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(201217)

Roll No. ....

B.B.A.-III Sem.

**18049**

**B. B. A. Examination, Dec. 2017**

**Advertising Management**

**(BBA-301)**

**(New)**

*Time: Three Hours]*

*[Maximum Marks : 75*

*Note: Attempt questions from all Sections as per instructions.*

**Section-A**

**(Very Short Answer Questions)**

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

1. Explain the main components of communication mix.

(2)

2. "Money spent on advertisement is wasteful." Do you agree ?
3. Explain media-cost as a factor of media planning.
4. What are the qualities of a good advertisement copy ?
5. Explain the interactivity effects research.

**Section-B**

**(Short Answer Questions)**

Answer 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. Define Advertising. What are the elements of an effective advertising ?
7. Explain in detail the concept of IMC.
8. What are the common practices in use for determining the size of advertising budget ?

**Section-C**

**(Detailed Answer Questions)**

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

9. Explain the different methods under which advertising budget decisions can be taken. Also explain incremental approach to advertising budget.
10. Explain the various pre-testing and post-testing methods used in print media. Give examples in support of your answer.
11. "Advertising sells the product." Do you agree with this statement ? Give reasons. Explain the functions performed by advertising.
12. What do you mean by the term 'media planning' ? What is its importance to advertiser ? Also explain the problems of media planning.

13. Explain the communication process and factors that can interfere with interpretation of messages.

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(201217)

Roll No. ....

B.B.A.-III Sem.

18053

B. B. A. Examination, Dec. 2017

COMPANY ACCOUNTS

(BBA-305)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3x5=15

1. What is Government liquidator?
2. What is preference share?
3. What do you understand by reconstruction of a company?

4. Define a subsidiary company.
5. What particulars are to be given regarding sundry debtors in the Balance Sheet of a Company.

Section-B

(Short Answer Questions)

Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½x2=15

6. Give the different kinds of debentures.
7. What do you understand by liquidation of company.
8. A company purchased assets of the Book value ₹ 9,90,000 from another company. It was agreed that the purchase consideration be paid by issuing 11% Debentures of ₹ 100 each. Assume debentures have been issued (i) at par (ii) at a premium of 10% and (iii) at discount of 10%. Give necessary journal entries in the books of purchasing company.

Section-C

(Detailed Answer Questions)

Attempt any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 15x3=45

9. Give a specimen form of Balance sheet of a company as per Schedule-III of Companies Act, 2013.
10. What is divisible profit ? What various provisions have been made in Companies Act regarding distribution of dividend ? Can the dividend be paid out of (a) Reserves and (b) Capital profits. Explain.
11. What accounting entries are made in the books of Amalgamating company and Amalgamated company?
12. Dabur India Ltd. issued a prospectus inviting applications for 1,200 shares of ₹ 10 each at a premium of ₹ 2 per share payable as follows:  
 (a) on application ₹ 2, (b) on allotment ₹ 5  
 (c) on first call ₹ 3 and (d) on second call ₹ 2  
 Applications were received for 1,800 shares and allotment made pro rata to the applicants of 14,000 shares. Money overpaid on applications was employed on account of sums due on allotment.  
 K, to whom 240 shares were allotted, failed to pay the allotment money and on his subsequent failure to pay the first call, his shares were forfeited.

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- Rama, who was allotted 360 shares, failed to pay the two calls and her shares were forfeited after the second call.  
 Of the shares forfeited 480 shares were sold to Kirti credited as fully paid for ₹ 9 per share, the whole K's shares being included. Show journal and Cash Book entries and the Balance Sheet.
13. A company has ₹ 6,00,000 10% debentures outstanding on 1st Jan., 2016 on that date Debenture Redemption Fund stood at ₹ 5,00,000 represented by ₹ 5,90,000, 6% (2021) loan of the U.P. Government. The annual installment added to the Debenture Redemption Fund is ₹ 64600.  
 On 31st December, 2016 the Balance of Bank Account (after interest on investment) had been received was ₹ 1,56,400. On that date the investments were sold at 83% net and the debentures were paid off.  
 Show the necessary Ledger Accounts for 2016.

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(20218)

Roll No. ....

BBA-III-Sem.

**RE-18054**

**B.B.A. Examination, Dec. 2017**

**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 कीजिये।

**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 दीजिये। प्रत्येक प्रश्न 3 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

3×5=15

P.T.O.

1. What is Common seal.  
सार्व मुद्रा किसे कहते हैं?
2. What is a certificate of incorporation?  
समामेलन का प्रमाण-पत्र क्या है?
3. Define the term prospection.  
प्रतिवरण से क्या आशय है?
4. What is the time limit of calling an annual general meeting.  
वार्षिक साधारण सभा बुलाने की समय सीमा के बारे में बताइये।
5. What is compulsory winding up of a company by Court.  
न्यायालय द्वारा कम्पनी के अनिवार्य समापन से क्या आशय 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 उत्तर अपेक्षित है।

7½×2=15

RE-18054/2

6. How can a Private company converted into a Public company.

एक निजी कम्पनी को सार्वजनिक कम्पनी में कैसे परिवर्तित किया जा सकता है?

7. Write a short note on remuneration of directors.

संचालकों के पारिश्रमिक पर एक लेख लिखिये।

8. Explain the term Proxy.

'प्रति पुरुष' को समझाइये।

**Section-C / खण्ड-स**

**(Detailed Answer Questions)**

(विस्तृत उत्तरीय प्रश्न)

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

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

9. Explain the steps to be taken or a procedure to be followed for incorporation of a public company.

एक सार्वजनिक कम्पनी के समामेलन की प्रक्रिया के चरणों को स्पष्ट कीजिये?

10. What are the contents of memorandum of association of a company?

एक कम्पनी के पार्षद सीमा नियम के वाक्यों को स्पष्ट कीजिये।

11. What is meant by reduction in share capital under Indian Companies Act? Explain the circumstances and procedure necessary for reducing the share capital of a company.

भारतीय कम्पनी अधिनियम के अनुसार अंश पूँजी में कमी से क्या आशय है? अंश पूँजी में कमी की परिस्थितियों एवं आवश्यक प्रक्रिया को समझाइये।

12. What is statutory report? When is it required to be submitted? What are its contents?

वैधानिक रिपोर्ट किसे कहते हैं? यह कब जमा करायी जानी आवश्यक होती है? इसकी विषय सामग्री की व्याख्या कीजिये।

13. Explain the provisions of Indian Companies Act, 1956 for prevention of oppression and Mis- Management in a company.

एक कम्पनी में अन्याय एवं कुप्रबन्ध को रोकने के भारतीय कम्पनी अधिनियम 1956 के प्रावधानों का वर्णन करो।

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(Printed Pages 4)

(20218)

Roll No. ....

BBA-III-Sem.

**RE-18054**

**B.B.A. Examination, Dec. 2017**

**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 कीजिये।

**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 दीजिये। प्रत्येक प्रश्न 3 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

3×5=15

P.T.O.

1. What is Common seal.  
सार्व मुद्रा किसे कहते हैं?
2. What is a certificate of incorporation?  
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3. Define the term prospection.  
प्रतिवरण से क्या आशय है?
4. What is the time limit of calling an annual general meeting.  
वार्षिक साधारण सभा बुलाने की समय सीमा के बारे में बताइये।
5. What is compulsory winding up of a company by Court.  
न्यायालय द्वारा कम्पनी के अनिवार्य समापन से क्या आशय 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 उत्तर अपेक्षित है।

7½×2=15

RE-18054/2

6. How can a Private company converted into a Public company.

एक निजी कम्पनी को सार्वजनिक कम्पनी में कैसे परिवर्तित किया जा सकता है?

7. Write a short note on remuneration of directors.

संचालकों के पारिश्रमिक पर एक लेख लिखिये।

8. Explain the term Proxy.

'प्रति पुरुष' को समझाइये।

### Section-C / खण्ड-स

#### (Detailed Answer Questions)

(विस्तृत उत्तरीय प्रश्न)

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

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

9. Explain the steps to be taken or a procedure to be followed for incorporation of a public company.

एक सार्वजनिक कम्पनी के समामेलन की प्रक्रिया के चरणों को स्पष्ट कीजिये?

RE-18054/3

P.T.O.

10. What are the contents of memorandum of association of a company?

एक कम्पनी के पार्षद सीमा नियम के वाक्यों को स्पष्ट कीजिये।

11. What is meant by reduction in share capital under Indian Companies Act? Explain the circumstances and procedure necessary for reducing the share capital of a company.

भारतीय कम्पनी अधिनियम के अनुसार अंश पूँजी में कमी से क्या आशय है? अंश पूँजी में कमी की परिस्थितियों एवं आवश्यक प्रक्रिया को समझाइये।

12. What is statutory report? When is it required to be submitted? What are its contents?

वैधानिक रिपोर्ट किसे कहते हैं? यह कब जमा करायी जानी आवश्यक होती है? इसकी विषय सामग्री की व्याख्या कीजिये।

13. Explain the provisions of Indian Companies Act, 1956 for prevention of oppression and Mis- Management in a company.

एक कम्पनी में अन्याय एवं कुप्रबन्ध को रोकने के भारतीय कम्पनी अधिनियम 1956 के प्रावधानों का वर्णन करो।

RE-18054/4



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(201217)

Roll No. ....

B.B.A.-III Sem.

**18051**

**B. B. A. Examination, Dec. 2017**

**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)**

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

1. "HRD is a continuous process." Comment.
2. How training is different from development ?
3. What is meant by compensation ?

**(2)**

4. Define the term 'Grievance'.
5. What do you understand by trade unions ?

**Section-B**

**(Short Answer Questions)**

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. Differentiate between HRM and HRD.
7. Explain the procedure of fixing and revising minimum wages.
8. Explain the measures of improving employee relations.

**Section-C**

**(Detailed Answer Questions)**

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

**(3)**

9. "Human resource management is the utilization of individuals to achieve organizational objectives. Comment.
10. Define the term 'HR procedure'. What are the various types of HR procedure?
11. Discuss the various methods of wage determination.
12. What are the various methods of identifying grievances? Explain grievance handling procedure.
13. What are the functions of trade unions? Examine whether the trade union in India are able to fulfil these functions.

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(201217)

Roll No. ....

BBA-III Sem.

**18050**

**B. B. A. Examination, Dec. 2017**

**Indian Banking System**

**(BBA-302)**

**(New)**

*Time : Three Hours*

*[Maximum Marks : 75*

*Note : Attempt questions from all Sections as per instructions.*

**Section-A**

**(Very Short Answer Questions)**

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

1. Write down modern reforms in banking sector in India.
2. What is cash reserve ratio ?

**(2)**

3. Define cooperative bank. Give three features of its.
4. How will you define the development bank ? Give any three functions of its.
5. Write a short note on Regional Rural Banks.

**Section-B**

**(Short Answer Questions)**

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. Define the term 'Scheduled Bank'. What are their privileges ?
7. Differentiate between Regional Rural Banks and Commercial Banks.
8. Discuss the modern trends of Indian Banking which have enabled them to give better service to their customers.

**Section-C**

**(Detailed Answer Questions)**

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 various methods adopted by Reserve Bank of India to control credit? Explain.
10. Explain in detail, the various ways in which a commercial bank renders financial assistance to business.
11. Discuss the structure and working of Indian Banking. What suggestions would you offer for the improvement of their performances?
12. Discuss the statutory provisions of Reserve Bank of India Act regarding non-banking finance companies.

13. Write short notes on the following:
  - (a) Nature and classification of assets of Commercial Banks
  - (b) Paid-up capital and reserve of banking companies.

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(201217)  
B.B.A.-III Sem.

Roll No. ....

**18052**

**B. B. A. Examination, Dec. 2017**

**Marketing Management**

**(BBA-304)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

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

1. Define the terms "Marketing and Selling". How do these two functions differ in scope and activity ?
2. "Price is a function of cost, demand and profit." Comment.

3. Distinguish between advertising and publicity.
4. What is 'Brand' ? Distinguish them with trade marks.
5. What is E-commerce ?

**Section-B**

**(Short Answer Questions)**

Answer 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. What is "Marketing Mix" ? Compare the marketing mix for consumer products with industrial products.
7. Describe the concept of market segmentation. What are the variables commonly used in segmenting markets ? Illustrate your answer with reference to any two products.
8. Explain the product life cycle. Discuss the application of this concept for fashion garment.

**Section-C**

**(Detailed Answer Questions)**

Answer 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 importance of market share analysis as a marketing control tool. What are the various measures of market share?
10. "Product planning is the starting point of the entire marketing programme in a firm." Elucidate the scope of product planning.
11. "Marketing Research is necessary for strong marketing strategy." Do you agree with this statement? Explain critically.
12. What do you mean by sales promotion? Enumerate the various models of sales promotion. Which sales promotion technique will be the best to promote the sale of F.M.C.G. products?

13. "The success or failure of a business depends upon its product price policy." Explain the statement and state the factors to be considered while formulating a product price policy.

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(201217)  
B.B.A.-III Sem.

Roll No. ....

**18052**

**B. B. A. Examination, Dec. 2017**

**Marketing Management**

**(BBA-304)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

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4. What is 'Brand' ? Distinguish them with trade marks.
5. What is E-commerce ?

**Section-B**

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