D (Printed Pages 3)

(21224) Roll No.

B.B.A.-III Sem.

18086

B.B.A. Examination, Dec.-2024

Advertising Management

(BBA-301)

(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** questions. 5×3=15

1. List three primary objectives of advertising.
2. Define Industrial Advertising.
3. Is publicity can be negative? Comment.
4. Define Reminder-oriented product advertising?

P.T.O.

5. Differentiate between Internal and External Public Relation.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions.

2×7½=15

6. "Sales Promotions are more effective when both 'push-pull' strategies are used at the same time." Discuss.
7. Who are the Active Participants in Advertising?
8. Discuss the key difference between Publicity and PR in terms of objectives, strategies and outcomes.

Section-C

(Detailed Answer Type Questions)

Note : Attempt any **three** questions.

3×15=45

9. Do you like the idea of transit advertising?

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What are possible benefits they have? Are there any disadvantages of such advertising?

10. Explain the role of media in advertising and also explain the steps involved in media planning.
11. Make sure the advertisements are not false or misleading. Comment.
12. What are the different types of sales promotion method? Discuss the various techniques used in Sales Promotion.
13. Discuss the social and economic aspects of advertising.

D

(21224) Roll No. ....

BBA-III Sem.

18087

B.B.A. Examination, Dec.-2024

Team Building and Leadership

(BBA-302)

(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

1. What is meant by problem solving team?

P.T.O.

2. Explain team performance.
3. Explain advanced leadership skills.
4. Discuss the concepts of personality.
5. What is the role of a group in the organization?

Section-B

(Short Answer Type Questions)

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. 2×7.5=15

6. Differentiate between groups and teams.
7. Write short notes on Myths about leadership.
8. Explain the characteristics of personality.

Section-C

(Long Answer Type Questions)

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

9. Write an overview of team. Explain in details the types of teams.

10. Explain the external and internal factors affecting team building.

11. Explain the meaning and components of leadership. Discuss its importance.

12. Explain the meaning and concepts of personality.

13. What do you mean by formation of a Group? How do groups help in attaining the organizational goals?

D (Printed Pages 4)

(21224) Roll No.

B.B.A.-III Sem.

18088

B.B.A. Examination, Dec.-2024

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. Importance of Green Revolution.
2. Role of cottage industries in development.

P.T.O.

3. Note on Land Reforms.
4. Importance of NITI Aayog.
5. Population Policy of India.

Section-B

(Short Answer Type Questions)

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

6. Evaluate the role of Small Scale Industries (SSI) in Indian Exports. Support with examples.
7. Discuss the salient features of Indian Economy in detail.
8. What is the Apex Banking Institution of India? Explain its functions that boost economic development.

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. 'Population Explosion retards the growth of the Economy: Critically evaluate the statement. What are the measures to control this?

10. Niti Aayog is a support system for the Indian Economy. Support & Explain the statement.

11. Agricultural Reforms in India should be taken to accelerate development. Explain the statement.

12. Financial Institutions have a critical role in development of Rural India. Support the statement with theory.

13. Cotton and Textile Industry has a bright future in India. Mention the challenges and support this industry has.

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D (Printed Pages 3)

(21224) Roll No.

BBA-III Sem.

18089

B.B.A. Examination, Dec.-2024

Customer Relationship Management

(BBA-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

1. What is CRM Software?

P.T.O.

2. Marketing CRM software.
3. Why Beta test is important?
4. CRM products.
5. Explain the CRM goals.

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. 2×7½=15

6. What is CRM? State and explain various types of eCRM?
7. How CRM is beneficial in retail sector?
8. What are its components of CRM?

Section-C

(Long Answer Type 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. Discuss the 4'cs of the CRM process. What are the key requirements for CRM?

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

11. What are the steps in customer retention process? Explain the benefits of customer retention.

12. What are the major components of customer satisfaction? Explain.

13. Discuss the various modes of E-CRM.

D

(21224) Roll No (Printed Pages 3)

BBA-III Sem.

18090

B.B.A. Examination, Dec.-2024

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 Type Questions)

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

1. What is MIS?

P.T.O.

2. What do you mean by Market Forces?

3. What is Data?

4. What is SDLC?

5. What do you mean by DSS?

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 exceeding **200** words. 2×7½=15

6. What is the need of system analysis?

7. What are the methods of MIS implementation?

8. Describe the application of Artificial Intelligence.

Section-C

(Long Answer Type 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. Briefly describe the structure of MIS? What are the impact of MIS?

10. What do you mean by organisational decision making? Briefly define the tools used in decision making.

11. What is information? What is the need of information in an organisation?

12. Explain the success and failure factors of MIS development?

13. What do you mean by ERP? Write the advantages and disadvantages of ERP.

D

(21224)

B.B.A.-III Sem.

(Printed Pages 15)

Roll No. ....

18091

B.B.A. Examination, Dec.-2024

Income Tax Law and Practice

(BBA-306)

(New Course)

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

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

सभी खण्डों को निर्देशानुसार हल कीजिये।

Section-A/खण्ड-अ

(Very Short Answer Type Questions)

(अति लघु उत्तरीय प्रश्न)

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

P.T.O.

सभी **पाँच** प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न **तीन** अंकों का है। अधिकतम **75** शब्दों में अति लघु उत्तर अपेक्षित है।

1. Write short note on "Assessee".

   ''कर निर्धारणकर्ता'' पर संक्षिप्त टिप्पणी लिखें।

2. What is difference between Tax Avoidance and Tax Planning (Any Three)?

   कर परिहार और कर नियोजन के बीच क्या अंतर है? (कोई तीन)

3. Difference between "AOP" and "BOI".

   ''एओपी'' और ''बीओआई'' के बीच अंतर।

4. Write short note on "Section 80C" of Income Tax Act 1961.

   आयकर अधिनियम 1961 की ''धारा 80सी'' पर संक्षिप्त टिप्पणी लिखें।

5. How will you determine Residential status of an "Individual" under Income Tax Act 1961?

आयकर अधिनियम 1961 के तहत आप किसी "व्यक्ति" की आवासीय स्थिति का निर्धारण कैसे करेंगे?

Section-B/खण्ड-ब

(Short Answer Type Questions)

(लघु उत्तरीय प्रश्न)

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

निम्नलिखित **तीन** प्रश्नों में से किन्हीं **दो** प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न **7.5** अंकों का है। अधिकतम **200** शब्दों में लघु उत्तर अपेक्षित है।

6. Find out net income of "S" for Assessment Year 2023-24 on the assumption (Sec. 115 BAC is not opted)

वर्ष 2023-24 के लिए "एस" की शुद्ध आय ज्ञात करें (Sec. 115 BAC का विकल्प नहीं चुना गया है)

(a) S is Resident and ordinarily resident in India

एस निवासी है और सामान्य तौर पर भारत का निवासी है

(b) S is Resident but not ordinarily resident in India

एस निवासी है लेकिन सामान्य तौर पर भारत का निवासी नहीं है

(c) S is non-Resident in India

एस भारत में अनिवासी है

Salary (before standard deduction) from Indian company for rendering services in India, received in Australia. 2,90,000

भारत में सेवाएं प्रदान करने के लिए भारतीय कंपनी से वेतन (मानक कटौती से पहले) ऑस्ट्रेलिया में प्राप्त हुई- 2,90,000

Rental income from property (Gross) in London but received in India 90,000

लंदन में संपत्ति से किराये की आय (सकल) लेकिन भारत में प्राप्त हुई 90,000

Income from Agriculture in India. 1,30,000

भारत में कृषि से आय 1,30,000

Gift received from friend 1,00,000

दोस्त से मिला उपहार 1,00,000

Past untaxed income remitted to India during Previous year 40,000

पिछले वर्ष के दौरान भारत को भेजी गई पिछली कर रहित आय 40,000

7. Calculate Tax Liability of Dr. D if salary (Gross) is Rs. 8,00,000 and Agricultural income is Rs. 6,00,00. (Sec 115 BAC is not opted)

यदि वेतन (सकल) 8,00,000रू. और कृषि आय रू. 6,00,00. है तो डॉ. डी की कर देनदारी की गणना करें। (115 बीएसी का विकल्प नहीं चुना गया है)

8. Explain the Provisions relating to salary in case of (Sec 115 BAC is not opted):

वेतन से संबंधित निम्नलिखित प्रावधानों की व्याख्या करें: यदि (115 बीएसी का विकल्प नहीं चुना गया है)

(a) "Rent-Free Accommodation"

"किराया-मुक्त आवास"

(b) "Leave Encashment" and

"छुट्टी-नकदीकरण" और

(c) "Gratuity".

"उपदान"

Section-C/खण्ड-स

(Detailed Answer Type 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

निम्नलिखित **पाँच** प्रश्नों में से किन्हीं **तीन** प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. Mr. A submits the following particulars of his income and contribution etc. for the year ended 31/3/2023. Compute the total income and tax liability for the A.Y. 2023-24. (Section 115 BAC is not opted)

श्री ए अपनी आय और योगदान आदि का 31/3/2023 को समाप्त वर्ष के लिए विवरण प्रस्तुत करते हैं निर्धारण वर्ष 2023-24 के लिए कुल आय और कर देनदारी की गणना करें। (धारा 115 बीएसी का विकल्प नहीं चुना गया है)

(i) Basic salary: Rs. 80,000 p.m.

मूल वेतनः रू. 80,000 प्रति माह

(ii) Dearness allowance: 40% of basic salary (50% forming part of retirement benefits).

महंगाई भत्ताः मूल वेतन का 40% (50% सेवानिवृत्ति लाभ का हिस्सा)।

(iii) Children Hostel expenditure allowance: Rs. 300p.m. per child for 3 children.

बच्चों का छात्रावास व्यय भत्ताः रू. 300 प्रति माह प्रति बच्चा, 3 बच्चों के लिए।

(iv) Free lunch for 300 days in office during office hours @ Rs. 40 per meal.

कार्यालय में 300 दिनों तक कार्यालय समय के दौरान 40 रूपये प्रति भोजन की दर से निःशुल्क दोपहर का भोजन।

(v) Gift of washing machine from employer : Rs. 6000.

नियोक्ता से वॉशिंग मशीन का उपहारः रू. 6000.

(vi) Rent free unfurnished accommodation provided at New Delhi. Its lease rent is Rs. 20,000p.m. accommodation owned by employer.

नई दिल्ली में निःशुल्क असज्जित आवास उपलब्ध कराया गया। इसका लीज रेंट 20,000 रूपये प्रतिमाह है। नियोक्ता के स्वामित्व वाला आवास।

(vii) Motor car of 1599 cc (with driver) was provided both for official and private use throughout the year. It costs the company Rs. 2,50,000 annually.

1599 सीसी की मोटर कार (ड्राइवर के साथ) पूरे वर्ष आधिकारिक और निजी दोनों उपयोग के लिए प्रदान की गई थी। इसकी कीमत कंपनी को रू. सालाना 2,50,000.

(viii) Cost of medical facility provided to Mr. A and his family at private nursing home Rs. 30,000.

निजी नर्सिंग होम में श्री ए और उनके परिवार को प्रदान की गई चिकित्सा सुविधा की लागत 30,000 रूपये।

(ix) His employer provided him with interest free loan of Rs. 40,000 to purchase an air-conditioner.

उनके नियोक्ता ने उन्हें एयर-कंडीशनर खरीदने के लिए 40,000 रूपये का ब्याज मुक्त ऋण प्रदान किया।

(x) Employer contributed Rs. 1,00,000 to his RPF to which he made matching contribution.

नियोक्ता ने आरपीएफ में 1,00,000 रूपये का योगदान दिया, जिसके बराबर योगदान उसने भी किया।

(xi) Interest @ 12% p.a. amounting to Rs. 3,00,000 was credited to his aforesaid RPF A/c during F.Y. 2022-23.

ब्याज @ 12% प्रति वर्ष (3,00,000 रूपये) वित्त वर्ष 2022-23 के दौरान उनके उपरोक्त आरपीएफ खाते में जमा की गई थी।

(xii) Rs. 12000 were credited to his saving bank account operated in Punjab National Bank as interest during F.Y. 2022-23.

रू. 12000 वित्त वर्ष 2022-23 के दौरान पंजाब नेशनल बैंक में संचालित उनके बचत बैंक खाते में ब्याज के रूप में रूपये जमा किए गए।

(xiii) He donated Rs. 5000 to prime minister's national relief fund.

उन्होंने प्रधानमंत्री राष्ट्रीय राहत कोष में 5000 रूपये का दान दिया।

10. Explain the provisions of Set-off and Carry-Forward of losses.

घाटे के सेट-ऑफ और कैरी-फॉरवर्ड के प्रावधानों की व्याख्या करें।

11. Define Capital Asset. How Capital Gain is computed in case of Transfer of Long-Term and Short-Term Capital Asset. Also differentiate between Section 54 and Section 54F of Income Tax Act 1961.

पूंजीगत संपत्ति को परिभाषित करें। दीर्घकालिक और अल्पकालिक पूंजी परिसंपत्ति के हस्तांतरण के मामले में पूंजीगत लाभ की गणना कैसे की जाती है। आयकर अधिनियम 1961 की धारा 54 और 54 एफ के बीच अंतर भी बताएं।

12. Explain the following:

निम्नलिखित को स्पष्ट करें।

(a) Computation of Net Annual Value in case of income from house property.

गृह संपत्ति से आय के मामले में शुद्ध वार्षिक मूल्य की गणना।

(b) Deduction under Section 80G and 80GG of Income Tax Act 1961.

आयकर अधिनियम 1961 की धारा 80जी और 80जीजी के तहत कटौती।

(c) Clubbing provision in case of Spouse.

जीवनसाथी के मामले में क्लबिंग प्रावधान।

13. Explain the provisions of following in case of "Profit and Gains from Business or Profession":

"व्यवसाय या पेशे से लाभ और लाभ" के मामले में निम्नलिखित प्रावधानों की व्याख्या करें:

(a) Depreciation Allowance Section-32

मूल्यह्रास भत्ता धारा-32

(b) Expenditure on Scientific research Section-35

वैज्ञानिक अनुसंधान पर व्यय धारा-35

(c) Presumptive Income in case of taxpayers engaged in Business of Plying, Leasing or Hiring Trucks Section-44AE

ट्रकों को चलाने, पट्टे पर देने या किराये पर लेने के व्यवसाय में लगे करदाताओं के मामले में अनुमानित आय धारा-44 एई