

B.B.A. – IIIrd Year

SEM – V & VI

Previous Year

Question Papers

Academic Year:

(2019-20)



Please Note: This set has been prepared based on the papers received to us from the Examination Cell. It may have missing papers on non-availability of the same. This set does not have papers of the March/April for which exam was objective type.

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B.B.A. (Part - III) (Semester - V) Examination, October - 2019

FUNDAMENTALS OF BUSINESS LAW & TAX LAW (Paper - I)

Sub. Code : 43951

Day and Date : Thursday, 31 - 10 - 2019

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Explain the various modes of discharge of contract.



[14]

OR

Who is an Unpaid Seller? What are the rights of an unpaid seller?

Q2) Write short answer. (Any Two) :

[16]

- a) Breach of contract.
- b) Difference between Sale and agreement to Sale.
- c) Classification of courts.
- d) Explain types and objectives of tax.

Q3) Write Short notes on - (Any Two) :

[10]

- a) Capacity to contract.
- b) Consideration.
- c) Condition and Warranty.
- d) Sources of Law.
- e) Free consent.





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B.B.A. (Part - III) (Semester - V) Examination, October - 2019

PRACTICES IN MODERN MANAGEMENT (Paper - I)

Sub. Code : 43952

Day and Date : Tuesday, 15 - 10 - 2019

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Discuss in brief the classical approach towards management. Explain the contribution of Henry Fayol's Functional Approach to Management. [14]

OR

Discuss in brief managerial tasks and skills needed by manager in future.

Q2) Write short answers (any two) [2 × 8 = 16]

- a) Applicability of SWOT analysis (SWOT analysis process).
- b) Explain in brief the Internal environment.
- c) Explain focused strategy.
- d) Discuss the Cost of leadership.

Q3) Write short notes (any two) [2 × 5 = 10]

- a) Discuss the process of MBO.
- b) Organizational External environment.
- c) Differentiation.
- d) Evolving new managerial system.

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**B.B.A. (Part - III) (Revised) (Semester - V) Examination,
October - 2019**

RECENT TRENDS IN MARKETING (Paper - I)

Sub. Code : 43953

Day and Date : Wednesday, 16 - 10 - 2019

Total Marks : 40

Time : 12.00 p.m. to 02.00 p.m.

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is marketing information system? Explain the Elements or Components of MIS. [14]

OR

Explain the concept of Marketing Communication. What are the factors determining marketing communication mix?

Q2) Write short answer (any Two) [16]

- a) What is direct marketing? Explain the forms of direct marketing.
- b) Explain the changing nature of customer relationship.
- c) Describe the future medium of communication - WEBS & INTERNET.
- d) Explain the characteristics of rural market.

Q3) Write short Notes (any Two) [10]

- a) Benefits of MIS.
- b) e-CRM.
- c) Customer delight.
- d) Problems in rural marketing.





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B.B.A. (Part - III) (Semester - V) Examination, October - 2019
COMMERCE & MANAGEMENT (Paper - I)
International Business
Sub. Code : 43954

Day and Date : Thursday, 17 - 10 - 2019

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

- Instructions :
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Explain the meaning, dimension and stages of globalisation. [14]

OR

Write in detail Export Procedure.

Q2) Write Short Answers (Any Two) : [2 × 8 = 16]

- a) Define the term 'balance of payment'. Distinguish the term balance of payment from balance of trade.
- b) Explain the role of International Business into economic Development.
- c) Explain the Objective and Function of WTO.
- d) Write a note on EXIM documents.

Q3) Write Short Notes (Any Two) : [2 × 5 = 10]

- a) Comparative Cost theory of David Ricardo
- b) Trade Blocks
- c) International Business approaches
- d) Nature of International business



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B.B.A. (Part - III) (Semester - V) Examination, October - 2019**COMMERCE AND MANAGEMENT****Financial Management (Special Paper - I)****Sub. Code : 43955****Day and Date : Friday, 18 - 10 - 2019****Total Marks : 40****Time : 12.00 Noon to 02.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) From the following, prepare a statement showing estimated working capital requirement : **[14]**

- a) Projected Annual Sales 26,000 units.
- b) Selling Price per unit Rs.60.
- c) Analysis of Selling Price
 - i) Material 40%
 - ii) Labour 30%
 - iii) Overhead 20%
 - iv) Profit 10%
- d) Time Lag (on an average)
 - i) Raw material in stock 3 weeks
 - ii) Production process 4 weeks
 - iii) Credit to debtors 3 weeks
 - iv) Lag in payment of wages and overhead 2 weeks
 - v) Finished goods are in stock 2 weeks
- e) Cash in hand is expected to be 32,000.

OR

Explain in detail Financial Management and what are scope of Financial Management? **[14]**

P.T.O.

Q2) Write short answers. (Any Two) :

[16]

- a) Discuss Profit Maximisation V/s Wealth Maximisation.
- b) What are types of Leverages?
- c) Define Over-Capitalisation with its Causes, Effects and Remedies.
- d) What are determinants of Working Capital Management?

Q3) Write Short Notes. (Any Two) :

[10]

- a) Operating Cycle
- b) Function of Financial Management
- c) Types of working Capital
- d) Causes of Under Capitalisation

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B.B.A. (Part - III) (Semester - V) Examination, October - 2019

FOUNDATION OF HUMAN SKILLS (Paper - I)

Sub. Code : 43956

Day and Date : Saturday, 19 - 10 - 2019

Total Marks : 40

Time : 12.00 p.m. to 02.00 p.m.

- Instructions :
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is ability. Explain the detail different types of Human abilities. [14]

OR

What is skill? Write in detail listening & writing skills?

Q2) Write Short answers. (Any Two) [16]

- a) What is learning? State in brief principles of learning?
- b) Define attitude. Write in detail components of attitude.
- c) What is communication? State characteristics of communication.
- d) Write in detail importance of values.

Q3) Write Short Notes (Any Two) : [10]

- a) Reading Skill
- b) Importance of Human Skill
- c) Johari window
- d) The sources of value

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B.B.A. (Part - III) (Semester - V) (Revised) Examination,

October - 2019

RESEARCH METHODOLOGY (Paper - I)

Sub. Code : 43957

Day and Date : Wednesday, 23 - 10 - 2019

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Explain the term 'research'. How research problem can be selected? [14]

OR

What is Research Design? Explain in detail steps in research design.

Q2) Write short answer (any Two) : [16]

- a) What are the characteristics of good sample design?
- b) Explain the methods of collecting primary data.
- c) What are the techniques of interpretation? Elaborate.
- d) Explain the precautions to be taken while writing research report.

Q3) Write short Notes (any Two) : [10]

- a) Objectives of research.
- b) Interview questionnaire.
- c) Graphical presentation of data.
- d) Uses of computer in research.





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B.B.A. (Part - III) (Semester - VI) Examination, October - 2019
FUNDAMENTALS OF BUSINESS LAW & TAX LAW (Paper - II)
Sub. Code : 43961

Day and Date : Thursday, 31 - 10 - 2019

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions : 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q1) Explain the qualification and appointment of Directors in a Company. [14]

OR

Explain the provisions of District Forum and State Commission in The Consumer Protection Act.

Q2) Write short answer (Any Two) : [16]

- Voluntary winding up.
- Memorandum of Association.
- Define endorsement. What are the types of endorsement?
- Define Cheque. What are the essentials of cheque, explain with specimen.

Q3) Write short notes on (Any Two) : [10]

- Complaint.
- Promissory note.
- Compulsory winding up.
- Right to Information Act.
- Copy right.





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B.B.A. (Part - III) (Semester - VI) Examination, November - 2019

PRACTICES IN MODERN MANAGEMENT (Paper - II)

Sub. Code : 43962

Day and Date : Friday, 01 - 11 - 2019

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define strategic management. Explain in brief the scope and importance of strategic management. [14]

OR

Define Stress and discuss the causes of Stress.

Q2) Write short answers (any two) [2 × 8 = 16]

- a) The disaster cell of Government is solely responsible for disaster management throughout India. In August, 2017, heavy monsoon rains caused the landslide in Himachal Pradesh. The landslide pushed a lot of garbage and rocks onto the highway. This massive landslide occurred in Himachal Pradesh buried two transport buses and 200 meter highway washed out. You are one of the team members of this disaster cell. As a member of cell, what steps should be taken for rejuvenation (rehabilitation) of the situation. Narrate the steps in detail.
- b) What are the Ethical issues in business?
- c) Discuss the areas of Social Responsibility of Business.
- d) What do you mean by Time Management? Discuss the Time Management Techniques.

Q3) Write short notes (any two) [2 × 5 = 10]

- a) Concept of social responsibility.
- b) Types of Disaster.
- c) Importance of event management.
- d) Nature of strategic management.





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B.B.A. (Part - III) (Semester - VI) Examination, November - 2019

COMMERCE & MANAGEMENT

Recent Trends in Marketing (Paper - II)

Sub. Code : 43963

Day and Date : Monday, 04 - 11 - 2019

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is retailing ? Explain function & characteristics of retailing in detail.

OR

Explain in detail concept of holistic marketing.

[14]

Q2) Write short answers (any two) :

[16]

- a) Explain concept of consumerism with example.
- b) Explain global marketing environment.
- c) Explain in detail experimental marketing.
- d) Explain in detail retail marketing strategies.

Q3) Write short notes on (any two) :

[10]

- a) Domestic marketing.
- b) Online marketing.
- c) Functions of retailing.
- d) Emotional marketing.





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B.B.A. (Part - III) (Semester - VI) Examination, November - 2019

COMMERCE & MANAGEMENT

International Business (Paper - II)

Sub. Code : 43964

Day and Date : Tuesday, 05 - 11 - 2019

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Write a note on India's competitive advantages in information technology.

[14]

OR

Explain the objective and functioning of SAARC.

Q2) Write Short Answers (Any Two) :

[2 × 8 = 16]

- a) Advantages and Disadvantages of Trade block.
- b) Explain potential and threat of Gems and Jewellery industry in India.
- c) State the merits and demerits of Foreign Direct Investment.
- d) Explain factors affecting on International Investment.

Q3) Write Short Notes (Any Two) :

[2 × 5 = 10]

- a) FEMA
- b) Direction of India's International Business.
- c) ASEAN
- d) Country risk analysis of China





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B.B.A. (Part - III) (Semester - VI) Examination, November - 2019**FINANCIAL MANAGEMENT (Paper - II)****Sub. Code : 43965**

Day and Date : Wednesday, 06 - 11 - 2019

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) One of the two machines A and B is to be purchased. From the following information find out which of the two will be more profitable? **[14]**

The average rate of tax may be at 50%.

Particulars	Machine A	Machine B
Cost of Machine	50000	80000
Working Life	4 years	6 years
Earnings before tax :		
1 st Year	10000	8000
2 nd Year	15000	14000
3 rd Year	20000	25000
4 th Year	15000	30000
5 th Year	-	18000
6 th Year	-	13000

Evaluate the two alternatives by -
Payback Period and Average rate of Return.

OR

Discuss in detail the various techniques of evaluation of capital budgeting proposals.

P.T.O.



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Q2) Attempt any two of the following :

[16]

- Explain the term capital structure and state the various theories of capital structure.
- Discuss in detail the meaning and importance of cost of capital.
- The following is the Balance Sheet of Ravi Kiran Ltd.

BALANCE SHEET

As on 31st March 2018

Liabilities		Assets	
Equity Share Capital	900000	Fixed Assets	1950000
Reserve and Surplus	600000	Stock	450000
Secured Loans	1050000	Debtors	500000
Sundry Creditors	450000	Cash	100000
Total	3000000	Total	3000000

You are required to calculate:

- Current Ratio
 - Liquid Ratio
 - Debt Equity Ratio
 - Return on capital employed ratio (considering profit to be Rs. 250000 for the year)
- d) From the following information, calculate the weighted average cost of capital by using Book Value weights

Sources	Amount	After Tax Cost
Debt	300000	4.50%
Preference Share Capital	450000	10.50%
Equity Share Capital	600000	15.00%
Retained Earnings	150000	15.00%

Q3) Write short notes (any two) :

[10]

- Trend Analysis
- Factors affecting capital structure
- Measurement of cost of capital
- Importance of capital Budgeting Decision.





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B.B.A. (Part - III) (Semester - VI) Examination, November - 2019

Foundation of Human Skill (Paper - II)

Sub. Code : 43966

Day and Date : Thursday, 07 - 11 - 2019

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define personality. Discuss Erickson's Eight life stages of personality Development. [14]

OR

What is 'career' and 'career management'? explain in detail the career development stages.

Q2) Write short answers (any two) : [16]

- a) Discuss methods used to develop Decision making skills.
- b) What is 'Internal locus of control' and 'External locus of control'.
- c) What is stress? Explain the causes and effect of stress.
- d) What are career options in management after BBA?

Q3) Write short notes (any two) : [10]

- a) creative styles
- b) problem solving styles
- c) leadership skills
- d) career stages model

