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END SEMESTER EXAMINATION, DECEMBER - 2023
B. B. A. Semester - III

Course Name: Company Accounts**Course Code: BBA302****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)	CO
	a. What do you mean by goodwill?		1,2
	b. What is collateral security?		1,2
	c. Give two important feature of debenture?		1,2
	d. Define company.		1,2
	e. What do you mean by paid up capital?		1,2
	f. What are deferred tax assets?		1,2
	g. Define extraordinary items?		1,2
	h. What do you mean by debenture by conversion?		1,2
	i. Explain the meaning of under-subscription.		1,2
	j. What do you mean by bonus share?		1,2
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)	
	a. Discuss the various types of debentures.		3
	b. What is capital redemption reserve account?		2,3
	c. Objective of share buyback.		3,4
	d. Difference between depreciation and amortization expenses.		3,4
	e. Explain the cost of material consumed and purchase of stock in trade.		3,4
	f. Define chartered company and statutory company.		3,4
	g. What is the difference between surrender and forfeiture of shares?		2,3

Q.3		STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)	
	a.	Zebra Ltd issued 4,000 equity shares of Rs. 10 each payable as Rs. 3 per share on Application, Rs. 5 per share (including Rs. 2 as premium) on Allotment and Rs. 4 per share on Call. All the shares were subscribed. Money due on all shares was fully received except Remu, holding 150 shares, failed to pay the Allotment and Call money. Pass the necessary entries in the Journal of the company.		3
	b.	Write down the meaning of preference share and its types. What are the provisions for redemption of preference shares?		3,4,5
	c.	Show the format of balance sheet as per revised schedule III of company act 2013.		3,4
	d.	What do you understand by redemption of debentures? Discuss various methods of redemption.		3,4
Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)	
	a.	Discuss the definition of goodwill and needs for its valuation and its kinds.		3,4,5
	b.	Give the Journal entries in each of the following alternative cases assuming the face value of a debenture being Rs. 100. (a) A debenture issued at Rs. 100 repayable at Rs. 100 (b) A debenture issued at Rs. 95 repayable at Rs. 100 (c) A debenture issued at Rs. 105 repayable at Rs. 100 (d) A debenture issued at Rs. 100 repayable at Rs. 105 (e) A debenture issued at Rs. 95 repayable at Rs. 105		3,4,5
	c.	What are Accounting Standards? What are the advantages and disadvantages of setting Accounting Standards? Discuss the difference between IFRS and IND AS.		3,4,5

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END SEMESTER EXAMINATION, DECEMBER - 2023

B. B. A. Semester - III

Course Name: Marketing Management

Course Code: BBA304

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.

(2x10 = 20 Marks)

- a. What is the primary purpose of market segmentation? [CO-1]
- b. What is consumer behavior in marketing? [CO-1]
- c. What does PESTEL analysis stand for in marketing? [CO-1]
- d. What is the difference between a sample and a population in research? [CO-1]
- e. What is the primary purpose of a code of ethics in marketing? [CO-1]
- f. What is the difference between a brand and a product? [CO-2]
- g. Why having a balanced product mix is essential for a company's portfolio. [CO-2]
- h. How do political factors influence the marketing environment? [CO-2]
- i. What is the role of cross-functional teams in new product development? [CO-2]
- j. What role does market segmentation play in managing products at various stages of the PLC? [CO-2]

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(4x5 = 20 Marks)

- a. Develop three marketing objectives for a new Indian e-commerce platform. [CO-3]
- b. Create a timeline for marketing implementation for a fitness center targeting young adults in India. [CO-3]
- c. Propose a set of marketing metrics to evaluate the social media engagement of an Indian fashion brand. [CO-3]
- d. Apply marketing control techniques to manage and optimize the promotional budget for an Indian restaurant chain. [CO-3]
- e. Compare and contrast proactive and reactive PR strategies, providing examples of each. [CO-4]
- f. Analyze the relationship between marketing objectives and key performance indicators (KPIs) in the context of Indian businesses. [CO-4]
- g. Outline a crisis management plan for an Indian restaurant chain to handle negative online reviews effectively. [CO-4]

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- a. Analyze the factors that influence a customer's decision to make a purchase in a personal selling context. [CO-4]
- b. Compare and contrast the advertising strategies used by established brands and startups in India, highlighting their approaches to market penetration. [CO-4]
- c. Evaluate the importance of channel selection in the success of Indian startups, considering factors like cost efficiency, market reach, and customer experience. [CO-5]
- d. Assess the ethical implications of surge pricing in the Indian ride-sharing industry, focusing on fairness to customers during peak demand. [CO-5]

Q.4 CASE ANALYSIS/ SITUATION BASED – Attempt any Two.

(2x15 = 30 Marks)

- a. Provide a comprehensive evaluation of the product mix strategies employed by an Indian conglomerate operating in diverse industries, discussing their impact on market leadership and innovation. [CO-5]
- b. Evaluate the role of branding in the success of Indian e-commerce platforms, analyzing user experience and interface design in the context of digital shopping. [CO-6]
- c. Create a marketing control strategy for an Indian technology startup aiming to manage its online reputation and customer reviews effectively. [CO-6]

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END SEMESTER EXAMINATION, DECEMBER - 2023
B. B. A. Semester - III

Course Name: Human Resource Management**Course Code: BBA303****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)	CO
	a.	What is trend analysis in manpower planning?		1
	b.	What do you mean by performance appraisal?		1
	c.	What is outsourcing of recruitment?		1
	d.	What is strictness error in appraisal?		1
	e.	What is reliability of selection test?		1
	f.	What is the purpose of psychological tests in selection?		1
	g.	What is variable pay?		1
	h.	Define recruitment?		1
	i.	What is induction?		1
	j.	What do you mean by content validity of selection test?		1
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)	
	a.	What strategies can be adopted by an organization in case of shortage of manpower after undergoing manpower planning?		3
	b.	What is training need assessment? What can be several indicators of a training need?		4
	c.	Explain the purpose of performance appraisal of employees.		2
	d.	Differentiate between on the job and off the job training.		1,2
	e.	What can be various reasons of wrong hiring of candidates for vacant positions in an organization?		5
	f.	Performance appraisal can sometimes give wrong results due to errors in appraisal system. What can be a few possible appraisal biases leading to wrong results?		4
	g.	You have conducted a 3 days training programme on ERP for your middle level managers. How will you evaluate the effectiveness of training given to these managers?		5

Q.3		STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
	a.	"How does the design and implementation of training processes in Human Resource Management (HRM) contribute to the overall development, skill enhancement, and performance improvement of employees within an organization?" Explain the process of training in detail in this context.	3
	b.	Why do we see an increasing use of social networking sites as a recruitment source by most of the organizations today? Can there be any limitations of using these networking sites as a recruitment source?	4
	c.	How can we use Johari window model to improve the interpersonal skills of an employee? Elaborate.	3,4
	d.	Each organization needs to frame selection policy for selecting the right candidates for the vacant position. Give a detailed account of essential steps of a selection process.	2,5
Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
	a.	You are working as the Personnel Manager in Hindustan Paper corporation, Delhi. The company asks you to appoint management trainees for its production and personnel departments. What recruitment sources will you use to search for the candidates and why?	4,6
	b.	How can a thoughtful and effective analysis of interpersonal transactions contribute to the enhancement of communication and relationship-building skills in both personal and professional contexts?	3,5
	c.	Calculate the supply for each job category as of September 2020. Also highlight, if there is any surplus or shortage at each level. - You have 60 HR executives, 10 percent of them are likely to be promoted as senior HR executives and 10% might leave the firm - Out of 30 senior HR executives 10% may be promoted as managers HR. 10% of them might leave the organization - There are 20 Managers – HR. 5% of managers may be promoted as senior HR managers. - There are 10 senior HR managers. Out of them 5% may leave.	3

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END SEMESTER EXAMINATION, DECEMBER - 2023
BBA Semester – III/ B. Com. (Hons.) Semester - III

Course Name: Business Research**Course Code: BBA301/BCM 302****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(2*10 = 20 Marks)
a.	Give types of hypothesis with examples.	(CO1)
b.	Differentiate between Experimental and Control Groups	(CO1)
c.	Explain the nature and functions of a hypothesis in a research process	(CO1)
d.	What is sampling error?	(CO1)
e.	Differentiate between applied vs. basic research	(CO1)
f.	Give the sources of research problem. How a problem is identified?	(CO1)
g.	What are the 5 Cs in Literature Review?	(CO1)
h.	What is the meaning of measurement in research?	(CO1)
i.	Define the term 'Research'. Enumerate the characteristics of research.	(CO2)
j.	Define type I and type II error in research.	(CO1)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4*5 = 20 Marks)
a.	Why probability sampling is generally preferred in comparison to non-probability sampling?	(CO3)
b.	What is research design? What are the essentials of good research design?	(CO2)
c.	Distinguish between primary and secondary data.	(CO2)
d.	What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.	(CO1)
e.	What is the significance of Review of Literature in research? List the points to be kept in mind while carrying out literature reviews.	(CO1)
f.	What is business research? Discuss main features of business research and its application in decision making.	(CO2)
g.	Explain various steps and considerations involved in questionnaire design.	(CO2)

Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3*10 = 30 Marks)
	a. What is research methodology? Explain the process of research methodology.	(CO3)
	b. Define Sampling. Explain various techniques of sampling.	(CO3)
	c. Explain the structure and components of research report.	(CO3)
	d. Explain the different types of research design.	(CO4)
Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2*15 = 30 Marks)
	a. Are the following nominal, ordinal, interval or ratio data? Explain your answers. (a) Temperatures measured on the Kelvin scale. (b) Military ranks. (c) Social security numbers. (d) Number of passengers on buses from Delhi to Mumbai. (e) Code numbers given to the religion of persons attempting suicide.	(CO5)
	b. Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales. Questions: a) Was the research done by MRG scientific? b) What were the limitations in the research methodology? c) What could have been appropriate research method?	(CO3)
	c. A soft drink company is doing customer research towards their newly launch mango flavor soft drink. Help the company to design a customer preference questionnaire. Design the questionnaire with the necessary scales.	(CO5)

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END SEMESTER EXAMINATION, DECEMBER - 2023
B. B. A. Semester - III

Course Name: Production & Operations Management**Course Code: BBA305****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
a.	Customization	CO1
b.	Cycle Time	CO1
c.	Multi-factor Productivity	CO1
d.	Define on-time delivery	CO1
e.	Right Cost	CO1
f.	Lagging capacity strategy	CO1
g.	Impact of Regulation on Location selection	CO1
h.	Effective Capacity	CO1
i.	List 5 P's of Operations	CO1
j.	Lead time	CO1
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	What are various service layout types?	CO2
b.	What are various types of capacities?	CO2
c.	Explain New product development process.	CO3
d.	Manager of ABC limited compiles monthly productivity for board of directors. The average labor rate is Rs. 30 an hour, and the average machine usage rate is Rs. 25 an hour. In April month 50,000 units were produced. Labor and machine hours utilized were 5,000 and 3,500 respectively. The materials consumed were of value Rs. 16,000. From the given data determine: a. Labor, machine and machine productivity in terms of units per rupees. b. Multifactor productivity of amount spent on labor, machine, and materials.	CO3
e.	Define the operations management	CO2
f.	What are various factors affecting facility location decision?	CO2
g.	The “ZARR Contractors” owned by the Mr. Sindhwai have an experience in constructing industrial plants. They are planning to expand their business and want to consider the contract of constructing railway stations. Under which category the operations process of “ZARR” will be categorized according to volume and variety? Explain.	CO4

Q.3		STRUCTURED QUESTIONS – Attempt any Three.				(3x10 = 30 Marks)	
	a.	Explain structural and infrastructural decisions of production and operations management.					CO4
	b.	Explain Volume-Varity effect on manufacturing process selection. Provide appropriate example for each process type.					CO3
	c.	An FMCG company needs to locate an intermediate warehouse between its production plant and its major distributors. Following table shows the coordinates of distributors and amount of product shipped (load) for distributors. Determine warehouse location in graph.					CO3
		Distributors Location		A	B	C	D
		X-Coordinate		800	300	500	300
		Y-Coordinate		200	700	500	200
		Load (Li)		100	90	10	40
	d.	Explain various types of facility layout. Provide appropriate diagram and examples of each type.					CO4
Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any Two.				(2x15 = 30 Marks)	
	a	The Uniyal Ltd. is planning is considering four location for building its manufacturing unit Following table provides cost structure for various location alternatives.					CO4 & 5
		Location Alternatives		A	B	C	D
		Fixed cost per year (Rs.)		20,000	40,000	55,000	50,000
		Variable cost per unit (Rs.)		80	40	30	70
		a. Determine total cost equation for each location alternative.					
		b. Plot total cost line on Cost-Volume graph considering production volume of 1000 units.					
		c. Determine low-cost production volume range for each location alternative.					
	b	The Uniyal Ltd. makes packed pizza on order. Its bakery facility has a work cell dedicated to making pizzas. The Demand for the pizza is 400 units per day. Single 8-hour shift is operated per day. The tasks, times, and predecessor relationships are as follows:					CO4
		Activity		Predecessor		Duration (minute)	
		A		none		4	
		B		A		2	
		C		B		4	
		D		C		1.50	
		E		C		2	
		F		D, E		3	
		G		F		1	
		a. Draw Network representation diagram of assembly line					
		b. Determine cycle time and number of workstation required					
		c. Determine assignment of tasks to workstations					
		d. Determine efficiency of assigned workstations					
	c	What are various objectives related operations management?					CO3

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END SEMESTER EXAMINATION, DECEMBER - 2023**B. B. A. / B. Com. (Hons.) Semester - III****Course Name: Communicative English III****Course Code: BBA306/BCM 306****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.****(2x10 = 20 Marks)****Do as directed type questions.**

- | | |
|---|-----|
| a. Rewrite the sentence in the future perfect continuous tense:
"I will be studying for six hours by 10 PM." | CO1 |
| b. Write the antonyms of given words:
1. abandon 2. splendid | CO2 |
| c. What do you understand by inferring? | CO1 |
| d. Rewrite the sentence in the passive voice:
"The workers have completed the construction of the building." | CO2 |
| e. Write the synonyms of given words:
1. absurd 2. extraordinary | CO2 |
| f. Rewrite the sentence in indirect speech:
"He said, 'I don't like pizza.'" | CO2 |
| g. What is critical listening? | CO1 |
| h. Choose appropriate preposition.
The restaurant is famous _____ its seafood. (about/for) | CO2 |
| i. What do you understand by word recognition? | CO1 |
| j. What is your understanding of fluency in language learning? | CO1 |

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.**(4x5 = 20 Marks)**

- | | |
|---|-----|
| a. Examine how the skill of critical listening differs from other types of listening. Why is critical listening essential for academic success? | CO3 |
| b. Examine how scanning and skimming help the reader in comprehending the information. Illustrate with example. | CO3 |
| c. Assess the difference between active listening and passive listening. Provide examples to support your answer. | CO3 |
| d. Discuss barriers of listening and suggest strategies to overcome these barriers. | CO3 |
| e. Provide three examples of common interview etiquette. | CO4 |
| f. How can you handle a situation where you don't know the answer to an interview question? | CO4 |
| g. Explain the importance of thorough preparation before an interview. Provide specific steps and strategies that a candidate can undertake to prepare effectively. | CO4 |

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- a. Discuss the role of body language in an interview. Highlight key gestures and postures that convey confidence and professionalism. How can a candidate ensure positive body language throughout an interview? CO4
- b. Discuss the importance of researching the company before an interview. How does it contribute to your success in the interview? CO4
- c. Evaluate the importance of active listening during an interview. How can you demonstrate active listening skills? CO5
- d. Analyze the key features of a functional resume. How does it cater to individuals with diverse work experiences or career gaps? CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.

(2x15 = 30 Marks)

- a. Write an in-depth guide on how to tailor a resume for a specific job application using the functional resume format. Include practical tips and examples to illustrate the process effectively. CO5
- b. Design a creative and visually appealing chronological resume template suitable for a candidate with a linear and progressive career path. Justify your design choices and explain how they enhance the overall presentation of the resume. CO6
- c. Formulate a strategic approach for job seekers in choosing the most suitable resume format based on their career goals and experiences. CO6
