A

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B.B.A.-III Sem.

(Printed Pages 4)

Roll No.

18086 (CV-III)

B.B.A. Examination, Dec.-2021

Advertising Management

(BBA-301)

(New).

Time : 1½ Hours]   [Maximum Marks : 75

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

Section - A

(Very Short Answer Questions)

Note : Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.   2×7.5=15

P.T.O.

1. What are advertising goals?

2. Define advertising budget.

3. Discuss the role of public relations.

4. What are the various functions of sales executive.

5. Write various media objectives you are aware of.

Section - B

(Short Answer Questions)

Note : Attempt any **one** question out of the following 3 questions. Each question carries **15** marks. Short answer is required not exceeding 200 words.

1×15=15

6. Discuss the process of public relations.

7. Define Press. Also discuss the various characteristics of press.

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8. Define sales promotion. Also discuss the various tools of sales promotion.

Section – C

(Detailed Answer Type Questions)

Note : Attempt any **two** questions out of the following 5 questions. Each question carries 22.5 marks. Answer is required in detail.   2×22.5=45

9. Elucidiate the types of media which are used by marketers to advertise their brands. https://www.ccsustudy.com

10. Define print media. Also discuss the factors to be considered for print media advertising.

11. Discuss the various strategies of sales management. Also discuss their implementation.

12. Define publicity. Discuss the advantages of publicity. Also discuss its disadvantages.

13. What is media planning? Also discuss the role and relevancy of media planning in the success of an advertising.

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A

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(Printed Pages 4)

Roll No.

B.B.A.-III Sem.

18089 (CV-III)

B.B.A. Examination, Dec.-2021

Customer Relationship Management

(BBA-304)

(New)

Time : 1½ Hours] [Maximum Marks : 75

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

Section- A

(Very Short Answer Questions)

Note : Answer any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words. 2×7.5=15

P.T.O.

1. Why Beta test is important?

2. Write the types of CRM Solutions

3. What do you understand by CRM touch points?

4. Write the potential drawbacks of CRM.

5. What is a supplier and its role?

Section - B

(Short Answer Questions)

Note : Attempt any **one** question out of the following **three** questions. Each question carries 15 marks. Short answer is required not exceeding 200 words. 1×15=15

6. Define components of CRM through diagram

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7. How CRM is beneficial in Retail Sector?

8. Do you think Retention of Customers can be increased using CRM? Explain in brief.

Section - C

(Detailed Answer Questions)

Note : Attempt any **two** questions out of the following five questions. Each question carries 22.5 marks. Answer is required in details.   2×22.5=45

9. What is Customer Relationship? Management ? What are its components and objectives?

10. What are the phases of CRM projects? Explain each in brief Seperately.

11. What is Sales force Automation? How is it beneficial?

12. Do you think E-CRM is beneficial for business? Explain its working and define the points to consider before its implementation.

13. How do Elements and process of CRM help in growing Business?

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B.B.A. Examination, Dec.-2021

Income Tax Law and Practice

(BBA-306)

(New)

Time : 1½ Hours]   [Maximum Marks : 75

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

नोट :   सभी खण्डों से निर्देशानुसार प्रश्न हल कीजिए।

Section-A/खण्ड-अ
(Very Short Answer Questions)
(अति लघु उत्तरीय प्रश्न)

Note : Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.   2×7.5=15

नोट :   किन्हीं **दो** प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 7.5 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

1. Write short note on "Previous Year".

   पिछले वर्ष पर लघु नोट लिखें।

2. What is difference between Tax Avoidance and Tax Planning (Any three)?

   कर परिहार और कर योजना के बीच क्या अन्तर है (कोई तीन)।

P.T.O.

3. Write any SIX Income Exempted from tax.

   कर से छूट प्राप्त किसी भी छह आय को लिखें।

4. Write short note on "Section 80D" of Income Tax Act 1961.

   आयकर अधिनियम 1961 की "धारा 80D" पर लघु नोट लिखें।

5. Explain provision of "House Rent Allowance" under Income Tax Act 1961.

   आयकर अधिनियम 1961 के तहत "मकान किराया भत्ता" के प्रावधान की व्याख्या करें।

Section-B/खण्ड-ब
(Short Answer Questions)
(लघु उत्तरीय प्रश्न)

Note : Attempt any **one** question out of the following **3** questions. Each question carries 15 marks. Short answer is required not exceeding 200 words.   1×15=15

नोट :   इस खण्ड के निम्नलिखित 3 प्रश्नों में से किसी **एक** प्रश्न का उत्तर दीजिए। प्रत्येक प्रश्न 15 अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।

6. Define Agriculture Income. Explain the integration method of calculation of tax on Agriculture income with the help of an example.

   कृषि आय को परिभाषित करें। एक उदाहरण की मदद से कृषि आय की गणना की एकीकरण विधि समझाइए।

7. Explain the concept of "Person and Assessee".

   व्यक्ति और निर्धारिती की अवधारणा को समझाइए।

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8. Find out net income of 'J' for Assessment Year 2021-22 on the assumption.

'मूल्यांकन वर्ष 2021-22 के लिए 'J' की शुद्ध आय का पता लगाएं।

   (a) J is Resident and ordinarily resident in India

      J भारत में निवासी और आमतौर पर निवासी है।

   (b) J is Resident but not ordinarily resident in India.

      J निवासी है, लेकिन भारत में आमतौर पर निवासी नहीं है।

   (c) J is non-Resident in India.

      J भारत में अनिवासी है।

Source of Income आय राशि का स्रोत	Amount आय
Salary (after standard deduction) from Indian company for rendering services in India, received in Australia ऑस्ट्रेलिया में प्राप्त भारत में सेवाएं प्रदान करने के लिए भारतीय कम्पनी से वेतन (मानक कटौती के बाद)	2,40,000
Rental income from property (Net) in London but received in India लन्दन में सम्पत्ति (नेट) से किराये की आय लेकिन भारत में प्राप्त	92,000
Income from Agriculture in Bhutan received there भूटान में कृषि से प्राप्त आय	1,35,000
Gift received from friend on occasion of marriage शादी के मौके पर दोस्त से मिला उपहार	1,05,000
Past untaxed Income remitted to India dring Previous Year पिछले वर्ष के दौरान भारत को प्रेषित की गई पिछली बिना कर के आय	40,000

Section-C/खण्ड-स
(Detailed Answer Questions)
(विस्तृत उत्तरीय प्रश्न)

Note : Attempt any **two** questions out of the following **5** questions of this section. Each question carries 22.5 marks. Answer is required in detail.

$2 \times 22.5 = 45$

नोट : इस खण्ड के निम्नलिखित 5 प्रश्नों में से किन्हीं दो प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 22.5 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. Mr. Y, a software engineer in TCS Ltd. submits the following particulars of his income and contribution etc. for the year ended 31/3/2021. Compute the total income and tax liability for the A.Y. 2021-22. https://www.ccsustudy.com

टीसीएस लिमिटेड में सॉफ्टवेयर इंजीनियर श्री वाई ने 31/3/2021 को समाप्त वर्ष के लिए अपनी आय और अंशदान आदि का निम्नलिखित विवरण प्रस्तुत किया है। A.Y.2021-22 के लिए कुल आय और कर देयता की गणना करें।

   (i) Basic salary : Rs. 50,000 p.m.

      बेसिक सैलरी 50,000 रुपये प्रति माह

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(ii) Dearness allowance : 30% of basic salary (60% forming part of retirement benefits).

महँगाई भत्ता : वेतन का 30 प्रतिशत (सेवानिवृत्ति लाभों का 60 प्रतिशत हिस्सा)

(iii) Children education allowance : Rs. 300p.m. per child for 2 children.

बच्चों को शिक्षा भत्ता : 2 बच्चों के लिए प्रति बच्चा 300 रूपये प्रति माह।

(iv) Free lunch for 300 days in office during office hours @ Rs. 80 per meal.

कार्यालय समय के दौरान कार्यालय में 300 दिनों के लिए मुफ्त भोजन 80 रूपये प्रति भोजन की दर से।

(v) Gift of washing machine from employer : Rs. 15000.

नियोक्ता से वाशिंग मशीन का उपहार - 15000 रूपये।

(vi) Rent free unfurnished accommodation provided at New Delhi. Its lease rent is Rs. 20,000 p.m.

किराये पर मुफ्त असुसज्जित आवास नई दिल्ली में प्रदान की गई। इसका किराया 20,000 रूपये प्रति माह है।

(vii) Motor car of 1800 cc (with driver) was provided both for official and private use throughout the year. It costs the company Rs. 2,50,000 annually.

साल भर के लिए आधिकारिक और निजी दोनों उपयोग के लिए 1800 सीसी (चालक के साथ) की मोटर कार उपलब्ध कराई गई। इसकी कीमत कम्पनी को सालाना 2,50,000 रुपये है।

(viii) Cost of medical facility provided to Mr. Y and his family at private nursing home Rs. 30,000.

30,000 रूपये की निजी नर्सिंग होम में श्री वाई और उनके परिवार की प्रदान की गई चिकित्सा सुविधा की लागत नियोक्ता कम्पनी द्वारा वहन की गयी थी।

(ix) His employer provided him with interest free loan of Rs. 19,000 to purchase an airconditioner.

उनके नियोक्ता में उन्हें एयर कन्डीशनर खरीदने के लिए 19,000 रुपये की ब्याज मुक्त ऋण प्रदान किया।

(x) Employer contributed Rs. 1,00,000 to his RPF to which he made matching contribution.

नियोक्ता ने आरपीएफ में 1,00,000 रुपये का योगदान दिया, जिसमें उन्होंने मिलान योगदान दिया।

(xi) Interest @ 12% p.a. amounting to Rs. 3,00,000 was credited to his aforesaid RPF A/c during F.Y. 2020-21.

आरपीएफ पर ब्याज के रूप में उसके खाते में जमा 300000 रुपये ब्याज दर 12 प्रतिशत प्रति वर्ष है।

(xii) Rs. 12000 were credited to his saving bank account operated in Punjab National Bank as interest during F.Y. 2020-21.

2020-21 के दौरान ब्याज के रूप में पंजाब नेशनल बैंक में संचालित उनके सेविंग बैंक खाते में 12000 रुपये जमा किये गये।

(xiii) He donated Rs. 5000 to prime minister's national relief fund.

उन्होंने प्रधानमंत्री के राष्ट्रीय राहत कोष में 5000 रुपये दान किया।

10. Explain the provisions of Set-off and Carry-Forward of losses.

नुकसान के सेट-ऑफ और कैरी-फॉरवर्ड के प्रावधानों को समझाइए।

11. Define Capital Asset. How Capital Gain is computed in case of Transfer of Long-Term and Short-Term capital Asset. Also Differentiate between Section 54 and Section 54F of Income Tax Act 1961.

पूँजीगत परिसंपत्ति को परिभाषित करें। दीर्घकालिक और अल्पकालिक पूंजीगत लाभ के मामले में पूंजीगत लाभ की गणना कैसे की जाती है। इसके अलावा आयकर अधिनियम 1961 के धारा 54 और धारा 54F के बीच क्या अंतर है।

12. Explain the following :

निम्नलिखित समझाइए :

(a) Computation of Net Annual Value in case of Income from house property.

घर की संपत्ति से आय के मामले में शुद्ध वार्षिक मूल्य की गणना।

(b) Deduction under Section 80G of Income Tax Act 1961.

आयकर अधिनियम 1961 की धारा 80G के तहत कटौती।

(c) Clubbing provision in case of Spouse.

पति या पत्नी के मामले में एकत्रीकरण प्रावधान

13. Explain the provisions of following in case of "Profit and Gains from Business or Profession".

"व्यवसाय या व्यवसाय से लाभ और लाभ" के मामले में निम्नलिखित के प्रावधानों की व्याख्या करें-

(a) Depreciation Allowance Section-32

मूल्यह्रास भत्ता धारा-32

(b) Expenditure on, scientific research Section-35.

वैज्ञानिक अनुसंधान धारा-35 पर व्यय

(c) Presumptive Income in case of taxpayers engaged in Business of Plying, Leasing or Hiring Trucks Section-44AE.

पट्टे पर देने या ट्रकों को काम पर रखने के व्यवसाय में लगे करदाताओं के मामले में संभावित आय धारा-44AE।

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B.B.A.-III Sem.

18088 (CV-III)

B.B.A. Examination, Dec.-2021

Indian Economy

(BBA-303)

(New)

Time : 1½ Hours]   *[Maximum Marks : 75*

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

Section - A

(Very Short Answer Type Questions)

Note : Attempt any **two** questions of this section. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.   2×7.5=15

1. Explain population policy of India.

2. What is green revolution?

P.T.O.

3. State the characteristics of Indian Economy.

4. What is the role of small scale industry in India economy?

5. What is the main function of Reserve Bank of India?

Section - B

(Short Answer Type Questions)

Note : This section contains **three** questions. Attempt any **one** question. Each question carries 15 marks. Short answer is required not exceeding 200 words.   1×15=15

6. Explain the problems of Iron and Steel Industry in India.

7. What is Land Reforms? What are the objectives of land reforms?

8. Development without growth is inconceivable. Explain the statement.

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Section - C

(Detailed Answer Type Questions)

Note : This section contains **five** questions. Attempt any **two** questions. Each question carries 22.5 marks. Answer is required in detail. $2 \times 22.5 = 45$

9. Explain the functions and contribution of NITI Aayog.

10. How is population related to economic development? Discuss it in Indian content.

11. What is the present status of sugar Industry in India? Write the problems faced by this industry and also suggest measures to solve these problems.

12. Discuss the role of commercial banks in the economic development of India.

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B.B.A.-III Sem.

18090(CV-III)

B.B.A. Examination, Dec.-2021

Management Information System

(BBA-305)

(New)

Time : 1½ Hours]   *[Maximum Marks : 75*

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

Section - A

(Very Short Answer Questions)

Note : Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.

2×7.5=15

P.T.O.

1. What do you mean by strategic planning?

2. List advantages of DBMS.

3. What is the value of information?

4. Describe the features of KBES.

5. What is Decision Support System?

Section - B

(Short Answer Type Questions)

Note : Attempt any **one** question out of the following three questions. Each question carries 15 marks. Short answer is required not exceeding 200 words.   1×15=15

6. Explain the different methods of data and information collection.

7. Discuss the factors of success and failure of MIS.

8. Briefly explain the Knowledge Based Expert System (KBES).

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Section - C

(Long Answer Type Questions)

Note : Attempt any **two** questions out of the following five questions. Each question carries 22.5 marks. Answer is required in detail.   2×22.5=45

9. List the approaches to MIS Development and explain any one of them.

10. Explain the different types of information requirement.

11. What do you mean by transaction processing system? Discuss its role in MIS.

12. What is understood by term MIS? Give various characteristics of MIS. How does it assist managers in their day to day functioning?

13. Discuss the concept of corporate planning and strategic planning. What are the types of strategic planning?

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B.B.A.-III Sem.

(Printed Pages 3)

Roll No. ·

18087(CV-III)
B.B.A. Examination, Dec. - 2021
Team Building and Leadership
(BBA-302)
(New)

Time : 1½ Hours]   *[Maximum Marks : 75*

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

Section - A

(Very Short Answer Questions)

Note : Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.   2×7.5=15

1. What is meant by virtual teams?

2. Discuss Goal setting of team.

P.T.O.

3. Define leadership traits.

4. How will you evaluate the personality?

5. Explain any two theories of group development.

Section - B

(Short Answer Questions)

Note : Attempt any **one** question out of the following 3 questions. Each question carries 15 marks. Short answer is required not exceeding 200 words.

1×15=15

6. What do you mean by cross-functional teams?

7. What is meant by Leadership skills?

8. Discuss the group decision making process.

Section - C

(Detailed Answer Questions)

Note : Attempt any **two** questions out of the following 5 questions. Each

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question carries 22.5 marks. Answer is required in detail. $2 \times 22.5 = 45$

9. What do you mean by Team Building? Explain the process of team building.

10. Defining roles and responsibilities of team members.

11. What do you mean by leadership? Explain its various characteristics.

12. What do you mean by personality? Discuss types of personality.

13. What do you mean by Group? Explain the characteristics of an effective group.

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