

Exam. Code : 105404

Subject Code : 1384

Bachelor in Business Administration 4<sup>th</sup> Semester

ENGLISH COMPULSORY

Paper—BBA-401

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

I. Answer any **Sixteen** out of the following questions. Each questions carries 1 mark.

(1) Write a new sentence with the same meaning. Use *Unless* in your sentence :—

(i) She must apologise to me or I'll never speak to her again.

(ii) You have to speak very slowly or he won't be able to understand you.

(iii) Business must improve soon or the company will have to close.

(2) Put in *in case* or *if* :—

(iv) Write your name and phone number on your bag \_\_\_\_ you lose it.

- (v) Go to the lost property office \_\_\_\_\_ you lose your bag.
- (vi) You should lock your bike to something \_\_\_\_\_ somebody tries to steal it.
- (3) Use the sentence in brackets to make a relative clause. Use who/whose/which/where/whom :—
- (vii) The new stadium will be finished next month.  
(It can hold 90,000 people)
- (viii) Alaska is the largest state in the U.S.A.  
(My brother lives there)
- (ix) Our teacher was very kind. (I have forgotten her name)
- (4) Complete the sentences with *say* or *tell* :—
- (x) Anu \_\_\_\_\_ goodbye to me and left.
- (xi) \_\_\_\_\_ us about your holiday. Did you have a nice time ?
- (xii) Don't just stand there ! \_\_\_\_\_ something !
- (5) Complete the sentences using *could*, *couldn't* or *managed to* :
- (xiii) Laura had hurt her leg and \_\_\_\_\_ walk very well.
- (xiv) I looked very carefully and I \_\_\_\_\_ see somebody in the distance.

(xv) A girl fell into the river but fortunately we \_\_\_\_\_ pull her out.

(xvi) I had forgotten to bring my camera, so I \_\_\_\_\_ take any pictures.

(6) Put the verb into the correct form, present simple or past simple, active or passive :—

(xvii) How much of the earth's surface \_\_\_\_\_ (cover) by water ?

(xviii) The park gates \_\_\_\_\_ (lock) at 6.30 p.m. every evening.

(xix) The company is not independent. It \_\_\_\_\_ (own) by a much larger company.

(xx) I was born in London, but I \_\_\_\_\_ (grow up) in Canada.  $1 \times 16 = 16$

### SECTION—B

II. 1. (a) In the following sentences, identify the main verb and the entire nominalized subject. Do any **three**.

(i) The government's decision to raise income taxes has angered a lot of people.

(ii) The student's slow and painful adjustment to life overseas was to be expected.



- (iii) The use by first generation immigrants of their native languages is interpreted by some Americans as a refusal to become part of the mainstream society.
  - (iv) The public's lack of appreciation of the ecological and scientific value of rain forest species is an obstacle to solving the problem of bio-diversity loss.
  - (v) The accumulation of carbon dioxide in the atmosphere over the last century has convinced most scientists that climate change is a major threat.
  - (vi) The resentment among female workers that their male peers receive higher wages for doing the same work is an issue that the company has not addressed.  $1 \times 3 = 3$
- (b) Identify the Problem Markers and the Solution Markers in any **three** of the following sentences :—
- (i) The United Nation's is attempting to persuade the two countries to begin talking about a resolution of the conflict between them.
  - (ii) For more than a century, the United States has tended to deal with labour shortages by encouraging suitably qualified workers to immigrate.

- (iii) For decades, no British Government attempted to address the fundamental issue in health care in the United Kingdom, namely, its chronic underfunding.
- (iv) The U.S. Government uses a number of strategies to remedy the injustices that remain from the nation's racist past.
- (v) Debt relief must be a component of any comprehensive international effort to tackle the problems of underdevelopment and poverty.
- (vi) In 2003, the major obstacle to organizing a fully effective response to the AIDS crisis was the lack of a vaccine.  $1 \times 3 = 3$

2. (a) Write words that are similar in meaning to the following. Do any **three** :—

- (i) to appear
- (ii) to explain why
- (iii) incorrect
- (iv) a person taking part in an activity
- (v) finally
- (vi) borrowed money that needs to be repaid.

$1 \times 3 = 3$



(b) What IPA symbol would you use for the sound at the end of these words ? Attempt any **three** :—

- (i) fetch
- (ii) five
- (iii) eating
- (iv) eleven
- (v) soap
- (vi) job.

1×3=3

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

- (i) Why do the swans fill the poet's heart with sadness in the poem 'The Wild Swans at Coole' ?
- (ii) What is the theme of the poem 'The Emperor of Ice-Cream' ?
- (iii) Write a note on the style of the poem 'Porphyria's Lover'.

4×2=8

### SECTION—C

IV. Explain the following stanza with reference to the context :—

“Since then —'tis centuries — and yet

Feels shorter than the day

I first surmised the horses' heads

Were towards, Eternity.”

OR

"Ah, yes! you dig upon my grave

Why flashed it not on me

That one true heart was left behind !

What feeling do we ever find

To equal among human kind

A dog's fidelity!"

1×7=7

- V. How has the Aral Sea region achieved economic development ? What changes have occurred in the Aral Sea since 1990 ?

1×7=7

**Exam. Code : 105404**

**Subject Code : 1385**

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

**PUNJABI COMPULSORY**

**Paper-BBA-402(i)**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

1. 'ਮੇਰੀ ਜੀਵਨ ਗਾਥਾ' (ਸਵੈ-ਜੀਵਨੀ) ਵਿਚੋਂ ਤੁਹਾਡੇ ਸਾਹਮਣੇ ਨਾਇਕ ਦਾ ਜੋ ਬਿੰਬ ਸਾਕਾਰ ਹੁੰਦਾ ਹੈ, ਉਸਨੂੰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਲਿਖੋ।

**ਜਾਂ**

ਮੇਰਾ ਬਚਪਨ ਨਾਮਕ ਕਾਂਡ ਵਿੱਚ ਲੇਖਕ ਨੇ ਆਪਣੇ ਬਚਪਨ ਬਾਰੇ ਜੋ ਉਲੀਕਿਆ ਹੈ, ਉਸ ਦੀ ਚਰਚਾ ਕਰੋ। 15

2. ਜਤਿੰਦਰ ਬਰਾੜ ਦੇ ਨਾਟਕ 'ਫਾਸਲੇ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

**ਜਾਂ**

ਨਾਟਕ ਵਿੱਚ ਪੇਸ਼ ਦੋ ਮੁੱਖ ਪਾਤਰਾਂ—ਨੂਰੀ ਅਤੇ ਡਾਕਟਰ ਦੀ ਪਾਤਰ ਉਸਾਰੀ ਕਰੋ। 15

3. ਤੁਹਾਡਾ ਮੁਬਾਇਲ ਫੋਨ ਗੁੰਮ ਹੋ ਗਿਆ ਹੈ, ਆਪਣੇ ਨੇੜੇ ਦੀ ਪੁਲਿਸ ਚੌਕੀ ਨੂੰ ਸੂਚਨਾ ਦਿਉ।

**ਜਾਂ**

ਆਪਣੇ ਦੋਸਤ ਦੇ ਜਨਮ-ਦਿਨ ਤੇ ਪੱਤਰ ਰਾਹੀਂ ਵਧਾਈ ਦਾ ਇਜ਼ਹਾਰ ਕਰੋ। 10

4. ਹੇਠ ਲਿਖੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚੋਂ ਕੋਈ ਦੋ ਕਰਨੇ ਹਨ ?

(i) ਗੁਰਮੁਖੀ ਨੂੰ ਪੈਂਤੀ ਕਿਉਂ ਕਿਹਾ ਜਾਂਦਾ ਹੈ ? ਲਿਪੀ ਦੀ ਸਾਰੀ ਵਰਨਮਾਲਾ ਨੂੰ ਤਰਤੀਬ ਵਿੱਚ ਲਿਖ ਕੇ ਇਸ ਦਾ ਸੰਖੇਪ ਮਹੱਤਵ ਵਰਣਨ ਕਰੋ।

(ii) ਪੰਜਾਬੀ ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ ਵਰਣਨ ਕਰੋ।

(iii) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਦਾ ਵਰਣਨ ਕਰੋ। 10



**Exam. Code : 105404**

**Subject Code : 1386**

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

**FINANCIAL MANAGEMENT**

**Paper—BBA-403**

**Time Allowed—3 Hours] [Maximum Marks—50**

**SECTION—A**

**Note :—** Attempt any **ten** questions from Section A. Answer to each question should be up to **50** words in length. Each question carries **1** mark.

1. Write short notes on the following :—

- (i) Present value
- (ii) Arbitrage
- (iii) Certificate of deposit
- (iv) Book value weights
- (v) Degree of financial leverage
- (vi) Optimal capital structure
- (vii) Trade Credit
- (viii) Operating Cycle of Business
- (ix) Negotiated financing
- (x) Inter-corporate dividend
- (xi) Hedging approach.
- (xii) Payback period method.

## **SECTION—B**

**Note :—** Attempt any **two** questions from Section B. Answer to each question should be up to **5** pages in length. Each question carries **10** marks.

2. What are the decision making areas of financial management ? How is the goal of wealth maximization a better operative criterion than profit maximization ?
3. Explain the various sources of finance. What are the pros and cons associated with each source of finance ?
4. Critically examine the MM approach to capital structure. Explain with suitable example the arbitrage process of MM approach the equilibrium level.
5. Outline the basic steps involved in calculation of weighted average cost of capital. Why debt is the cheapest source of finance for a profit making firm ?

## **SECTION—C**

**Note :—** Attempt any **two** questions from Section C. Answer to each question should be upto **5** pages in length. Each question carries **10** marks.

6. Explain the various approaches of Working Capital Management. What are the determinants of Working Capital Management ?
7. Compare and contrast NPV Vs. IRR as method of appraising Capital Investments. Which method is better and why ?
8. Differentiate between the business risk and financial risk of a firm. How are they measured by leverage ?
9. Discuss the factors and conditions that are relevant for evolving a dividend policy as well as those relating to the issue of bonus shares.



**Exam. Code : 105404**  
**Subject Code : 1387**

**Bachelor in Business Administration 4th Semester**

**PRODUCTION AND OPERATIONS  
MANAGEMENT**

**Paper—BBA-404**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**SECTION—A**

1. Attempt any **TEN** questions. Each question carries 1 mark.

- (i) Define operations management.
- (ii) Define Work study.
- (iii) Differentiate PERT from CPM.
- (iv) Define process layout.
- (v) What is the utility of man/employee machine chart ?
- (vi) Define Quality.
- (vii) What is lead time ?
- (viii) Define EOQ.
- (ix) Write any two major benefits of Just in time manufacturing.
- (x) What is inbound supply chain ?
- (xi) Define Value.
- (xii) What are the objectives of total quality management ?



## SECTION—B

Attempt any **TWO** questions. Each question carries **10** marks.

2. What are the objectives of plant layout decision analysis ? Explain various forms of plant layout with relevant examples.
3. Explain the process of new product design and development. Also highlight various tools or recent methodologies employed in the process.
4. What is the relevance of work measurement ? What are different methods of work measurement ?
5. What are the objectives of network analysis ? Using the project information given in the table, construct the network and identify critical path.

| Activity | Predecessor/s | Normal time<br>(days) |
|----------|---------------|-----------------------|
| A        | —             | 20                    |
| B        | —             | 25                    |
| C        | A             | 10                    |
| D        | A             | 12                    |
| E        | B, C          | 5                     |
| F        | D, E          | 10                    |
| G        | D             | 10                    |
| H        | G             | 5                     |

### SECTION—C

Attempt any **TWO** questions. Each question carries **10** marks.

6. Define TQM. Discuss various obstacles that may be faced in successful TQM implementation and ways to overcome them.
7. Describe with relevant examples various activities involved in supply chain management.
8. What is statistical quality control ? Explain various charts used in this regard.
9. A firm's estimated demand for material during the next year is 2500 units. Acquisition costs are Rs. 400 per order and carrying costs is Rs. 50 per unit. The safety stock is set at 25 percent of the EOQ. The daily usage is 10 units and lead time is 10 days. Determine :
  - (a) The EOQ
  - (b) The safety stock, and
  - (c) The recorder point.



**Exam. Code : 105404**

**Subject Code : 1389**

**Bachelor in Business Administration 4th Semester**

**OPERATIONS RESEARCH**

**Paper—BBA-406**

**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 **5** lines.

1. Short answer type questions :—

- (a) Optimum Solution.
- (b) Fair Game.
- (c) Slack Variable.
- (d) Degeneracy in Transportation.
- (e) Inventory Control.
- (f) Limitations of Operations Research.
- (g) Dual of Dual is Primal.
- (h) A company uses 6000 units of a product, its carrying cost is 20% of average inventory. Ordering cost is 80 per order, unit cost is Rs. 10. Calculate EOQ.
- (i) Pure Games.
- (j) Quantity Discount in Inventory Control.
- (k) Saddle point.
- (l) Differentiate between PERT and CPM.



## SECTION—B

**Note :—** Attempt any **TWO** questions. Each question carries **10** marks.

2. What is operation research ? Briefly explain the scope and importance of O.R. in relation to various business opportunities.

3. Use simplex to solve :

$$\text{Max. } Z = 5x_1 + 2x_2 + 10x_3$$

$$\text{Sub. to } x_1 - x_3 \leq 10$$

$$x_2 - x_3 \geq 10$$

$$x_1 + x_2 + x_3 \leq 10$$

$$\text{where } x_1, x_2, x_3 \geq 0$$

4. Solve the following Assignment Problem :

|         |   | JOBS |    |    |    |
|---------|---|------|----|----|----|
|         |   | P    | Q  | R  | S  |
| PERSONS | A | 85   | 50 | 30 | 40 |
|         | B | 90   | 40 | 70 | 45 |
|         | C | 70   | 60 | 60 | 50 |
|         | D | 75   | 45 | 35 | 55 |

5. Solve the following transportation problem and check its optimality :

|        | W   | X   | Y   | Z   | Supply  |
|--------|-----|-----|-----|-----|---------|
| A      | 5   | 3   | 4   | 2   | 100     |
| B      | 1   | 6   | 7   | 10  | 100     |
| C      | 3   | 2   | 1   | 5   | 100     |
| D      | 8   | 10  | 9   | 3   | 150     |
| Demand | 100 | 100 | 100 | 100 | 400/450 |

$$2 \times 10 = 20$$

### SECTION—C

**Note :—** Attempt any **TWO** questions. Each question carries **10** marks.

6. Discuss in details the difference between PERT and CPM. Which approach is preferred and why ? What are the assumptions of PERT and CPM kept in mind while drawing the network ?
7. Discuss the following terms with the help of an example wherever suitable :
  - (a) Two person zero sum game.
  - (b) Pure and Mixed strategies.
  - (c) Critical Path.
  - (d) Rule of Dominance.
  - (e) Rules for drawing the network.
8. Estimated times of jobs of a product are given below :

| Activity | Preceded by | Duration (Weeks) |
|----------|-------------|------------------|
| a        | —           | 10               |
| b        | a           | 9                |
| c        | a           | 7                |
| d        | b           | 6                |
| e        | b           | 12               |
| f        | c           | 6                |
| g        | c           | 8                |
| h        | f           | 8                |
| i        | d           | 4                |
| j        | gh          | 11               |
| k        | e           | 5                |
| l        | i           | 7                |

Draw the network.

What is the critical path ?

Calculate the floats for each activity.

9. Solve the following game by Dominance principle :

|          |     | Player B |    |     |    |
|----------|-----|----------|----|-----|----|
|          |     | I        | II | III | IV |
| Player A | I   | 6        | 4  | 8   | 0  |
|          | II  | 6        | 8  | 4   | 8  |
|          | III | 8        | 4  | 8   | 0  |
|          | IV  | 0        | 8  | 0   | 16 |



**Exam. Code : 105404**  
**Subject Code : 1390**

**Bachelor in Business Administration 4th Semester**  
**FUNDAMENTALS OF INSURANCE**

**Paper—BBA-407**

**Time Allowed—3 Hours] [Maximum Marks—50**

**SECTION—A**

**Note :—** Write 5 lines each on any 10 of the following.  
Each question carries 1 mark.

1. (a) What is general insurance ?
- (b) Explain the concept of insurance.
- (c) What are the objectives of Insurance Act 1938 ?
- (d) Name any four companies which offer life insurance.
- (e) What is premium ?
- (f) Write any two features of LIC Act 1956.
- (g) What is underwriting ?
- (h) What is the difference between reinsurance and double insurance ?
- (i) What is brokerage ?
- (j) What role do surveyors play in insurance sector ?
- (k) Who are brokers ?
- (l) What do you mean by ceding company ?

1×10=10

## SECTION—B

**Note :—** Attempt any 2 questions. Each question carries 10 marks.

2. Write notes on :—
  - (a) Principle of Subrogation. 5
  - (b) Principle of Indemnity. 5
3. Discuss in detail various reforms undertaken in insurance sector. 10
4. Explain salient features of GIC Act, 1972. 10
5. Explain any 2 types of general insurance available in India along with its features. 10

## SECTION—C

**Note :—** Attempt any 2 questions. Each question carries 10 marks.

6. What is underwriting ? Explain the purpose of underwriting. 10
7. Write notes on :
  - (a) Bancassurance. 5
  - (b) Brokers. 5
8. Explain in detail essentials of Reinsurance programmes as per IRDA. 10
9. Write notes on :—
  - (a) Underwriters. 5
  - (b) Actuaries. 5