

BBA-501
BBA (Fifth Semester)
Examination, 2024-25
Paper - First
[Direct and Indirect Tax]

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into two sections A and B. Students are required to follow the instructions given in each section.

SECTION-A
(Short Answer Type Questions)

Note : This question contains 8 questions, out of which 5 questions are to be attempted. Each question carries 5 marks. (5×5=25)

1. Mr Radhe Mohan has a house property in Delhi whose particulars are as under :

Municipal value 3,00,000

Standard Rent 3,12,000

[P.T.O.]

Municipal taxes paid 50,000

Interest on money borrowed for acquiring the house after
01.04.2021 1,60,000

Period of occupation for own residence 2 months

Actual rent for 10 months 35,000 p.m.

Compute the income from house property for assessment
year 2024-25.

2. Name the different kinds of provident funds of which a salaried person may be a member, and state the income-tax provisions regarding each.
3. What is GST? Explain in brief the components of GST.
4. What is Capital Gain? Distinguish between Short term Capital Gain and Long term Capital Gain.
5. Define the term Income. Distinguish between Gross Total income and Total Income.
6. Explain any ten items of Income which do not form part of Total Income.
7. Indian citizen Mr Harsh, a government employee has the following taxable income for the previous year 2023-24 :

Salary received in foreign country for services rendered in that country	75,000
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Agricultural income from agriculture land situated in Austria	30,000
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Dividend by an Indian company payable outside India	15,000
Income from transfer of a long-term capital asset situated in India	30,000
Interest earned and received in Sweden from Bank deposits there	7,500

Compute taxable income of Mr Harsh for the assessment year 2024-25.

8. Mr Sanjeev purchased a house on 28.06.2012 for Rs 4,10,000 and paid Rs 10,000 for getting the property registered on his name. On 15.06.2013 he spent Rs 1,80,000 on improvement of the house. The house was sold on 21.10.2024 for Rs 25,00,000. Commission of Rs 45,000 was paid on the sale of the house. Compute the capital gains, CII for the financial years 2012-13, 2013-14, and 2024-25 is 200, 220 and 363 respectively.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all the questions having internal choice. Each question carries 15 marks. (3×15=45)

9. Write short notes on:
- Deduction of tax at source.
 - Indirect taxes.

- (c) Set-off, and carry forward of losses.
- (d) GST council.

OR

What is meant by annual value of the house property? How is it determined? What deductions are allowed from annual value in computing taxable income from house property?

- 10.** What do you understand by 'Income from Other Sources'? State the main incomes which are included under this head.

OR

Write short notes on:

- (a) Gratuity.
 - (b) Leave encashment.
 - (c) Casual Income.
 - (d) Person.
- 11.** Compute the income under the head salary of Ms Sujata for the assessment year 2024-25 from the following information given to you :
- (a) Basic salary 20,000 pm.
 - (b) Dearness Allowance (60% of which is part of retirement benefits) 10,000 pm.
 - (c) Children Education Allowance (for two children) 200 pm per child.

- (d) Free lunch for 300 days in the office during office hours 80 per meal.
- (e) Reimbursement of expenses incurred on credit card provided by the employer 10,000.
- (f) Gift of Casio watch 12,000.
- (g) Rent free unfurnished accommodation at Delhi, the FRV of which is 84,000 pa.
- (h) Motor car of 1.8 litre with driver both for official and private purposes.
- (i) Cook facility by the employer. Wages of cook paid by employer 1,000 pm.
- (j) Telephone facility at his residence. The employer has incurred expenses of Rs 15,000 for the same.

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OR

There are certain expenditures which are specifically allowed while computing the income of an assessee under 'Profits and Gains of Business or Profession'. Discuss in detail.

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Total Pages : 3

Roll No. 220485250004

BBA-502
B.B.A. (Fifth Semester)
Examination, 2024-25
Paper - Second
[Marketing Communication]

Time : 3 Hours]**[Maximum Marks : 70**

Note : This question paper is divided into 2 sections A and B. Students are required to follow the instructions given in each section.

SECTION-A
(Short Answer Type Questions)

Note : Answer any five questions. Each question carries 5 marks. (5×5=25)

1. Define market segmentation. "Accessibility" is an important requirement for effective market segmentation. Explain.
2. Briefly discuss the ethical and social issues in advertising.

3. Define Integrated Marketing Communication. How is it different from traditional promotion mix strategies.
4. What is media scheduling? What is its importance?
5. Explain the meaning and importance of copywriting.
6. Write a short note on DAGMAR approach.
7. Explain the concept of advertising research.
8. Discuss the economic aspects of advertising.

SECTION-B

(Long Answer Type Questions)

Note : Answer all questions. Each question carries 15 marks.
(3×15=45)

9. In your opinion, what are the advantages and disadvantages of advertising on the radio, in magazines on television, through direct marketing and on the internet.

OR

Define promotion mix. Discuss the meaning, functions and advantages of advertising in detail.

10. Discuss the steps involved in media planning.

OR

What do you understand by advertising effectiveness. Elaborate on the different techniques of measuring advertising effectiveness.

11. What is international advertising? What are its features and importance?

OR

Describe the major tools of marketing communication.

Total Pages : 4

Roll No.

BBA-503
B.B.A (Fifth Semester)
Examination, 2024-25
Paper - Third
[Small Business Management]

Time : 3 Hours]**[Maximum Marks : 70**

Note : This question paper is divided into two sections A and Section B. Students are required to follow the instructions given in each Section.

SECTION-A

(Short Answer Type Questions)

Note : Answer any *five* questions. Each question carries 5 marks. (5×5=25)

1. Explain three key characteristics that differentiate small businesses from large corporations.

2. Explain three ways in which small businesses contribute to economic growth and employment generation in India.
3. Discuss any three factors that should be considered when selecting a site and choosing technology for setting up a small business.
4. Analyze three ways in which the small-scale sector in India has evolved over the years.
5. Identify three key infrastructure facilities required to support small businesses in India.
6. Describe five common subsidies or incentives provided by the Indian government to support small business units.
7. Evaluate how technological upgradation is important for small businesses, and how can it enhance their competitiveness.
8. Describe three primary causes of sickness in the Small Scale Industry (SSI) sector, and what measures can be taken to prevent it?

SECTION-B
(Long Answer Type Questions)

Note : Answer all *three* questions. Each question carries 15 marks. (3×15=45)

9. (a) Critically analyze the major problems faced by small-scale industries (SSI) in India. How do issues such as financing, infrastructure, and regulatory challenges impact the growth and sustainability of SSIs? Propose potential solutions to address these problems.

OR

- (b) Examine the factors that have contributed to the growth of small-scale industries in India. How have government policies, entrepreneurial initiatives, and market demands shaped the expansion of this sector over the past decade?
10. (a) Discuss the importance of effective marketing and financial management in the success of small enterprises. How can small business owners strategically approach both areas to overcome resource limitations and thrive in competitive markets?

OR

- (b) Evaluate the key steps involved in market assessment for small-scale industries. How can SSIs effectively analyze market opportunities, assess customer needs, and position their products or services for long-term success?

11. (a) Analyze the significance of project formulation and the preparation of a detailed project report for small business ventures. What are the essential components of a project report, and how do they help secure funding and guide the successful implementation of small business projects?

OR

- (b) Critically assess the role of various committee reports on the development of the small-scale industry sector in India. How have these reports influenced government policies, and what recommendations have been most impactful in fostering growth and addressing challenges within the sector?
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Total Pages : 3

Roll No. 220405250006

BBA-504
B.B.A. (Fifth Semester)
Examination, 2024-25
Paper - Fourth
[Sales Management]

Time : 3 Hours]**[Maximum Marks : 70**

Note : This question paper is divided into *two* sections A and B. Attempt the questions from both sections according to the instructions given in each Section.

SECTION-A

(Short Answer Type Questions)

Note : Attempt any *five* questions. Each question carries 5 marks. (5×5=25)

1. Describe the objectives of a sales manager and how they contribute to overall organizational goals?
2. Given the evolution of the sales function, how can a sales manager adopt traditional methods to modern sales techniques.

3. How do showrooms and exhibitions help in creating direct interactions between customers and products?
4. Describe the key qualities of a successful sale executive and how they contribute to sales effectiveness.
5. What are the key differences in customer interactions between a showroom and an exhibition?
6. Develop an exhibition plan for a company launching a new tech product, ensuring that it is used to maximize customer interaction and product demonstration.
7. What are the main steps in the recruitment and selection process of a sales force?
8. Identify compensation plan for the different types of sales.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all questions from this section. For each question there is an internal choice. Each questions carries 15 marks. (3×15=45)

9. What is the physical distribution system, and what are its main components? Also explain the difference between direct and indirect marketing.

OR

Assess the importance of customer demand in determining the choice of a marketing channel. How critical is flexibility in channel selection?

10. Discuss the role of middlemen in the Distribution Network. Also discuss the detail the characterisitcs of a physical distribution system

OR

What are the factors that affect the choice of a channel?
Also explain the purpose of sales organization.

11. Discuss the theories of personal selling and also explain the objectives of sales management positions.

OR

Describe how product characterisitcs affect the choice of marketing?

Total Pages : 3

Roll No. 220488250004

BBA-505
B.B.A. (Fifth Semester)
Examination, 2024-25
Paper - Fifth
[Working Capital Management]

Time : 3 Hours]**[Maximum Marks : 70**

Note : This question paper is divided into *two* sections A and B. Both sections are compulsory. Students are required to follow instructions given under each section.

SECTION-A

(Short Answer Type Questions)

Note : Attempt any *five* questions. Each question carries 5 marks. (5×5=25)

1. Briefly explain the operating cycle concept of working capital. (5)
2. Briefly explain the cash system with the help of a diagram. (5)

3. What are the costs and benifits associated with accounts receivables? (5)
4. What are Marketable Securites? What are their types? (5)
5. What are the different types of Bank Credits? Explain briefly. (5)
6. Differentiate between Unsecured Borrowings and Secured Borrowings. (5)
7. What are the basic principles of International Cash Management? (5)
8. Briefly explain the concept of "Working capital as an Investment". (5)

SECTION-B

(Long Answer Type Questions)

Note : Answer all questions. Each questions carries 15 marks.

(3×15=45)

9. Explain in details the conceptual framework of working capital.

OR

What is a collection system? What is collection float and how is the cost of float calculated? What are the factors to be considered while designing a collection system? (15)

10. Why is a concentration system needed? How can delays be reduced in a concentration system?

OR

Write a detailed note on : How an appropriate receivable policy can be made. (15)

11. Write a detailed note on the various sources of short term finance available to a firm.

OR

Present and explain an integrated model of Capital investment and Working capital processes. (15)

Total Pages : 3

Roll No. 2204850004

BBA-506
B.B.A. (Fifth Semester)
Examination, 2024-25
Paper - Sixth

[Industrial Relations and Labour Laws]

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into *two* sections A and B. Students are required to follow the instructions given in each Section.

SECTION-A

(Short Answer Type Questions)

Note : Attempt any 05 questions from the following 08 questions. Each question carries 5 marks. (5×5=25)

1. Discuss the role of three actors of Industrial Relation.
2. What is Industrial Relation? Discuss the objectives and importance of Industrial Relation.

3. Define industrial unrest and also the various types of industrial unrest with example.
4. Differentiate between strikes and lockout.
5. Explain the process of Collective Bargaining.
6. List out the various provisions of Bonus Act and Gratuity Act.
7. Under the workmen's Compensation Act, what are the liabilities of employer towards Compensation.
8. Write a note on ILO.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all three questions. There is an internal choice.
Each question carries 15 marks. (3×15=45)

9. Discuss the various approaches of Industrial relation in detail.

OR

Define the emerging profile of Industrial relations in India.
What are its challenges to industrial relations?

- 10.** The keystone of the factories act is "Safety first and safety last" Comment. Describe the various statutory measures to be followed in this respect.

OR

Explain clearly the machinery provided under the Industrial Dispute Act, 1947 for the prevention and settlement of Industrial Disputes.

- 11.** Define workers participation in management. Also discuss the various forms of workers participation in management.

OR

Write short notes on any *three* of the following :

- (a) Dismissal and Discharge.
 - (b) Positive and Negative Discipline.
 - (c) Objectives of Trade unions.
 - (d) Evolution of Industrial Relation.
 - (e) Role of Government in Collective Bargaining.
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