

4. Write character sketches of :

- (a) Emily Ross
- (b) Philip Ross.

OR

Write a summary of *Villa for Sale*.

5. Attempt any **two** questions of the following :—

- (a) Why does Mrs. Meldon kill Prof. Corrie ?
- (b) Illustrate Corrie's materialistic attitude.
- (c) How did the Sergeant get the paw ?

6. Write an essay on any of the following topics :—

- (a) Technology and Education
- (b) The Value of Literature.

7. Attempt any **two** questions of the following :—

- (a) What does Mrs. Stevenson learn from a wrong phone call ?
- (b) Write a character sketch of Sergeant Duffy.
- (c) How did Joan claim to get her orders ?

8. Write a character sketch of Mrs. Stevenson.

OR

Write a detailed note on Shaw's wit and humour in the play *No Eggs! No Eggs!*.

Exam. Code : 105406

Subject Code : 1397

Bachelor in Business Administration 6th Semester

ENGLISH (Compulsory)

Paper—BBA-601

Time Allowed—2 Hours]

[Maximum Marks—50

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

1. Attempt any **three** questions of the following :—

- (a) Describe the character of Macro Polo in the novel *The Guide*.
- (b) Why does Raju make friendship with Rosie ?
- (c) Why is Raju called Railway Raju ?
- (d) Discuss the ending of the novel.

2. Write a detailed character sketch of Raju.

OR

Discuss Raju—Rosie relationship in the novel *The Guide*.

3. Attempt any **two** questions of the following :—

- (a) What is the accursed thing in the play *The Will* ?
- (b) Comment upon the title *The Will*.
- (c) Why is Jeanie looking for a villa in *Villa for Sale* ?

2. 'ਬੇੜਾ ਬੰਧਿ ਨ ਸਕਿਓ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।
3. 'ਧਰਤੀਆਂ ਦੇ ਗੀਤ' ਸਫ਼ਰਨਾਮੇ ਦਾ ਸਮਾਜ-ਸਭਿਆਚਾਰਕ ਪਰਿਪੇਖ ਉਲੀਕੋ।
4. 'ਧਰਤੀਆਂ ਦੇ ਗੀਤ' ਦੀ ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ ਤੇ ਪਰਖ ਕਰੋ।
5. ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਤੇ ਲੇਖ ਰਚਨਾ ਲਿਖੋ :
(ੳ) ਵਿਦਿਆਰਥੀ ਜੀਵਨ ਤੇ ਖੇਡਾਂ
(ਅ) ਕੰਪਿਊਟਰ
(ੲ) ਏਡਜ਼।
6. ਨਾਵਲ ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਤੱਤਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਉ।
7. ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਲਿੰਗ ਬਾਰੇ ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਚਰਚਾ ਕਰੋ।
8. ਕਿਰਿਆ ਵਾਕਸ਼ ਦੀ ਪ੍ਰਕਾਰ ਵੰਡ ਬਾਰੇ ਦੱਸੋ।

Exam. Code : 105406

Subject Code : 1398

Bachelor in Business Administration 6th Semester

PUNJABI (Compulsory)

Paper-BBA-602(i)

Time Allowed—2 Hours]

[Maximum Marks—50

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

1. ਨਿਮਨਲਿਖਤ ਕਾਵਿ-ਟੋਟੇ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਪੇਸ਼ ਕਰੋ :
ਕੋਈ ਬੋਲੈ ਰਾਮ ਰਾਮ ਕੋਈ ਖੁਦਾਇ॥
ਕੋਈ ਸੇਵੈ ਗੁਸਾਈਆ ਕੋਈ ਅਲਾਹਿ॥੧॥
ਕਾਰਣ ਕਰਣ ਕਰੀਮ॥ ਕਿਰਪਾ ਧਾਰਿ ਰਹੀਮ॥੧॥ ਰਹਾਉ॥
ਕੋਈ ਨਾਵੈ ਤੀਰਥਿ ਕੋਈ ਹਜ ਜਾਇ॥
ਕੋਈ ਕਰੈ ਪੂਜਾ ਕੋਈ ਸਿਰੁ ਨਿਵਾਇ॥੨॥
ਕੋਈ ਪੜੈ ਬੇਦ ਕੋਈ ਕਤੇਬ॥
ਕੋਈ ਓਵੈ ਨਾਲਿ ਕੋਈ ਸੁਪੇਦ॥੩॥
ਕੋਈ ਕਹੈ ਤੁਰਕੁ ਕੋਈ ਕਹੈ ਹਿੰਦੂ॥
ਕੋਈ ਬਾਛੈ ਭਿਸਤੁ ਕੋਈ ਸੁਰਗਿੰਦੂ॥
ਕਹੁ ਨਾਨਕ ਜਿਨਿ ਹੁਕਮੁ ਪਛਾਤਾ॥
ਪ੍ਰਭੁ ਸਾਹਿਬ ਕਾ ਤਿਨਿ ਭੇਦੁ ਜਾਤਾ॥੪॥

Exam. Code : 105406
Subject Code : 1399

Bachelor in Business Administration 6th Semester
MUDHLI PUNJABI
(Punjab Da Itihas Ate Sabhiachar)
Paper-BBA-602(ii)

Time Allowed—2 Hours] [Maximum Marks—50

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

1. ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦੇ ਸੈਨਿਕ ਪ੍ਰਬੰਧ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਓ।
2. 1790 ਤੋਂ ਬਾਅਦ ਦੇ ਰਾਜਨੀਤਕ ਹਾਲਾਤਾਂ ਬਾਰੇ ਚਰਚਾ ਕਰੋ।
3. ਸਿੱਖ ਰਾਜ ਦਾ ਖਾਤਮਾ ਕਿਵੇਂ ਹੋਇਆ ? ਸਪੱਸ਼ਟ ਕਰੋ।
4. ਆਰੀਆ ਸਮਾਜ ਦੇ ਯੋਗਦਾਨ ਬਾਰੇ ਵਿਸਥਾਰ ਨੋਟ ਲਿਖੋ।
5. ਉਧਮ ਸਿੰਘ ਦੀ ਆਜ਼ਾਦੀ ਸੰਘਰਸ਼ ਵਿੱਚ ਨਿਭਾਈ ਭੂਮਿਕਾ ਉਜਾਗਰ ਕਰੋ।
6. ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਲਹਿਰ ਦੀ ਭੂਮਿਕਾ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਓ।
7. ਗਦਰ ਅੰਦੋਲਨ ਨੇ ਆਜ਼ਾਦੀ ਸੰਘਰਸ਼ ਵਿੱਚ ਕੀ ਯੋਗਦਾਨ ਪਾਇਆ ਸੀ ?
8. ਮਾਸਟਰ ਤਾਰਾ ਸਿੰਘ ਦੇ ਜੀਵਨ ਅਤੇ ਰਾਜਨੀਤੀ ਦਾ ਇਤਿਹਾਸਕ ਮੁਲਾਂਕਣ ਕਰੋ।

6595(2721)/II-6332

Exam. Code : 105406
Subject Code : 1399

Bachelor in Business Administration 6th Semester
MUDHLI PUNJABI
(Punjab Da Itihas Ate Sabhiachar)
Paper-BBA-602(ii)

Time Allowed—2 Hours] [Maximum Marks—50

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

1. ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦੇ ਸੈਨਿਕ ਪ੍ਰਬੰਧ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਓ।
2. 1790 ਤੋਂ ਬਾਅਦ ਦੇ ਰਾਜਨੀਤਕ ਹਾਲਾਤਾਂ ਬਾਰੇ ਚਰਚਾ ਕਰੋ।
3. ਸਿੱਖ ਰਾਜ ਦਾ ਖਾਤਮਾ ਕਿਵੇਂ ਹੋਇਆ ? ਸਪੱਸ਼ਟ ਕਰੋ।
4. ਆਰੀਆ ਸਮਾਜ ਦੇ ਯੋਗਦਾਨ ਬਾਰੇ ਵਿਸਥਾਰ ਨੋਟ ਲਿਖੋ।
5. ਉਧਮ ਸਿੰਘ ਦੀ ਆਜ਼ਾਦੀ ਸੰਘਰਸ਼ ਵਿੱਚ ਨਿਭਾਈ ਭੂਮਿਕਾ ਉਜਾਗਰ ਕਰੋ।
6. ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਲਹਿਰ ਦੀ ਭੂਮਿਕਾ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਓ।
7. ਗਦਰ ਅੰਦੋਲਨ ਨੇ ਆਜ਼ਾਦੀ ਸੰਘਰਸ਼ ਵਿੱਚ ਕੀ ਯੋਗਦਾਨ ਪਾਇਆ ਸੀ ?
8. ਮਾਸਟਰ ਤਾਰਾ ਸਿੰਘ ਦੇ ਜੀਵਨ ਅਤੇ ਰਾਜਨੀਤੀ ਦਾ ਇਤਿਹਾਸਕ ਮੁਲਾਂਕਣ ਕਰੋ।

6595(2721)/II-6332

Exam. Code : 105406
Subject Code : 1400

Bachelor in Business Administration 6th Semester
INCOME TAX
Paper—BBA-603

Time Allowed—2 Hours] [Maximum Marks—50

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

1. Define the following with the help of suitable examples :
 - (a) Person
 - (b) Types of Assesses.
2. Mr. Pawan is engaged in export business and visits Germany very frequently. From the particulars given below, determine his residential status for P.Y. 2020-21 :

Previous Year	Stay in Germany	Previous Year	Stay in Germany
2013-14	187 days	2017-18	70 days
2014-15	140 days	2018-19	225 days
2015-16	305 days	2019-20	306 days
2016-17	65 days	2020-21	283 days

3. Discuss the concept of perquisites and illustrate how are they treated for Income Tax purposes.

4. Ms. Muskan has prepared the following P & L A/c for the year ending March 31, 2021 :

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Salaries	8,000	Gross Profit	30,800
Advertisements	4,000	Rental income (50% portion)	18,000
Sundry Expenses	4,500	Dividends from UTI	4,000
Interest on Capital	2,000	Winnings from Lottery (Gross)	20,000
Fire Insurance (Rs. 1,000 relates to House Property)	3,000	Interest on tax free Govt. Securities	2,000
Income Tax & Wealth Tax	7,000		
Household Expenses	2,500		
Bad Debts	1,000		
Provision of bad debts	500		
Repairs of house property	1,000		
Municipal taxes of house property	3,600		
Insurance premium on own life	6,000		
Donation to P.M. Relief Fund	2,000		
Depreciation (allowable)	3,700		
Net Profit	26,000		
	74,800		74,800

She owns a house property which is being used by her for the following purposes :

- 25% of the carpet area for her own business purpose
- 25% of the carpet area for the purpose of residence
- 50% of the carpet area is let out for residential purposes

Compute the business income for A.Y. 2021-22.

5. Determine the taxable Capital Gains in the following cases separately :

- Ms. Sehajpreet purchased a house on 1-5-1995 for Rs. 4,60,000. She sold the house on 10-6-2017 (CII : 272) for Rs. 20 lakhs. On 14-7-2017, she purchased another house at Chandigarh for Rs. 4 lakhs. She did not own any other house property.
- Mr. Kulbir sold a plot on July 10, 2017 (CII : 272) for Rs. 6,05,000; Cost of acquisition on June 15, 2007 (CII : 129) was Rs. 1,50,000; selling expenses amounted to Rs. 5,000. On August 10, 2017 he made the following investments : Purchase of bonds of NHAI notified u/s 54EC for Rs. 1,00,000 and also invests Rs. 3,50,000 in a residential house at Delhi on July 10, 2017. He does not own any other residential house.

6. Discuss the terms 'Capital Asset', 'Capital Gain' and 'Cost of Acquisition'. Also discuss the procedure of computation of Capital Gains as prescribed by IT Act, 1961.
7. Explain the various provisions regarding carry forward and set off of losses as provided by IT Act, 1961.
8. Ms. Ashmeet received the following incomes during F.Y. 2020-21 :

(i) Insurance commission received from LIC	10,656
(ii) Cloth business profits	2,75,000
(iii) She made the following payments during the year :	
(1) Deposit in National Saving Scheme, 1992	10,000
(2) Payment to Jeevan Dhara Policy	500 p.m.
(3) Investment in units of mutual funds so notified u/s 80 C as ELSS	10,000
(4) Donations given to :	
• National Children Welfare Fund	2,500
• P.M. National Relief Fund	5,000

• Gujarat Earthquake Relief Fund	2,000
• P.M. Students Aid Fund	2,000
• Punjab CM Earthquake Relief Fund	2,000
• Local Authority to promote Family Planning	2,000
• Approved Public Charitable Trust	10,000
• National Fund for control of Drug Abuse	4,000
(iv) Also, she paid Rs. 6,000 by cheque to General Insurance Corporation under Mediclaim.	

Calculate her total income and deductions applicable.

Exam. Code : 105406
Subject Code : 1401

Bachelor in Business Administration 6th Semester
FUNDAMENTALS OF CAPITAL MARKET

Paper : BBA-604

Time Allowed—2 Hours] [Maximum Marks—50

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

- I. What is a Capital Market ? Describe the structure of Indian capital market.
- II. Write a note on New Issue Market.
- III. Briefly explain the various instruments of capital market.
- IV. Distinguish between capital market and money market.
- V. “Requirements are to be met for becoming a member of a stock exchange.” Discuss.
- VI. Briefly explain, how a stock exchange is organized and managed.
- VII. What is a security market index ? Explain the factors that affect it.
- VIII. Discuss the benefits of listing of securities in a stock exchange.

6597(2721)/II-6333

Exam. Code : 105406
Subject Code : 1401

Bachelor in Business Administration 6th Semester
FUNDAMENTALS OF CAPITAL MARKET

Paper : BBA-604

Time Allowed—2 Hours] [Maximum Marks—50

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

- I. What is a Capital Market ? Describe the structure of Indian capital market.
- II. Write a note on New Issue Market.
- III. Briefly explain the various instruments of capital market.
- IV. Distinguish between capital market and money market.
- V. “Requirements are to be met for becoming a member of a stock exchange.” Discuss.
- VI. Briefly explain, how a stock exchange is organized and managed.
- VII. What is a security market index ? Explain the factors that affect it.
- VIII. Discuss the benefits of listing of securities in a stock exchange.

6597(2721)/II-6333

**Bachelor in Business Administration - 6th Semester
(2721)**

Paper: Group-A BBA-611 Services Marketing

Time Allowed: 2 hrs.

Max. Marks: 50

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

Section A

Q1. What is services marketing? Why has services marketing become important for Indian and global economy? Illustrate.

Q2. What distinguishes a service from a product? Elaborate on the classification of services giving appropriate examples.

Section B

Q3. What are the considerations involved in pricing of a service? How can pricing be made effective?

Q4. Write notes on: a) Categories of service mix; b) Goods-services marketing continuum

Section C

Q5. What are the distribution strategies for services which are adopted by firms in today's technology driven times?

Q6. What are the extended 3Ps of service marketing mix? Why did the need for these extended Ps arise?

Section D

Q7. What are the different process aspects and managerial challenges with respect to a service?

Q8. Critically evaluate the services marketing triangle.

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7. Describe the Video marketing and what are the tools and techniques used by marketers for video marketing ?
8. What is M-commerce ? What are the benefits and application of smart phone applications ? Are these applications useful for online payment system ?

Exam. Code : 105406
Subject Code : 1403

Bachelor in Business Administration 6th Semester
E-MARKETING
Group-A BBA-612

Time Allowed—2 Hours] [Maximum Marks—50

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

1. Why E-Marketing is important these days ? Discuss the nature of E-Marketing and how it is different from traditional marketing.
2. What are the reasons for the growth of E-Marketing ? Discuss the tools of E-Marketing and what are their advantages ?
3. Define the E-customers. What are the stages of buying process in online market ? What are the factors influencing the buying behavior of consumers ?
4. What is internet marketing and what are its features ? Discuss the search engine optimization and why it is important in digital market.
5. What is internet advertising, explain the types of and advantages ? What is Online PR ?
6. What is social media marketing ? What are the different platforms for SMM and their features ?