APRIL -2025 – 3 - 5515
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2025
Communication - II (MS23AECDSCBBA204)

tal Marks : 25 **Time : 2 Hours**

Instructions: Figures to right indicates marks.

Que. 1	a.	Prepare a Speech of Welcome at Inauguration Ceremony of Sports Day.	**05**
		OR	
	a.	Draft a Mourning Speech of well-known personality of Nation.	**05**
Que. 1	b.	Prepare a Press Note on KUMBH at PRAYAGRAJ.	**05**
		OR	
	b.	Prepare a Press note on a recent Fire Accident took place nearby.	**05**
Que. 2	a.	Draft an Enquiry Letter to know Terms and Conditions of Leading Textile Brand.	**05**
		OR	
	a.	Draft an Email to Promote MYNTA Birthday sale.	**05**
Que. 2	b.	Draft an Acceptance order letter for Mobile Phones	**05**
		OR	
Que. 2	b.	Draft a Cancellation Letter for trendy cloths as the low Demand in Market.	**05**
Que. 3		**Answer the following questions. (Any Five)**	**05**
	1.	Write Today's Date in British and American Manner.	
	2.	Condolence Speech is also called as __________	
	3.	Write Heading of any Electronic Company with All Punctuations.	
	4.	Explain PS	
	5.	We can write ______ on Road Accident. (Speech / Press note)	
	6.	In the Beginning of Any Function, We give ____ Speech. (welcome / vote of thanks)	

APRIL -2025 – 3 - 5516

B.B.A. Sem. -II (NEP) Examination

Course Implemented From June-2023

April -2025

Integrated Personality Development Course-I (MS23IKSDSCBBA205)

al Marks : 25 **Time : 2 Hours**

Instructions: Figures to right indicates marks.

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

1. According to Robin Sharma, it only take s11 days to develop a new habit.
   A. True B. False
2. We should spend most of our time in the circle of concern.
   A. True B. False
3. A good listener will be able to understand how the speaker is feeling.
   A. True B. False
4. If we face difficult circumstances, then we should panic and get upset.
   A. True B. False
5. In the face of Failure, we should try to see the positive angle.
   A. True B. False
6. Aryabhata rishi's estimation of Pi was near the actual value π(Pi).
   A. True B. False
7. Which of the following are Not one of the IPDC's four quotients?
   A. Intelligence Quotient B. Adaptability Quotient
   C. Emotional Quotient D. Physical Quotient
8. To adapt to new circumstance, changes are essential. This is explained inthe lecture using which example?
   A. Mahindra B. Ford
   C. Honda D. Toyota
9. How do habits form?
   A. Cue->routine->reward B. Practice->perfect practice->reward
   C. Learn->patience->success D. Learn->patience->success
10. According to the workbook, which of these does Not lead us to failure?
    A. Self-Doubt B. Fear of failure
    C. Finding support D. How we respond to it
11. Which pair of titles from below best suits Aryabhata Rishi?
    A. Astronomer-Mathematician B. Physicist-Historian
    C. Physicist-Biologist D. Nuclear Scientist-Mathematician

12. Which of these is NOT one of the principles of the Project Management Triangle?

A. Environmental Impact
B. Quality of Project
C. Time Efficiency
D. Resources

13. Complete the following phrase: "Home is where the ______ is".

A. Mind
B. Life
C. Heart
D. Light

14. First, they break you and then remake you'. What can we learn from this method that the USA Army use to train their recruits?

A. We should be ready to come out of our own comfort zone to further our personal growth.
B. We should break all limits and make new inovations.

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. What intention should we keep when performing seva?

A. To help others
B. To gain rewards
C. To get money
D. To be appreciated

17. The human brain takes approximately how to process the things we see?

A. 13 seconds
B. 13 milliseconds
C. 13 nanoseconds
D. 13 minutes

Que. 2 Write down the benefits of Seva.

OR

Write down the Negative impact of Social Media.

APRIL -2025 – 3 - 5514

B.B.A. Sem. -II (NEP) Examination

Course Implemented From June-2023

April -2025

Business Economics (MS23MDDSCBBA203)

Total Marks : 50 **Time : 2½ Hours**

Instructions: Figures to right indicates marks.

Que. 1	a.	Define managerial economics and explain its characteristics and significance.	**10**
		OR	
	a.	Differentiate the perfect competition market and monopoly market.	**10**
Que. 1	b.	**Give meanings only. (Any One)**	**02**
	1.	Price discrimination	
	2.	Duopoly	
Que. 2	a.	Explain methods of calculation of business cycle.	**10**
		OR	
	a.	Explain characteristics of phases of business cycle.	**10**
Que. 2	b.	**Give brief concept of following. (Any One)**	**03**
	1.	GDP	
	2.	Per capita income	
Que. 3	a.	Give concept of money and discuss its functions.	**10**
		OR	
	a.	Discuss the functions of commercial banks.	**10**
Que. 3	b.	**List out only. (Any One)**	**02**
	1.	Any four Functions of Central bank.	
	2.	Any four Objectives of monetary policy.	
Que. 4	a.	Write short note on Inflation.	**10**
		OR	
	a.	Write short note on Fiscal policy.	**10**
Que. 4	b.	**List out only. (Any One)**	**03**
	1.	Causes of disequilibrium of balance of payment.	
	2.	Remedies of disequilibrium of balance of payment.	

APRIL -2025 – 3 - 5513

B.B.A. Sem. -II (NEP) Examination

Course Implemented From June-2023

April -2025

Corporate Accounting (MS23MJDSCBBA202)

tal Marks : 50 — Time : 2½ Hours

Que. 1 Bhavin Limited issued 3,00,000 Equity shares of Rs. 10 each at a premium of RS. 1 payable as under: **10**

On Application	Rs. 2
On Allotment	Rs. 4 (including Premium)
On Call	Rs. 5

Applications were received for 4,50,000 shares.

Applicants of 4,00,000 shares were allotted shares on pro-rata basis and remaining applications were refused. The excess money received on application was adjusted to sum due on allotment.

Prity, who was allotted 450 shares failed to pay allotment money and her shares were forfeited immediately after allotment.

Surekha, who applied for 400 shares, failed to pay call money and her shares were forfeited.

Of the above forfeited shares, 80% shares were reissued as fully paid at Rs. 8 the whole of Prity's shares being included.

Pass necessary journal entries to record the above transactions in the books of the company.

OR

Que. 1 Poonam Co. Ltd offered to public for subscription of 1,00,000 14% preference shares of Rs. 100 each at a premium of Rs. 10 per share. Payment was to be made as follows: **10**

On application	Rs. 30
On allotment	Rs. 40 (including premium)
On first and final call	Rs. 40

Applications were received for all the shares offered and allotment was duly made. All money were duly received except the money on call on 100 shares which were forfeited, after the requisite notices has been served. Later, all the forfeited shares were reissued as fully paid up at Rs. 95 per share.

Journalise the above transactions.

Que. 2 a. Write short notes on : Accounting entries for issue of Bonus shares. **05**

b. The DGP Co. Ltd. Has the following items in its Balance Sheet: **05**

	Rs.
Subscribed Equity share capital	2,00,000
(shares of Rs. 10 each, Rs. 8 paid up)	
General Reserve	2,00,000
Profit and Loss Account (Credit)	1,00,000

The company decided:

(1) To convert Partly paid Equity shares in to fully paid shares.

(2) To issue bonus shares at Rs. 10 each at a premium of 25% on the basis of one Equity share for every five shares held.

OR

Que. 2 The Balance sheet of Sun Co. Ltd. As at 31st March, 2011 is as under: **10**

Liabilities	Rs.	Assets	Rs.
Issued and Paid up capital 40,000 equity shares of Rs.10 each	4,00,000	Fixed Assets	4,00,000
Profit and Loss A/C	1,50,000	Stock	1,50,000
General Reserve	1,80,000	Sundry Debtors	80,000
10% Debentures	1,00,000	Cash and Bank Balance	2,00,000
	8,30,000		**8,30,000**

It was resolved at annual General meeting:

(i) To pay dividend of 10%

(ii) To issue one bonus share for every four shares held.

(iii) To repay the debentures at a premium of 3%.

Pass the necessary journal entries and prepare the balance sheet of the company after transactions are completed.

Que. 3 Give Journal Entries for Any Five each having weight of 2 Marks: **10**

a. Conversion of fully pad up equity share capital of Rs. 1,00,000 into equity stock.

b. Cancellation of unpaid amount in respect of 2,000 equity shares of Rs. 10 each, Rs.8 called and paid up, to make them fully paid up.

c. Sub division of 10,000 equity shares of Rs. 100 each into 1,00,000 shares of Rs. 10 each.

d. Consolidation of 40,000 15% preference shares of Rs. 25 each fully paid up into 16% 10,000 preference shares of Rs. 100 each.

e. Conversion of equity stock of Rs. 2,50,000 into equity shares of Rs. 10 each.

f. X Limited converted its 600 equity shares of Rs. 10 each into Equity stock of Rs. 6,300.

Y Limited issued an equity stock of Rs. 5,700 for every 600 Equity shares of Rs. 10 each fully paid up.

The share capital of a company is divided into 4,000 fully paid equity shares each of Rs. 100. The company decided to subdivide its equity shares into 7 equity shares of Rs. 10 each and 3 preference shares of Rs. 10 each.

Que.4 A. Define the following terms (each having weight of 1 marks): **05**

Proposed Dividend

Unclaimed Dividend

Provisions and reserves

General Reserve

Contingency reserve

B. Prepare a Horizontal form of balance sheet using imaginary figures. **05**

OR

Que.4 Prepare the final accounts of the Amita Co. Ltd. From the following Trial balances as on 31-3-2021 and additional information given below: **10**

Particulars	Debit (Rs.)	Credit (Rs.)
10% 5,000 Preference shares each of Rs. 100	-	5,00,000
Profit in foreign exchange	-	19,00,000
Creditors and Debtors	2,50,000	12,00,000
Bills payable and bills receivable	1,30,000	1,60,000
Bank overdraft and cash on hand	40,000	1,90,000
Bad debt and bad debt reserve	10,000	25,000
Sales and purchase	16,00,000	48,00,000
Goods returns	50,000	40,000
Wages	9,00,000	-
Preliminary expenses	1,10,000	-
Rent paid and unpaid rent	1,10,000	10,000
20,000 Equity shares each of Rs. 100		20,00,000
14% convertible debentures and its interest	70,000	20,00,000
Opening stock	1,00,000	-
Plant and machinery	20,00,000	-
Office expenses	3,70,000	-
Depreciation on plant and machinery	2,00,000	-
Furniture	15,00,000	-
Shares of Parmita Co.	11,35,500	-
Vehicles	12,00,000	-
Profit and loss A/c (1-4-2020)	-	6,39,500
Share premium	-	3,30,000
G.S.F.C. Loan (Mortgage on building)	-	40,00,000
Building (less Depreciation (1-4-2020)	80,19,000	-
	1,77,94,500	**1,77,94,500**

Additional Information:

(1) Closing stock is Rs. 4,00,000; closing stock is valued at selling price. Selling price is determined by adding 25% on cost price.

(2) Building was purchased on 1-4-2017 on which the depreciation was charged azt 10% by diminishing balance method. But now onwards from 1-4-2020 the depreciation is to be charged @10% by straight line method.

(3) Calculate depreciation @ 10% on vehicles. Vehicles were bought on 6th November, 2006.

(4) The debentures of Rs. 10,00,000 were converted into equity shares on 1-4-2020 but by mistake it is recorded.

(5) Depreciate furniture @5%; the furniture of Rs. 40,000 ins included in purchase which was purchased on 1-7-2020.

(6) Write off 40% of preliminary expenses.

(7) Transfer 25% of profit to general reserve.

(8) Board of directors have recommended for the proposed dividend @ 25% on equity share capital.

Que.5 Multiple choice questions each having weight of 1 Mark:

1. Share application account is of the nature of a:

A. Suspense account B. Personal account

C. Nominal account D. Real account

2. Balance of forfeited shares account is transferred to -

A. Capital redemption reserve B. General reserve

C. Either (a) or (b) D. Capital reserve

3. As the excess application money is to be retained as calls in advance, which accounts is to be debited from the following?

A. Share capital account B. calls in arrears account

C. Bank account D. share application account

4. Bonus shares means such shares which are:

A. issued by newly formed company

B. issued to the directors of the company

C. issued to any person or issued as public issue

D. issued to the existing shareholders

5. Bonus Share can be issued out of:

A. General reserve and Profit and loss A/c only

B. Dividend Equalization reserve only

C. Securities premium only

D. All of the above

6. Sujata Ltd. Utilized its general reserve in issuing 36,000 equity shares of Rs. 10 each as bonus shares at a premium of 5% what would be the amount to shareholders bonus account?

A. Rs. 3,78,000 B. Rs. 3,76,000

C. Rs. 3,74,000 D. Rs. 3,80,000

7. Converging the shares of high value into shares of small value is called-

A. Consolidation of shares B. Conversion of shares

C. Sub-division of shares D. Diminution of shares

8. Which share can be converted into stock?

A. Partly paid share B. Fully paid share

C. a and b both D. None of the above

9. Uncalled amount of partly paid shares is required to be shown under:

A. Current liabilities B. Loan and advances

C. Share capital D. Contingent liabilities

10. Dividends are usually paid on:

A. Called up capital B. Issued capital

C. Authorized capital D. Paid up capital

APRIL -2025 – 3 - 5512

B.B.A. Sem. -II (NEP) Examination

Course Implemented From June-2023

April -2025

Basic of Marketing (MS23MJDSCBBA201A)

Total Marks : 50 **Time : 2½ Hours**

Instructions: Figures to right indicates marks.

Que. 1	1.	What is marketing? Explain major functions of marketing.	10
		OR	
	2.	Explain concepts of marketing.	10
Que. 2	1.	Explain technological and political environment.	10
		OR	
	2.	Explain an importance of marketing research in brief.	10
Que. 3	1.	Explain requisites of sound segmentation.	10
		OR	
	2.	Explain buying behaviour process in brief.	10
Que.4	1.	Explain an element of market communication mix.	10
		OR	
	2.	Explain various Channel of Digital Marketing.	10
Que.5		Define / meaning the followings... (2 marks each)	10
	1.	Green Marketing	
	2.	MKIS	
	3.	Consumer Behaviour	
	4.	Marketing Research	
	5.	Segmentation.	

APRIL -2025 – 3 - 5511
B.B.A. Sem. -II (NEP) Examination
Course Implemented From June-2023
April -2025
Human Resource Management (MS23MJDSCBBA201)

Total Marks : 50 | **Time : 2½ Hours**

Instructions: Figures to right indicates marks.

Que. 1	**A.**	Explain functions of Human Resource Management.	**06**
	B.	Discuss various factors affecting Human Resource Planning.	**07**
		OR	
Que. 1		Explain the various steps involved in human resource planning.	**13**
Que. 2		What is Recruitment? Discuss sources of recruitment.	**12**
		OR	
Que. 2	**A.**	Discuss steps involved in Selection Process.	**06**
	B.	Explain Types of Interview with example.	**06**
Que.3		Explain importance of Training and discuss Process of training.	**13**
		OR	
Que. 3	**A.**	Define placement and explain its process.	**07**
	B.	Explain importance of developmental programs for employees.	**06**
Que.4		Explain various methods for Performance Appraisal.	**12**
		OR	
Que. 4	**A.**	**Write Short Notes. (Any Two)**	**12**
	1.	Need for Performance Appraisal.	
	2.	Essential characteristics of an effective appraisal system.	
	3.	BARS method of Performance Appraisal.	
