

APRIL-26-04-4516

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

April - 2026

Major – II – Basics of Marketing – MS23MJDSCBBA-201A

Total Marks : 50

Time : 2 ½ Hours

Instruction: Figures on the right side indicates marks.

- Q.1 Explain Functions of marketing. 10
- OR
- Q.1 Define marketing and give meaning of Telemarketing, Concept marketing, Green marketing and social media marketing. 10
- Q.2 Define marketing research and explain its objectives. 10
- OR
- Q.2 Explain the components of MkIS. 10
- Q.3 Give definition of segmentation and briefly discuss bases of market segmentation. 10
- OR
- Q.3 Explain buying decision process with example. 10
- Q.4 List out elements of Marketing Mix and Briefly discuss any one elements. 10
- OR
- Q.4 Define marketing campaign. List out its types and briefly explain any two campaign. 10
- Q.5 Do as directed. 10
1. Marketing is only concerned with selling goods. (True/False)
 2. Marketing environment includes internal and external factors. (True/False)
 3. Social media marketing is strictly a one-way communication process. (True/False)
 4. Positioning refers to the physical placement of products in retail stores. (True/False)
 5. Marketing is the process of satisfying customer ____ (Need/Relationship)
 6. ____ environment includes population size and structure. (Economic/Demographic)
 7. Consumer behaviour studies ____
(Product selling technique/Consumer buying patterns)
 8. SEO stands for Search Engine ____ (Operation/Optimization)
 9. Repositioning means: (Changing product image / Changing new business)
 10. Content marketing is primarily associated with ____ (Websites/Billboards)

APRIL-26-04-4515
B. B. A. Sem - II (NEP Course) Examination
April - 2026
Major – I – Human Resource Management -
MS23MJDSCBBA-201

Total Marks : 50

Time : 2 ½ Hours

Instructions : Figures to right indicates marks, Give examples wherever necessary

1. Explain various functions of Human Resource Management. 10
OR
 1. Explain process of Human Recourse Planning (HRP). 10
 2. Discuss internal and external sources Recruitment with its merits and demerits. 10
OR
 2. Discuss steps involved in Selection Process. 10
 3. Explain need and importance of Training and Development. 10
OR
 3. Define Placement and explain its process. 10
 4. Explain various methods for Performance Appraisal. 10
OR
 4. Explain essential characteristics of an effective appraisal system 10
 5. Explain various types of Interviews. 10
OR
 5. Discuss process of Recruitment. 10
-

APRIL-26-04-4514

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

April - 2026

Minor - Corporate Accounting – MS23MIDSCBBA-202

Total Marks : 50

Time: 2 ½ Hours

Q.1 BSE LTD issued 5,00,000 equity shares of Rs. 10 each at a premium of 50%.

The amount were called up as under:

10

On Application

Rs. 5

On allotment

Rs. 8 (Including premium)

On first and Final call

Rs. 2

Applications were received for 8,00,000 shares and allotment made pro-rata to the applicants of 7,50,000 shares and remaining applications were refused and amount was refunded. Money overpaid On applications was transferred to allotment account.

Pareesh who applied for 3000 shares allotted failed to pay the allotment and Call Money. So his shares were forfeited after final call. All the forfeited shares were re-issued as fully paid up at Rs: 7 per share.

Pass necessary journal entries in the books of company.

OR

Q.1 A. Explain Over subscription and under subscription.

05

Q.1 B. Explain Calls in Arrears and Calls in Advance.

05

Q.2 A. Write SEBI guidelines for issue of bonus share 2000.

05

Q.2 B. What is Bonus Issue ? Write sources of bonus issue.

05

OR

Q.2 The balance sheet of Reliance Co. Ltd. as on 31-3-2025 as under.

10

Particular	Notes	Rs
1. Equity and Liabilities:		
1. Shareholder's Fund:		
a. Share Capital: 60,000 equity shares Rs. 10 Each		6,00,000
b. Reserve and Surplus: Profit and Loss Account		3,60,000
2. Non Current Liabilities:		
a. Long term Borrowings: 12% Debentures		5,00,000
3. Current Liabilities:		
a. Trade Payable: Creditors		2,40,000
Total		17,00,000
2. Assets		
1. Non current Assets		
a. Fixed Assets		5,00,000
2. Current Assets		
a. Inventors Stock		4,00,000
b. Trade Receivable Debtors		1,00,000
c. Cash and Cash Equivalents : Bank at Bank		7,00,000
Total		17,00,000

Additional Information:

- To pay Dividend in cash of 10% free of tax.
- To issue one bonus share for every 3 old shares held.

3. To give existing share-holders the option to purchase one shares of Rs. 10 at Rs. 15 per share for every three shares held prior to the bonus distribution. All the share holders took up their option.
 4. To re-pay the debenture at 5% premium.
- Give the necessary Journal entries and give the balance sheet after transactions are completed.

Q.3 A. Write condition of Alteration of share capital.

05

Q.3 B. Explain Sub-division of share capital.

05

OR

Q.3 Write journal entries for the following:

10

1. The share capital of the company consist of 60,000 equity shares Rs. 100 each. The company has passed resolution to subdivide its equity shares of Rs. 100 into 7 equity shares of Rs. 10 each and 3 preference shares of Rs. 10 each.
2. A company has converted its 500 equity shares of Rs. 100 each into Equity stock of Rs. 49500.
3. A company has issued 200 equity shares of Rs. 10 each in exchange of Equity stock of Rs. 2100.
4. Consolidation of 80,000 12% preference shares of Rs. 25 fully paid up into 15%, 20000 Preference shares Rs. 100 each.

Q.4 A. What is Provision and Reserve ? Write difference between reserve and Provision.

05

Q.4 B. Write Main Head and Sub head of following items recorded in Financial Statement:

05

1. Securities Premium
2. Closing stock
3. Creditors
4. Trade mark
5. Accrue Income

OR

Q.4 Prepare Balance sheet as at 31-3-2025 from the particular given by DLF Ltd. as per company act. 10

Particular	Rs	Particular	Rs
Equity Share Capital	15,00,000	Provident Fund	40,000
Calls in Advance	10,000	Provident Fund Investments	6,00,000
Goodwill	5,00,000	Profit and Loss Account (Credit)	1,30,000
Land	4,40,000	Bank Balance	50,000
Bills Receivable	4,00,000	Debtors	20,000
General Reserve	1,00,000	Stock in trade	2,00,000
12% Debenture	2,00,000	Software	50,000
Sundry Creditors	3,00,000		

Q.5 Choose the correct Answers: (MCQ's)

10

1. As per SEBI _____ % minimum applications must be received on subscription.
A. 50% B. 7% C. 80% D. 90%
2. Securities premium is _____ for a company.
A. Revenue Profit B. Capital Profit
C. Revenue Loss D. Capital Loss
3. _____ capital is not recorded in Balance sheet of the company
A. Authorized share capital B. Issue share capital
C. Subscribe share capital D. Reserve share capital
4. _____ Sources is not use for giving Partly paid Bonus.
A. General Reserve B. Profit and Loss Account
C. Securities Premium D. Reserve fund
5. After granting a permission from company law board within _____ month bonus given to shareholder.
A. 6 B. 10 C. 12 D. 15

are for
tion.

6. Altering shares of small denomination value into shares of High denomination value is called
- | | |
|----------------------------|-------------------------|
| A. Consolidation of shares | B. Conversion of shares |
| C. Sub-division of shares | D. Diminution of shares |
7. Increase or decrease of Authorize share capital is called
- | | |
|----------------------------|-------------------------|
| A. Consolidation of shares | B. Conversion of shares |
| C. Sub-division of shares | D. Diminution of shares |
8. Loose tools shown in the balance sheet under the head of
- | | |
|----------------------------------|-----------------------------|
| A. Property, plant and equipment | B. Inventories |
| C. Trade Receivable | D. Cash and Cash equivalent |
9. Workman Compensation fund is _____ for company
- | | |
|-------------------------------|------------------|
| A. Reserve | B. Provision |
| C. Both Reserve and Provision | D. None of these |
10. Proposed Dividend is to be shown under the head _____ in the balance sheet.
- | | |
|-------------------------|------------------------|
| A. Short term provision | B. long term provision |
| C. Trade payable | D. Reserve and Surplus |

APRIL-26-04-4513

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

April - 2026

Business Economics - MS23MDDSCBBA-203

Total Marks : 50

Time: 2 ½ Hours

- | | | |
|-----|---|----|
| Q.1 | Explain nature of managerial economics. | 10 |
| | OR | |
| Q.1 | Explain characteristics of monopolistic market. | 10 |
| Q.2 | Explain different method of measuring national income. | 10 |
| | OR | |
| Q.2 | Explain phases of business cycle | 10 |
| Q.3 | Explain major functions of money. | 10 |
| | OR | |
| Q.3 | Explain major functions of commercial bank. | 10 |
| Q.4 | Explain different types of inflation. | 10 |
| | OR | |
| Q.4 | Explain causes of disequilibrium of balance of payment. | 10 |
| Q.5 | Define / meaning the followings. (2 Marks Each) | 10 |
| | 1. Duopoly Market | |
| | 2. GDP | |
| | 3. Money | |
| | 4. Bank | |
| | 5. Inflation | |
-

APRIL-26-04-4512
Semester - II NEP Course Examination
April-2026
Value Added Course (VAC)
IPDC- MS23IKSDSCBBA-205

Total Marks : 25

Time : 2 Hours

Instruction: Figures on the right side indicates marks.

Q.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. Focus on what you can control and do not waste energy on things that you cannot control.
A. True B. False
2. Vijay Bhatkar became the chancellor of Nalanda University.
A. True B. False
3. If technology is used without discretion then it is a blessing. But with discretion, it is a curse.
A. True B. False
4. Social media has been designed to keep users engaged on their device for only a brief amount of time.
A. True B. False
5. Networking is the process of calculating the net profit
A. True B. False
6. Project Management should be done after completing the Project.
A. True B. False
7. Relying only on ourselves is the only way of achieving our dreams.
A. True B. False
8. 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
9. According to the IPDC workbook, Tendulkar and Tata are what type of people?
A. Extraordinary B. Emotional C. Legendary D. Ordinary
10. What are the proven ways to show the other person that you are completely engaged in the conversation?
A. Summarizing the main points B. Asking appropriate questions
C. A.&B.both D. None of the above
11. Which of the following is NOT a key factor of Active Listening?
A. Listening with our ears B. Listening with our eyes and body
C. Listening with our mind and heart D. Listening with our opinion
12. According to the workbook, which of these does NOT lead us to failure?
A. Self-doubts B. Fear of failure
C. Finding support D. Making excuses
13. Complete the following phrase: "Home is where the _is"
A. Mind B. Heart
C. Life D. Light
14. The human brain has approximately how many neurons?
A. 100 billion neurons B. 200 billion neurons
C. 100 million neurons D. 200 million neurons
15. Which of the below scientist, calculated an accurate approximation for $\pi(x)$?
A. Aryabhata B. Vikram C. Sushruta D. Vyasa

16. First they break you and then they 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 innovations.
17. Megha 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.
18. Riya has been invited to this year's National Youth Summit. As a medical student, she has been asked to prepare her view on the future of India and its medical practitioners. She is trying to decide which message she should convey. What do you think is the best option:
- a. Youths should contribute to India by becoming doctors. Being a doctor means you can become wealthy and reputable.
 - b. Youths should contribute to India by becoming doctors. Being a doctor means you can serve your country by helping its citizens.
17. As a student, 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.

Q.2 Explain the benefits of selfless services, selfless seva. 10

OR

Q.2 Explain the factors affecting failure. 10

APRIL-26-04-4511
Semester - II (NEP Course) Examination
Ability Enhancement Course (AEC)
April-2026

Communication – II - MS23AECDS CBBA-204

Total Marks : 25

Time : 2 Hours

- Q. 1 (A) Draft a speech to bid farewell to Final Year students of your college. 05
OR
- Q.1 (A) Prepare speech to propose a vote of thanks at a blood donation camp organized by your college 05
- Q. 1 (B) Prepare a press note on a recent accident that took place on the highway 05
OR
- Q. 1 (B) Prepare a press note on a recent air crash 05
- Q. 2 Write any two. 10
1. Place an order of furniture items with House of Furniture, Ahmedabad on behalf of your college.
 2. Reply an in inquiry made by Hem Electronics for Electronic Goods on behalf of LG Electronics.
 3. Draft a Sales Promotion letter to promote your company's Washing Powder.
 4. Rajat Limited has received an order of certain goods from ABC Industries. Send an email to refuse the said order due to some valid reasons.
- Q.3 Select the correct answer from given options for the following questions. (Any five) 05
1. Which one of the following is an ordinal manner of writing a date?
A. 27th March 2026 B. March 27, 2026
C. 27/03/2026 D. 03-27-2026
 2. In Emails BCC stands for ____
A. Barcoded Communication Copy B. Blind Carbon Copy
C. Business Correspondence Code D. Business Code of Conduct
 3. Tick what is applicable to a speech.
A. Oral Communication B. Public Speaking
C. to inform, entertain or influence the listeners. D. All of these.
 4. The Inside Address in a Business Letter is an address of ____
A. a Government Authority B. the Sender
C. the Receiver D. the Buyer
 5. In ____ speech a speaker wishes all the best to the departing one/s for their future endeavours.
A. Welcome B. Condolence
C. Farewell D. Introduction
 6. ____ is considered to be an identity of a business letter.
A. Reference Number B. Inside Address
C. Signature D. Post Script
-