
Prosaic	Confusing

5

SECTION—II

5. Write a letter of complaint to a company regarding defective consumer goods received by you.

OR

Write a letter to an electronics firm reminding them regarding the placement of order. 5

6. Attempt any **FOUR** of the following :

   (a) Draft a memo by General Manager to Sales Officer for a customer's complaint.

   (b) Draft a Public Notice regarding the Annual Convocation of a college.

   (c) Draft a Tender Notice for the contract of your college canteen.

   (d) Draft an Auction Notice for the sale of a Three Star Hotel.

   (e) Draft an Advertisement for the admission to various professional courses being run for girls at an institute. 10

7. Attempt any **TWO** :

   (a) What is Grapevine Communication ? Discuss its merits and demerits.

   (b) Explain the barriers to effective listening in communication.

   (c) What are the objectives of Business Communication ? 5

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

(ii) Questions   : 14   Sub. Code : | 1 | 7 | 8 | 7 | 4 |
                           Exam. Code : | 0 | 0 | 2 | 3 |

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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. Describe briefly the significance of Operations Research.

2. What do you mean by 'infeasible solution' in L.P.P. ?

3. A firm makes two types of furniture; chairs and tables. The contribution to profits for each product calculated by the accounting department is Rs. 20 per chair and Rs. 30 per table.

Both products are to be processed on three machines M1, M2 and M3. The time required in hours per week on each machine are as follows :

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

Give a mathematical formulation to this Linear Programming Problem.

4. In a game of matching coins with two players, suppose A wins one unit of value when there are two heads, wins nothing when there are two tails and loses ½ unit of value when there are one head and one tail. Determine the pay off the matrix, the best strategies for each player and the value of game.

5. Find the Initial Basic Feasible Solution to the following transportation problem by using Lowest Cost Entry method :

	Destination				
	D1	D2	D3	D4	Supply
F1	1	2	1	4	20
Factory F2	3	3	2	1	40
F3	4	2	5	9	20
F4	5	3	6	10	20
Requirement	20	40	30	10	100

6. Five Jobs are to be processed on two machines A and B in the order AB. Processing time (in hours) are given below :

Jobs	1	2	3	4	5
Machine A	5	1	9	3	10
Machine B	2	6	7	8	4

Determine the optimal sequence that will minimize the total elapsed time. Calculate the total elapsed time and idle time for both machines.

SECTION—B

7. Describe meaning and scope of Operation Research. Also explain the methodology of Operation Research.

8. Solve the following LPP problem with Simplex Method :

Min. Z = 60x + 80y

Subject to 20x + 30y ≥ 900

40x + 30y ≥ 1200

Where x, y ≥ 0

9. Find out the minimum cost solution for the following transportation problem which has cost structure as :

		A	B	C	Supply
	P	16	19	12	14
From	Q	22	13	19	16
	R	14	28	8	12
Demand		10	15	17	

10. Jio has five plants each of which can manufacture any one of five products. Production cost differs from one plant to another as does sales revenue. Given the revenue and cost data below, obtain which product each plant should produce to maximize profit. Apply Assignment Problems technique :

Sales Revenue in Rs.

	Product 1	Product 2	Product 3	Product 4	Product 5
Plant A	65	78	83	60	95
Plant B	85	52	59	44	73
Plant C	83	56	69	64	78
Plant D	49	80	85	84	73
Plant E	59	68	83	74	83

Production Cost in Rs.

	Product 1	Product 2	Product 3	Product 4	Product 5
Plant A	33	40	43	32	45
Plant B	45	28	31	23	37
Plant C	42	29	36	29	41
Plant D	27	42	44	38	37
Plant E	30	35	43	39	44

SECTION—C

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

		Player B			
		I	II	III	IV
Player A	I	6	4	8	0
	II	6	8	4	8
	III	8	4	8	0
	IV	0	8	0	16

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

Activity	Predecessor Activity	Duration (days)		
		Most likely	Optimistic	Pessimistic
A	—	5	4	6
B	—	12	8	16
C	A	5	4	12
D	B	3	1	5
E	D,A	2	2	2
F	B	5	4	6
G	C,E,F	14	10	18
H	G	20	18	34

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 do you mean by sequencing problem ? Explain its assumptions. Explain the method of processing 'n jobs' through two machines with suitable example.

14. Write notes on the following :

(a) What is critical path ? Why it is important in scheduling and controlling large projects ? 8

(b) Explain the various types of strategies used in Game theory. 7

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MARKETING MANAGEMENT

Paper : BBA 203

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

Note :— (1) Attempt any *four* parts from Section-A each carrying **5 marks**.

(2) Attempt any *two* questions each from Section B and Section C carrying **15 marks each**.

SECTION—A

1. Attempt any *four* parts :

   (a) Write about maturity stage of Product Life Cycle.

   (b) Differentiate between consumer marketing and industrial marketing.

   (c) Define positioning in marketing.

   (d) List demerits of online buying.

   (e) Write the scope of green marketing.

   (f) Ashwin and Sachin, new entrepreneurs want to enter fresh vegetables market. Suggest suitable channels of distribution to them.

SECTION—B

2. Differentiate between marketing and selling. Marketing functions are the core functions of an enterprise. Elaborate.

3. Discuss the concept of marketing mix. Explain the marketing mix of any one FMCG company in detail.

4. What is meant by marketing segmentation ? What will be the suitable base for the marketing segmentation of electronics products ?

5. Explain the relevance of ideas in new product development. Also, write the process of new product development.

SECTION—C

6. What is the role of pricing in marketing ? Explain various methods of pricing.

7. What are the various decisions involved in management of selected channel of distribution ? Write in detail.

8. What is sales promotion ? Discuss the methods of consumer sales promotion with suitable examples, pointing out its difference with Trade Sales Promotion.

9. Write a note on :

   (a) Customer Relationship Marketing

   (b) Scope of Digital Marketing.

(ii) Questions   : 9   **Sub. Code :** | 1 | 7 | 8 | 7 | 6 |

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

Bachelor of Business Administration 3rd Semester
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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 Sections B and C, attempt any **TWO** questions
each. Each question carries **15** marks.

SECTION—A

1. Attempt any **FOUR** questions :

(a) 'Money is good servant, but a bad master' – Brief note.

(b) Types of Monetary System.

(c) Note on Money Multiplier.

(d) Note on RTGS.

(e) Note on E-Banking.

(f) Cheque Truncation System (CTS).   4×5=20

SECTION—B

2. Explain the contribution of Milton Friedman to the quantity
theory of money.   15

3. Explain Static and Dynamic Function of Money. 15

4. Discuss various approaches the definition of Money Supply. 15

5. Discuss various targets of Monetary Policy. 15

SECTION—C

6. How does the Reserve Bank of India regulate currency and credit in India ? 15

7. Describe the working of Scheduled Commercial Banks in India. Point out their defects. 15

8. Explain the objectives and functions of IMF. Critically examine its achievements. 15

9. Give classification of risks in Banks. Explain Risk Management in Banks. 15

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(2124)

LEGAL FRAMEWORK FOR COMPANIES

Paper : BBA 205

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

Note :— Attempt any *four* questions out of *six* from Section-A

each question carries **5** marks. Attempt any *two* questions

each from Section B and C, each question carries **15** marks.

SECTION—A

1. Distinguish between private company and public company.

2. Write a short note on certificate of incorporation.

3. Discuss the various types of shares.

4. What are the requisites of a valid meeting ?

5. Define doctrine of ultra vires.

6. What is meant by share qualification of a director ?   4×5=20

SECTION—B

7. What do you mean by corporate veil ? What are the circumstances when it can be lifted ?

8. Discuss the various steps to be taken by promoter for the formation of company.

9. Highlight the importance of Memorandum of Association. Explain the procedure for its alteration.

10. Explain in detail doctrine of indoor management. Also give exception for the given principle.   2×15=30

SECTION—C

11. What do you mean by board meetings ? Describe the statutory provisions relating to holding a board meeting.

12. "Directors play a crucial role in the company." Explain in context of this statement, power and duties of directors.

13. Write a detailed note on :

    (a) Book building process

    (b) Transfer and transmission of shares.

14. Who is a director ? Discuss the provisions of Company Law regarding the appointment and legal position of director.

                                                2×15=30

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Bachelor of Business Administration 3rd Semester

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TAX LAWS—I

Paper : BBA–206

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

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

SECTION—A

1. Write a note on Diversification and Application of Incomes.

2. Write a note on Assessee in default.

3. Compute IOS from the information given below :

Winning from Lottery Rs. 1,00,000, Amount received from Horse Race Winning Rs. 35,000, Received Rs. 20,000 as gift from his friend, Received Rs. 1,00,000 as gift from his elder brother, Received Rs. 1,40,000 as gift on his marriage, Received Rs. 80,000 as gift from his NRI friend on 1-1-24 and another gift of Rs. 18,000 received from his friend.

4. A block of assets consists of 5 machines WDV of all machines as on 1-4-2023 is Rs. 1,80,000 @ 15%. A new machine costing Rs. 1,60,000 was purchased in March, 2023 but actually put into use on 10-10-2023. Two old machines were sold for Rs. 3,20,000 in December, 2023. Calculate the amount of Depreciation for the year 2023-24.

5. Calculate Gross Salary of Kiran from the information given below :

		Rs.
Basic Salary		40,000 p.m.
DA		9,000 p.m.
CCA		2,000 p.m.
Fixed Medical Allowance		3,000
Commission on Sale		40,000
HRA received @		8,000 p.m.

and Kiran living in his own house at Chandigarh and DA does not enter into pay for retirement benefits and FRV of house is Rs. 10,000 p.m.

6. What is the residential status of an individual for the Assessment Year 2024-2025 who came to India for the first time in 2021-2022 and was in India as follows : in the year (2023-24) presence in India 185 days, (2022-23) 15 days and (2021-22) 26 days.   4×5=20

7. The following particulars are given below, compute salary income of Mr. Imran :

Salary @ Rs. 40,000 p.m., Bonus equal Rs. 48,000, Entertainment Allowance Rs. 5,000 p.m., Free Gas and Water Supply Rs. 5,000, he is provided with the facility of big car which he use both for personal and well as official purpose. He has engaged a domestic servant @ Rs. 1,000 p.m. and his salary being paid by the employer, he is provided with a RFA in Delhi owned by the employer FRV Rs. 10,000 p.m. and population of Delhi is above 25 lakhs (2001) and above 40 lakhs (2011). He is provided with the facility of free lunch in the office during lunch break valued at Rs. 100 per 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 Rs. 10,000, during the year employee and his wife travelled by air to Bombay to attend a family function and air tickets worth Rs. 24,000 were purchased by him through credit card provided to him by the employer. Employer and employee both are contributing @ 14% in employee RPF.

8. Mr. Y owns a house consisting of three independent units. Unit–1 comprises 50% of the floor area and self-occupied. Unit–2 and Unit–3 comprises of 30% and 20% of the floor area respectively and are let out. Other details of the house property are as under :

FRV   Rs. 2,70,000

MRV   Rs. 3,00,000

SRV   Rs. 2,60,000

Municipal Taxes 10% of the MRV, Repair Expenses Rs. 25,000, Ground Rent Rs. 3,000, Actual Rent received Unit–2 Rs. 16,000 p.m., Unit–3 Rs. 11,000 p.m. and Unit–2 remained vacant for 2 months. The construction of the house was started in 2020 and he borrowed Rs. 10 lakhs @ 14% on 1-7-2020 for the construction of the house and construction of the house was completed on 15-7-2022. He returned loan to Rs. 2,00,000 on 31st March, 2023. Determine Mr. Y house property income for the year 2023-24.

9. Discuss any twenty Exempted Incomes under the Income Tax Act, 1961.

10. How would you determine the residential status of an Assessee with suitable examples ?   2×15=30

SECTION—C

11. Mr. R provides you the following details from his business books for the P.Y. 2023-24 :

Computed Net Profit after charging the following Rs. 55,000

(1) Provision and Reserve debited to P & L Account :

Provision for discount on Drs. Rs. 30,000

Provision for Depreciation Rs. 40,000

(2) Household Expenses Rs. 60,000

(3) Donation to approved school Rs. 60,000

(4) Computers purchased for scientific research Rs. 2,00,000 (Research not related with business)

(5) Bearer Cheque issued for purchase Rs. 20,000

(6) OYT Deposit Rs. 10,000

(7) Advertisement Expenses on Wooden Sign Board Rs. 5,000

(8) Audit Fees Rs. 6,000 paid in cash

(9) Patent purchased during the year Rs. 70,000

(10) Market Survey Expenses/Preliminary Expenditure Rs. 20,000.

Income credited to P & L Account :

Bank interest on FD Rs. 70,000

Refund of Excise Duty Rs. 50,000

Interest on UTI units Rs. 30,000

Bad Debts recovered Rs. 30,000.

Opening Stock is valued at cost + 10% basis and Closing Stock is valued at cost minus 10% basis. Opening Stock Rs. 1,32,000 and Closing Stock was Rs. 1,44,000. Compute the amount of Business Income for the year 2023-2024.

12. Mr. Z transfers the following assets during the year 2023-2024 (CII 348) :

	Jewellery	Plot	Gold
Date of Sale	15-5-2023	16-5-2023	17-5-2023
Sale Consideration	5,00,000	22,74,000	2,50,000
Exp. on Sale	—	24,000	—
Date of Purchase	2007-08	2004-05	2009-10
Cost of Purchase	1,40,000	7,00,000	80,000
FMV 1-4-2001	1,90,000	Nil	Nil
CII	129	113	148

On 1-3-2024 he purchased house for Rs. 12,00,000. Calculate the amount of Taxable Capital Gain.

13. Write notes on :

(i) Preliminary Expenditure under Section 35D.

(ii) Scientific Research under Section 35.

(iii) Distinction between Business and Profession.

14. What do you mean by income from other sources ? Enumerate the items of deductions allowed in computing income from other sources under Section 57 of the Act.   2×15=30