D (Printed Pages 3)

(21223) Roll No. ....

B.B.A. - III Sem.

18086

B.B.A. Examination, Dec.-2023

Advertising Management

(BBA-301)

(New Course)

Time : Three Hours] *[Maximum Marks : 75*

Note : Attempt **all** the Sections as per instructions.

Section-A

Note : Attempt **all** questions. 3×5=15

1. Write characteristics of brand?
2. Define the advertising Research?
3. What is concept testing?
4. What factors govern selection of media?
5. What is media planning?

P.T.O.

Section-B

Note : Attempt any **two** questions.

2×7.5=15

6. What is the role of advertising in economic development?
7. What do you mean by Public relation?
8. What do you mean by Consumer jury?

Section-C

Note : Attempt any **three** questions.

3×15=45

9. Discuss briefly how the effectiveness of advertising in newspapers & magazines can be measured?
10. Define branding. Discuss the characteristics of good brands.
11. 'Money spent on advertising is wasteful' Do you agree with this statement. Give reasons for your answer.

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12. What are the various types of media available for advertising?

13. Define Sales management. What are its various objectives. Also discuss its various strategies.

D (Printed Pages 3)

(21223) Roll No. ....

B.B.A. - III Sem.

18089

B.B.A. Examination, Dec.-2023

Customer Relationship Management

(B.B.A.-304)

(New Course)

Time : Three Hours] *[Maximum Marks : 75*

Note : Attempt **all** the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. 5×3=15

P.T.O.

1. CRM software features.

2. CRM Products.

3. Explain the CRM goals.

4. Benifits of using a CRM System.

5. Define the two objective of CRM?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required not exceed **200** words. 7½×2=15

6. Deference between CRM and e CRM.

7. Define opportunities of CRM.

8. Define components of CRM through diagram.

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Section-C

(Long Answer Type Questions)

Note : Attempt any **three** question out of the following five questions. Each question carries **15** marks. Answer is required in detail. 3×15=45

9. What are steps in Customer retention process? Explain the benifits of Customer retention.

10. What do you mean by 'Service Quality' as a concept?

11. Discuss the various modes of E-CRM.

12. What is the advantage of having an Integrated CRM platform?

13. Write any three competetive advantages of using CRM in Business.

D (Printed Pages 8)

(21223) Roll No. ....

BBA-III Sem.

18091

B.B.A. Examination, Dec.-2023

Income Tax Law and Practice

(BBA-306)

(New Course)

Time : Three Hours] *[Maximum Marks : 75*

Note : Attempt **all** the sections as per instructions.

नोट : **सभी** खण्डों को निर्देशानुसार हल कीजिए।

Section-A/खण्ड-अ

(Very Short Answer Questions)

(अति लघु उत्तरीय प्रश्न)

Note : Attempt all the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 5×3=15

नोट : सभी **पाँच** प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न के 3 अंक हैं। उत्तर 75 शब्दों से अधिक की आवश्यकता नहीं है।

P.T.O.

1. Write short note on "Exceptions to the Assessment Year".

   "आकलन वर्ष के अपवाद" पर संक्षिप्त टिप्पणी लिखें।

2. Distinguish between Tax Avoidance and Tax Planning.(Any Three).

   कर परिहार और कर नियोजन के बीच अन्तर स्पष्ट करें (कोई **तीन**)।

3. Explain "Integration of Agriculture Income" for computation of Tax as per Income Tax Act 1961.

   आयकर अधिनियम 1961 के अनुसार कर की गणना के लिए "कृषि आय का एकीकरण" समझाएं।

4. Write short note on "Rebate U/S 87A of Income tax Act 1961".

   आयकर अधिनियम 1961 की "छूट U/S 87A" पर संक्षिप्त टिप्पणी लिखें।

5. Write short note on clubbing provisions in case of "Spouse".

   "पति/पत्नी" के मामले में क्लबिंग प्रावधानों पर संक्षिप्त टिप्पणी लिखें।

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Section-B/खण्ड-ब

(Short Answer Questions)

(लघु उत्तरीय प्रश्न)

Note : Attempt any **two** questions out of following **three** questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words. 7.5×2=15

नोट : निम्नलिखित **तीन** प्रश्नों में से किन्हीं **दो** प्रश्नों का उत्तर दीजिए। प्रत्येक प्रश्न 7.5 अंक का है। उत्तर 200 शब्दों से अधिक नहीं होना चाहिए।

6. Explain various deductions and Exemptions available under old Tax regime, where section 115BAC is not opted (Any Five).
पुरानी कर व्यवस्था के तहत उपलब्ध विभिन्न कटौतियों और छूटों की व्याख्या करें, जहाँ धारा 115BAC का विकल्प नहीं चुना गया है (कोई पाँच)।

7. Define Capital Asset. Also Differentiate between Long-term capital loss and short-term capital loss along with computation as per Income Tax Act 1961.

पूँजीगत संपत्ति को परिभाषित करें। आयकर अधिनियम 1961 के अनुसार गणना के साथ दीर्घकालिक पूँजी हानि और अल्पकालिक पूँजी हानि के बीच अंतर भी बताएँ।

8. Explain set-off and carry forward of losses in case of (Sec 115BAC is not opted).
जहाँ धारा 115BAC का विकल्प नहीं चुना गया है, उस स्थिति में नुकसान की भरपाई के आगे ले जाने की व्याख्या करें।
   (a) Speculative Business Loss
   सट्टा व्यवसाय हानि
   (b) Loss from House Property
   गृह संपत्ति से हानि
   (c) Loss from activity of owning and maintaining Race Horses
   रेस के घोड़ों के स्वामित्व और रखरखाव की गतिविधि से हानि।

Section-C/खण्ड-स

(Detailed Answer Questions)

(विस्तृत उत्तरीय प्रश्न)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

नोट : **पाँच** में से किसी भी **तीन** सवालों को हल करें। प्रत्येक प्रश्न में 15 अंक हैं। उत्तर विस्तार से आवश्यक है।

9. Explain Computation of "NAV" As per Income Tax Act 1961 in case of :

आयकर अधिनियम 1961 के अनुसार 'एनएवी' की गणना समझाएंः

(a) Let-out house property

घर की संपत्ति किराए पर देना

(b) Self-Occupied house property and

स्व-कब्जे वाली गृह संपत्ति और

(c) Deemed to be let out house property

घर की संपत्ति किराये पर दी गई मानी जाएगी।

10. The written down value of the block of plant and Machinery as on 1 April 2022 (Rate of depreciation : 15%) consisting of three plants A, B and C, was Rs.20,00,000. Machine D (Old) was acquired for Rs. 3,00,000 and put to use on 2 July 2022. Machine E(New) was acquired for Rs. 4,00,000 and put to use on 9 October 2022. Machine B and C were

sold during the year for Rs. 5,00,000 (expenses on sale : Rs. 50,000). It is to be noted that the assessee is engaged in the business of manufacturing. Compute the following : (If assessee has not opted for section 115BAC)

1 अप्रैल 2022 को प्लांट और मशीनरी के ब्लॉक का लिखित मूल्य 20,00,000 रूपये था। (मूल्यह्रास दरः 15%) जिसमें तीन प्लांट ए, बी और सी शामिल थे, मशीन डी (पुरानी 3,00,000 रूपये में खरीदी गई और 2 जुलाई 2022 को उपयोग में लाया गया। मशीन ई (नई) 4,00,000 रूपये में खरीदी गई और 9 अक्टूबर 2022 को उपयोग में लाया गया। मशीन बी और सी को वर्ष के दौरान 5,00,000 रूपये में बेचा गया। (बिक्री पर खर्चः 50,000 रूपये), यह ध्यान दिया जाना चाहिए कि निर्धारिती विनिर्माण के व्यवसाय में लगा हुआ है। निम्नलिखित की गणना करें :

(यदि निर्धारिती ने धारा 115BAC का विकल्प नहीं चुना है)

(a) The written down value of the block on 31 March 2023;

31 मार्च 2023 को ब्लॉक का लिखित मूल्य;

(b) The depreciation under section 32 for the assessment year 2023-24;
आकलन वर्ष 2023-24 के लिए धारा 32 के तहत मूल्यह्रास;

(c) The additional depreciation under section 32 for the AY 2023-24;
निर्धारण वर्ष 2023-24 के लिए धारा 32 के तहत अतिरिक्त मूल्यह्रास;

(d) The written down value of the block on 1 April 2023.
1 अप्रैल 2023 को ब्लॉक का लिखित मूल्य

11. Explain the following Deductions :
निम्नलिखित कटौतियों की व्याख्या करें :

(a) Section 80 GG
धारा 80 जीजी

(b) Section 80 TTB
धारा 80 टीटीबी

(c) Section 80 CCD
धारा 80 सीसीडी

12. Explain computation of following in case of income from salary if 115BAC is not opted.

यदि 115BAC का विकल्प नहीं चुना गया है तो वेतन से आय के मामले में निम्नलिखित की गणना समझाएँ।

(a) Rent Free Accommodation
निःशुल्क आवास किराया।

(b) Free Use of Car
कार का निःशुल्क उपयोग

(c) Commuted Pension
परिवर्तित पेंशन

13. How is the residential Status of an Individual, Company and HUF is determined for the AY 2023-24?
निर्धारण वर्ष 2023-24 के लिए किसी व्यक्ति, कंपनी और एचयूएफ की आवासीय स्थिति कैसे निर्धारित की जाती है?

D

(21223)

(Printed Pages 4)

Roll No. ....

B.B.A.-III Sem.

18088

B.B.A. Examination, Dec.-2023

Indian Economy

(BBA-303)

(New Course)

Time : Three Hours] *[Maximum Marks : 75*

Note : Attempt **all** the sections as per instructions.

Section - A

(Very Short Answer Type Questions)

Note : Attempt all the **five** questions of this section. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. Discuss the main characteristics of Indian Economy. 3

2. What are the main causes of population increase in India. 3

3. State and explain any three features of cottage industries. 3

4. Give the name of any three financial institutions. 3

5. What is meant by Structural unemployment? 3

Section - B

(Short Answer Type Questions)

Note : This section contains **three** questions. Attempt any **two** questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½×2=15

6. Critically explain eleventh five year plan of India. 7½

7. Discuss the importance of Small Scale Industries in the Industrial Development of India. 7½

8. Explain the role and functions of NITI AAYOG. 7½

Section - C

(Detailed Answer Type Questions)

Note : This section contains **five** questions. Attempt any **three** questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. What do you understand by Economic Development? Explain various factors which determine the economic development of a country. 15

10. "Rapid Population is growth is the central factor which has retarted the gains of economic development." Explain. 15

11. What are the main causes of backwardness of Indian agriculture and how it may be removed. 15

12. Critically evaluate the prospects and problems of cotton and textile industry in India. 15

13. When did Reserve Bank of India Nationalized? Discuss the main functions of RBI, And, how is the functions of RBI differs from commercial banks. 15

D (Printed Pages 3)

(21223) Roll No. ....

BBA - III Sem.

18090

B.B.A. Examination, Dec.-2023

Management Information System

(BBA-305)

(New Course)

Time : Three Hours] *[Maximum Marks : 75*

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt **all five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. 3×5=15

1. Define MIS.
2. What is system analysis?
3. What is computer system design?

P.T.O.

4. Distinguish between data & information.
5. Write the full form of following :
   (a) ERP
   (b) TPS
   (C) DSS

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required not exceeding **200** words. 7½×2=15

6. What is information classification? How information proves valuable for an entreprise?
7. Explain the concept of ERP and CRM.
8. How MIS is developed & Implimented in an entreprise?

Section-C

(Long Answer Questions)

Note : Attempt any **three** questions out of the following five questions. Each question carries **15** marks. Answer is required in detail. 3×15=45

9. An MIS has a number of sub systems. Identify and discuss any three subsystems in detail.

10. Explain Simon's model of decision making in MIS.

11. Describe the emerging concepts and issues in information system.

12. What do you mean by artificial Intelligence System? Describe its application of artificial intelligence in a business.

13. How decision Support System helps in taking right decision? Explain with suitable examples?

D (Printed Pages 4)

(21223) Roll No. ....

B.B.A. - III Sem.

18087
B.B.A. Examination, Dec.-2023
Team Building and Leadership
(BBA-302)
(New Course)

Time : Three Hours] *[Maximum Marks : 75*

Note : Attempt questions from **all** the sections as per instructions.

Section - A

Note : Attempt **all** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. What is meant by cross functional team? 3

P.T.O.

2. Distinguish between Team and Group. 3
3. Define Personality. 3
4. Explain the Type 'A' and Type 'B' Personality. 3
5. What is meant by group structure? 3

Section - B

Note : Attempt any **two** questions out of the following **three** questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words. 7.5×2=15

6. Distinguish between Leadership and Management. 7.5
7. Discuss various stages of Team Building. 7.5

8. Distinguish between formal and informal groups. 7.5

Section - C

Note : Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. What are the barriers in the effective team building? 15

10. Describe the functions and Importance of leadership. 15

11. "A good leader is not necessarily good manager" Discuss this statement. 15

12. Discuss the nature of groups in an organisation. What are the different types of groups? 15

13. State and explain trait theory of personality. 15

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