

Exam. Code : 105405

Subject Code : 1393

Bachelor in Business Administration (BBA) 5th Semester

BBA-502 (ii) : MUDHLI PUNJABI

(Punjab da Itihas ate Sabhiachar)

(In Lieu of Compulsory Punjabi)

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ :—ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਬਰਾਬਰ (10) ਅੰਕਾਂ ਦੇ ਦੋ-ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਗਏ ਹਨ। ਵਿਦਿਆਰਥੀ ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ-ਇੱਕ ਪ੍ਰਸ਼ਨ ਜ਼ਰੂਰ ਕਰਨ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ।

ਭਾਗ-ਏ

1. ਗੁਰੂ ਹਰਗੋਬਿੰਦ ਸਾਹਿਬ ਦੁਆਰਾ ਦਿੱਤੇ 'ਮੀਰੀ ਅਤੇ ਪੀਰੀ' ਦੇ ਸੰਕਲਪ ਨੂੰ ਖੁੱਲ੍ਹ ਕੇ ਬਿਆਨ ਕਰੋ।
2. ਗੁਰੂ ਹਰਗੋਬਿੰਦ ਜੀ ਦੇ ਜੀਵਨ ਅਤੇ ਉਹਨਾਂ ਦੁਆਰਾ ਸਿੱਖ ਧਰਮ ਦੇ ਉਥਾਨ ਲਈ ਕੀਤੇ ਕੰਮਾਂ ਬਾਰੇ ਵਰਣਨ ਕਰੋ।

ਭਾਗ-ਬੀ

3. ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਜੀ ਨੂੰ 'ਹਿੰਦ ਦੀ ਚਾਦਰ' ਕਿਉਂ ਕਿਹਾ ਜਾਂਦਾ ਹੈ, ਖੁੱਲ੍ਹ ਕੇ ਬਿਆਨ ਕਰੋ ?
4. ਸਿੱਖ ਧਰਮ ਦੇ ਇਤਿਹਾਸ ਵਿੱਚ ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਜੀ ਦੀ ਸ਼ਹੀਦੀ ਨਾਲ ਕੀ ਪਰਿਵਰਤਨ ਵਾਪਰੇ, ਖੁੱਲ੍ਹ ਕੇ ਬਿਆਨ ਕਰੋ।

ਭਾਗ-ਸੀ

5. ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਦੇ 1699 ਤੋਂ ਪਹਿਲਾਂ ਦੇ ਜੀਵਨ ਅਤੇ ਇਸ ਸਮੇਂ ਸਿੱਖ ਧਰਮ ਵਿੱਚ ਵਾਪਰੀਆਂ ਪ੍ਰਮੁੱਖ ਘਟਨਾਵਾਂ ਦਾ ਵਰਣਨ ਕਰੋ।
6. ਖਾਲਸਾ ਪੰਥ ਦੀ ਸਾਜਨਾ (13 ਅਪ੍ਰੈਲ 1699) ਦਾ ਸਿੱਖ ਧਰਮ ਅਤੇ ਸਮੁੱਚੇ ਦੇਸ਼ ਤੇ ਕੀ ਪ੍ਰਭਾਵ ਪਿਆ, ਖੁੱਲ੍ਹ ਕੇ ਬਿਆਨ ਕਰੋ।

ਭਾਗ-ਡੀ

7. ਪੰਜਾਬ ਦੇ ਲੋਕ-ਗੀਤਾਂ ਅਤੇ ਲੋਕ-ਨਾਚਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੰਦਾ ਵਿਸਤ੍ਰਿਤ ਨੋਟ ਲਿਖੋ।
8. ਪੰਜਾਬ ਦੀਆਂ ਕੋਈ ਦੋ ਪ੍ਰਸਿੱਧ ਲੋਕ ਗਾਥਾਵਾਂ (ਕਿੱਸਿਆਂ) ਦਾ ਵਰਣਨ ਕਰੋ।

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Subject Code : 1392

Bachelor in Business Administration (BBA) 5th Semester

PUNJABI COMPULSORY

Paper-BBA-502 (i)

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ :- ਕੁੱਲ ਅੱਠ ਪ੍ਰਸ਼ਨ ਹਨ। ਪ੍ਰੀਖਿਆਰਥੀ ਕੋਈ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨ। ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।

1. 'ਨਿਊ ਯੀਅਰ' ਕਹਾਣੀ ਜਾਂ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ। 10
2. 'ਥਕੇਵਾਂ' ਕਹਾਣੀ ਦਾ ਸਾਰ ਲਿਖੋ। 10
3. 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਨਾਵਲ ਦੀ ਲੇਖਿਕਾ ਦੇ ਜੀਵਨ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਉ। 10
4. 'ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ' ਨਾਵਲ ਦੀ ਪਾਤਰ 'ਭਾਨੋ' ਜਾਂ 'ਨਰੈਣ' ਦਾ ਪਾਤਰ-ਚਿਤਰਨ ਕਰੋ। 10
5. ਹੇਠ ਲਿਖੇ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਉੱਪਰ 200 ਸ਼ਬਦਾਂ ਦਾ ਪੈਰ੍ਹਾ ਰਚਨਾ ਕਰੋ :
 - (1) ਕੋਵਿਡ-19
 - (2) ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਜੀ
 - (3) ਮੇਥਾਇਲ ਫੋਨ। 10

6. ਹੇਠ ਲਿਖੇ ਪੈਰ੍ਹੇ ਨੂੰ ਸਰਲ ਪੰਜਾਬੀ ਵਿੱਚ ਅਨੁਵਾਦ ਕਰੋ :

Bhai Gurdas's poetry is generally regarded as the key to Gurbani, which is substantially true. For apart from singing the praises of the Gurus and of the omnipresent and all-persuading divinity, he preaches in a very concrete and illustrative manner, the moral virtues inculcated by the Gurus, viz., service, humility, tolerance, forbearance from speaking of thinking ill of others and unquestioned devotion to Guru. To make his point, he uses a kind of extended metaphor which is metaphysical in the way some of the conceits of the English metaphysical poets of the 16th and 17th centuries are. For instance, he describes the earth as model of tolerance and humility, the cotton seed as that of self-sacrifice.

10

7. ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਦੇ ਉਚਾਰਨ ਸਥਾਨ ਅਤੇ ਵਿਧੀਆਂ ਬਾਰੇ ਚਰਚਾ ਕਰੋ।

10

8. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਚਲੀਆਂ ਖੰਡੀ ਧੁਨੀਆਂ ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ ਦਿਉ।

10

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Subject Code: 1391

Bachelor in Business Administration (BBA) 5th Semester

ENGLISH COMPULSORY

Paper—BBA-501

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions. Candidates are required to attempt any **Five** questions. All questions carry equal marks.

SECTION—A

1. Discuss the following questions :—

(i) As the tragic hero, Joe Keller manifests a kind of tragic flaw. Discuss. 5

(ii) Write down about any two characters :

Joe Keller, Kate Keller, Chris Keller, Ann Deever. 5

2. In consumer society money seems to be the key factor that drives society to this level of corruption. Discuss in detail with reference to *All My Sons*. 10

SECTION—B

3. Write a note on the following :—
- (i) Central Idea of the poem 'Dover Beach'. 5
 - (ii) Theme of the poem 'Mirror'. 5
4. Explain the following stanza with reference to the context :
- I hold it true, whate'er befall;
I feel it, when I sorrow most;
'Tis better to have loved and lost
Than never to have loved at all. 10

SECTION—C

5. Write a letter to the editor of the Newspaper describing the impact of Demonetization on Punjab Economy. 10
6. Write an application for the post of Advertiser in a Multi National Company. 10

SECTION—D

7. Write a Resume for the job of a Chief Manager in a Multi National Company. 10
8. Write down a report on the decline in Business during Covid 19 in Punjab. 10

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Subject Code: 1395

Bachelor in Business Administration (BBA) 5th Semester
BBA-504 : ENTREPRENEURSHIP AND SMALL
BUSINESS

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions. Candidates are required to attempt any **Five** questions. **All** questions carry equal marks.

SECTION—A

1. Define Entrepreneur. Discuss nature and characteristics of entrepreneurship. 10
2. Make comparison of Public Company and Private Company. How is Govt. Company different from Public Company ? 10

SECTION—B

3. Write a detailed note on Decision-making and business planning. 10
4. Discuss the impact of Socio-Economic environment on development of Entrepreneur. 10

SECTION—C

5. Explain the start-up process for a Small Business. 10
6. What role government has been playing in developing Entrepreneurial Programs ? 10

SECTION—D

7. Elaborate Growth Strategies in Small Enterprises. 10
8. Explain the contribution of Commercial Banks in promoting Small Business. 10

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Subject Code : 1394

Bachelor in Business Administration (BBA) 5th Semester
COMPANY LAW
Paper—BBA-503

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—There are **EIGHT** questions. Candidates are required to attempt any **FIVE** questions. All questions carry equal marks.

SECTION—A

1. Write detailed notes on :
 - (a) Government Company
 - (b) One Person Company.
2. What is Memorandum of Association ? Discuss its major contents.

SECTION—B

3. Define Prospectus. Highlight the major contents of a prospectus.
4. What is Doctrine of Indoor Management ? Discuss in detail.

SECTION—C

5. Who is a director ? What are the restrictions on appointment of directors ? Explain.
6. What is Share Capital ? Discuss how share transfer and transmission is done.

SECTION—D

7. “Every meeting, in order to be valid, must be duly convened, properly constituted and conducted”. Explain.
8. Describe the legal procedure of winding up by the court. Discuss.

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Subject Code : 1396

Bachelor in Business Administration (BBA) 5th Semester

COST ACCOUNTING

Paper—BBA-505

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— There are *eight* questions. Candidates are required to attempt any *five* questions. All questions carry equal marks.

SECTION—A

1. Define and distinguish Cost Accounting and Financial Accounting.
2. Write notes on :—
 - (a) Origin of Cost Accounting
 - (b) Objectives of Cost Accounting
 - (c) Cost Unit
 - (d) Cost Centre.

SECTION—B

3. Tabulate the elements of cost showing the usual items of expenditure pertaining to each.
4. Define contract costing. Discuss the basic features of contract costing. What are the different methods of calculating profit on an incomplete contract ? Give illustration.

SECTION—C

5. What happens to contribution/sales ratio, Break Even Point and Margin of Safety when :

- (a) Unit selling price of the product increases
- (b) Unit variable cost increases
- (c) Total fixed cost increases
- (d) Number of units sold increases.

Your answer must be supported with simple numerical illustration.

6. Write notes on :—

- (a) Contribution
- (b) P/V Ratio
- (c) Margin of Safety
- (d) Break Even Point.

SECTION—D

7. What do you mean by variance analysis ? Explain different types of material variances.

8. Define budgetary control. State objectives of budgetary control. What are the advantages and disadvantages of budgetary control ?

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**Bachelor in Business Administration (B.B.A.) 5th Semester
ADVERTISING & SALES MANAGEMENT**

Group—A

Paper : BBA-512

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—There are **EIGHT** questions. Candidates are required to attempt any **FIVE** questions. All questions carry equal marks.

SECTION—A

1. Define Advertising. Discuss the functions and role of advertising.
2. What is meant by Advertising Budget ? Elaborate the preparation and methods of advertising budget.

SECTION—B

3. What are the functions of Advertising Agency ? What are the various ways of paying compensation to advertising agency ?
4. Define Advertising Media. Explain different types of media and also explain their functions and limitations.

SECTION—C

5. Define Sales Management. Discuss the nature, role and importance of sales management.
6. What is meant by Recruitment ? Explain the various sources of recruitment.

SECTION—D

7. State objectives of Sales Training. What are the various methods of training sales people ?
8. Define Compensation. Explain various types of compensation plans.

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Bachelor in Business Administration (BBA) 5th Semester

CONSUMER BEHAVIOUR

Paper : BBA-511 (Group-A)

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt any **five** questions, selecting at least **one** question from each Section. The **fifth** question may be attempted from any Section. Each question carries **10** marks.

SECTION—A

1. Define consumer behaviour. What are the reasons for studying consumer behaviour ?
2. What is Maslow's theory of motivation and how does it help the marketer ?

SECTION—B

3. What is perception ? How does it help in decision-making ?
4. How does learning influence consumer behaviour ? Explain the key elements of learning.

SECTION—C

5. What is meant by the reference group ? Discuss the influence of the reference group on consumer behaviour.
6. Define culture. What are the most important characteristics of a culture that reflects its nature ?

SECTION—D

7. What are the stages in the decision-making process ? Explain briefly.
8. Write short notes on :
 - (a) Opinion leadership
 - (b) Consumer innovation.