

**Exam. Code : 105403**

**Subject Code: 1285**

**Bachelor in Business Administration (BBA)**

**3<sup>rd</sup> Semester (Batch 2022-25)**

**FUNDAMENTALS OF MARKETING**

**MANAGEMENT**

**Paper—BBA-305**

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. Discuss the Marketing Strategy for Service Organizations.  
Explain the Functions of Marketing Research.
2. “Marketing Begins and Ends with the Consumer” —  
Discuss it in detail.

**SECTION—B**

3. What is the Object of Market Segmentation and write the bases of Market Segmentation.

4. Write the Strategic considerations in the Product Life Cycle concept.

### **SECTION—C**

5. What are the various kinds of Pricing Strategies ? Discuss.
6. What is branding ? Explain the various Methods to measure Brand Equity.

### **SECTION—D**

7. Discuss the changing role of Direct Selling. Comment on the qualities of a successful Salesman.
8. What is advertising ? Why is it required for business organisations ? Discuss the methods for deciding the budget for advertising.

Exam. Code : 105403  
Subject Code: 1281

**Bachelor in Business Administration (BBA)**

**3<sup>rd</sup> Semester (Batch 2022-25)**

**PUNJABI COMPULSORY**

**Paper : BBA-302 (i)**

Time Allowed—3 Hours]

[Maximum Marks—50

**ਨੋਟ :—** ਹਰੇਕ ਭਾਗ ਵਿੱਚੋਂ ਘੱਟੋ-ਘੱਟ ਇੱਕ ਪ੍ਰਸ਼ਨ ਦੀ ਚੋਣ ਕਰਦੇ ਹੋਏ, ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰੋ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।

**ਭਾਗ—ੳ**

1. 'ਘਰ ਦਾ ਪਿਆਰ' ਨਿਬੰਧ ਦਾ ਸਾਰ ਲਿਖੋ।
2. 'ਪੰਜਾਬ ਦਾ ਸਭਿਆਚਾਰ' ਨਿਬੰਧ ਦਾ ਕਲਾ ਪੱਖ ਬਿਆਨ ਕਰੋ।

**ਭਾਗ—ਅ**

3. 'ਅੰਨੇ ਨਿਸ਼ਾਨਚੀ' ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਸਪੱਸ਼ਟ ਕਰੋ।
4. 'ਸੁਹਾਗ' ਇਕਾਂਗੀ ਦੇ ਕੋਈ ਦੋ ਪਾਤਰਾਂ ਨਾਲ ਜਾਣ-ਪਛਾਣ ਕਰਾਓ।

**ਭਾਗ—ੲ**

5. ਹੇਠ ਲਿਖੇ ਪੈਰੂ ਦੀ ਸੰਖੇਪ ਰਚਨਾ ਕਰਕੇ ਢੁੱਕਵਾਂ ਸਿਰਲੇਖ ਲਿਖੋ :  
ਬਹੁਤ ਸਾਰੇ ਵਹਿਮ ਸ਼ਗਨਾਂ-ਅਪਸ਼ਗਨਾਂ ਦੇ ਹਨ, ਜਿਨ੍ਹਾ ਦਾ ਸੰਬੰਧ ਸਫ਼ਰ ਨਾਲ ਖਾਸ ਹੈ। ਪੁਰਾਣੇ ਵਕਤਾਂ ਵਿੱਚ ਰੇਲਾਂ ਨਹੀਂ ਸਨ, ਨਾ ਕੋਈ ਸਾਫ਼ ਪੱਧਰੀਆਂ ਸੜਕਾਂ ਸਨ। ਇਸ ਲਈ ਸਫ਼ਰ ਬੜਾ

ਖਤਰਨਾਕ ਹੁੰਦਾ ਸੀ। ਚੱਲਣ ਲਗਿਆਂ ਹਜ਼ਾਰਾਂ ਤਰ੍ਹਾਂ ਦੀਆਂ ਚੌਕਸੀਆਂ ਕਰਨੀਆਂ ਪੈਂਦੀਆਂ ਸਨ। ਸੱਜੇ-ਖੱਬੇ ਤੱਕ ਕੇ ਤੁਰਨਾ ਪੈਂਦਾ ਸੀ। ਜੇ ਗਧਾ ਖੱਬੇ ਹੀਂਗੇ ਜਾਂ ਭਾਰ ਨਾਲ ਲਦਿਆ ਮਿਲੇ ਤਾਂ ਚੰਗਾ। ਜੇ ਤਿੱਤਰ ਖੱਬੇ ਪਾਸੇ ਬੋਲੇ ਤਾ ਮਾੜਾ ਜੇ ਹਿਰਨਾਂ ਦੀ ਡਾਰ ਖੱਬੇ ਜਾਂਦੀ ਮਿਲੇ ਤਾਂ ਮਾੜੀ। ਗਿੱਦੜ ਸਜਿਓਂ ਦਿਸੇ ਤਾਂ ਚੰਗਾ, ਦੋ ਮਿਲਣ ਤਾਂ ਹੋਰ ਵੀ ਚੰਗੇ। ਕਈ ਵਹਿਮ ਸ਼ਿਕਾਰੀ ਲੋਕਾਂ ਦੇ ਵੀ ਹਨ। ਕਹਿੰਦੇ ਹਨ ਕਿ ਜਨੌਰਾਂ ਵਿੱਚੋਂ ਸਭ ਤੋਂ ਪਹਿਲਾ ਘੋੜਾ ਪੈਦਾ ਹੋਇਆ, ਫਿਰ ਹਾਥੀ। ਇਸ ਲਈ ਇਨ੍ਹਾਂ ਤੋਂ ਕੋਈ ਬਦਸ਼ਗਨੀ ਨਹੀਂ ਮੰਨਦੇ। ਇਹ ਆਪਣੇ ਮਾਲਕ ਨੂੰ ਅਗੇਤਰੇ ਹੀ ਖਤਰੇ ਦਾ ਪਤਾ ਦੇ ਦਿੰਦੇ ਹਨ। ਜੇ ਘੋੜਾ ਨੱਚਦਾ ਟੱਪਦਾ ਮਿਲੇ ਤਾਂ ਬਹੁਤ ਚੰਗਾ ਮੰਨਦੇ ਹਨ। ਘੋੜਾ ਖਰੀਦਣ ਜਾਈਏ ਤਾਂ ਵੀ ਇਹ ਕੰਨ-ਸਿਰ ਹਿਲਾ ਕੇ ਜਾਂ ਖੁਰ ਮਾਰ ਕੇ ਦੱਸ ਦਿੰਦਾ ਹੈ ਕਿ ਸੌਦਾ ਚੰਗਾ ਹੈ ਜਾਂ ਮੰਦਾ।

6. ਹੇਠ ਲਿਖੇ ਪੈਰੂ ਦੀ ਸ਼ਬਦ-ਜੋੜਾਂ ਪੱਖੋਂ ਸੁਧਾਈ ਕਰੋ :  
ਬਰਸਾਤ ਦੇ ਦਿਨਾ ਵਿੱਚ ਸੈਹਰ ਅਤੇ ਪਿੰਡਾਂ ਦੇ ਜੀਬਨ ਦੀ ਤੁਲਨਾ ਕੀਤਿਆ ਪਤਾ ਚਲਦਾ ਹੈ ਕਿ ਸੈਹਰਾਂ ਬਿਚ ਰਹਿੰਦੀਆਂ ਤੁਸੀਂ ਵਰਸਾਰ ਦਾ ਆਨੰਦ ਮਾਨ ਸਕਦੇ ਹੋ ਪਰ ਪਿੰਡਾਂ ਵਿੱਚ ਬਹੁਤ ਦੁਸ਼ਬਾਰੀਆ ਦਾ ਸਾਹਮਣਾ ਕਰਨਾ ਪੈਂਦਾ ਹੈ। ਉਂਵ ਦੇਖਿਆ ਜਾਬੇ ਤਾ ਅਜਿਹੇ ਮੌਸਮ ਬਿਚ ਗਰੀਵ ਲੋਕ ਕਿ ਕਰਦੇ ਹੋਨਗੇ ਜਿਹੜੇ ਆਕਾਸ ਦੀ ਸ਼ੱਤ ਹੇਠਾਂ ਹੀ ਸੋਦੇ ਹਨ।

#### ਭਾਗ—ਸ

7. ਵਾਕ ਅਤੇ ਉਪਵਾਕ ਨੂੰ ਉਦਾਹਰਨਾਂ ਨਾਲ ਸਪੱਸ਼ਟ ਕਰੋ।
8. ਸ਼ਬਦ ਕੀ ਹੁੰਦਾ ਹੈ ਤੇ ਇਹ ਕਿੰਨੀ ਪ੍ਰਕਾਰ ਦੇ ਹੁੰਦੇ ਹਨ।

**Exam. Code : 105403**

**Subject Code : 1282**

**Bachelor in Business Administration (BBA)**

**3<sup>rd</sup> Semester (Batch 2022-25)**

**MUDHLI PUNJABI**

**(In Lieu of Compulsory Punjabi)**

**Paper : BBA-302 (ii)**

Time Allowed—3 Hours]

[Maximum Marks—50

**ਨੋਟ :—** ਹਰੇਕ ਭਾਗ ਵਿੱਚੋਂ ਘੱਟੋ-ਘੱਟ ਇੱਕ ਪ੍ਰਸ਼ਨ ਦੀ ਚੋਣ ਕਰਦੇ ਹੋਏ, ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰੋ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।

**ਭਾਗ—ਓ**

1. ਬੋਲਣ ਵਿੱਚ ਸਰੀਰ ਦੀ ਸ਼ਕਤੀ ਖਰਚ ਹੁੰਦੀ ਹੈ ਤੇ ਇਸ ਸ਼ਕਤੀ ਨੂੰ ਜਿੰਨਾ ਬਚਾ ਕੇ ਰੱਖਿਆ ਜਾਏ ਓਨਾ ਹੀ ਫ਼ਾਇਦਾ ਹੈ। ਮਹਾਤਮਾ ਗਾਂਧੀ ਜੀ ਹਫ਼ਤੇ ਵਿੱਚ ਇੱਕ ਦਿਨ ਮੌਨ ਵਰਤ ਰੱਖਿਆ ਕਰਦੇ ਸਨ ਤੇ ਆਚਾਰੀਆ ਵਿਨੋਭਾ ਭਾਵੇਂ ਵੀ ਕਈ-ਕਈ ਦਿਨ ਚੁੱਪ ਰਹਿੰਦੇ ਰਹੇ ਸਨ। ਘੱਟ ਬੋਲਣ ਵਾਲੇ ਮਨੁੱਖਾਂ ਨੂੰ ਲੋਕ ਬੜੇ ਧਿਆਨ ਨਾ ਸੁਣਦੇ ਹਨ ਤੇ ਉਨ੍ਹਾਂ ਦੇ ਬੋਲਾਂ ਦੀ ਕਦਰ ਕਰਦੇ ਹਨ। ਕਉਏ ਦੀ ਲਗਾਤਾਰ ਕਾਂ ਕਾਂ ਲੋਕਾਂ ਦਾ ਸਿਰ ਖਾਂਦੀ ਹੈ ਤੇ ਲੋਕ ਉਸਨੂੰ ਸੁਣਨਾ ਪਸੰਦ ਨਹੀਂ ਕਰਦੇ, ਜਦਕਿ ਕੋਇਲ ਦੀ ਕਦੇ-ਕਦੇ

ਕੀਤੀ ਕੂਹੂ ਕੂਹੂ ਲੋਕਾਂ ਨੂੰ ਸੁਰੀਲੀ ਤੇ ਪਿਆਰੀ ਲੱਗਦੀ ਹੈ।  
ਚੁੱਪ ਰਹਿਣ ਵਾਲਾ ਤੇ ਸਮੇਂ ਸਿਰ ਬੋਲਣ ਵਾਲਾ ਗਹਿਰ-ਗੰਭੀਰ  
ਸਿਆਣਾ ਸਮਝਿਆ ਜਾਂਦਾ ਹੈ।

(ੳ) ਬੋਲਣ ਨਾਲ ਕਿਹੜੀ ਸ਼ਕਤੀ ਖਰਚ ਹੁੰਦੀ ਹੈ ?

(ਅ) ਗਾਂਧੀ ਜੀ ਕਿਹੜਾ ਵਰਤ ਰੱਖਦੇ ਸਨ ?

(ੲ) ਲੋਕ ਕਿਹੜੇ ਪੰਛੀ ਦੀ ਆਵਾਜ਼ ਨੂੰ ਪਸੰਦ ਨਹੀਂ ਕਰਦੇ ?

(ਸ) ਚੁੱਪ ਰਹਿਣ ਵਾਲੇ ਨੂੰ ਕੀ ਸਮਝਿਆ ਜਾਂਦਾ ਹੈ ?

(ਹ) ਪੈਰੂ ਦਾ ਢੁੱਕਵਾਂ ਸਿਰਲੇਖ ਦਿਓ।

2. ਹੇਠਾਂ ਦਿੱਤੇ ਪੈਰੂ ਦਾ ਪੰਜਾਬੀ ਵਿੱਚ ਅਨੁਵਾਦ ਕਰੋ :

Games and sports are an essential part of education.  
Education is incomplete without them. Every boy and girl  
ought to take part in one or the other game. Sports  
strengthen our body and make us active. They keep us  
healthy. They teach us several lessons, for example  
punctuality, discipline, patience and hopefulness. Those boys  
who keep away from sports often remain sick.

### ਭਾਗ—ਅ

3. ਹੇਠ ਲਿਖੀਆਂ ਕਾਵਿ ਸਤਰਾਂ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਕਰੋ :

ਮੈਂ ਪੰਜਾਬੀ, ਪੰਜਾਬ ਦਾ ਰਹਿਣ ਵਾਲਾ,

ਹਾਂ ਮੈਂ ਪੇਂਡੂ ਪਰ ਸ਼ਹਿਰੀਏ ਰੰਗ ਦਾ ਹਾਂ,

ਸਮਝਾਂ ਫਾਰਸੀ, ਉਰਦੂ ਵੀ ਖੂਬ ਬੋਲਾਂ,  
ਬੋੜੀ ਬਹੁਤੀ ਅੰਗਰੇਜ਼ੀ ਵੀ ਅੰਗਦਾ ਹਾਂ,  
ਬੋਲੀ ਆਪਣੀ ਨਾਲ ਪਿਆਰ ਰੱਖਾਂ,  
ਇਹ ਗੱਲ ਆਖਣੋਂ ਕਦੇ ਨਾ ਸੰਗਦਾ ਹਾਂ।

4. ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ ਦੀ ਕਵਿਤਾ ਬਿਰਹੋਂ ਦੀ ਰੜਕ ਦਾ ਸਾਰ ਲਿਖੋ।

#### ਭਾਗ—ੲ

5. ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ ਦੀ ਕਹਾਣੀ 'ਉਹ ਸੋਚਦੀ' ਦਾ ਸਾਰ ਲਿਖੋ।  
6. ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ ਦੀ ਕਹਾਣੀ 'ਦੁੱਧ ਦਾ ਛੱਪੜ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਸਪੱਸ਼ਟ ਕਰੋ।

#### ਭਾਗ—ਸ

7. ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ ਦੇ ਨਿਬੰਧ 'ਖੁਸ਼ਾਮਦੀ ਨਾਲ' ਦਾ ਸਾਰ ਲਿਖੋ।  
8. 'ਮਨੁੱਖ ਕੁਦਰਤ ਦੀ ਨੇਕ ਔਲਾਦ ਨਹੀਂ' ਨਿਬੰਧ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

**Exam. Code : 105403**  
**Subject Code : 1287**

**Bachelor in Business Administration (B.B.A.)**  
**3<sup>rd</sup> Semester (Batch 2022-25)**

**MANAGEMENT ACCOUNTING**

**Paper : BBA-307**

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 do you mean by Management Accounting ? What are the advantages and limitations of Management Accounting ?
2. How would you distinguish between Management Accounting and Financial Accounting ? Explain the duties of the Management Accountant.

**SECTION—B**

3. What do you mean by Financial Statement analysis ? What are the techniques of financial statement analysis ?



4. From the following information, prepare the Balance Sheet of ABB Ltd. showing the details of working :
- |                                   |                  |
|-----------------------------------|------------------|
| Paid up Capital                   | Rs. 50,000       |
| Plant and Machinery               | Rs. 1,25,000     |
| Total Sales (p.a.)                | Rs. 5,00,000     |
| Gross Profit                      | 25%              |
| Annual Credit Sales               | 80% of net sales |
| Current Ratio                     | 2                |
| Inventory Turnover                | 4                |
| Fixed Assets Turnover             | 2                |
| Sales Returns                     | 20% of sales     |
| Average collection period         | 73 days          |
| Bank Credit to Trade Credit       | 2                |
| Cash to Inventory                 | 1 : 15           |
| Total Debt to Current Liabilities | 3                |

### SECTION—C

5. From the following Balance Sheets of XYZ Co. Ltd., prepare Funds Flow Statement :

(Rs. '000)

Liabilities	2015	2016
Equity Share Capital	600	800
Preference Capital	300	200
General Reserve	80	140
Profit and Loss A/c	60	96
Proposed Dividend	84	100
Creditors	110	166
Bills Payable	40	32
Tax Provision	80	100
	<b>1,354</b>	<b>1,634</b>

(Rs. '000)

Assets	2015	2016
Goodwill	230	180
Land and Buildings	400	340
Plant and Machinery	160	400
Debtors	320	400
Stock	154	218
Bills Receivable	40	60
Cash	30	20
Bank	20	16
	<b>1,354</b>	<b>1,634</b>

**Additional Information :**

- (i) Proposed Dividend made during 2015 has been paid during 2016.
  - (ii) Depreciation :
    - (a) Rs. 20,000 on Plant and Machinery
    - (b) Rs. 40,000 on Land and Buildings.
  - (iii) Interim Dividend has been paid Rs. 40,000 in 2016.
  - (iv) Income-Tax Rs. 70,000 has been paid during 2016.
6. What do you mean by responsibility accounting ? What are the different types of responsibility centers ?

## SECTION—D

7. What do you mean by Management Reporting ? What is its importance ? What are the different types of Management Reports ?
8. What do you mean by Working Capital Management ? What are the principles of Working Capital Management ?

Exam. Code : 105403

Subject Code : 1283

**Bachelor in Business Administration (BBA)**

**3<sup>rd</sup> Semester (Batch 2022-25)**

**STATISTICS FOR BUSINESS**

**Paper : BBA-303**

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. (i) If  $A = \begin{bmatrix} 2 & 0 & 1 \\ 2 & 1 & 3 \\ 1 & -1 & 0 \end{bmatrix}$ , find  $A^2 - 5A + 6I$ . 5

(ii) If  $\begin{vmatrix} x & 2 \\ 18 & x \end{vmatrix} = \begin{vmatrix} 6 & 2 \\ 18 & 6 \end{vmatrix}$ , find x. 5

2. (i) Show that :

$$\begin{vmatrix} 1 & a & a^2 \\ 1 & b & b^2 \\ 1 & c & c^2 \end{vmatrix} = (a - b)(b - c)(c - a). \quad 5$$

(ii) Solve the equations :

$$x - y + z = 4, \quad 2x + y - 3z = 0, \quad x + y + z = 2$$

by Cramer's rule. 5

### SECTION—B

3. (i) Mean of 100 observations is found to be 40. If at the time of computation, two items were wrongly taken as 30 and 27 instead of 3 and 72, find correct mean. 5

(ii) Find Median of the following data :

Mid Points	5	15	25	35	45
Frequency	3	9	8	5	3

5

4. (i) What do you mean by Standard Deviation ? Write its merits and demerits. 5

(ii) From the following observations, calculate quartile deviation and coefficient of quartile deviation :

59, 62, 65, 64, 63, 61, 60, 56, 58, 66. 5

### SECTION—C

5. Calculate coefficient of correlation between X and Y for the following data :

X	1	3	4	5	7	8	10
Y	2	6	8	10	14	16	20

10

6. Discuss the importance of time series analysis. Also discuss its components. 10

### SECTION—D

7. (i) Three coins are tossed simultaneously. Write its sample space. Also find the probability of getting at least one head. 5
- (ii) The probability of solving specific problem by A and B is  $\frac{1}{2}$  and  $\frac{1}{3}$  respectively. If both A and B try to solve the problem independently, find the probability that the problem is solved. 5
8. (i) What is Binomial Probability distribution ? Write its important properties. 5
- (ii) Discuss Normal probability distribution and its main characteristics. 5

Exam. Code : 105403

Subject Code: 1280

**Bachelor in Business Administration (BBA)**

**3<sup>rd</sup> Semester (Batch 2022-25)**

**ENGLISH COMPULSORY**

**Paper—ENC-201**

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. Do as directed : 10

(a) Put in the correct word :

This tea tastes a bit \_\_\_\_\_ (strange/strangely)

(b) Put in 'so' or 'such' or 'such a' :

He always looks good. He wears \_\_\_\_\_ nice clothes.

(c) Make one sentence of the two using 'too' or 'enough' :

We couldn't climb over the wall. It was too high.

The wall \_\_\_\_\_ .

(d) Complete the sentence using a comparative form :

It is a shame you live so far. I wish you lived \_\_\_\_\_ .

(e) Rewrite the sentence to include the word in the brackets :

Clare is very generous (always) \_\_\_\_\_ .

(f) Make a new sentence using 'not ..... even' and words given in the brackets :

I can't remember anything about her (her name).

I \_\_\_\_\_ .

(g) Make one sentence from two. Use word(s) in brackets in your sentence :

They have very little money. They are happy. (in spite of)

They are \_\_\_\_\_ .

(h) Put the parts of the sentence in correct order :

(we/easily/the game/won) \_\_\_\_\_ .

(i) Complete the second sentence using 'as ..... as'.

My salary is high, but yours is higher.

My salary isn't \_\_\_\_\_ .

(j) Put in 'good' or 'well' :

You did \_\_\_\_\_ in your exams.



2. Do as directed :

10

(a) Put in the correct word :

I always feel \_\_\_\_\_ when I see the sun rising  
(happy/happily).

(b) Put in 'good' or 'well' :

I play tennis, but I am not very \_\_\_\_\_ .

(c) Complete the second sentence using 'as .....  
as' :

You know a bit about cars, but I know more.

You don't know \_\_\_\_\_ .

(d) Rewrite the sentence to include the word in the  
brackets :

Do you watch TV in the evenings ? (always)

\_\_\_\_\_ .

(e) Use your own idea to complete the sentence :

I like hot weather as long as \_\_\_\_\_ .

(f) Put in 'for' or 'during' :

I waited for you \_\_\_\_\_ half an hour and decided  
that you weren't coming.

(g) Put the parts of the sentence in correct order :

(again/that question/don't ask/please) \_\_\_\_\_ .

- (h) Complete the sentence using a comparative form :  
Your work isn't very good. I am sure you can do \_\_\_\_\_.
- (i) Make one sentence of the two using 'too' or 'enough' :  
I can't explain the situation. It is too complicated.  
The situation \_\_\_\_\_.
- (j) Put in 'so' or 'such' or 'such a' :  
I couldn't believe the news. It was \_\_\_\_\_ shock.

### SECTION—B

3. Write an essay on any **ONE** topic : 10  
Adolescent Children and Gadgets or Summer Vacation.
4. Do as directed : 10
- (a) Fill in correct preposition in the following sentence :  
I am not ashamed \_\_\_\_\_ what I did.
- (b) Fill in correct preposition in the following sentence :  
Kate is very fond \_\_\_\_\_ her younger brother.
- (c) Fill in correct preposition in the following sentence :  
Are you still upset \_\_\_\_\_ what I said to you yesterday ?

(d) Fill in correct preposition in the following sentence :

Why are you so rude \_\_\_\_\_ people ? Why can't you be more polite ?

(e) Complete the following sentence using a verb + 'away' or 'back' :

I haven't seen our neighbours for a while. I think they must \_\_\_\_\_ .

(f) Complete the sentence using 'in' or 'into' or 'out of' :

We checked \_\_\_\_\_ the hotel as soon as we arrived.

(g) Change the underlined word. Keep the same meaning, but use a verb + 'on' or 'off' :

We did not stop to rest. We continued walking.

We did not stop to rest. We \_\_\_\_\_.

(h) Complete the following sentence using a verb (in the correct form) + down :

The train \_\_\_\_\_ as it approached the station.

(i) Complete the second sentence using the word in brackets in correct form :

A : The fridge isn't working.

B : That's because you haven't \_\_\_\_\_ (plug).

- (j) Use your own ideas to complete the sentence. Also use appropriate preposition :

Chris prefers basketball \_\_\_\_\_ .

### SECTION—C

5. How does Shelley treat the bird as a model for the poet in the poem "To A Skylark" ? 10
6. From the reading of the poem, "Ulysses," what impression do you gather about Ulysses ? Is he a heroic character ? 10

### SECTION—D

7. (a) On the basis of your reading of "Global Health," please describe how easy is it to get accurate information about malaria deaths and who are the people who most frequently die from malaria ? 5
- (b) Give one word/words for the definitions below : 5
- (i) To cause something to continue \_\_\_\_\_ .
  - (ii) Related to thinking \_\_\_\_\_ .
  - (iii) To reproduce \_\_\_\_\_ .
  - (iv) To focus on \_\_\_\_\_ .
  - (v) General direction of changes or developments \_\_\_\_\_ .

8. (a) On the basis of your reading of "Multicultural Societies", please describe, how has globalization affected cultures in different countries ? 5

(b) Complete the passage using appropriate word or phrases out of the given options : 5

Contemporary, Unrest, Mobility, Deport, Prospects, Unstable, Unskilled, Take advantage of, Secure, The case.

When people are unhappy with the government and there is political (a) \_\_\_\_\_, the economy often becomes (b) \_\_\_\_\_ as well. When this happens, in some countries, the government may (c) \_\_\_\_\_ the situation and decide to (d) \_\_\_\_\_ foreign workers. The government may claim that these steps are necessary in order to provide jobs for citizens and to keep the economy (e) \_\_\_\_\_ .

**Exam. Code : 105403**

**Subject Code : 1286**

**Bachelor in Business Administration (BBA)**

**3<sup>rd</sup> Semester (Batch 2022-25)**

**INDIAN FINANCIAL SYSTEM**

**Paper—BBA-306**

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. (i) Describe the major functions of Indian financial system.  
(ii) “Indian financial system has changed over years.” Discuss the major revolutions in this sector over last five years.
2. What are the major types of financial market ? Discuss the similarity and difference among the major types of financial market.

**SECTION—B**

3. “Money market is a market for dealing with financial assets and securities having maturity period of upto one year.” Discuss the statement in the light of structure of money market.

4. What are non banking institutions ? Highlight its major categories with suitable examples.

### SECTION—C

5. “Mutual funds are good source of investment”. Discuss the statement by highlighting the major categories of mutual fund along with their benefits.
6. Explain the historical background of insurance industry in India. What are the major duties, powers and functions of IRDA ?

### SECTION—D

7. (i) What are the various avenues of entering into foreign market ? Explain.  
(ii) Differentiate between FDI and FII along with their importance.
8. “Financial instruments are an important part of Indian Financial System” Elaborate this statement with respect to the different categories of financial instruments.

**Exam. Code : 105403**

**Subject Code: 1284**

**Bachelor in Business Administration (BBA)  
3<sup>rd</sup> Semester (Batch 2022-25)  
BBA-304 : FUNDAMENTALS OF HUMAN  
RESOURCE MANAGEMENT**

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. Explain the various emerging trends in HRM. What would be the future trend in HRM in your view ?
2. What do you understand by human resource planning ? What factors do you consider while doing human resource planning ?

**SECTION—B**

3. What is recruitment ? Describe the various sources of recruitment.
4. Define Employee retention. Discuss the strategies adopted by the organization for employee retention.



### SECTION—C

5. How do you identify the training needs of an enterprise ?  
Explain.
6. Explain performance appraisal. Discuss the essentials of an effective performance appraisal system.

### SECTION—D

7. "Fringe benefits have psychological and social base."  
Comment.
8. What is job evaluation ? Briefly explain the process of job evaluation.