

N (Printed Pages 4)

(21216) Roll No.....

B.B.A.-III Sem.

18049

B.B.A. Examination, Dec. 2016

Advertising Management

(BBA-301)

(New)

Time : Three Hours] (Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

(Very Short Answer Questions)

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

$3 \times 5 = 15$

P.T.O.

1. What is advertising?
2. Give any six functions of advertising management.
3. What is media scheduling?
4. What is guide usage?
5. What is Pay out Planning?

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.

$7\frac{1}{2} \times 2 = 15$

6. Define advertising Budget.
7. What is Industrial advertising?
8. What do you mean by consumer jury?

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Section-C

(Detailed Answer Questions)

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

9. Discuss the functions of advertising and explain the role of advertising in economic development of India in brief.
10. Discuss the importance of advertising in effective marketing.
11. Define branding. Discuss the characteristics of a Good Brand.
12. Explain the meaning of Emotional appeals. What is the difference between national and local advertising?

13. What are the various elements of a print copy? What role do they play in increasing the effectiveness of a print copy?

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(21216) Roll No.
B.B.A.-III Sem.

18053

B.B.A. Examination, Dec.- 2016

COMPANY ACCOUNTS

(BBA-305)

(New)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

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

$3 \times 5 = 15$

P.T.O.

1. What is difference between Preference Shares and Debentures?
2. What is minority interest? How will you calculate?
3. Explain managerial remuneration.
4. Explain voluntary winding up of a Joint stock company.
5. Explain subsidiary company.

Section-B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words.

$7\frac{1}{2} \times 2 = 15$

6. Explain the provisions regarding redemption of preference shares.

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7. Explain the different types of liquidation of Joint stock companies.

8. The Balance Sheet of K.G. Publication Ltd. as on 31st March 2015 was as follows :

Liabilities	Amount ₹	Assets	Amount ₹
10,000 Equity Shares of ₹10 each fully paid	1,00,000	Freehold property	40,000
60,000 12% Redeemable Pref shares of ₹ 1 each fully paid	60,000	Less	8000
Sinking Fund for Preference Shares Redemption	25,000	Depreciation	32,000
Profit & Loss Account	55,400	Sinking fund	25,000
Sundry Creditors	12,500	Investments	
	2,52,900	Debtors	80,000
		Stock	84,000
		Cash at Bank	31,900
			2,52,900

The directors have given notice to the holders of Preference Shares to redeem the preference shares at a premium of 5%. To provide funds for redemption the following steps were taken :

- (i) The freehold property was sold for ₹ 45,000.
- (ii) The sinking fund investments were sold for ₹ 23,750.

You are required to record the above transactions.

Section-C

(Detailed Answer Questions)

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. A limited company issued a prospectus inviting applications for 20,000 shares of ₹ 10 each at a premium of ₹ 2 per share payable as follows :

On application ₹2, on allotment ₹ 5 (Including premium), on first call ₹ 3 and on final call ₹ 2.

Applications were received for 30,000 shares and allotment was made pro-rata to the applicants for 24,000 shares, the remaining applicants being refused. Money overpaid on applications were adjusted on sums due on allotment.

Ramesh to whom 400 shares were allotted, failed to pay the allotment money and on his subsequent failure to pay the first call, his shares were forfeited. Mohan the holder of

600 shares failed to pay the two calls and his shares were forfeited after the second call. Out of shares forfeited 800 shares were re-issued to Krishna @ ₹ 9 per share fully paid, the whole of Ramesh's shares being included.

Show Journal entries and Cash Book.

10. Explain debenture redemption fund method for redemption of debentures and pass journal entries for this method.
11. How will you calculate purchase consideration as per Accounting Standard-14? Give journal entries in the books of transferor company in case of amalgamation.
12. Senior Ltd. acquired 4,000 shares in Junior Ltd. on 1st Oct., 2014 for ₹ 80,000. Their Balance Sheets on 31st March, 2015 were

as given below :

Liabilities	Senior Ltd.	Junior Ltd.	Assets	Senior Ltd.	Junior Ltd.
	₹	₹		₹	₹
Share capital (Shares of Rs. 10 each)	1,00,000	50,000	Sundry Assets	1,45,000	1,20,000
General Reserve	40,000	30,000	Investment (Shares of junior Ltd.)	80,000	
Profit & Loss A/c : Balance on 1.4.14	30,000	12,000			
Profit for 2014-2015	40,000	18,000			
Sundry Creditors	15,000	10,000			
	2,25,000	1,20,000		2,25,000	1,20,000

Prepare a Consolidated Balance Sheet.

13. What is inter company transactions in case of holding and subsidiary company? Explain necessary adjustments in consolidated Balance Sheet of holding company and its subsidiary company regarding it.

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BBA - III Sem.

18054

B.B.A. Examination, Dec. 2016

COMPANY LAW

(BBA-306)

(New)

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 five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

नोट : सभी पाँच प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 3 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

P.T.O.

1. Write two differences between a public company and private company.
एक सार्वजनिक एवं निजी कम्पनी में दो अन्तर लिखिये।
2. What is Minimum subscription.
न्यूनतम अभिदान किसे कहते हैं?
3. Define statement in lieu of prospectus.
स्थानापन्न प्रविवरण को परिभाषित कीजिये।
4. What are naked debentures?
नग्न ऋणपत्र क्या है?
5. What do you mean by Oppression and Mismanagement.
अन्याय एवं कुप्रबन्ध क्या है?

Section - B

खण्ड - ब

(Short Answer Questions)

(लघु उत्तरीय प्रश्न)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ Marks. Short answer is required not exceeding 200 words.

नोट : निम्नलिखित 3 प्रश्नों में से किन्हीं 2 के उत्तर दीजिये। प्रत्येक प्रश्न 7½ अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।

6. Write any four differences between Equity

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and Preferential shares.

समता एवं पूर्वाधिकारी अंशों में चार अन्तर बताइये।

7. State the Legal provisions regarding qualification shares of directors.

संचालकों के योग्यता अंशों के सम्बन्ध में कानूनी प्रावधानों का उल्लेख कीजिये।

8. What do you mean by an Extra ordinary general meeting of a company. Who and under what circumstances can call such a meeting.

असाधारण सभा से क्या आशय है, इसे कौन और किन परिस्थितियों में बुलाया जा सकता है।

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.

नोट : निम्नलिखित पाँच प्रश्नों में से किन्हीं 3 प्रश्नों का उत्तर दीजिये। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. What are the articles of association. How

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P.T.O.

can they be altered. Discuss the limit upon the power of a company to alter or add the articles of association.

पार्षद अन्तर्नियम किसे कहते हैं? इसे कैसे बदला जा सकता है? पार्षद अन्तर्नियमों में परिवर्तन के लिये कम्पनी की अधिकार सीमा का वर्णन करो?

10. What do you mean by share capital. Discuss the various types of share capital.

अंश पूँजी से क्या आशय है? विभिन्न प्रकार की अंश पूँजी का वर्णन करो।

11. Write a detailed note on "doctrine of indoor management".

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'आन्तरिक प्रबन्ध के सिद्धान्त' पर एक विस्तृत लेख लिखिये।

12. What are the different methods of alteration of share capital of a company. What are the provisions regarded it.

एक कम्पनी की अंश पूँजी में परिवर्तन की विभिन्न पद्धतियाँ क्या हैं? इस सम्बन्ध में वैधानिक प्रावधानों को बताइये।

13. What is meant by "resolution"? Explain the types of resolutions under Indian Companies Act.

"प्रस्ताव" से क्या आशय है? भारतीय कम्पनी अधिनियम के अनुसार विभिन्न प्रस्तावों का वर्णन कीजिये।

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B.B.A. - III Sem.

18051

B.B.A. Examination, Dec. 2016

HUMAN RESOURCE MANAGEMENT

(BBA-303)

(New)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

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

3×5=15

1. Discuss the structure of human resource development system?

P.T.O.

2. What is selection?
3. Give a brief note on promotion and transfer.
4. What do you understand from human resource policies and strategies?
5. Discuss the problems of trade union.

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. Explain the types of strategic control.
7. What do you mean by the term 'wage policy'. Explain the factors that affects wages and salary.
8. Explain the procedure of grievance handling.

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Section-C

(Detailed Answer Questions)

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

9. Briefly enumerate the objectives and process of human resource management.
10. Discuss the productivity and improvement of job analysis and job design. Explain the term ergonomics and work measurement.
11. Write short notes on:
 - (a) Minimum wages Act 1948
 - (b) Payment of bonus Act 1965
12. Explain the objectives and various types of trade union.

13. Explain the role of human resource in strategic management. Also discuss the HR procedure and programmes.

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B.B.A.-III Sem.

18050

B.B.A. Examination, Dec. 2016

Indian Banking System

(BBA-302)

(New)

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 (three)** marks. Very short answer is required not exceeding 75 words.

$3 \times 5 = 15$

1. Write a note on State Bank Group.

P.T.O.

2. Write failures of Reserve Bank.
3. Describe the functions of a Commercial Bank.
4. Enumerate the main sources of a Bank's Fund.
5. Explain the meaning of Credit Information.

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the **3** questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words. $7.5 \times 2 = 15$

6. How do Commercial Banks basically differ from Industrial Bank.
7. Under what circumstances the Reserve Bank of India can cancel licence granted to a banking company.

18050/2

8. Write modern Reforms in Banking Sector in India.

Section-C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following **5** questions. Each question carries **15** marks. Answer is required in detail.

15×3=45

9. Explain in brief different types of Banks.
10. Explain the background, objectives and functioning of "Regional Rural Banks" in India.
11. "The Reserve Bank of India is not only controller or credit but also a promoter of credit. Explain in detail.
12. Evaluate the brief working of Reserve Bank of India. What are its outstanding achievement.

18050/3

P.T.O.

13. What do you understand by "Cash Reserve Ratio and the Statutory Liquidity Ratio." How their variations affect Banks.

18050/4

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B.B.A. - III Sem.

18052

B.B.A. Examination, Dec. 2016

Marketing Management

(BBA-304)

(New)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

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

1. Define new concept of Marketing.

P.T.O.

2. Explain Brand.
3. What is Product mix?
4. What is Pricing?
5. What is Market research?

Section-B

Note : Attempt any two questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Discuss core concepts of marketing.
7. Discuss the process of market research with a suitable example.
8. Discuss factors influencing consumer behaviour.

18052/2

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 is Marketing Management?" Explain and discuss its importance too.
10. What is Market segmentation? Also discuss the bases of segmentation.
11. Discuss the importance of Distribution. Elaborate different types of distribution channels.
12. Discuss various tools of promotion. How would you select and manage media for promoting a product.

13. Discuss the concept of Consumer Behaviour and highlight its importance.