

**Exam. Code : 105405**

**Subject Code: 1305**

**Bachelor in Business Administration (B.B.A.)**

**5<sup>th</sup> Semester (Batch 2021-24)**

**ADVERTISING & SALES MANAGEMENT**

**Group—A**

**Paper—BBA-512**

**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**

- I. Explain the role of advertising in today's world. Also discuss types of advertising. 10
- II. How do firms prepare advertising budget ? Discuss various methods of preparing advertising budget. 10

**SECTION—B**

- III. What are the roles and functions of Advertising Agency ? 10
- IV. Write short notes on :—
  - (a) Types of advertising media. 5
  - (b) Copy writing. 5

### SECTION—C

- V. Describe the characteristics of a sales organization. Why is the span of control an important issue in deciding the design of sales organization ? 10
- VI. Why is planning, recruiting and selecting right sales-person important for organization ? Also explain various test tools available for the sales manager to select manpower. 10

### SECTION—D

- VII. Distinguish between on job training and off job training. What are the advantages and disadvantages of each of these approaches ? 10
- VIII. What is performance appraisal ? Why is it difficult to evaluate salesperson in organization ? 10

**Exam. Code : 105405**

**Subject Code: 1304**

**Bachelor in Business Administration (B.B.A.)**

**5<sup>th</sup> Semester (Batch 2021-24)**

**CONSUMER BEHAVIOUR**

**Group—A**

**Paper—BBA-511**

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. Define consumer buying behaviour. Describe the factors that determine consumer buying behaviour.
2. Explain the three needs theory of human motivation with its application in modern-day business.

**SECTION—B**

3. What is the concept of perception ? Also, explain the top-down and bottom-up processing approaches to perception.
4. Define the term, attitude. Discuss the various sources that are influencing attitude formation.

### SECTION—C

5. Explain the concept of social class. Discuss the subjective and objective measures of social class.
6. Discuss the effect of culture on consumer decision-making. How can marketer deal with these influences on consumer behaviour ?

### SECTION—D

7. Explain the five stages of the consumer decision-making process with the help of suitable examples.
8. Write short notes on :
  - (a) Opinion leaders and opinion seekers.
  - (b) Culture and Sub-culture.

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Subject Code : 1303

**Bachelor in Business Administration (BBA)**  
**5<sup>th</sup> Semester (Batch 2021-24)**  
**COST ACCOUNTING**  
**Paper : BBA-505**

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 Cost Accounting ? How it is different from Financial Accounting ? 10
2. Explain the following (5 marks each) :
  - (a) Cost unit
  - (b) Limitations of Cost Accounting. 10

**SECTION—B**

3. Define Cost Sheet. Explain the components of Cost Sheet by preparing its specimen. 10

4. A construction company undertakes large contracts. The following are the particulars of the company for the year ended 31<sup>st</sup> March, 2019 :

	Amount (Rs.)		Amount (Rs.)
Work Certified	1,40,000	Establishment	
Work Uncertified	4,000	charges	3,250
Plant installed at site	11,000	Wages accrued at the end of the year	1,800
Value of the plant at the end	8,000	Direct Exp.	2,400
Material sent to site	64,500	Materials in hand at the end of the year	1,400
Indirect material consumed at site	5,000	Material returned to store	400
Labour	54,800	Miscellaneous Exp.	5,000
Contract Price	2,20,000	Direct exp. accrued at the end of the year	200
		Cash received from contractee	1,20,000

Prepare a Contract Account for the year ended 2019 and find out the profits.

10

### SECTION—C

5. A company uses single raw material X to produce product A. The details of product A for the year 2016 are given as under :

Particulars	Product A
Normal Selling Price per unit (Rs.)	1,000
Number of Units sold	5,000
Material cost per unit (Variable) (Rs.)	500
Labour cost per unit (Variable) (Rs.)	200
Factory overhead cost per unit (Variable) (Rs.)	100

The total fixed cost for the given period being Rs. 3,00,000.

From the above information, calculate :

- Break even sales volume
- Margin of safety
- The present level of profits the company is earning
- Number of units, which should be sold to obtain the present profit if it is proposed to reduce the selling price by 10% for the product. 10

6. Write notes on (5 marks each) :

- (a) Standard Costing
- (b) Limitations of Standard Costing. 10

### SECTION—D

7. A company uses the following standard mix of their compound in one batch of its production line :

Material	Std. Price (Rs.)	Std. Quantity (Qty)	Actual Price (Rs.)	Actual Quantity (Qty)
X	20	50	25	60
Y	25	30	35	40
Z	30	20	28	15

Calculate :

- (a) Material price variance. 10  
 (b) Material quantity variance. 10
8. The cost of an article at the capacity level of 5,000 units is given under. Prepare a budget for 6,000 units :

Particulars	Amount (Rs.)
Material Cost (100 percent variable)	2,50,000
Labour Cost (100 percent variable)	1,50,000
Power (80 percent variable)	12,500
Repair and Maintenance (75 percent variable)	20,000
Store (100 percent variable)	10,000
Inspection (20 percent variable)	5,000
Administration Overheads (25 percent variable)	50,000
Selling Overheads (50 percent variable)	30,000
Depreciation (100 percent fixed)	1,00,000

10



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Subject Code : 1302

Bachelor in Business Administration (BBA) 5<sup>th</sup> Sem.  
(Batch 2021-24)

**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. What do you mean by entrepreneurship ? Explain its nature and importance in present Indian context.
2. Explain the concept of public and private company. Explain the role of entrepreneurs in formation of these companies.

**SECTION-B**

3. Explain various theories of entrepreneurship in detail.
4. How entrepreneur influences the socio-economic environment ? Explain the context of India.

### SECTION-C

5. Explain the role of government in organizing Entrepreneurial Development Programs.
6. Explain in detail the concept of startup process giving examples from Indian scenario.

### SECTION-D

7. Discuss the growth strategies and diversification in small enterprises.
8. Elaborate the role of small business in national economy. Also discuss the national policies for small business development.

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Subject Code : 1301

**Bachelor in Business Administration (BBA) 5<sup>th</sup> Sem.**  
**(Batch 2021-24)**  
**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 note on the formation of a Company in India.
2. What is Memorandum of Association ? Why this document is important ? Explain in detail.

**SECTION-B**

3. 'Articles of Association form a document that specifies the regulations for a company's operations and defines the company's purpose'. What do you understand from the statement ? Explain in detail.

4. What is a Prospectus ? Highlight the major contents of a prospectus.

### **SECTION-C**

5. Write a detailed note on further issue of share capital.
6. Who is a director ? How a director can be removed from the Board ? Explain.

### **SECTION-D**

7. What are the requisites of a valid general meeting ? Discuss.
8. Discuss various modes of winding up of a company.

Exam. Code : 105405  
Subject Code: 1299

**Bachelor in Business Administration (BBA)**  
**5<sup>th</sup> Semester (Batch 2021-24)**

**PUNJABI COMPULSORY**

**Paper-BBA-502 (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. 'ਏਕਲਵਯ' ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ ਦੱਸੋ। 10
2. 'ਅਰਜਨ ਛੇੜ ਗਡੀਰਨਾ' ਕਹਾਣੀ ਦਾ ਸਾਰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਲਿਖੋ। 10

**ਭਾਗ—ਅ**

3. 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਨਾਵਲ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਸੰਖੇਪ ਵਿੱਚ ਲਿਖੋ। 10
4. ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾਵਾਂ ਉੱਪਰ ਨੋਟ ਲਿਖੋ। 10

### ਭਾਗ—ੲ

5. 'ਸੋਸ਼ਲ ਮੀਡੀਆ ਵਰ ਕਿ ਸਰਾਪ' ਵਿਸ਼ੇ ਉੱਪਰ ਪੈਰ੍ਹਾ ਰਚਨਾ  
ਕਰੋ। 10
6. ਹੇਠ ਲਿਖੇ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਕਰੋ :

In Sikh history the name of Rani Sda Kaur shines as a star. She was a woman whose wisdom was equal to her courage. She was fearless in war and cool in the time of danger. She was also respected by everybody for her noble character. Though she became a widow at an early age she never even thought of marrying again. Everyone praised her for her faithfulness to the memory of her husband. 10

### ਭਾਗ—ਸ

7. ਸਵਰ ਧੁਨੀਆਂ ਦਾ ਵਰਗੀਕਰਨ ਕਰੋ। 10
8. ਮੇਲ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਪੰਜਾਬੀ ਵਾਕ ਵਿੱਚ ਵਿਆਕਰਣਕ  
ਇਕਾਈਆਂ ਦੇ ਮੇਲ ਉੱਪਰ ਚਰਚਾ ਕਰੋ। 10

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Subject Code: 1300

**Bachelor in Business Administration (BBA)**

**5<sup>th</sup> Semester (Batch 2021-24)**

**MUDHLI PUNJABI**

**(In Lieu of Compulsory Punjabi)**

**Paper : BBA-502 (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—ੳ**

1. ਸਾਹਿਤ ਦੀ ਪਰਿਭਾਸ਼ਾ ਨਿਸ਼ਚਿਤ ਕਰਦੇ ਹੋਏ ਇਸ ਦਾ ਲੋਕ ਸਾਹਿਤ ਨਾਲੋਂ ਨਿਖੇੜ ਕਰੋ। 10
2. ਪੰਜਾਬੀ ਲੋਕ ਸਾਹਿਤ ਵਿੱਚ ਵਾਰਤਕ ਵਿੱਚ ਮਿਲਦੀਆਂ ਵੰਨਗੀਆਂ ਬਾਰੇ ਵਿਸਥਾਰਪੂਰਵਕ ਨੋਟ ਲਿਖੋ। 10

**ਜਾਂ**

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਜੀਵਨ ਨਾਲ ਸੰਬੰਧਿਤ ਕੋਈ ਦੋ ਜਨਮ ਸਾਖੀਆਂ ਲਿਖੋ। 10

**ਭਾਗ—ਅ**

3. ਸੁਹਾਗ ਜਾਂ ਘੋੜੀਆਂ ਲੋਕ ਗੀਤਾਂ ਦੀਆਂ ਕੋਈ ਦੋ ਉਦਾਹਰਣਾਂ ਲਿਖੋ। 10

4. ਸਿੱਠਣੀਆਂ ਵਿਆਹ ਦੇ ਕਿਸ ਸਮੇਂ ਕਿਸਨੂੰ ਦਿੱਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ ? ਇਸਦੀ ਇੱਕ ਉਦਾਹਰਣ ਲਿਖੋ। 10

**ਭਾਗ—ੲ**

5. ਪੰਜਾਬ ਦੇ ਭੰਗੜਾ ਲੋ ਨਾਚ ਬਾਰੇ ਵਿਸਥਾਰਪੂਰਵਕ ਨੋਟ ਲਿਖੋ। 10
6. ਪੰਜਾਬ ਦੇ ਕੁੜੀਆਂ ਦੇ ਲੋਕ ਨਾਚ ਗਿੱਧੇ ਬਾਰੇ ਵਿਸਥਾਰਪੂਰਵਕ ਨੋਟ ਲਿਖੋ। 10

**ਭਾਗ—ਸ**

7. ਪੰਜਾਬ ਦੀਆਂ ਲੋਕ ਖੇਡਾਂ ਦੀਆਂ ਚਾਰ ਵੰਨਗੀਆਂ ਬਾਰੇ ਆਪਣੇ ਵਿਚਾਰ ਪੇਸ਼ ਕਰੋ। 10
8. ਪੰਜਾਬ ਦੀਆਂ ਲੋਕ ਕਲਾਵਾਂ ਦੀਆਂ ਕੋਈ ਦੋ ਵੰਨਗੀਆਂ ਬਾਰੇ ਵਿਚਾਰ ਕਰੋ। 10



Exam. Code : 105405  
Subject Code : 1298

**Bachelor in Business Administration (BBA)**

**5<sup>th</sup> Semester (Batch 2021-24)**

**ENGLISH COMPULSORY**

**Paper : ENC-301**

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 theme of *All My Sons*. 10
2. Discuss the title of *All My Sons*. 10

**SECTION—B**

3. Critically analyze Matthew Arnold's poem *Dover Beach*. 10
4. Critically analyze William Wordsworth's poem *The World is Too Much with Us*. 10

### SECTION—C

5. Critically analyze W.H. Auden's poem *The Unknown Citizen*. 10
6. Discuss Ted Hughes' *The Thought Fox*. 10

### SECTION—D

7. Write a letter to the editor of The Tribune highlighting the problem of noise pollution in your locality. 10
8. Write a resume for the post of CA in Multi National Company. 10