

**G**

(21218)

Roll No. ....

**B. B. A. - III Sem.**

**18049**

**B. B. A. Examination, Dec. 2018**

**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)**

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

1. What is publicity ?
2. What is marketing communication mix ?

3. What is an advertising budget ?
4. What are primary and secondary media ?
5. What is continuous research ?

**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. What do you mean by public relations ?
7. What is the importance of integrated marketing communication ?
8. What are the challenges to "DAGMAR" approach?

**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.  $15 \times 3 = 45$

9. What is advertising expenditure ? What are its effects on consumer both in short-run and long-run.
10. What are the functional and emotional benefits that we deliver to our customers ?
11. Which method or approach of setting advertising goals is superior and why ?
12. Explain any two indoor media vehicles with merits and demerits.

13. Describe some of the reasons for applying marketing research techniques to advertising.

**G**  
**(21218)**  
**BBA-III Sem.**

Roll No. ....

**18051**

**B. B. A. Examination, Dec. 2018**  
**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)**

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 Human Resource Policy and mention its types.

(2)

2. Explain the significance of Human Resource Development.
3. Briefly explain the Human Resource Planning Process.
4. Describe Fringe Benefits.
5. Discuss the process of Performance Appraisal.

**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 are the aims and importance of Trade Union ?
7. Distinguish between Recruitment and Selection.

18051

8. Explain briefly Job Design and Job Evaluation.

**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. 15×3=45

9. Explain the concept of Human Resource Management and its objectives. Discuss the functions of HRM.
10. Define HR Planning and its process. Discuss the barriers of HR Planning.
11. What are the various needs and objectives of training ? Discuss the various methods of training in a organization.
12. What are the factors which affects wages and salary structure ? Explain the principles of wage and salary administration.

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.

**G**  
**(21218)**  
**BBA-III Sem.**

**Roll No. ....**

**18050**

**B. B. A. Examination, Dec. 2018**

**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)**

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

1. What is the meaning of Indigenous Banks ?

2. Write the main functions of State Bank of India.
3. Explain the difference between Cooperative Bank and Commercial Bank.
4. Explain the structure of Cooperative Banks in India.
5. Explain the prohibited functions of Reserve Bank of India.

**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. Explain about the restructuring of Regional Rural Banks in India.

7. Define Banking sector reforms in India.
8. Examine the 'Bank Rate' and 'Open Market Operations' as methods of credit control.

**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. What do you understand by Development Banks ? Discuss its characteristics and functions.
10. Write an essay on merger of SBI group in India.
11. Describe the various components of structure of Commercial Banking System in India.
12. Briefly give the overall performance of Regional Rural Banks based on various financial indicators.

13. Mention the objectives of the recent monetary policy of Reserve Bank of India.

<https://www.ccsustudy.com>

Whatsapp @ 9300930012

Send your old paper & get 10/-

अपने पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

**G**

**(21218)**

**Roll No. ....**

**BBA-III Sem.**

**18053**

**B. B. A. Examination, Dec. 2018**

**Company Accounts**

**(BBA-305)**

*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. What do you mean by company ? What are its characteristics ?
2. What are the kinds of preference shares ?
3. What are the methods of redemption of debentures?

*Or*

**Explain compulsory winding-up of a company.**

**(2)**

4. Explain minority interest and preacquisition profits.

*Or*

What is liquidator's final statement of account ?

5. Define a holding and subsidiary company.

*Or*

Define amalgamation and reconstruction.

**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. What do you mean by liquidation of a company ? Describe the different modes of winding-up ?

*Or*

Pass necessary journal entries in the books of a company :

For the redemption of 1000, 5% redeemable preference shares of ₹100 each at a premium of 15%, company issued 1000 equity shares of ₹ 50 each at 10% premium and total amount received. Remaining balance was paid out of profits.

7. A limited company issued 1,000 3% debentures of ₹100 each which were redeemable after three years. For this purpose a debenture redemption fund was raised. From the sinking fund table it was ascertained that an annual instalment of ₹32,353 transferred to the redemption fund will yield at 3% interest ₹,00,000 after 3 years.

From the above transactions prepare the necessary ledger account. (Calculation to the nearest rupee).

Or

What journal entries will be made for the following types of issues ?

- (a) A company issued 1,000, 6% debentures of ₹100 each at par  
 (b) A company issued 1,000, 6% debentures of ₹100 each at 10% premium  
 (c) A company issued 1,000, 6% debentures of ₹100 each at 10% discount.
8. Give journal entries for the following :
- (i) Issue of ₹1,00,000, 9% debentures at par and redeemable at par  
 (ii) Issue of ₹1,00,000, 9% debentures at a premium of 5% but redeemable at par  
 (iii) Issue of ₹1,00,000, 9% debentures at discount 5% repayable at par

- (iv) Issue of ₹1,00,000, 9% debentures at par but repayable at a premium of 5%.

Or

What are the types of debentures ? Briefly explain them.

### 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.  $15 \times 3 = 45$

9. The following are the balance sheets of X Ltd. and Y Ltd. as on 31st Dec., 2011 :

Balance Sheet					
Liabilities	X Ltd. ₹	Y Ltd. ₹	Assets	X Ltd. ₹	Y Ltd. ₹
Share capital in ₹ 100 share each	3,00,000	1,00,000	Building	1,90,000	30,000
Profit balance on 01.01.2011	65,000	38,000	Machinery	—	85,000
Profit for 2011	42,000	40,000	Plant	2,10,000	—
Reserve	1,50,000	10,000	Stock	23,000	15,000
Creditors	87,000	1,23,000	Bank	1,55,000	80,000
Loan from Y Ltd.	1,00,000	—	900 shares in Y Ltd.	99,000	—
B/P	—	27,000	Loan to X Ltd.	—	1,00,000
			Debtors	20,000	13,000
			B/R	37,000	15,000
	7,44,000	3,38,000		7,44,000	3,38,000

You are required to prepare consolidated balance sheet with the following informations :

- (a) Shares by X Ltd. were acquired on 1st April, 2011 when profit was ₹8,000 of Y Ltd.



- (b) Of the B/R of X Ltd. Bills of ₹17,000 are accepted by Y Ltd.
- (c) Debtors of Y Ltd. include ₹12,000 owing by X Ltd. The amount includes 20% on profit on cost.
- (d) Included in the stock of X Ltd. ₹8,400 stock at cost purchased from Y Ltd., a part of ₹12,000 purchases.

Or

Milk Ltd. and Water Ltd. decided to amalgamate and form a new company Milk & Water Ltd. The new company is to take over the business of two companies except bills payable. The assets are to be taken at book-values. Purchase consideration in payable 75% in shares of ₹10 each and balance in cash. The Milk & Water Ltd. issued 4,000 shares to public, the amount was received in full. Balance sheet of both companies are as follows :

Balance Sheets as on 31 Dec., 2011

Liabilities	Milk Ltd. ₹	Water Ltd. ₹	Assets	Milk Ltd. ₹	Water Ltd. ₹
Share capital	80,000	40,000	Building	60,000	30,000
P & L A/c	8,000	—	P & L A/c	—	10,000
B/P	2,000	—	Plant	30,000	20,000
Creditors	10,000	20,000	Cash	10,000	—
	1,00,000	60,000		1,00,000	60,000

Prepare Realization A/c and Shareholders A/c in the books of liquidating companies and journal entries and balance sheet in the books of Milk & Water Ltd.

- 10. Explain the preferential creditors at time of winding up of a company as given in the Companies Act.

Or

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

On application ₹2, on allotment ₹5 (3 + 2 premium)  
First call ₹2.50 and final call ₹2.50.

Applications were received for 3,000 shares and allotment was made prorata to the applicants for 2,400 shares. The remaining shares being rejected. Money over paid on application was adjusted in allotment. <https://www.ccsustudy.com>

Mr. Nitin to whom 40 shares were allotted, failed to pay the allotment money and on his subsequent failure to pay the first call his share were forfeited. Geetika the holder of 60 shares failed to pay two calls and her shares were forfeited after the second call has been made.

Of the shares forfeited, 80 shares were sold to Y, credited as fully paid for ₹9 per share. The whole of Nitin shares were included. Show journal entries and cash-book.

11. What is the meaning of managerial remuneration ? Describe the provisions relating to maximum and minimum remuneration.

Or

Give a specimen for of a balance sheet of a company according to Companies Act, 1956. Explain five items in brief of liabilities side and 3 items in brief of assets side.

12. X Co. Ltd. went into voluntary liquidation on 1st January, 2012. The liquidator is to be paid 5% on the amount realized on sale of assets and 2% on amount distributed to shareholders. The liquidator sold out all of the company. On 31st December 2011 company's position was as under :

	₹
Cash realized on sale of assets	7,00,000
Liquidation expenses	12,600
Creditors (including salaries for one month ₹ 8,400)	95,200
7,000 6% preference shares of ₹30 each (on which dividend is paid upto Dec. 2010)	2,10,000

14,000 equity shares of ₹10 each,	
₹ 9 par share called	1,26,000
General reserve	1,68,000
Profit & Loss Account	28,000

Under Articles of Association of the company the preference shareholders have right to receive 1/3 of the surplus remaining after repaying the equity share capital. Prepare liquidators final statement of account.

13. Distinguish between external reconstruction and internal reconstruction.

Or

What is disposal of profits ? Give your opinion regarding its use.

G

(21218)

BBA- III Sem.

Roll No. ....

**18054**

**B. B. A. Examination, Dec. 2018**

**COMPANY LAW**

**(BBA-306)**

**(New)**

*Time : Three Hours*

*[Maximum Marks : 75*

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

सभी खण्डों से निर्देशानुसार प्रश्न हल कीजिए ।

**Section-A**

**खण्ड-अ**

**(Very Short Answer Questions)**

**(अति लघु उत्तरीय प्रश्न)**

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

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

(2)

1. Give the specimen of certificate of incorporation.  
समामेलन के प्रमाण-पत्र का नमूना दीजिए ।
2. Is prospectus issue compulsory ?  
क्या प्रविवरण निर्गमन अनिवार्य है ?
3. Write the meaning of statement in lieu of prospectus.  
स्थानापन्न प्रविवरण का अर्थ लिखिए ।
4. Define share certificate.  
अंश प्रमाण-पत्र को परिभाषित कीजिए ।
5. What is the difference between mortgage and charge ?  
बन्धक और प्रभार में क्या अन्तर है ?

**Section-B**

**खण्ड-ब**

**(Short Answer Questions)**

**(लघु उत्तरीय प्रश्न)**

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.  $7\frac{1}{2} \times 2 = 15$   
निम्नलिखित तीन प्रश्नों में से किन्हीं दो प्रश्नों के उत्तर दीजिए । प्रत्येक प्रश्न  $7\frac{1}{2}$  अंकों का है । अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है ।

6. Differentiate between equity share and preference share.  
समता अंश एवं पूर्वाधिकार अंश में अन्तर लिखिए ।

7. What is the meaning of statutory meeting ? In which companies statutory meeting is not held ?  
वैधानिक सभा का क्या आशय है ? किन कम्पनियों में वैधानिक सभा नहीं बुलाई जाती है ?
8. Explain winding-up under supervision of court.  
न्यायालय के निरीक्षण में समापन का वर्णन कीजिए ।

**Section-C**

**खण्ड-स**

**(Detailed Answer Questions)**

**(विस्तृत उत्तरीय प्रश्न)**

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

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

9. What is a private company ? What is the difference between a private company and public company ?  
एक प्राइवेट कम्पनी क्या है ? प्राइवेट कम्पनी और पब्लिक कम्पनी में क्या अन्तर है ?

10. Write the subject-matter (contents) of Memorandum of Association.  
पार्षद् सीमानियम की विषय-सामग्री लिखिए ।
11. Describe the duties of directors.  
संचालकों के कर्तव्यों का वर्णन कीजिए ।
12. What are the limits of the borrowing powers of a company ?  
कम्पनी के ऋण लेने के अधिकारों की क्या सीमाएँ हैं ?
13. What are the powers given to the Central Government by the Companies Act, 1956 for the prevention of oppression and mismanagement in a company ?  
कम्पनी में अन्याय एवं कुप्रबन्ध की रोकथाम के लिए कम्पनी अधिनियम, 1956 के अन्तर्गत केन्द्रीय सरकार को क्या अधिकार दिये गये हैं ?

**G**  
**(21218)**  
**BBA-III Sem.**

**Roll No. ....**

**18052**

**B. B. A. Examination, Dec. 2018**

**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 role of marketing.

2. Explain segmentation.
3. Define Product Life Cycle.
4. What is Brand ?
5. What is promotion ?

**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. Discuss the importance of pricing in marketing process.
7. Highlight the factors responsible for failure of new market.

8. Explain the modern concept of marketing.

13. Write a detailed note on consumer's buying motives with the help of suitable examples.

**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. 15×3=45

9. Define marketing and explain its role in economic development.
10. What do you understand by positioning of a brand ? Explain the steps involved in brand positioning.
11. Define the term 'channels of distribution'. Discuss the various factors that influence the channel choice.
12. Define 'Promotion'. Give the importance of promotion mix in marketing and factors influencing promotion mix.