

Exam. Code : 105405
Subject Code : 1419

Bachelor in Business Administration (BBA) 5th Semester
ENGLISH COMPULSORY
Paper : BBA-501

Time Allowed—3 Hours] [Maximum Marks—50

Note :— All questions are compulsory.

SECTION—A

1. Provide very short answers, attempt any five, each carries 2 marks :
- (i) Discuss the ending of the play *All My Sons* ?
 - (ii) Comment on the title of the play *All My Sons*.
 - (iii) What are Kate's responsibilities ?
 - (iv) Central idea of the poem 'The Unknown Citizen'.
 - (v) Indianness in the poem Night of Scorpion.
 - (vi) Philosophy of the poem The World is Too Much With Us. 5×2=10

SECTION—B

2. Attempt any two questions :
- (i) Who is the protagonist in the play *All My Sons* ? Discuss in detail.
 - (ii) Discuss Father Son relationship in *All My Sons*.
 - (iii) The play *All My Sons* is a tragedy. Comment. 6×2=12

3. Attempt any **two** questions :

- (i) "Do not Go Gentle into That Good Night" is the best poem by Dylan Thomas. Discuss.
- (ii) Write down the theme of the poem "She Walks in Beauty".
- (iii) Discuss the central idea of the poem "False Religion". 6×2=12

SECTION—C

4. Explain the following stanza with reference to the context :

My name is Ozymandias, king of kings:
Look on my works, ye Mighty, and despair!
Nothing beside remains. Round the decay
Of that colossal wreck, boundless and bare
The lone and level sands stretch far away.

OR

Explain *All My Sons* as a representation of the failure of American Dream. 8

5. Write an application with resume for the Post of Manager in Philips Company.

OR

Write a letter to the Editor of a Newspaper about the condition of education in your Village Govt. School.

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Exam. Code : 105405

Subject Code : 1420

Bachelor in Business Administration (BBA)

5th Semester

PUNJABI COMPULSORY

Paper-BBA-502 (i)

Time Allowed—3 Hours]

[Maximum Marks—50

1. 'ਨਿਉ ਯੀਅਰ' ਕਹਾਣੀ ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

'ਏਕਲਵਯ' ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ। 10

2. ਨਾਵਲ 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

ਜਾਂ

ਨਾਵਲ 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਦਾ ਸਾਰ ਲਿਖੋ। 10

3. ਹੇਠ ਲਿਖੇ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਉੱਪਰ ਪੈਰ੍ਹਾ ਰਚਨਾ ਕਰੋ :

(ੳ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ

(ਅ) ਫੈਸ਼ਨ

(ੲ) ਮੋਬਾਇਲ ਫੋਨ। 5

4. ਹੇਠ ਲਿਖੇ ਪੈਰ੍ਹੇ ਦਾ ਸਰਲ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰੋ :

Health is a great blessing. So long as a man is healthy,
he does not value this blessing. The moment he is slightly

indisposed, he realizes its importance. If there is any trouble in any part of the body, the whole body is affected. If you are in sound health, you can enjoy eating, walking and working. If you lose your health, then you lose the taste for everything. Those who are often ill, their life become a nuisance, not only for their relatives but also for themselves. Apart from a physical ailment, they have to spend a lot in medicine. An ailing person is, in fact, more dead than alive. 5

5. ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ ਉੱਪਰ ਨੋਟ ਲਿਖੋ। 10

6. ਹੇਠ ਲਿਖੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਵਿਚ ਉੱਤਰ ਦਿਓ :

(1) 'ਥਕੇਵਾਂ' ਕਹਾਣੀ ਦਾ ਲੇਖਕ ਕੌਣ ਹੈ ?

(2) 'ਰਾਹੂ ਕੇਤੂ' ਕਹਾਣੀ ਦਾ ਕੇਂਦਰੀ ਥੀਮ ਲਿਖੋ।

(3) 'ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ ਦਾ ਬਾਪ' ਕਹਾਣੀ ਵਿਚ 'ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ' ਤੋਂ ਕੀ ਭਾਵ ਹੈ ?

(4) 'ਕਤਲ' ਕਹਾਣੀ ਵਿਚ ਕਿਸ ਦਾ ਕਤਲ ਹੋਇਆ ਹੈ ?

(5) 'ਏਕਲਵਯ' ਕਹਾਣੀ ਵਿਚ 'ਏਕਲਵਯ' ਦਾ ਗੁਰੂ ਕੌਣ ਹੈ ?

5×2=10

Exam. Code : 105405

Subject Code : 1420

Bachelor in Business Administration (BBA)

5th Semester

PUNJABI COMPULSORY

Paper-BBA-502 (i)

Time Allowed—3 Hours]

[Maximum Marks—50

1. 'ਨਿਉ ਯੀਅਰ' ਕਹਾਣੀ ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

'ਏਕਲਵਯ' ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ। 10

2. ਨਾਵਲ 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

ਜਾਂ

ਨਾਵਲ 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਦਾ ਸਾਰ ਲਿਖੋ। 10

3. ਹੇਠ ਲਿਖੇ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਉੱਪਰ ਪੈਰਾ ਰਚਨਾ ਕਰੋ :

(ੳ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ

(ਅ) ਫੈਸ਼ਨ

(ੲ) ਮੋਬਾਇਲ ਫੋਨ। 5

4. ਹੇਠ ਲਿਖੇ ਪੈਰੇ ਦਾ ਸਰਲ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰੋ :

Health is a great blessing. So long as a man is healthy,
he does not value this blessing. The moment he is slightly

indisposed, he realizes its importance. If there is any trouble in any part of the body, the whole body is affected. If you are in sound health, you can enjoy eating, walking and working. If you lose your health, then you lose the taste for everything. Those who are often ill, their life become a nuisance, not only for their relatives but also for themselves. Apart from a physical ailment, they have to spend a lot in medicine. An ailing person is, in fact, more dead than alive. 5

5. ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ ਉੱਪਰ ਨੋਟ ਲਿਖੋ। 10

6. ਹੇਠ ਲਿਖੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਵਿਚ ਉੱਤਰ ਦਿਓ :

(1) 'ਥਕੇਵਾਂ' ਕਹਾਣੀ ਦਾ ਲੇਖਕ ਕੌਣ ਹੈ ?

(2) 'ਰਾਹੂ ਕੇਤੂ' ਕਹਾਣੀ ਦਾ ਕੇਂਦਰੀ ਥੀਮ ਲਿਖੋ।

(3) 'ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ ਦਾ ਬਾਪ' ਕਹਾਣੀ ਵਿਚ 'ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ' ਤੋਂ ਕੀ ਭਾਵ ਹੈ ?

(4) 'ਕਤਲ' ਕਹਾਣੀ ਵਿਚ ਕਿਸ ਦਾ ਕਤਲ ਹੋਇਆ ਹੈ ?

(5) 'ਏਕਲਵਯ' ਕਹਾਣੀ ਵਿਚ 'ਏਕਲਵਯ' ਦਾ ਗੁਰੂ ਕੌਣ ਹੈ ?

5×2=10

Exam. Code : 105405

Subject Code : 1422

Bachelor in Business Administration (BBA)

5th Semester

COMPANY LAW

Paper-BBA-503

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt any 10 short notes from Section A.
Attempt **two** essay type questions from Section B
and **two** from Section C.

SECTION-A

1. (a) Who is a Promoter ?
- (b) What is AGM ?
- (c) What is Memorandum of Association ?
- (d) What is Authorized Capital ?
- (e) What is a Share ?
- (f) What is unlimited liability ?
- (g) What is One Person Company ?
- (h) Define Ultra vires.
- (i) Statutory Meetings.
- (j) Types of shares.
- (k) What is a Statement in lieu of Prospectus ?
- (l) What is Memorandum of Association ?

10×1=10

SECTION-B

2. Write a detailed note on formation of a company.
3. What is Articles of Association ? Discuss its major contents.
4. What is a Prospectus ? What are the liabilities for misstatement in a prospectus ? Discuss.
5. What is Share Capital ? Discuss major classes of share capital. 2×10

SECTION-C

6. Discuss the borrowing powers of directors of a company.
7. Discuss the general rules relating to Meetings of a company.
8. What are the major obligations of directors ? Discuss.
9. What is winding up of a company ? Discuss the major types of winding up of a firm in detail. 2×10

Exam. Code : 105405
Subject Code : 1423

Bachelor in Business Administration (BBA)
5th Semester

ENTREPRENEURSHIP & SMALL BUSINESS
Paper-BBA-504

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt any **ten** questions from Section A. Each question will carry 1 mark. Attempt any **two** questions each from Section B and Section C. Each question will carry 10 marks.

SECTION-A

1. (i) What is the difference between Public company and Private company ?
- (ii) Define Entrepreneurship.
- (iii) Define Joint stock company.
- (iv) Explain Decision-making.
- (v) Define motivation.
- (vi) What is innovation ?
- (vii) What is a business venture ?
- (viii) Define small enterprise.
- (ix) What is a Commercial bank ?

(x) Explain the difference between Joint stock company and Partnership company.

(xi) What is business planning ?

(xii) Define Leadership. 1×10=10

SECTION-B

2. Write a note on role of women entrepreneurs on business environment.
3. Explain the nature and scope of entrepreneurship.
4. Critically examine various theories of entrepreneurship.
5. Discuss the role of Government in organising entrepreneurial development programs. 10×2=20

SECTION-C

6. Discuss the role of small business in national economy.
7. What is the contribution of Commercial banks in promoting small business ?
8. Discuss the impact of modern technology on small business.
9. Write a note on finance management in planning small enterprise. 10×2=20

Exam. Code : 105405
Subject Code : 1424

Bachelor in Business Administration (BBA)
5th Semester

COST ACCOUNTING
Paper-BBA-505

Time Allowed—3 Hours] [Maximum Marks—50

SECTION-A

Note :— Attempt any **ten** questions. Each question carries **1** mark. Answer to each question should not exceed **five** lines.

I. Write notes on the following :

- (a) Costing
- (b) Difference between Fixed Cost and Variable Cost
- (c) Sunk Cost
- (d) Cost Sheet
- (e) Difference between Normal Idle Time and Abnormal Idle Time
- (f) Escalation Clause
- (g) Contribution
- (h) P/V Ratio
- (i) Fixed Budget
- (j) Labour Efficiency Variance
- (k) Difference between Current Standard and Basic Standard
- (l) Zero Based Budgeting.

SECTION-B

Note :— Attempt any **two** questions. Each question carries **10** marks. Answer to each question should not exceed **five** pages.

- II. Define cost accounting and financial accounting. Discuss the limitations of cost accounting and financial accounting.
- III. Tabulate the elements of cost showing the usual items of expenditures pertaining to each.
- IV. Explain briefly the features of contract accounts. Discuss the procedure followed in accounting for costs under contract costing.
- V. Bharat Chemicals Ltd. manufacture and sell their chemicals produced by consecutive processes :
The products of these processes are dealt with as under :

	Process I	Process II	Process III
Transferred to			
next Process	$66\frac{2}{3}\%$	60%	—
Transferred to			
warehouse for sale	$33\frac{1}{3}\%$	40%	100%

In each process 4% of the weight put is lost and 6% is scrap which from process I realised Rs. 3 per ton, from Process II Rs. 5 per ton and from Process III Rs. 6 per ton.

Following particulars relate to January, 2016 :

	Process I	Process II	Process III
Raw Materials used in tons	1400	160	1,260
Rate per ton	Rs. 10	Rs. 16	Rs. 7
Wages and other expenses	Rs. 5,152	Rs. 3,140	Rs. 2,898

Prepare Process Accounts showing cost per ton of each product.

SECTION-C

Note :— Attempt any **two** questions. Each question carries **10** marks. Answer to each question should not exceed **five** pages.

- VI. What is budgetary control ? Describe the objectives of budgetary control. Explain the advantages and disadvantages of budgetary control.
- VII. What do you mean by standard costing ? What are its characteristics ? Discuss the advantages and limitations of standard costing.
- VIII. "The effect of a price reduction is always to reduce the P/V ratio, to raise the Break Even Point and shorten the Margin of Safety". Explain and illustrate by a numerical example.

IX. From the following particulars calculate : (i) Total Material Cost Variance; (ii) Material Price Variance; (iii) Material Usage Variance.

Materials	Standard		Actual	
	Units	Price (Rs.)	Units	Price (Rs.)
A	1,010	1.0	1,080	1.2
B	410	1.5	380	1.8
C	350	2.0	380	1.9

Exam. Code : 105405

Subject Code : 1425

Bachelor in Business Administration (BBA)

5th Semester

CONSUMER BEHAVIOUR

Paper-Group-A BBA-511

Time Allowed—3 Hours] [Maximum Marks—50

SECTION-A (10 marks)

Note :— This section consists of **twelve** very short answer questions and students are required to attempt **ten** questions with answer to each question up to **five** lines in length. Each question carries **1** mark.

1. Explain the following terms :
 - (a) Positive Motivation and Negative Motivation
 - (b) Consumer Attitude
 - (c) Need and Want
 - (d) Reference Group
 - (e) Consumer Research
 - (f) Absolute Threshold
 - (g) Impulse Buying
 - (h) Black Box (in Consumer Behaviour)
 - (i) Emotional Buying Motive
 - (j) Rational Motives
 - (k) Perception
 - (l) Consumer Motivation.

SECTION-B (20 marks)

Note :— This section consists of **four** questions and students are required to attempt any **two** questions with answer to each question up to **five** pages in length. Each question carries **10** marks.

2. Is cognitive learning theory more effective than other theories of learning ? Give justifications for your answer.
3. Mention with suitable examples of how personality traits can influence consumer research.
4. "It has become important for marketers to understand psyche of the consumer." Comment.
5. Critically explain the Maslow's hierarchy of needs theory.

SECTION-C (20 marks)

Note :— This section consists of **four** questions and students are required to attempt any **two** questions with answer to each question up to **five** pages in length. Each question carries **10** marks.

6. Discuss the three stages of typical buying process. Explain the importance of relationship marketing in this process.
7. Briefly describe any two models of consumer decision-making.
8. Why is the study of culture important to the marketer ? Discuss.
9. Write short notes on :
 - (a) Social Class.
 - (b) Subculture.