

**Exam. Code : 105404**  
**Subject Code : 1378**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**ENGLISH (Compulsory)**  
**Paper : BBA-401**

Time Allowed—2 Hours] [Maximum Marks—50

**Note** :—There are **EIGHT** questions of equal marks.  
Candidates are required to attempt any  
**FOUR** questions.

1. **Complete each sentence with a verb (one or two words) :**

- (i) I'm sure you know this song. You must \_\_\_\_ it before.
- (ii) I've lost one of my gloves. I must \_\_\_\_ it somewhere.

**Put the words in the correct order :**

- (iii) as soon as possible/need/translated/we/to get/ this document.
- (iv) twelve pounds/have/cleaned/it/my suit/cost/to.

**Complete the sentences with 'say' or 'tell' (in the correct form) :**

- (v) \_\_\_\_ us about your holiday. Did you have a nice time ?
- (vi) The doctor \_\_\_\_ that I should rest for at least a week.

**Complete the sentences using who/whom/whose/where :**

- (vii) The place \_\_\_\_ we spent our holidays was really beautiful.
- (viii) The woman with \_\_\_\_ he fell in love left him after a month.

**Rewrite the sentences in passive form :**

- (ix) Somebody is using the computer right now.
- (x) They have built a new hospital near the airport.

2. **Put in 'in case' or 'if' :**

- (i) This book belongs to Susan. Can you give it to her \_\_\_\_ you see her ?
- (ii) I'll draw a map for you \_\_\_\_ have problems finding our house.
- (iii) You should inform the police \_\_\_\_ your bike is stolen.

**Put in 'for' 'during' or 'while' :**

- (iv) Please don't interrupt me \_\_\_\_ I'm speaking.
- (v) We met a lot of interesting people \_\_\_\_ our holiday.
- (vi) Jess is going away \_\_\_\_ a week in September which is correct.

**Mark the correct one :**

- (vii) I have to talk to Gary. I mustn't/needn't forget to call him.
- (viii) We haven't got much time. We must/mustn't hurry.
- Make sentences from the words in brackets. Use the suitable active or passive form :**
- (ix) Sam gets a higher salary now. (he/promote)
- (x) I wonder how Jane is these days.

(I/not/see/for ages)

3. (a) Comment on the title of poem "The Emperor of Ice Cream."
- (b) Write about the journey described in the poem, "Because I could not stop for Death."
4. What do you gather about the character of Porphyria's lover from the poem ?
5. **Complete the sentences with words give below. These words replace the words in parentheses, which are similar in meaning :**

Breakdown    conventions    empirical    gratitude  
modify        confirm        document    hypothetical  
unconsciously    govern

- (i) Researchers presented a/an (data-based) \_\_\_\_ report that showed the role of age in second language learning.

- (ii) The students showed their (thanks; appreciation) \_\_\_\_\_ by giving their teacher a gift.
- (iii) Many health professionals believe that patients' attitude (control) \_\_\_\_\_ how quickly they recover from surgery.
- (iv) Children learn their first language (without thinking) \_\_\_\_\_.
- (v) Because immigrants want to succeed in their new country, they often encourage their children to (fit in) \_\_\_\_\_ to their new culture.
- (vi) It is important to (record) \_\_\_\_\_ any changes in your health so you can inform your doctor.
- (vii) The speaker asked what we would do in a/an (imagined) \_\_\_\_\_ situation.
- (viii) There was a (failure) \_\_\_\_\_ in the discussions between the workers and the company managers.
- (ix) Every culture has its own (customs) \_\_\_\_\_ regarding social interaction.
- (x) Immigrant children do not always understand the language of their new country, so their teachers often have to (change) \_\_\_\_\_ their lesson plans for them.

6. **In the following sentences, highlight the main verb and underline the entire nominalized subject :**
- (i) The researcher's claim that he had discovered a cure for the common cold was received with disbelief by the scientific community.
  - (ii) The government's decision to raise income taxes has angered a lot of people.
  - (iii) The allegation by some people that immigrants take more out of the economy than they contribute to it is rejected by most economists.
  - (iv) The destruction of large sections of the tropical rain forest by multinational companies has led to protests by environmental groups.
  - (v) The current loss of biodiversity due to the extinction of species is a threat to the health of the plant that will last for hundreds of years.
7. Learning a second language involves more than learning grammar and vocabulary. Elaborate and justify with examples from the prescribed reading.
8. What does the term 'Water Management' mean ? Suggest the ways to reduce the wastage of water.

6. ਕਿਸੇ ਅਖਬਾਰ ਨੂੰ ਬੈਂਕ ਚਲਾਉਣ/ਖੋਲਣ ਵਾਸਤੇ ਜਗ੍ਹਾ/ਦਫਤਰ ਲੈਣ ਲਈ ਇਸ਼ਤਿਹਾਰ ਦਿਓ।
7. ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਵੱਖ-ਵੱਖ ਨਿਯਮਾਂ ਨੂੰ ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਸਪੱਸ਼ਟ ਕਰੋ।
8. ਗੁਰਮੁਖੀ ਲਿਪੀ ਹੀ ਪੰਜਾਬੀ ਲਿਖਣ ਲਈ ਕਿਉਂ ਜ਼ਰੂਰੀ ਹੈ ? ਇਸ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਨੂੰ ਖੋਲ੍ਹ ਕੇ ਬਿਆਨ ਕਰੋ।

**Exam. Code : 105404**  
**Subject Code : 1379**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**PUNJABI (Compulsory)**  
**Paper—BBA—402 (i)**

Time Allowed—2 Hours]

[Maximum Marks—50

**ਨੋਟ :-** ਕੁੱਲ ਅੱਠ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸਮਾਨ ਅੰਕ ਹਨ। ਪਰੀਖਿਆਰਥੀਆਂ ਨੇ ਕੋਈ ਚਾਰ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ।

1. ਮੇਰੀ ਜੀਵਨ ਗਾਥਾ ਪੁਸਤਕ ਵਿੱਚੋਂ ਕਿਸ ਕਿਸਮ ਦਾ ਨਾਇਕ ਬਿੰਬ ਉਸਰਦਾ, ਵਿਸਤਾਰ ਨਾਲ ਲਿਖੋ।
2. ਮੇਰੀ ਜੀਵਨ ਗਾਥਾ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਵਾਰਤਕ ਦੇ ਕਿਹੜੇ-ਕਿਹੜੇ ਗੁਣ ਝਲਕਦੇ ਹਨ ? ਵਿਸਤਾਰ ਨਾਲ ਲਿਖੋ।
3. ਨਾਟਕ 'ਫਾਸਲੇ' ਦੀ ਨਾਟਕ-ਕਲਾ ਪੱਖੋਂ ਪਰਖ ਕਰੋ।
4. 'ਫਾਸਲੇ' ਨਾਟਕ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਬਿਆਨ ਕਰੋ।
5. ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਤੇ ਲੇਖ ਲਿਖੋ :  
(ੳ) ਪੰਜਾਬ ਦਾ ਬਦਲ ਰਿਹਾ ਵਿਰਾਸਤੀ ਪਿੰਡ  
(ਅ) ਨਸ਼ਾ— ਕਾਰਨ 'ਤੇ ਬਚਾਅ  
(ੲ) ਵਿਦਿਆ ਦਾ ਵਪਾਰੀਕਰਨ।

Exam Code  
Subject Code

105404  
1387

BBA Sem-IV  
Punjab History & Culture (From 1605 to 1849 AD)  
Paper-BBA-402(iii)

Time Allowed—2 Hours]

[Maximum Marks—50

**Note** :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

- I. Discuss the policy of *Miri* and *Piri* of Guru Hargobind and its impact on Sikhism.
- II. Discuss the causes and significance of the Martyrdom of Guru Teg Bahadur.
- III. Explain the various causes which led towards the creation of the Khalsa.
- IV. Discuss the significance of the foundation of Khalsa by Guru Gobind Singh Ji.
- V. Discuss the rise and achievements of Banda Bahadur.
- VI. Explain the various causes for the rise of the Misl in the Punjab.
- VII. Explain the Land Revenue Administration of Ranjit Singh.
- VIII. Explain the development of the Art and Architecture in the Punjab during the medieval period.

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5. What is capital budgeting and what are its important steps ? Compare and contrast NPV vs. IRR as method of appraising capital investments. Which method is better and why ?
6. What are the various factors to be kept in mind while framing dividend policy ? Explain the different forms of dividend.
7. Explain the concept of leverage. How the business risk and financial risk can be measured through leverage ?
8. What is working capital management all about ? How the risk return tradeoff is done in working capital management ?

**Exam. Code : 105404**  
**Subject Code : 1380**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**FINANCIAL MANAGEMENT**  
**Paper : BBA-403**

Time Allowed—2 Hours] [Maximum Marks—50

**Note** :—There are **Eight** questions of equal marks.  
Candidates are required to attempt any **Four** questions.

1. What are the decision making areas of financial management ? How is the goal of wealth maximization a better operative criterion than profit maximization ?
2. Critically explain the MM approach to capital structure. Explain with suitable examples the arbitrage process of MM approach on capital structure.
3. What are the various sources of financing the investments of a business ? What factors influence the choice of each source of finance ?
4. Why is the cost of capital most appropriately measured on after tax basis ? What effect does this have on specific cost of capital ?

**Exam. Code : 105404**  
**Subject Code : 1381**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**PRODUCTION AND OPERATIONS**  
**MANAGEMENT**  
**Paper : BBA-404**

Time Allowed—Two Hours] [Maximum Marks—50

**Note** :—There are **EIGHT** questions of equal marks.  
Candidates are required to attempt any **FOUR** questions.

1. A project manager is required to implement the following project :

Activity	Optimistic time (in days)	Most Likely time (in days)	Pessimistic time (in days)
1-2	4	8	12
2-3	1	4	7
2-4	8	12	16
3-5	3	5	7
4-5	0	0	0
4-6	3	6	9
5-7	3	6	9
5-8	4	6	8
7-9	4	8	12
8-9	2	5	8
9-10	4	10	16
6-10	4	6	8

- (i) Determine the critical path.
  - (ii) If a 42 days deadline is imposed, what is the probability of completing the project within that time ?
  - (iii) If a project manager wants to be 99% sure to complete the project on the scheduled date, how many days before that date should he begin the project work ?
2. Write short notes on the following :
- (a) Various factors affecting make or buy decision.
  - (b) Difference between PERT and CPM.
3. Outline various factors which can affect productivity in your business.
4. What is work measurement ? What are its objectives ? Briefly explain various techniques of work measurement.
5. A company uses annually 42000 units of an item. Cost per unit is Rs. 2. Each order costs Rs. 42 and inventory carrying cost is 15% p.a. of inventory value.
- (a) Find E.O.Q.
  - (b) If the procurement time is 10 days and safety stock is 400 units, find reorder level, maximum, minimum and average inventory.

6. Write short notes on the following :—
- (a) ABC classification of inventory.
  - (b) Carrying and ordering costs of inventory with examples.
7. What are the various components of supply chain management ?
8. 'TQM is combination of various principles which are aimed to establish and deliver higher customer value'. Explain the statement while outlining these variables.

**Exam. Code : 105404**  
**Subject Code : 1382**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**BUSINESS ENVIRONMENT**

**Paper : BBA-405**

Time Allowed—2 Hours] [Maximum Marks—50

**Note** :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Explain the nature and significance of Business Environment.
2. What is the role of Business Manager in analysis & diagnosis of environment ? Explain.
3. Discuss the SWOT Analysis of some important industries in detail.
4. Explain Privatisation and Globalisation & its implications for India.
5. Discuss in detail the Economic Planning in India.
6. What do you understand by Business Ethics & Corporate Governance ? Explain.
7. Explain the rationale, objectives and implications of disinvestment of Public Enterprises in India.
8. Explain FEMA in detail.

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**Exam. Code : 105404**  
**Subject Code : 1382**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**BUSINESS ENVIRONMENT**

**Paper : BBA-405**

Time Allowed—2 Hours] [Maximum Marks—50

**Note** :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Explain the nature and significance of Business Environment.
2. What is the role of Business Manager in analysis & diagnosis of environment ? Explain.
3. Discuss the SWOT Analysis of some important industries in detail.
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8. Explain FEMA in detail.

6588(2721)/II-6330

**Exam. Code : 105404**  
**Subject Code : 1383**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**OPERATIONS RESEARCH**  
**Paper—BBA-406**

Time Allowed—2 Hours] [Maximum Marks—50

**Note** :— There are *eight* questions of equal marks. Candidates are required to attempt any *four* questions.

1. Discuss the concept of operations research. Explain its scope and importance in business.
2. (a) Solve following LPP using Simplex method :  
Maximize  $Z = 10x_1 + 20x_2$   
Subject to :  $3x_1 + 2x_2 \geq 18$   
 $x_1 + 3x_2 \geq 8$   
 $2x_1 - x_2 \leq 6$   
 $x_1, x_2 \geq 0$
- (b) Following information is relating to a component manufacturing company :  
Demand = 2000 units  
Cost = Rs. 50 per unit  
Carrying cost = 20%  
Ordering cost = Rs. 25 per order  
Calculate :
  - (i) EOQ
  - (ii) Total Annual Cost

3. Solve following Transportation Problem to find optimal solution :

	W <sub>1</sub>	W <sub>2</sub>	W <sub>3</sub>	W <sub>4</sub>	Supplies
F <sub>1</sub>	48	60	56	58	140
F <sub>2</sub>	45	55	53	60	260
F <sub>3</sub>	50	65	60	62	360
Demand	200	320	250	210	

4. Time taken (in minutes) by different employees for performing different jobs have been shown in the following table :

**JOBS**

Employees	S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>	S <sub>4</sub>	S <sub>5</sub>
A	85	75	65	125	75
B	90	78	66	132	78
C	75	66	57	114	69
D	80	72	60	120	72
E	76	64	56	112	68

Obtain the optimal assignment and the total time taken.

5. Draw a network from the following activities and find critical path and total duration of project :

Activity	Duration (Days)	Activity	Duration (Days)
1-2	9	5-6	8
1-4	4	5-7	9
1-3	7	5-8	10
2-5	7	6-7	6
3-4(Dummy)	0	7-9	10
3-6	5	8-9	2
4-6	8		

6. (a) Define game theory. Discuss applications of game theory.  
 (b) Solve following game and determine optimal strategies :

	B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>
A <sub>1</sub>	5	9	3
A <sub>2</sub>	6	-12	-1
A <sub>3</sub>	8	16	10

7. (a) Find the optimal strategies for A and B in the following game. Also obtain the value of the game.

**B's Strategy**

	b <sub>1</sub>	b <sub>2</sub>	b <sub>3</sub>
<b>A's Strategy</b> a <sub>1</sub>	9	8	-7
a <sub>2</sub>	3	-6	4
a <sub>3</sub>	6	7	-7

- (b) Find the optimal strategies for A and B in the following game. Also obtain the value of the game.

**B's Strategy**

	b <sub>1</sub>	b <sub>2</sub>	b <sub>3</sub>
<b>A's Strategy</b> a <sub>1</sub>	12	-8	-2
a <sub>2</sub>	6	7	3
a <sub>3</sub>	-10	2	2

8. (a) Explain process of crashing in project.  
 (b) Draw a network from the following activities and find critical path and total duration of project :

Activity	Duration (Days)	Activity	Duration (Days)
1-2	4	3-5	7
1-3	7	4-5(Dummy)	0
1-4	6	5-6	5
2-3(Dummy)	0	5-7	6
3-4	5	6-7(Dummy)	0

8. Briefly explain the role of Actuaries and Surveyors as Insurance specialists.

**Exam. Code : 105404**  
**Subject Code : 1384**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**FUNDAMENTALS OF INSURANCE**  
**Paper: BBA - 407**

Time Allowed—2 Hours] [Maximum Marks—50

**Note** :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What is the need of Insurance ? Discuss the various principles of Insurance.
2. Write a detailed note on the reforms introduced in the Indian Insurance Sector.
3. What is motor vehicle insurance ? Is it compulsory ? Give various classes of risks covered under motor insurance.
4. Discuss the powers, duties and scope of IRDA.
5. Explain the features of Reinsurance. What are the essentials of Reinsurance programs as per IRDA ?
6. Discuss the purpose and process of underwriting in Insurance.
7. Discuss the reasons for banks to enter into bancassurance. How is it an important distribution channel of insurance ?

6. Write short notes on :—  
(i) Water Conservation  
(ii) Ozone layer  
(iii) Environmental Ethics
7. How does Information Technology play role in Environment and Human Health ?
8. Write brief notes on :—  
(i) Air pollution  
(ii) Solid waste management  
(iii) Threats to biodiversity.

**Exam. Code : 105404**  
**Subject Code : 1385**

**Bachelor in Business Administration 4<sup>th</sup> Semester**  
**ENVIRONMENTAL STUDIES**  
**Paper—ESL-221**

Time Allowed—2 Hours] [Maximum Marks—75

**Note** :— There are *eight* questions of equal marks.  
Candidates are required to attempt any  
*four* questions.

1. Write short notes on :—  
(i) Producers  
(ii) Different zones in lake ecosystem  
(iii) Ecological Pyramids
2. Define Environment and state its importance. How do different disciplines contribute to environmental studies ?
3. What are the major causes of deforestation ? Discuss in detail the consequences of deforestation.
4. What do you understand by hotspots of biodiversity ? Discuss in detail the Conservation approaches.
5. What do you understand by Noise pollution ? Discuss in detail about its causes, effects and control measures.