

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18052

B.B.A. IIIrd Semester
Examination, Nov., 2019

MARKETING MANAGEMENT
(BBA-304)

Time : 3 Hrs.]

[M.M. : 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. 3x5=15

1. Explain the elements of Marketing.
2. What is market segmentation ?

ND-185

(1)

Turn Over

3. What is Buyer Behaviour ?
4. Explain the stages of product life cycle.
5. What is media selection and management ?

Section-B

Note :- 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. Meaning and definition of Advertising. Explain the classification of Advertising.
7. What is marketing information system ? Discuss its importance.
8. What is Product ? Explain the types of product.

Section-C

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

9. What is consumer behaviour ? Explain the importance and factors influencing CB.

ND-185

(2)

10. What is marketing ? Explain the importance and scope of marketing.
11. What do you mean by Positioning ? Discuss its concept and product re-positioning.
12. What is price ? Explain the objectives of pricing and factors influencing pricing.
13. What is Packaging ? Explain the difference between brand, branding and packaging in detail.

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18049

B.B.A. IIIrd Semester Examination, Nov., 2019

ADVERTISING MANAGEMENT

(BBA-301)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3x5=15

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

1. What is Sales Promotion ?
2. What kind of personality will your brand have ?

ND-182

(1)

Turn Over

3. What are advertising goals ?
4. What factors govern selection of media ?
5. Define the Advertising Research.

Section-B

(Short Answer Type Questions) 7½x2=15

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

6. What are the limitations of Advertising ?
7. What is Competitors' Brand position ?
8. Explain the *two* objectives of pre-advertising campaign research.

Section-C

(Long Answer Type Questions) 15x3=45

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

9. Explain advertising as a social process. Is there any ethics in advertising ? If so, justify.

ND-182

(2)

10. Explain different factors and elements of marketing communication mix.
11. What are advertising expenses ? How are they classified ?
12. Discuss in detail outdoor media vehicles. Pinpoint in common merits and demerits.
13. What is Motivational research and how does it differ from other form of research ?

A Roll No.
(21119)

Total Questions : 13] [Printed Pages : 8

18053

B.B.A. IIIrd Semester Examination, Nov., 2019

COMPANY ACCOUNTS

(BBA-305)

Time : 3 Hrs.] [M.M. : 75

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

Section-A

(Very Short Answer Type Questions) 3x5=15

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

1. What do you mean by Forfeiture of Shares ?
2. What is the definition of Private Company ?
3. Define Holding Company.

ND-186

(1)

Turn Over

Or

How and why Sinking Fund Account is prepared ?

4. Define Buy-back of Shares.

Or

Explain Capital Profits.

5. What is purchase consideration ?

Or

Can purchase consideration exceed 'Net Value' of a company ?

Section-B

(Short Answer Type Questions) 7½x2=15

Note :- Attempt any two questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

6. Enumerate the guidelines for issue of Bonus Shares in India.

Or

The paid up capital of a company consists of 4000 equity shares of ₹ 100 each, ₹ 75 per share paid up. The balance of General Reserve was ₹ 4,00,000 and share premium ₹ 50,000. The company declared a bonus of ₹ 50 per share in payment of which the shares were made fully paid and remaining was paid in cash. Give Journal Entries.

ND-186

(2)

7. Is it possible to decline dividend out of Reserves ?

Or

Rama Ltd. issued ₹ 10,00,000, 14% debenture in 1912 and the same were redeemed on January 1, 2019 out of profits. The debenture redemption reserve stood at ₹ 2,70,000 on that date. Show the entries presuming that debentures were redeemed at a premium of 5%.

8. Describe the preferential creditors relating to liquidation of company.

Or

Pass journal entries in the following cases :

- (a) In 2019 Bindal Ltd. redeemed ₹ 1,00,000 preference shares by converting them into equity shares issued at 25% premium.
- (b) In 2019 Bindal Ltd. redeemed ₹ 95,000 preference shares by converting them into equity shares issued at 5% discount.
- (c) In 2019 Bindal Ltd. redeemed 10,000 preference shares of ₹ 10 each at a premium of ₹ 1.25 per share by converting them into equity shares of ₹ 10 each issued at 10% discount.

Section-C

(Long Answer Type Questions) 15×3=45

Note :- Attempt any three questions. Each question carries 15 marks. Answer is required in detail.

9. The following are the Balance Sheet of H. Ltd. and S. Ltd. as on Dec. 31, 2015 :

Balance Sheet

Liabilities	H. Ltd.	S. Ltd.
	(₹)	(₹)
Share Capital	5,00,000	1,00,000
Reserves	2,00,000	75,000
Profit and Loss A/c	1,00,000	25,000
Creditors	1,50,000	50,000
	9,50,000	2,50,000
Assets		
	H. Ltd.	S. Ltd.
	(₹)	(₹)
Machinery	3,00,000	90,000
Furniture	50,000	17,000
Other Assets	4,40,000	1,43,000
Shares in S. Ltd. (800 at ₹ 200 each)	1,60,000	-
	9,50,000	2,50,000

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

- (a) Reserve and P/L (Cr.) stood at ₹ 25,000 and ₹ 15,000 respectively on the date of acquisition of its 80% shares by H. Ltd.
- (b) Machinery (Book value ₹ 1,00,000) and furniture (book value ₹ 20,000) of S. Ltd. were revalued of ₹ 1,50,000 and ₹ 15,000 respectively for the purpose of fixing the price of its share, book value of the assets remaining unadjusted.

Or

The following are the Balance Sheets of A Ltd. and B Ltd. at Dec. 31, 2017:

Balance Sheet

Liabilities	A Ltd.	B Ltd.
	(₹)	(₹)
Capital (900 shares @ 270 each)	2,43,000	6,00,000 (@ 150 each)
Sundry Creditors	11,000	13,000
Reserve Fund	80,700	2,57,000
P & L A/c	3,000	7,000
	3,37,700	8,77,000

Assets	A Ltd.	B Ltd.
	(₹)	(₹)
S. Assets	3,37,000	8,71,500
Cash at Bank	700	5,500
	3,37,700	8,77,000

The A Ltd. was absorbed by B Ltd. with effect from Jan. 1, 2018 and the arrangement accepted by shareholders of both the companies was that the holder of every 3 shares in A Ltd. would receive 5 shares in B Ltd. plus as much cash as is necessary to adjust the right of shareholders of both companies in accordance with the intrinsic value of shares.

You are required to pass the necessary journal entries in the books of B Ltd. and Balance Sheet on that date.

- 10. What accounting entries are made in the books of Amalgamating Company and Amalgamated Company ?

Or

What informations are required to be attached to the balance sheet of holding company in respective of each of its subsidiary companies ?

- 11. Tata Ltd. offered 1,00,000 equity shares @ ₹ 10 each but offer to public at a premium of ₹ 2 each. The amount payable on shares were : On application ₹ 4.50; on allotment ₹ 4.50 (including premium) and on first and final call ₹ 3.

The public subscribed 90,000 shares. All money payable by shareholders was received except from Ram who had taken 1,000 shares but failed to pay final call. His shares were forfeited and reissued to Rakesh at ₹ 6 each.

Show journal entries in the books of company.

12. Prepare Liquidator's Statement of Account from the following :

Balance Sheet of 01-01-2016

Liabilities	(₹)
<i>Share Capital :</i>	
1,000 preference shares of ₹ 100 each but ₹ 70 called up	70,000
4,000 equity shares of ₹ 100 each but ₹ 80 called up	3,20,000
Bank loan (secured by machines and building)	1,50,000
Trade creditors	2,60,000
	8,00,000
Assets	(₹)
<i>Fixed Assets :</i>	
Machine and Building	4,00,000
Debtors	3,00,000
Loss	1,00,000
	8,00,000

Assets were realised as follows : 01-04-2016, Fixed Assets ₹ 1,00,000; Debtors ₹ 1,00,000; Liquidation expenses ₹ 4,000. On 01-04-2016 Fixed Assets (last) ₹ 2,00,000; Debtors ₹ 1,00,000. On 01-08-2016 Debtors (last) ₹ 50,000. Liquidator's remuneration is 5% on realised amount (excluding total amount of securities with Bank for loan) and 2% on the amount given to equity shareholders but he does not get any commission on the amount realised by the Bank.

13. Write short notes on the following :

- (a) Issue of Share at Premium
- (b) Issue of Share of Discount

Or

Enumerate these points which are to be noted while preparing Final Accounts of a company.

A : Roll No.
(21119)

Total Questions : 13] [Printed Pages : 3

18050

B.B.A. IIIrd Semester Examination, Nov., 2019

INDIAN BANKING SYSTEM

(BBA-302)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3x5=15

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

1. What are the components of the monetary policy of RBI ?
2. What do you mean by Private Bank ?

ND-183

(1)

Turn Over

3. State *two* advantages of crossing a cheque.
4. What is Banking Regulation Act ?
5. What is Inter Bank Deposit ?

Section-B

(Short Answer Type Questions) 7½x2=15

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

6. Explain the capital and management of Regional Rural Banks.
7. Differentiate between Co-operative Bank and Commercial Bank.
8. What are Foreign Bank ? What are the additional functions they perform ?

Section-C

(Long Answer Type Questions) 15x3=45

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

ND-183

(2)

9. Write short notes on the following :

- (i) ATM
- (ii) Tele-banking
- (iii) Electronic funds transfer

10. What are commercial bank ? What does scheduled and non-scheduled bank mean ?

11. Discuss the problems faced by the mutual fund in India.

12. Discuss the structure and working of Indian Banking. What suggestions would you offer for the improvement of their performance ?

13. Define cash reserve ratio and the statutory ratio. How their variations affect banks ?

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18052

B.B.A. IIIrd Semester
Examination, Nov., 2019

MARKETING MANAGEMENT
(BBA-304)

Time : 3 Hrs.]

[M.M. : 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. 3x5=15

1. Explain the elements of Marketing.
2. What is market segmentation ?

ND-185

(1)

Turn Over

3. What is Buyer Behaviour ?
4. Explain the stages of product life cycle.
5. What is media selection and management ?

Section-B

Note :- 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. Meaning and definition of Advertising. Explain the classification of Advertising.
7. What is marketing information system ? Discuss its importance.
8. What is Product ? Explain the types of product.

Section-C

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

9. What is consumer behaviour ? Explain the importance and factors influencing CB.

ND-185

(2)

10. What is marketing ? Explain the importance and scope of marketing.
11. What do you mean by Positioning ? Discuss its concept and product re-positioning.
12. What is price ? Explain the objectives of pricing and factors influencing pricing.
13. What is Packaging ? Explain the difference between brand, branding and packaging in detail.

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 4

18054

B.B.A. IIIrd Semester Examination, Nov., 2019

COMPANY LAW

(BBA-306)

Time : 3 Hrs.]

[M.M. : 75

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

Section-A

(Very Short Answer Type Questions) 3x5=15

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

1. Define 'Holding Company'.

ND-187

(1)

Turn Over

2. How is the name clause of Memorandum of Association Altered ?
3. What do you mean by Surrender of Shares ?
4. Explain 'Ultra Vires Borrowing'.
5. What do you mean by Extraordinary General Meeting ?

Section-B

(Short Answer Type Questions) 7½x2=15

Note :- Attempt any *two* questions. Each question carries 7½ marks. Short answer is required not exceeding **200** words.

6. Define 'Promoter'. Discuss the duties and responsibilities of promoters.
7. Distinguish between Prospectus and a Statement in lieu of prospectus.
8. Distinguish between Transmission of Shares and Transfer of Shares.

ND-187

(2)

Section-C

(Long Answer Type Questions) 15×3=45

Note :- Attempt any *three* questions. Each question carries 15 marks. Answer is required in detail.

9. What are the compulsory clauses in the Memorandum of Association ? In what cases and to what extent can a company alter these clauses ?
10. Who are the Directors of a Company ? Discuss the legal procedure for appointment of various types of directors. Also state the restrictions on appointment and re-appointment of directors.
11. "A proper balance of the right of the majority and minority shareholders is essential for the smooth function of a company". Discuss.
12. What are the different kinds of meetings of the shareholders of a company ? When and how are these meetings held ?

ND-187

(3)

Turn Over

13. Write short notes on the following :

- (a) Voluntary winding up
- (b) Liquidator
- (c) Proxy

ND-187

(4)