18086

B.B.A. Examination, Dec.-2022

Advertising Management

(BBA-301)

(New Course)

Time : Three Hours] [Maximum Marks : 75

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

Section - A

(Very Short Answer type Questions)

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

3×5=15

1. Discuss the importance of advertising in business.

P.T.O.

2. Differentiate between public relations and publicity.

3. What is sales promotion?

4. Define internet advertising.

5. What is media planning?

Section-B

(Short Answer type Questions)

Note : Attempt any **two** question out of the following 3 questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.

2×7.5=15

6. Who are the key players in advertising? Elaborate.

7. Discuss the process of public relations in detail.

8. The media in 2022 has shown a great paradigm shift. Explain the growth and importance of Media in 2022.

Section-C

(Detailed Answer Type Questions)

Note : Attempt any **three** questions out of the following 5 questions. Each questions carries 15 marks. Answer is required in detail. 3×15=45

9. Discuss the types of advertising in detail. What purpose do they serve? Explain.

10. What are the various advantages and disadvantages of publicity? Discuss in detail.

11. Define sales management. What are its various objective. Also discuss its various strategies.

18086/3

P.T.O.

12. Enumerate the factors to be considered for print media advertising.

13. Discuss the steps in the development of media strategies. Also elaborate on how these strategies will be implemented.

BBA – III Sem.

18089

B.B.A. Examination, Dec.-2022

Customer Relationship Management

(BBA-304)

(New Course)

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

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

Section-A

(Very Short Answer Type Questions)

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

1. Define Data import.

2. Write the purpose of CRM.

3. How can training benefit retention?   3

4. Name the different modules in CRM.   3

5. Name 4 C's of CRM process.   3

Section-B

(Short Answer Type Questions)

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

6. What are five important steps in CRM implementation?   7½

7. What do you understand by CCM? Explain in brief its importance for growth of business.   7½

8. Explain the important utility tool and the benefits of its integration in CRM.   7½

18089/2

...g **Answer Type Questions)**

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

9. Define CRM. What are its components? Describe. https://www.ccsustudy.com 15

10. What is meant by CRM solutions? How will you choose the right CRM to maximize ROI from your investment? 15

11. What is customer relationship Management and how is it important?

    15

12. Define E-CRM. Describe its features and process of implementation. 15

13. Explain the purpose of Beta test and how can this be performed? 15

18091

B.B.A. Examination, Dec.-2022

Income Tax Law and Practice

(BBA-306)

(New Course)

Time : Three Hours]　　　　[Maximum Marks : 75

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

सभी खण्डों को निर्देशानुसार हल कीजिए।

Section-A/खण्ड-क

(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.

3×5=15

P.T.O.

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

1. Write short note on "Assessment Year".

"मूल्यांकन वर्ष" पर लघु नोट लिखें।

2. Distinguish between "Exemptions" and "Deductions" under Income Tax Act 1961. (Any 3)

आयकर अधिनियम 1961 के तहत "छूट" और "कटौती" के बीच अंतर करें। (कोई भी तीन)

3. Define "Agriculture Income" as per Income Tax Act 1961.

"कृषि आय" को आयकर अधिनियम 1961 के अनुसार परिभाषित करें।

4. Write short note on "Casual Income".

"आकस्मिक आय" पर लघु नोट लिखें।

5. Write short note on Clubbing provisions in case of "Minor".

"नाबालिग" के मामले में क्लबिंग प्रावधान पर लघु नोट लिखें।

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

Note : Answer any **two** questions out of the following 3 questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.

निम्नलिखित तीन प्रश्नों में से किन्हीं **दो** प्रश्न का उत्तर दीजिए। प्रत्येक प्रश्न **7.5** अंक का है। अधिकतम **200** शब्दों में लघु उत्तर अपेक्षित है।

$$7.5 \times 2 = 15$$

6. Mahesh is an employee of X Ltd. at Delhi. The company provided following remuneration and perquisites for the year ended 31/3/2021. Compute the salary income of Mahesh for the A.Y.2021-22.

(i) Salary @ Rs. 30,000 p.m. Bonus @ 20% of the salary.

(ii) Rent-free furnished accommodation for which the company pays a rent of Rs. 7,000 p.m.

The actual cost of the assets provided and their W.D.V as on 1/4/2020 were as under:

	Actual cost (Rs.)	W.D.V (Rs.)
Furniture	40,000	30,000
T.V. & Refrigerator	37,000	24,000

(iii) Transport allowance Rs. 1,800 p.m.

(iv) A gardener and a sweeper to whom the company pays Rs. 2,000 p.m. and Rs. 1,500 p.m. respectively.

(v) Reimbursement of following expenditure: Gas and electricity bill Rs. 7,000, Club bills Rs. 6,500. Medical bills (Treatment is done in a nursing home). Rs 28,000.

महेश दिल्ली रिश्त X लिमिटेड का कर्मचारी है। कंपनी ने 31/3/2021 को समाप्त वर्ष के लिए पारिश्रमिक और अनुग्रह प्रदान की। मूल्यांकन 2021-22 के लिए महेश की वेतन आय की गणना करें।

(i) वेतन 30,000 रुपये प्रतिमाह दर से। वेतन के 20% की दर से बोनस।

(ii) किराया-मुफ्त सुसज्जित आवास जिसके लिए कंपनी 7,000 प्रतिमाह का किराया देती है। प्रदान की गई परिसंपत्तियों की वास्तविक लागत और 1/4/2020 को W.D.V:

	वास्तविक लागत (रू0)	W.D.V (Rs.)
फर्नीचर	40,000	30,000
टीवी एंड रेफ्रिजरेटर	37,000	24,000

(iii) परिवहन भत्ता 1,800 प्रति माह

(iv) एक माली और एक स्वीपर जिसे कंपनी क्रमश 2,000 रुपये प्रति माह और 1,500 रुपये प्रति माह का भुगतान करती है।

P.T.O.

(v) निम्नलिखित व्यय की प्रतिपूर्तिः गैस और बिजली बिल Rs. 7,000, क्लब बिल Rs. 6,500. मेडिकल बिल (इलाज एक नर्सिंग होम में किया जाता है) Rs 28,000

7. Define Capital Asset. Also Differentiate between Sec 54 and Sec 54F of Income Tax Act 1961.

पूंजीगत परिसंपत्ति को परिभाषित करें। इसके अलावा आयकर अधिनियम 1961 के धारा 54 और 54F के बीच अंतर को समझाइए।

8. Explain set-off and carry forward of losses in case of

(a) Capital Loss

(b) Loss from House Property

(c) Loss from activity of owing and maintaining Race Horses

निम्नलिखित के लिए सेट-ऑफ के प्रावधान की व्याख्या करें।

(a) पूंजीगत नुकसान

(b) घर संपति से नुकसान

(c) रेस घोड़ों को बनाए रखने की गतिविधि से नुकसान

Section-C/खण्ड-ग

(Detailed Answer Questions)

(विस्तृत उत्तरीय प्रश्न)

Note : Attempt any **three** questions out of the following 5 questions. Each question carries **15** marks. Answer is required in detail.   3×15=45

निम्नलिखित 5 प्रश्नों में से किन्हीं **तीन** प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. Explain Provisions of following under "Profit and Gains of Business of Profession." Section 44AD, Section 44ADA, Section 44AE.

"व्यापार और व्यवसाय के लाभ और लाभ" के तहत निम्नलिखित के प्रावधानों की व्याख्या करें। धारा 44AD, धारा 44ADA, धारा 44AE।

10. X owns a building consisting of 3 identical units, the construction of which was completed on 1st April 2019. The particulars of 3 buildings for year ending 31st March 2021 are as below:

Particulars	Unit I	Unit II	Unit III
Fair rent	60,000	60,000	60,000
Rent received	-	72,000	-
Municipal taxes: Paid	3000	5000	3000
Municipal taxes: outstanding	3000	5000	3000
Land revenue : outstanding	1200	1200	1200
Ground rent : outstanding	2400	2400	2400
Nature of occupation	Self-occupied	Let out	Used for own Business

On 1st April 2018, X had borrowed a sum of Rs. 5,00,000 bearing interest at 12% p.a. for construction of this building. The business income of X for the year ended 31st March 2021 is Rs. 2,10,000 (before taking into account any item connected with the above property). Compute the taxable income of X for A.Y. 2021-22.

"X" 3 समान इकाइयों से मिलकर एक इमारत का मालिक है, जिसका निर्माण 1 अप्रैल 2019 को पूरा किया गया था। 31 मार्च 2021 को समाप्त वर्ष के लिए 3 इमारतों का विवरण नीचे के रूप में कर रहे हैं:

मद	यूनिट I	यूनिट II	यूनिट III
उचित किराया	60,000	60,000	60,000
प्राप्त किराया	-	72,000	-
नगर निगम कर: भुगतान किया	3000	5000	3000
अभी तक भुगतान नहीं किया	3000	5000	3000
भू-राजस्व बकाया	1200	1200	1200
जमीन किराया बकाया	2400	2400	2400
उपयोग की प्रकृति	स्वयं निवास के लिए	किराए पर दिया	अपने व्यवसाय के लिए

1 अप्रैल 2018 को "X" ने इस भवन के निर्माण के लिए 12% प्रति वर्ष की राशि 5,00,000 रुपये की राशि उधार ली थी। 31 मार्च 2021 को समाप्त हुए वर्ष के लिए X की व्यावसायिक आय 2,10,000 रुपये (उपरोक्त संपत्ति से जुड़ी किसी भी वस्तु को ध्यान में रखने से पहले) है। A.Y. 2021-22 के लिए X की कर योग्य आय की गणना करें।

18001/12

11. R acquired a residential house on 1/9/1998 for Rs. 1,00,000. He spent Rs. 25,000 on 1/7/2000 for the improvement of this house property. A further amount of Rs. 50,000 was spent by him on 15/09/2005 on improvement of the house. R gifted the said property to his son B on 12/10/2015. B also spent the following amount on improvement of the house: https://www.ccsustudy.com

Date of expenditure	Amount	Date of expenditure	Amount
15/12/2015	Rs. 60,000	15/6/2020	Rs. 40,000

B sold the above house on 30/11/2020 for a sum of Rs. 45,00,000. Expenses on transfer were 2% of the sale consideration., FMV as on 1/4/2001, Rs. 3,00,000. Compute the capital gain for the A.Y. 2021-22

Previous year	CII	Previous year	CII
2001-02	100	2015-16	254
2005-06	177	2020-21	301

P.T.O.

आर ने 1/9/1998 को 1,00,000 रुपए में रिहायशी मकान का अधिग्रहण किया। उन्होंनें इस हाउस प्रॉपर्टी के सुधार के लिए 1/7/2000 पर 25,000 रुपए खर्च किए। उनके द्वारा मकान के सुधार पर 15/09/2005 को 50,000 रुपये की और राशि खर्च की गई। आर ने 12/10/2015 को अपने बेटे बी को उक्त संपति भेंट की। बी भी घर के सुधार पर निम्नलिखित राशि खर्चः

व्यय की तिथि	राशि	व्यय की तिथि	राशि
15/12/2015	60,000 रुपये	15/06/2020	40,000 रुपये

बी ने उपरोक्त मकान को 30/11/2020 को 45,00000 रुपये की राशि में बेच दिया। हस्तातरण पर खर्च बिक्री का 2%। एफएमवी 1/4/2001 को 3,00,000 रुपये है। वित्त वर्ष 2020-21 के लिए पूंजीगत लाभ की गणना करें।

पिछले साल	सीआईआई	पिछले साल	सीआईआई
2001-02	100	2015-16	254
2005-06	177	2020-21	301

12. Explain the following Deductions:

   (a) Section 80 G

   (b) Section 80 TTA

   (c) Section 80 C

निम्नलिखित कटौतियों की व्याख्या करें:

   (a) धारा 80 G

   (b) धारा 80 TTA

   (c) धारा 80 C

13. The following are particulars of income for P.Y. 2020-21.

Compute his income for the A.Y. 2021-22 if he is:

Resident and ordinarily resident in India,

Not ordinarily resident in India and Non-

resident in India.

Rent from property in Delhi received in USA	80,000
Income from Business in USA controlled from Delhi	1,20,000
Income from Business in Bangalore controlled from USA	1,80,000
Rent from a property in USA received there but subsequently remitted to India	60,000
Interest from deposit with in an Indian Co. received in USA	20,000
Profits for the year 2014-15 of a business in USA remitted to India during P.Y. 2020-21 (not taxed earlier)	75,000
Gift received from his parents	45,000

पिछले वर्ष 2020-21 के लिए आय का विवरण A.Y. 2021-22 के लिए आय की गणना करे। अगर वहः भारत में निवासी और आमतौर पर निवासी है, भारत में आमतौर पर निवासी नहीं है और भारत में गैर-निवासी है।

संयुक्त राज्य अमेरिका में प्राप्त दिल्ली में संपत्ति से किराया   80,000

दिल्ली से नियंत्रित संयुक्त राज्य अमेरिका में व्यापार से आय 1,20,000

संयुक्त राज्य अमेरिका से नियंत्रित बैंगलोर में व्यापार से आय 1,80,000

संयुक्त राज्य अमेरिका में एक संपत्ति से किराया वहां प्राप्त

किया, लेकिन बाद में भारत के लिए प्रेषित   60,000

संयुक्त राज्य अमेरिका में प्राप्त एक भारतीय कंपनी में जमा

से ब्याज   20,000

संयुक्त राज्य अमेरिका में एक व्यवसाय के वर्ष 2014-15 के

लिए लाभ 2020-21 के दौरान भारत को प्रेषित (पहले कर नहीं) 75,000

अपने माता-पिता से मिले उपहार   45,000

18088

B.B.A. Examination, Dec.-2022

Indian Economy

(BBA-303)

(New Course)

Time : Three Hours]   [Maximum Marks : 75

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

Section-A

(Very Short Answer Type Questions)

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

1. What is meant by growth in terms of economy?

P.T.O.

2. Explain the concept of 'Population-explosion'.

3. What do you mean by 'Small Scale Industries'?

4. What is the main function of Co-Operative Banks?

5. Define agricultural productivity.

Section-B

(Short Answer Type Questions)

Note : This section contains three questions. Attempt any **two** questions. Each question carries **7½** marks. Short answer is required not exceeding **200** words.   7½×2=15

6. Describe the population problem in India and suggest measures for the solution of the problem.

18088/2

7. "An economy cannot develop without the development of human capital," Discuss.

8. Discuss the problems of small scale and cottage industries with reference to India.

Section-C

(Long Answer Type Questions)

Note : This section contains five questions. Attempt any **three** questions. Each question carries **15** marks. Answer is required in detail.   15×3=45

9. Explain the problems of cotton textile industry faced by Indian industry.

10. How was NITI Aayog formed? Explain the functions of NITI Aayog.

11. When was Reserve Bank of India nationalised? Describe the main functions of the Reserve Bank of India.

12. "Financial Institutions are failed in solving the financial problems of Indian Industries." Comment critically.

13. Economic growth alone is not enough for underdeveloped countries, it must be accompanied by development. Comment.

(21222)

BBA - III Sem.

18090

B.B.A. Examination, Dec.-2022
Management Information System
(BBA-305)
(New Course)

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** marks. Very short answer is required not exceeding **75** words.   3×5=15

1. What is Corporate planning?   3

2. Define Management Information System.   3

P.T.O.

3. What do you mean by decision support system?   3

4. State the objectives of MIS.   3

5. Discuss the benefits of ERP.   3

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required not exceeding **200** words.   7½×2=15

6. Briefly describe the role of Management Information System.   7½

7. Explain various types of Information. 7½

8. Discuss the role of KBES in MIS.   7½

Section-C

(Long Answer Questions)

Note : Attempt any **three** questions out of the following five questions. Each

18090/2

question carries **15** marks. Answer is required in detail. 15×3=45

9. Management Information System is the tool for management process. Explain.

15

10. Explain the concept of Decision Support System. Discuss its components. 15

11. What do you mean by transaction processing system? Discuss its role in Management Information System. 15

12. What is ERP and write the objectives of ERP? 15

13. What do you mean by Artificial Intelligence System? Describe the applications of artificial intelligence. 15

B.B.A. - III Sem.

18087
B.B.A. Examination, Dec.-2022
Team Building and Leadership
(BBA-302)
(New Course)

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

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

Section - A

Note : Attempt **all** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words.

$$3 \times 5 = 15$$

1. What are Cross-Functional teams?

2. Discuss any two factors affecting team-building.

P.T.O.

3. What is the concept of leadership?

4. What are the main types of personality?

5. How a group is formed? Describe briefly.

Section-B

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. $2 \times 7.5 = 15$

6. Discuss the different methods of personality measurement.

7. "Leadership is situational". Explain this statement. https://www.ccsustudy.com

8. What are the main components of Group structure? Explain in brief.

Section-C

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

18087/2

question carries 15 marks. Answer is

required in detail.　　　　3×15=45

9.　What are the different types of Teams? Evaluate them with examples.

10.　What is Goal setting of Team? Discuss the role and responsibilities of team members.

11.　"A good leader is not necessarily good manager". Discuss this statement.

12.　Discuss the different methods of personality measurement.

13.　Write a detailed note on "Formation of a Group", keeping in view their roles and sizes.

18087/3