

12. "Every meeting, in order to be valid, must be duly convened, properly constituted and conducted." Elucidate.
13. Distinguish between dissolution and winding up. State briefly the various methods of winding up of a company.

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(20221) Roll No.
B.B.A. - III Sem.

18054
B.B.A. Examination, Dec. - 2020
COMPANY LAW
(BBA-306)

Time : Three Hours] [Maximum Marks : 75

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

Section-A

(Very Short Answer Questions)

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

1. Define Government Company.
2. What is return of allotment?
3. What is share warrant?

P.T.O.

4. What is meant by redemption of debenture?
5. What do you mean by creditor's meeting?

Section-B

(Short Answer Questions)

Note : 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 Incorporation of a company. Discuss the characteristics of the corporate personality.
7. What do you understand by Articles of Association? Describe its contents.
8. Distinguish between Managing Director and Manager of a Company.

18054/2

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. What do you mean by prospectus? Describe the contents of prospectus. Briefly explain the golden rules for issuing prospectus. <https://www.ccsustudy.com>
10. "Every Shareholder of a company is known as a member, while every member may not be known as shareholder," comment. Discuss the rights of a member.
11. Give different provisions of the Company Act 1956 for prevention of oppression of minority and mismanagement of a company.

18054/3

P.T.O.

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(20221) Roll No.
BBA.-III Sem.

18049

B.B.A. Examination, Dec.-2020

ADVERTISING MANAGEMENT

(BBA-301)

Time : Three Hours] [Maximum Marks : 75

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

Section- A

(Very Short Answer Questions)

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

1. What is advertising?
2. Write characteristics of brand.

P.T.O.

3. What is advertising budget?
4. What is media mix?
5. What is concept testing?

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 sales promotion tools.
7. What is the role of advertising in Economic development?
8. Write note on Integrated Marketing Communication (IMC).

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. $15 \times 3 = 45$

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9. "Money spent on advertising is wasteful."
Do you agree with this statement? Give reasons for your answer.
10. What are the various types of media available for advertising.
11. Discuss briefly how the effectiveness of advertising in Newspaper and Magazines can be measured?
12. What is Advertising Budgeting? What factors should be taken into consideration for preparing a budget.
13. Discuss the pros and cons for a marketer having one company handle all of its integrated marketing communication needs versus using specialized marketing communication firms to handle the various components of the program.

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D (Printed Pages 8)
(20221) Roll No.
BBA-III Sem.

18053

B.B.A. Examination, Dec.-2020
COMPANY ACCOUNTS
(BBA-305)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from **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. $3 \times 5 = 15$

1. What do you mean by reissue of shares?
2. Explain Foreign Exchange Transactions.
3. What do you mean by Bonus Shares?

OR

Give Journal entries related to issue of bonus shares.

4. Can dividend be paid out of Capital profits?

P.T.O.

OR

What is Interim Dividend?

5. What is Purchase consideration?

OR

What do you mean by Minority Interest?

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. What points should be taken into consideration while preparing a Consolidated Balance Sheet?

OR

The paid up capital of a company consists of 10,000 equity shares of Rs. 10 each, Rs. 7 per share paid up. The balance of General Reserve was Rs. 1,50,000. The company declared a bonus of Rs. 1,05,000. Firstly the bonus is to be

18053/2

utilised for making partly paid shares as fully paid and the balance to be used for fully paid shares at 25% premium. Pass the necessary Journal entries.

7. How is remuneration to liquidator is calculated? Explain by an example.

OR

Pass the necessary entries in the following cases : <https://www.ccsustudy.com>

- (a) 8,000, 7% debentures of Rs. 100 were given to creditors who supplied plant Rs. 7,50,000.
- (b) 4,000, 7% debentures of Rs. 100 each at a premium of 5%.
- (c) 7% debentures of Rs. 100 each have been deposited with bank as collateral security against a bank loan of Rs. 3,00,000.
8. What entries are made in The books of Amalgamating Company?

18053/3

P.T.O.

OR

On March 31, 2018, Tata Ltd. had a debenture redemption fund of Rs. 5,00,000, represented by the investment amounting to Rs. 5,90,000 in 4½% Gold Bonds. The balance was Rs. 60,000 in bank current account. The debentures amounting to Rs. 5,00,000 were paid off on Sept. 30, 2018. Gold Bonds were sold and realised 83% net and deposited in bank. Record the above transactions in Company's ledger.

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. Rama Ltd. issued 10,000 shares of Rs. 100 each at 10% premium. Applications were received for 18,000 shares of which Applications for 3,000 shares were

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rejected and their money was refunded. Rest of the applicants were issued shares on pro rata basis and their excess money was adjusted towards allotment. The money was called as follows : on application Rs. 20, on allotment Rs. 40, on first call Rs. 30 and on final call Rs. 20. Hari, a holder of 300 shares paid only the application money and Shyam, a holder of 600 shares paid upto the first call money. All the calls were made and payment received except that in case of Hari and Shyam. Their shares were forfeited after the IIInd call and final call and reissued at 15% discount.

Pass the journal entries to the above transactions.

10. What do you understand by the forfeiture of shares? Can forfeited shares be issued at discount? If so, what extent? Where is the balance of shares forfeited account transferred?

18053/5

P.T.O.

OR

Prepare a consolidated Balance Sheet of the following as at 31.03.2016 :

		Rs.			
Liabilities	A Ltd.	B Ltd.	Assets	A Ltd.	B Ltd.
Share Capital (15000 shares of 50 each)	750000		Land & Build	515000	150000
5000 shares of 5 each	-	250000	Plant	150000	135500
Creditors	75000	80500	Debtors	140000	79000
General Reserve	475000	10000	Stock	170000	101000
P. & L. A/c	400000	180000	Investment	560000	-
	1700000	520500	Bank	165000	55000
				1700000	520500

A Ltd. acquired all the shares of B Ltd. on 01.04.2016. The balance of P. & L. A/c at 01.04.2016 was Rs. 1,40,000; an Interim Dividend of 16% p.a. free of tax having been paid during the year in respect of the year ended 31.03.2017.

18053/6

11. What points should be considered while preparing Final Accounts of a company?

OR

What is divisible profit? What various provisions have been made in Companies Act regarding the distribution of dividend? Can dividend be paid out of reserves?

12. What do you mean by Purchase consideration? Explain its various methods with example.

OR

On the reconstruction of a company, the following terms were agreed upon :

The share holders to receive in lieu- of their present holding (viz. 50,000 shares of Rs. 10 each) the following:

- (a) Fully paid Equity shares to 2/5 of their holding.
- (b) 12% preference shares, fully paid to the extent of 1/5th of the above new Equity shares.
- (c) Rs. 60,000, 16% second Debentures.

An issue of 50,000, 15% First debentures was made and payment for the same fully received in cash.

The goodwill, which stood at Rs. 3,00,000 was written down to Rs. 1,50,000. The plant and machinery which stood at Rs. 1,00,000, was written down to Rs. 75,000. The Freehold premises which stood at Rs. 1,50,000, were written down to Rs. 1,25,000.

Make the journal entries in the books of the company based on the above reconstruction.

13. Differentiate the following : $3 \times 5 = 15$
- (a) Share warrant and Share certificate.
 - (b) Equity share and Preference share.
 - (c) Statement of Affairs and Balance sheet.

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18050

B.B.A. Examination, Dec. - 2020

Indian Banking System

(BBA-302)

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. Define E-Banking.
2. What are the outstanding achievements of State Bank of India?

P.T.O.

3. What are the functions of a Modern Bank?
4. Explain the main problems faced by Regional Rural Banks in India.
5. Write a note on 'Bank Rate'.

Section-B

(Short Answer 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. $7.5 \times 2 = 15$

6. Write an essay on working of Co-operative Banks in India.
7. Distinguish between Central Bank and Commercial Bank.
8. What do you understand by branch and unit Banking? Which Banking is best out of both Banking.

18050/2

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 role of Commercial banking in the economic Development of a Country.
10. For which objective was the State Bank in India established? What are its main functions? Explain.
11. Discuss in brief the various components of Indian Banking structure.
12. Explain briefly the deficiencies of Co-operative banks in the rural credit system. <https://www.ccsustudy.com>
13. Evaluate in brief working of Reserve Bank of India. What are its achievements?

18050/3

18052

B.B.A. Examination, Dec.-2020

MARKETING MANAGEMENT

(BBA-304)

Time : Three Hours / *(Maximum Marks : 75)*

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

Section- A

(Very Short Answer Questions)

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

1. "Marketing in action is marketing mix". Explain.

P.T.O.

2. What are the 5 marketing concept. Explain.
3. Explain various sales promotion tools adopted by marketers.
4. What are some good reasons for doing market research?
5. What is the utility of product life- cycle for marketing manager.

Section - B

(Short Answer Questions)

Note: 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. A manufacturer should always strive to select the lowest cost channel of distribution. Do you agree?

18052/2

7. Explain some of the theories of personal selling.
8. "The new product development process starts with a search for good ideas". Explain.

Section - C

(Detailed Answer Questions)

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

15 × 3 = 45

9. "Lack of product planning implies managerial bankruptcy in the organisation" explain the importance of product planning in reference to the statement.
10. What do you mean by consumer behaviour? What is the importance of consumer behaviour in marketing? Enumerate the determinants of consumer behaviour.

18052/3

11. "Money spent on advertisement is an investment" and "money spent on advertisement is a waste"? Reconcile these two statements & conclude.
12. How price policy is determined? Describe the methods of price policies adopted in determining the price of a new product.
13. Explain the concept of 'Branding'? Discuss the advantages and disadvantages of branding & how it is different from 'Trademarking'.

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18051

B.B.A. Examination, Dec.-2020

HUMAN RESOURCE MANAGEMENT

(BBA-303)

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. $3 \times 5 = 15$

1. What is meant by Human Resource
Management?

P.T.O.

2. Discuss the structure of Human Resource
Development System.
3. What is meant by Industrial disputes?
4. Define Employees Welfare.
5. Define Socialization.

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. Discuss the objectives and importance of
Performance Appraisal.
7. Explain the importance and methods of
Motivation in Human Resource.
8. What are the principle methods of Wage
Payment?

18051/2

Section-C

(Long 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. What do you understand by Man Power Planning? Discuss the need and objectives of Man Power Planning.
10. What do you mean by Job analysis? Discuss its uses and various methods.
11. What is meant by Selection? Out line suitable selection procedure for a large sized business enterprises. Define the principles of selection policy.
12. What do you understand by Job evaluation? Discuss the objectives and methods of Job evaluation.

18051/3

P.T.O.

13. What do you mean by Industrial Relations? Discuss its objectives and principles.

18051/4

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