

Exam. Code : 105405

Subject Code : 1440

Bachelor in Business Administration (BBA) 5th Sem.
(Batch 2020-23)

COMPANY LAW

Paper : BBA-503

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Write detailed notes on :
 - (a) Limited Liability Partnership
 - (b) Types of a Company.
2. What is Doctrine of Ultra Vires ? Discuss

SECTION—B

3. Define Prospectus. Also discuss its major types.
4. What is Doctrine of Indoor Management ? Discuss in detail.

SECTION—C

5. Write a detailed note on Women Directors.
6. Discuss how share transfer and transmission is done as per Company Law.

SECTION—D

7. What are Company Meetings ? Discuss different types of meetings in detail.
8. Discuss the step by step legal procedure of winding up of a company by the court.

Exam. Code : 105405

Subject Code : 1437

Bachelor in Business Administration (BBA)

5th Semester (Batch 2020-23)

ENGLISH COMPULSORY

Paper : BBA-501

Time Allowed—3 Hours] [Maximum Marks—50

Note :—Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. (a) Comment on the beginning of the play *All My Sons*. 5
(b) Do you think Kate Keller should also be held responsible for Joe's crime ? 5
2. Joe Keller's suicide is a punishment he gives to himself but it is also a way in which he frees himself from his guilt. Discuss. 10

SECTION—B

3. (a) Why does Auden term the unknown citizen a saint ? 5
(b) What qualities does the mirror attribute to itself ? 5
4. *She Walks in Beauty* is the male vision of ideal female self. Discuss. 10

SECTION—C

5. Write a letter to the District Health Officer, drawing his attention towards violations of Covid-19 safety guidelines in schools. 10
6. Write an application to the Chief Manager of Vision Media Infotek for the post of Sales Manager. 10

SECTION—D

7. Prepare a resume for the post of Sales Manager in a national level company. 10
8. Write a business report on the sales possibilities of the new hair shampoo proposed to be launched by your company in the next year. 10

Exam. Code : 105405

Subject Code : 1444

Bachelor in Business Administration (BBA)

5th Semester (Batch 2020-23)

ADVERTISING & SALES MANAGEMENT

Paper : BBA-512, Group-A

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is DAGMAR ? Explain how marketers might use DAGMAR in establishing objectives.
2. (i) Discuss the functions and various types of advertising.
(ii) Explain the steps in preparing an advertising budget. Also, discuss the reasons managers continue to set budgets using 'top-down' budgeting method.

SECTION—B

3. Media planning involves a trade-off between reach and frequency. Explain what this means and give examples of when reach should be emphasized over frequency and vice-versa.
4. (i) Explain the different elements of an ad copy.
(ii) Discuss the advantages of Television as an advertising medium citing examples from packaged food products marketers.

SECTION—C

5. 'A sales manager performs two sets of functions- Operation and Planning'. Discuss.
6. 'Selection systems for sales personnel range from simple one-step systems to complex multi-step systems.' Elaborate.

SECTION—D

7. 'Building a Sales training program requires some major decisions'. Explain in detail.
8. Explain the various quantitative measures that are used for stimulating good sales performance.

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Subject Code : 1443

Bachelor in Business Administration (BBA)

5th Semester (Batch 2020-23)

CONSUMER BEHAVIOUR

Paper : BBA-511, Group-A

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is Consumer Behaviour ? Explain the need for studying consumer behaviour.
2. Define Personality. Explain the four types of personality.

SECTION—B

3. What do you mean by Differential Threshold and discuss its application in marketing with the help of suitable example ?
4. Write about Learning. Explain the importance of learning in understanding the consumer behaviour.

SECTION—C

5. Explain the concept of Reference Groups. Also, discuss the major types of reference groups.
6. What do you mean by Social Class ? How is the social class measured ? Discuss.

SECTION—D

7. Discuss the concept of Opinion Leader. Explain the various characteristics of an opinion leader.
8. Give a note on Consumer Decision Making. Explain the various steps involved in consumer decision making process.

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Subject Code : 1441

Bachelor in Business Administration (BBA)

5th Semester (Batch 2020-23)

ENTREPRENEURSHIP AND SMALL BUSINESS

Paper : BBA-504

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. How is a Public Company different from Private Company ? 10
2. How women entrepreneurs have emerged successful these days ? 10

SECTION—B

3. Discuss features of entrepreneurial behaviour and the factors affecting it. 10
4. How socio-economic environment has an impact on entrepreneurship ? 10

SECTION—C

5. Discuss relevance of Entrepreneurial Development Programmes. 10
6. Explain initial strategic planning of a business venture. 10

SECTION—D

7. What are various methods of Finance Management of Small Enterprises. 10
8. Discuss national policies for small business enterprises. 10