

Exam. Code : 121705
Subject Code : 502570

Bachelor of Business Administration (BBA)
5th Semester (Batch 2023-26) (CBGS)
PHC-114 : PUNJAB HISTORY & CULTURE
(From 1849 to 1947 A.D.)

Time Allowed—3 Hours]

[Maximum Marks—100

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. Discuss the various causes responsible for the First Anglo-Sikh War.
- II. Explain the annexation of Punjab by the British with special reference to the various battles fought during the second Anglo-Sikh War.

SECTION—B

- III. Describe the development of Trade and Commerce in Punjab under the British.
- IV. Explain the development of modern education at Primary, Secondary and Higher levels in the colonial Punjab.

SECTION—C

- V. Discuss the origin, principles and reform efforts of the Namdhari Movement.
- VI. Explain the working of Gadhar Movement in Punjab and discuss reasons for its decline in the Punjab.

SECTION—D

- VII. Write a note on Gurdwara Reform Movement and its consequences.
- VIII. Discuss the career of Bhagat Singh with special reference to his role in the Hindustan Socialist Republican Association.

Exam. Code : 121705
Subject Code : 502557

Bachelor of Business Administration (BBA)

5th Semester (Batch 2022-25) (CBGS)

PUNJABI COMPULSORY

Paper : BOA05002T

Time Allowed—3 Hours]

[Maximum Marks—100

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. ਕਹਾਣੀ 'ਇਕਲਵਯ' ਦਾ ਸਾਰ ਪੇਸ਼ ਕਰੋ। 20
2. 'ਖੂਹ-ਖਾਤੇ' ਕਹਾਣੀ ਦੀ ਕਹਾਣੀ ਕਲਾ ਉੱਤੇ ਰੋਸ਼ਨੀ ਪਾਉ। 20

ਭਾਗ—ਅ

3. 'ਪਵਿੱਤਰ ਪਾਪੀ' ਨਾਵਲ ਦਾ ਵਿਸ਼ਾ ਬਿਆਨ ਕਰੋ। 20
4. ਨਾਵਲ 'ਪਵਿੱਤਰ ਪਾਪੀ' ਦੇ ਕਿਸੇ ਦੋ ਪਾਤਰਾਂ ਦੀ ਪਾਤਰ ਉਸਾਰੀ ਕਰੋ। 20

ਭਾਗ—੮

5. ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਪੈਰਾ ਰਚਨਾ ਪੇਸ਼ ਕਰੋ :

(1) ਸਲੀਕਾ

(2) ਵੱਡਿਆਂ ਦਾ ਸਤਿਕਾਰ

(3) ਸਮਾਂ।

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6. ਹੇਠ ਲਿਖੇ ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰਾ ਦਾ ਪੰਜਾਬੀ ਵਿੱਚ ਅਨੁਵਾਦ ਕਰੋ :

Society is a group of people who live together in a specific area, share a common culture and social background, and are bound by relationships, customs and laws. It is also defined as the complex network of relationships and shared norms that exist between individuals, enabling them to live and work together for mutual benefits. Society refers to the collective organization of individuals who interact, live together, and share common values and customs. Society is a social structure that shapes our behaviour, beliefs, and relations.

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ਭਾਗ—੯

7. ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ ਬਾਰੇ ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਜਾਣਕਾਰੀ ਦਿਉ।

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8. ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ ਬਾਰੇ ਚਰਚਾ ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਕਰੋ।

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Exam. Code : 121705
Subject Code : 502559

Bachelor of Business Administration (BBA)

5th Semester (Batch 2023-26) (CBGS)

COMPANY LAW

Paper : BBA05005T

Time Allowed—3 Hours] [Maximum Marks—100

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 a brief note on the following terms:
 - (a) Limited Liability Partnership
 - (b) One Person Company
2. Explain the Meaning and Importance of Memorandum of Association in detail.

SECTION—B

3. Explain the concept of Alteration and Doctrine of Indoor Management in Articles of Association.
4. Write a brief note on the following terms:
 - (a) Deemed Prospectus
 - (b) Abridged Prospectus

SECTION—C

5. Define the Alteration of Capital, Transfer and Transmission of shares in Share Capital.
6. Write a brief note on Powers and Duties of Directors.

SECTION—D

7. Write a brief note on Quorum for different meetings.
8. Explain the Procedure of Winding up in detail.

Exam. Code : 121705
Subject Code : 502560

Bachelor of Business Administration (BBA) 5th Sem.
(Batch 2023-26) (CBGS)

ENTREPRENEURSHIP AND SMALL BUSINESS

Paper : BBA05006T

Time Allowed—3 Hours] [Maximum Marks—100

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 meaning, nature and characteristics of entrepreneurship with examples from Indian Corporate world.
 2. Discuss the following concepts :
 1. Hindu Undivided Family
 2. Partnership Company
- 2×10

SECTION—B

3. What is innovation? Discuss its need in today's entrepreneurship world of competition.
4. Discuss various theories of entrepreneurship in detail along with its implications.

SECTION—C

5. Critically evaluate the Entrepreneurial Development Programmes.
6. Discuss the concept of business venture. Explain the start-up process as a seedbed of Entrepreneurship Business.

SECTION—D

7. How profit planning is done in small business? Discuss in special context of diversification and growth strategies.
8. (a) How modern technology is helpful in promoting small businesses?
(b) Discuss the role of small business in the growth of Indian economy. 2×10

Exam. Code : 121705

Subject Code : 502556

**Bachelor of Business Administration (BBA) 5th Sem.
(Batch 2023-26) (CBGS)**

ENGLISH COMPULSORY

Paper—ENC-301

Time Allowed—3 Hours]

[Maximum Marks—100

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 *All My Sons* as a modern tragedy.
2. (a) Comment on the ending of the play *All My Sons*.
(b) Discuss the post-war effect in the play *All My Sons*.

SECTION—B

3. Write notes on :
 - (a) Central idea of the poem "She Walks in Beauty."
 - (b) Trace the development of thought in the poem "The World is Too Much With Us."

4. Explain the following stanza with reference to context :

(a) The hand that mocked them, and the heart that fed;

And on the pedestal, these words appear:

My name is Ozymandias, King of Kings;

Look at my Works, ye Mighty, and despair!"

(b) With a thousand fears that vision's face was grained;

Yet no blood reached there from the upper ground,

And no guns thumped, or down the flues made moan.

"Strange friend," I said, "here is no cause to mourn."

SECTION—C

5. (a) Sum up Tagore's views on "False Religion."

(b) Discuss the technique and style of "The Night of The Scorpion."

6. (a) Discuss "The Portrait" as the love lyric.

(b) Give in your words the central idea of the poem "The Thought Fox."

SECTION—D

7. (a) Write a resume for the post of an accountant in a bank.
(b) Write a letter to the editor of a newspaper about frequent breakdown of electricity in your locality.
8. (a) You are the Manager of M/s. Bright Stationers, Ludhiana. Write a letter to M/s. Sunrise Publishers, New Delhi, placing an order for textbooks and stationery items for your shop. Give necessary details.
(b) Write a report on the recent flood disaster in Punjab which has been described as the worst in the past decade.

Exam. Code : 121705

Subject Code : 502563

Bachelor of Business Administration (BBA)

5th Semester (Batch 2023-26) (CBGS)

ADVERTISING & SALES MANAGEMENT

Paper : Group-A BBA05009T

Time Allowed—3 Hours]

[Maximum Marks—100

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 nature of advertising. Describe the role of advertising in marketing mix.
2. Social and cultural consequences of advertising are so subtle that it is an unnecessary blame on the advertising efforts of a company. State your agreement or disagreement to this statement and justify your answer.

SECTION—B

3. Describe types of media along with their merits and demerits. Explain media vehicles.
4. What is copywriting? Describe the elements of an ad copy using examples.

SECTION—C

5. Discuss sales force organization. Which organization type best suits a huge company selling toilet soaps?
6. (A) Describe the nature of sales management.
(B) Describe sources of sales force recruitment.

SECTION—D

7. What is the objective of sales training? Describe the steps involved in designing sales force training programme.
8. Why is sales force evaluation unique? Explain sales force evaluation methods.

Exam. Code : 121705

Subject Code : 502562

Bachelor of Business Administration (BBA)

5th Semester (Batch 2023-26) (CBGS)

CONSUMER BEHAVIOUR

Paper : BBA05008T Group-A

Time Allowed—3 Hours]

[Maximum Marks—100

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 Behaviour. Discuss its importance and scope in modern marketing. 20
2. A fitness app offers cash rewards and leaderboards for daily exercise tracking. Explain how positive and negative motivation influence consumer participation using Maslow's Hierarchy of Needs. 20

SECTION—B

3. Explain the concept of perception and its role in consumer decision-making. 20
4. Compare and contrast classical, instrumental, and cognitive learning theories. 20

SECTION—C

5. Explain the concept of reference groups and their role in influencing consumer behaviour. 20
6. A luxury brand targets young professionals who aspire to a higher social status. Explain how social class can be used in marketing strategy. 20

SECTION—D

7. A smartphone company launches a new phone with advanced AI features. Discuss how opinion leaders can influence early adoption among tech-savvy consumers. 20
8. Describe the consumer decision-making process in detail with suitable examples. 20

Exam. Code : 121705
Subject Code : 502561

Bachelor of Business Administration (BBA) 5th Sem.

(Batch 2023-26) (CBGS)

COST ACCOUNTING

Paper : BBA05007T

Time Allowed—3 Hours]

[Maximum Marks—100

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? Explain its origin and objectives in detail. 20
2. Differentiate between the following :
 - (a) Cost Accounting and Cost Accountancy 10
 - (b) Cost Unit and Cost Centre 10

SECTION—B

3. From the following particulars prepare a cost sheet to elaborate the different components of cost :

Stock	Opening	Closing
Raw Material	7,000	9,000
WIP	6,000	10,000
Finished goods	6,000	7,000

Items	Amount in Rs.
Gross Sales	10,00,000
Direct Materials	2,00,000
Direct Wages	4,00,000
Office rent	1,00,000
Depreciation on plant	50,000
Income tax	1,00,000
Travelling expenses of the salesmen	20,000
Printing and stationery	10,000
Bank Interest paid on loan	5,000
Interest paid on debentures	10,000
Profit on sale of Assets	5,000
Indirect Materials	10,000
Depreciation on office furniture	5,000
Commission on sales	8,000
Goods given as samples	4,000
Salaries to the clerical staff	20,000
Factory rent	20,000
Heating and coal	5,000

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4. What do you mean by contract costing? Explain the items of contract accounts by preparing its specimen. 20

SECTION—C

5. ABC Industries Limited is considering manufacturing products X and Y. The unit-wise detail for products X and Y is as under :

	Product X	Product Y
Sales Price Per unit (Rs.)	600	900
Variable cost	300	450

Note : Fixed Exp. Rs 4,50,000

Calculate :

- Contribution per unit for product X and Y separately.
- BEP in units and break-even Volume for product X and product Y.
- Sales volume to earn a profit of Rs. 1,00,000 for product X and Rs. 1,50,000 for product Y.
- If due to acute competition, the sales price is reduced by 25 percent both for product X and product Y, calculate the new Break-even point in units for product X and product Y. 20

6. Write a note on :

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

SECTION—D

7. Calculate labour time, labour rate, and labour cost variance from the following information. Further, justify that labour cost variance is the accumulation of time and rate variance :

Type of labour	Std. rate (per man day in Rs.)	Std time (Man days)	Actual rate (per man day in Rs.)	Actual time (Man days)
Unskilled	100	70	120	70
Semi-skilled	150	60	140	65
Skilled	200	50	220	55

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8. What is budgetary control? Explain its advantages and disadvantages.

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