

April-24-03-3005
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2024
Communication - II

Total Marks : 25

Time : 2 Hours

Que. 1 A. Prepare a Speech to propose a Vote of Thanks at Youth Fest organized by University. 05

OR

Draft a Speech to Bid Farewell to Final Year Students. 05

Que. B. Prepare a Press Note on Grand Fest of Pran Pratishtha at Ayodhya Ram Mandir. 05

OR

Prepare a Press note on a recent Accident took place on National Highway. 05

Que. 2 A. Draft a letter to place an order for LG Electronic Goods for Sharma and Sons. 05

OR

A. Draft an email on behalf of BALAJI for accepting an order letter to SHREE NAMKINS NAMKINS. 05

Que. 2 B. Draft a Sales Promotion letter for promoting recently launched smart watches. 05

OR

B. Draft a Complain letter to Supplier for damaged Stationary received at Your Store. 05

Que. 3 Select the Correct Option for the following Questions. (Any Five) 05

1. Condolence speech is also called as

- | | |
|--------------------------|----------------------|
| A. Winning Speech | B. Mourning Speech |
| C. Vote of Thanks Speech | D. Canvassing Speech |

2. Press note is ideally written and edited by _____.

- | | |
|-------------|--------------|
| A. Reporter | B. Columnist |
| C. Actor | D. Chef |

3. Date in British manner is written as _____.

- | | |
|-----------------------------------|---------------------|
| A. 22 nd January, 2024 | B. January 22, 2024 |
| C. 22 nd jan., 2024 | D. 22/01/2024 |

4. In Business Letter, PS stand for _____.

- | | |
|-----------------|-----------------------|
| A. Past Studies | B. Personal secretary |
| C. Post script | D. Personal script |

5. In Email writing BCC stands for _____.

- | | |
|----------------------|----------------------|
| A. Blend carbon copy | B. Best carbon copy |
| C. Buyer carbon copy | D. Blind carbon copy |

6. In "vote of thanks speech", the speaker _____.

- | | |
|-----------------------|----------------------|
| A. Thanks everyone | B. Welcomes everyone |
| C. Motivates everyone | D. Condoles everyone |

April-24-03-3006
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2024

Integrated Personality Development Course - I

al Marks : 25

Time : 2 Hours

1. For each question choose Only One option and write it on the answer sheet given to you. (Attempt Any 15 questions out of 17) 15

1. A single thought has the potential to change the entire world.
A. True B. False
2. My personal growth depends only on my surroundings.
A. True B. False
3. If we face difficult circumstances, then we should panic and get upset.
A. True B. False
4. There is no difference between listening and hearing.
A. True B. False
5. Focus on what you can control and do not waste energy on things that you cannot control.
A. True B. False
6. Aryabhata Rishi mainly contributed to the field of Biology.
A. True B. False
7. Which of these people had the following thought that led to their success? "What happens if you divide 0 by 0."
A. Srinivasa Ramanujan B. Isaac Newton
C. Albert Einstein D. Abdul Kalam
8. Change begins, simply, with ____?
A. Talent B. An Action
C. Effort D. A thought
9. Complete the following quotation of Sachin Tendulkar, "Don't stop ____ your dreams, because dreams do come true."
A. Chasing B. Forgetting
C. Sharing D. Caring
10. Complete the following quote from the workbook : "Life is 10% what happens to us and 90% ____"
A. What happens to others B. How we feel
C. Having fun D. How we respond to it
11. Who was kicked out as the CEO of Apple at the age 30?
A. Steve Jobs B. Steven Coverly
C. Tim Cook D. Steve Wozniak
12. Which Indian medical researcher developed the world's first organ regeneration technique?
A. Balkrishna Matapurkar B. Ashima Anand
C. Subrata Adak D. Srinivasa Ramanujan
13. Arunima Sinha received a call letter from which organization?
A. CAPF B. CISF
C. CRPF D. CIA

14. Rekha has recently been feeling unhappy and lonely. for the last 2 weeks, she has been longing to share her emotions with someone. What should she do?
- A. She should reach out to people using social media and create new friendships
 - B. She should express her feelings to family members with who she feels comfortable.
15. As a Students, You want to excel not just in your academics but your personal life too, should you
- A. Seek to build a strong network with your teachers and classmates.
 - B. Seek to build a strong network with classmates only as teachers do not work in the industry, meaning that their knowledge is theoretically limited
16. Radha wants to start a new habit of running 10km daily. She downloaded a fitness app and even bought new trainers. But she struggles to stay motivated to continue every day, especially when her legs feel a bit sore. What can she do to make this habit more regular in her daily.
- A. Run an extra 5km on the next day as a punishment for skipping a day.
 - B. Allow herself a small reward every time she reaches her targets.
17. According to the IPDC workbook, Tendulkar and Tata are what type of people?
- A. Extraordinary
 - B. Emotional
 - C. Legendry
 - D. Ordinary

Que. 2 Explain the factors affecting failure.

OR

Que. 2 Discuss three different key factors to activate listening.

April-24-03-3004
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2024
Business Economics

total Marks : 50

Time : 2 Hours

ue. 1	Discuss significance of managerial economics in brief.		10
	OR		
ue.	Explain characteristics of perfect competition.		10
ue.	Explain circular flow of national income.		10
	OR		
ue. 2	Explain various phases of business cycle.		10
ue. 3	Explain various components of money supply.		10
	OR		
ue. 3	Explain major functions of commercial bank.		10
ue. 4	Explain various causes of inflation.		10
	OR		
ue.	Explain causes of disequilibrium of balance of payment.		10
ue.	Define / meaning the following (2 marks each)		
	1. Personal Income.		
	2. Balance of payment.		
	3. Business Cycle.		
	4. Money.		
	5. Inflation.		

April-24-03-3003
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2024
Corporate Accounting- I

Total Marks : 50

Time : 2 Hours

Anil applied for 2,000 shares of Rs. 10 each at a premium of Rs. 2.50 per share. But he was allotted only 1,000 shares. After having paid Rs. 3 per share on application, he did not pay allotment money of Rs. 4.50 per share (Including premium) and on his subsequent failure to pay the first call of Rs. 2 per share, his shares were forfeited. These shares were reissued at the rate of Rs. 8 per share credited as fully paid. Give journal entries to record the forfeiture and re-issue of shares assuming that the company follows the practice of adjusting the excess application money towards the other sums due on shares. 10

OR

Jayshree Company Ltd. issued 60,000 Equity shares of Rs. 10 each at a discount of 10% in public. Applications were received three times more. Shares were allotted as under:

- To refuse allotment to applicants for 80,000 shares.
- To give full allotment to applicants for 20,000 shares.
- To allot the remaining shares on pro-rata among other applicants.

Money overpaid on applications was employed on account of sum dues on allotment.

Amount payable per share was as under:

On application Rs. 2.00, On allotment Rs. 2.50, On first call Rs.2.50, On final call Rs. 2.00
Ramesh Gupta was allotted 2000 shares on pro-rata failed to pay the moneys due on allotment, first call and final call. So his shares were forfeited. Out of these forfeited shares 1,000 shares were reissued as fully paid up at Rs. 7 per share.

Pass necessary journal entries for recording the forfeiture and re-issue of shares in the books of company. 10

All well company Ltd. has an Authorized capital of Rs. 80,00,000 divided in Equity shares of Rs. 100 each. The issued capital of the company was Rs. 48,00,000 divided in to Shares of Rs. 100 each, Rs. 80 per share called and paid up. A sum of Rs. 27,60,000 was capitalized out of reserve funds and out of the amounts so capitalized, the directors were authorized to....

1. Declare a bonus dividend to make the shares fully paid, and
2. To issue 12,000 new equity shares of Rs. 100 each at a premium of Rs. 50 per share on the basis of one equity share for every four equity shares held.

Assuming that the resolution was given effect to, you are required to pass necessary Journal entries in the books of company. 10

OR

A company had an issued and subscribed capital of Rs. 1,00,000 divided into equity shares of Rs. 100 each. A general reserve of Rs. 1,25,000 had already been built up out of past profits. A bonus issue of one fully paid equity share for every 2 equity share was made. Prepare the journal entries to record the transactions regarding issue of bonus shares. 05

What are bonus shares? Explain the purpose of issuing such shares. 05

Write journal entries for the following transactions in the books of the company 06

1. A company converted its 10 equity shares of Rs. 10 each into equity stock of Rs. 105.
2. A company issued an equity stock of Rs. 95 for every 10 equity shares of Rs.10 each fully paid.
3. Ahmedabad transport company ltd. registered with a capital of 8,000 equity shares of Rs. 100 each fully paid resolve to sub-divide its every equity share into 7 equity shares of Rs. 10 each and 3 pref. shares of Rs. 10 each fully paid.

Write a note on Sub-division and Consolidation of shares. 04

OR

Give journal Entries for the following transactions: 06

1. A company decided to issue Equity stock of Rs. 55 in exchange of 5 equity shares of Rs.10 each.
2. A Company decided to issue Equity stock of Rs. 98 in exchange of 10 equity shares of Rs. 10 each.

3. The share capital of the company consist 50,000 Equity shares of Rs. 100 each. The company has passed resolution to subdivide its each equity share of Rs. 100 into 6 Equity share of Rs. 10 each and 8 preference shares of Rs. 5 each.
- 3.B. Write a note on Alteration of Share capital. 04
- 4.A. Prepare formations of the balance sheet with provisions of the companies act, 2013. 06
- 4.B. Differentiate between Provision and Reserve. 04

OR

- 4 The following is the trial balance of Dhruval Ltd. as on 31st March, 2023: 10

Debit Balances	Rs.	Credit Balance	Rs.
Premises	30,72,000	Share Capital	40,00,000
Plant	33,00,000	12% Debenture	30,00,000
Stock	7,50,000	Profit and Loss A/C	2,62,500
Debtors	8,70,000	Bills payable	3,30,000
Goodwill	2,50,000	Creditors	4,90,000
Cash and Bank	4,06,500	Sales	41,50,000
Calls in Arrears	75,000	General Reserve	2,50,000
Interim Dividend paid	3,92,500	Bad Debts Reserve	35,000
Purchases	18,50,000		
Preliminary expenses	50,000		
Wages	9,79,800		
General expenses	68,350		
Salaries	2,02,250		
Bad Debts	21,100		
Debenture interest paid	1,80,000		
	1,24,67,500		1,24,67,500

After considering the following information, prepare horizontal form of final accounts of the company according to provisions of the Companies Act:

- Calculate depreciation on plant @ 15%.
- Write off 10% from preliminary expenses.
- Half years debenture interest is due.
4. Provide 5% Bad debts reserve on Debtors.
5. Stock on 31st March, 2023 was 9,50,000.
6. Provide for income tax @ 50%.

- 5 Answer the following questions: (Any ten) 10

1. A type of reserve which is not built up out of the revenue profit of the company is known as

- A. Issued capital B. Subscribed capital
C. Capital Reserve D. Reserve capital

The balance of share forfeited account after the reissue of forfeited shares is transferred to _____.

- A. Revenue reserve B. General reserve
C. Capital reserve D. None of the above

The balance of forfeited shares account must be immediately transferred to Capital Reserve Account on forfeiting the shares

- A. True B. False

4. The company gives shares to its shareholders out of its accumulated profits, and the shareholders are not required to pay anything. Such shares are called

- A. Right shares B. Bonus shares C. Share splits D. None of the above

5. Which of the following cannot be utilized for issue of bonus share?

- A. Securities premium account B. Capital redemption reserve
C. Revolutionary reserve D. General reserve

6. Consolidation of share means:

- A. Converting present shares of high value into shares of small value
B. Conversion of shares into stock and vice versa
C. Converting present shares of small value into shares of high value
D. None of the above

7. While converting shares into stock, if the value of stock is more than the value of shares, then the difference will be treated as:
A. Premium on issue of stock B. Discount on issue of stock
C. Any one of the above two D. None of the above
8. Dividend which is declared by the board of a company between the two annual general meetings of the said company is known as
A. Unclaimed dividend B. Proposed dividend
C. Final dividend D. Interim dividend
9. Claim against the company not acknowledged as debt is an example of:
A. General reserve B. Provision
C. Contingent liability D. Capital reserve
10. Discount on issue of shares will be recorded on which side of balance sheet?
A. Income side B. Expenses side C. Assets side D. Liability side
11. How company can alter the form of share capital?
A. Through Consolidation of shares
B. Through Subdivision of shares
C. Through conversion of shares into stock and vice versa.
D. All of the above
12. What are the different sources of bonus shares?
A. Credit balance of Profit and loss a/c B. General reserve
C. Capital reserve D. Securities premium a/c
E. All of the above

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April-24-03-3002
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2024
Basic of Marketing

Total Marks : 50

Time : 2 Hours

- | | | |
|--------|---|----|
| Que. 1 | Discuss various marketing concepts. | 10 |
| | OR | |
| Que. | Write a short note on Green Marketing. | 10 |
| Que. | Explain in brief demographic and political environment. | 10 |
| | OR | |
| Que. 2 | Explain process of marketing research in brief. | 10 |
| Que. 3 | What is segmentation? Explain bases of segmentation. | 10 |
| | OR | |
| Que. 3 | Explain various factors influencing consumer behaviour. | 10 |
| Que. 4 | Elaborate various types of marketing campaign. | 10 |
| | OR | |
| Que. | Write short notes on – Channels of Digital Marketing. | 10 |
| Que. | Define / meaning the following. (2 marks each) | |
| | 1. Marketing. | |
| | 2. Marketing Environment. | |
| | 3. Consumer Behaviour. | |
| | 4. Marketing Research. | |
| | 5. Digital Marketing. | |

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April-24-03-3001
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2024
Human Resource Management

Total Marks : 50

Time : 2.5 Hours

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|--------|--|----|
| Que. 1 | Define HRM and Discuss functions of HRM. | 10 |
| | OR | |
| Que. | Define HRP and Explain Process of HRP. | 10 |
| Que. | Explain sources of Recruitment with its Merit and Demerits. | 10 |
| | OR | |
| Que. 2 | Discuss types of Interviews with its limitations. | 10 |
| Que. 3 | Discuss need and importance of Training and Development. | 10 |
| | OR | |
| Que. 3 | Explain process of placement with its importance. | 10 |
| Que. 4 | Explain 360 degree of Performance Appraisal. | 10 |
| | OR | |
| Que. | Discuss essential characteristics of effective Performance Appraisal system. | 10 |
| Que. | Write Short Note. (Any Two) | |
| | 1. Steps in Selection. | |
| | 2. Objectives of HRP. | |
| | 3. Job Description. | |
| | 4. Process of Recruitment. | |

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