

# Question Paper Code : 1750

B.B.A. (Semester-VI) Examination, 2018

## COMPANY LAW

[ BBA-602 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Public sector company
  - (b) Corporate liability
  - (c) Doctrine of ultra vires
  - (d) Liability clause in memorandum
  - (e) Undersubscription in public issue of shares
  - (f) Promoters of a company
  - (g) Statutory meeting of a company
  - (h) Preferential shares of a company

- (i) General body of a company
- (j) Company secretary

**UNIT-I**

- 2. Define a company. Discuss about the legal management of a company as per provisions of the Companies Act. [10]
- 3. What do you understand by registration and incorporation of a company ? Discuss its advantages and disadvantages as available under the law. [10]

**UNIT-II**

- 4. What do you understand by the Article of Association of a company ? How does they differ from Memorandum of Association ? Explain. [10]
- 5. Define prospectus of a company. What is its significance in corporate management ? Discuss the consequence of a false prospectus. [10]

**UNIT-III**

- 6. What are debentures ? How debentures differ from shares ? Explain the importance of debentures in the capital management of a company. [10]

- 7. What is borrowed capital ? Discuss the procedure regarding seeking loans from Banks for the purpose of making of a new company. [10]

**UNIT-IV**

- 8. How the meetings are important in management of a company ? Discuss about the significance of an extraordinary general meeting of a company. [10]
- 9. What do you understand by the winding up of a company ? Discuss the various methods of winding up as prescribed under the Company Law. [10]

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# Question Paper Code : 1751

B.B.A. (Semester-VI) Examination, 2018

## ENTREPRENEURSHIP

[ BBA-603 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each Unit.

1. Answer the following in brief : [3x10=30]
- (a) Entrepreneurial competencies
  - (b) Elements of project report
  - (c) Factors impelling the growth of entrepreneurship in India.
  - (d) Concept of Industrial sickness
  - (e) Various types of financing options for a new venture
  - (f) Optimum utilization of Human resource in a new start-up.

- (g) Concept of Total Quality Management
- (h) Steps taken by the govt of India for promoting entrepreneurial development.
- (i) Emerging role of women in entrepreneurship
- (j) Public-Private-Partnership (PPP)

#### UNIT-I

2. Define the term entrepreneurship. What is the scope of entrepreneurship in India and how does an entrepreneur view risk ? Discuss in detail. [10]
3. Who is an entrepreneur ? List and explain the various types of entrepreneurs. [10]

#### UNIT-II

4. Describe the various types of ownership structures that an entrepreneur can choose from with features of each. [10]
5. Why there is a need to assess market ? Explain the tools used by an entrepreneur for market assessment. [10]

#### UNIT-III

6. Discuss the role of SIDBI and NABARD in assisting small and village industries. [10]

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( 2 )

7. Why there is a need to prepare a business plan ? Suppose you are starting a business of manufacturing of leather related items, prepare a business plan for the same. [10]

#### UNIT-IV

8. What is marketing plan ? Elaborate the steps involved in marketing plan. [10]
9. Discuss in detail about plant location and plant layout. Also explain their importance in operational plan. [10]

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( 3 )

# Question Paper Code : 1752

**BBA (Semester-VI) Examination, 2018**

**INTERNATIONAL BUSINESS**

**[ BBA - 604 ]**

**Time : Three Hours]**

**[Maximum Marks : 70**

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Explain the following briefly : [3×10=30]
- (a) Differences between Tariff barriers and Non-tariff barriers.
  - (b) What are floating exchange rates ?
  - (c) Why was GATT replaced to WTO ?
  - (d) Why is SDR considered as Paper-Gold ?
  - (e) Determinants of FDI.
  - (f) Write a note on 'SAARC'.

- (g) What are invisible items in BOP ?
- (h) Write a note on Euro-zone.
- (i) What are spin-off benefits ?
- (j) What is current account balance ?

**UNIT-I**

- 2. Explain various approaches of International business along with the various complexities involved in it. [10]
- 3. (a) Why is Globalisation required ? [4+6=10]  
(b) What causes disequilibrium in BOP ? Further explain how it can be removed ?

**UNIT-II**

- 4. Explain how comparative cost theory is an improvement over absolute cost advantage theory. [10]
- 5. Explain the following : [5+5=10]
  - (a) Concept of IHRM
  - (b) International Product life cycle theory.

**UNIT-III**

- 6. Critically examine the role of WTO in international trade with reference to TRIPs and TRIMs. [10]
- 7. Elaborate upon the pre-conditions and stages of regional economic integration. [10]

**UNIT-IV**

- 8. (a) Discuss the purchasing power parity theory of exchange rate . [5+5=10]  
(b) What factors affects exchange rate ?
- 9. Explain how Increasing integration of different markets is changing the trends in International business. [10]

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# Question Paper Code : 1749

B.B.A. (Semester-VI) Examination, 2018

## BUSINESS POLICY

[ BBA-601 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in **all**, **Question No. 1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Characteristics of a vision statement
  - (b) Concept of stretch and fit
  - (c) Difference between Corporate and Business level strategies
  - (d) Importance of SWOT analysis
  - (e) Advantages of differentiation strategy
  - (f) What is a profit strategy ?

- (g) Differentiate between market development and market penetration
- (h) What is the relationship between Structure and Strategy ?
- (i) What is a turnaround strategy ?
- (j) Concept of VRID analysis.

#### UNIT-I

- 2. Define strategy and its characteristics. Why is it so crucial for business in today's highly competitive scenario ?[10]
- 3. Write an elaborate note on the process of strategic planning. [10]

#### UNIT-II

- 4. Discuss Abell's business definition with the help of a relevant example. [10]
- 5. Define objectives and write its characteristics. Explain the issues faced in the process of objective setting.[10]

#### UNIT-III

- 6. Why is the assessment of environment important ? Discuss a few examples as to how the various environmental factors affect a strategy. [10]

- 7. What is organizational appraisal ? Discuss the key factor rating method in detail. [10]

#### UNIT-IV

- 8. What is an expansion strategy ? Explain any two expansion strategies of your choice. [10]
- 9. What is a strategic choice ? Describe the various steps involved in its process and shed light on the selection factors that affect it, specially the subjective factors. [10]

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# Question Paper Code : 1753

B.B.A. (Semester-VI) Examination, 2018

## MARKETING OF SERVICES

[ BBA-605 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, select **one** question from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Define and explain services marketing.
  - (b) List and explain differences between goods and services.
  - (c) What do you understand by 'Goods-Service continuum' ?
  - (d) What are the basis for marketing segmentation ?
  - (e) Explain the three economic sectors.

- (f) Explain the 'Services Marketing Triangle'.
- (g) Explain 'Service Encounter' in consumer behaviour.
- (h) What is Relationship marketing ?
- (i) What is the classification of services on the basis of involvement of customers ?
- (j) List characteristics of services with examples from hospitality industry.

**UNIT-I**

- 2. List and explain in detail the characteristics of services industry. [10]
- 3. What are the marketing mixes of services ? Explain with reference to banking sector. [10]

**UNIT-II**

- 4. Explain the three-step theory of consumer behaviour.[10]
- 5. (a) Explain what is STP ? [5]
- (b) What are the requirements for effective segmentation ? List and explain. [5]

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( 2 )

**UNIT-III**

- 6. (a) What is the commercial role of a bank ? [5]
- (b) What are the criteria for market segmentation, by Banks in India ? [5]
- 7. (a) What services come under the Insurance sector ? [5]
- (b) What are the benefits of Insurance services ?[5]

**UNIT-IV**

- 8. (a) What is CRM and what are the strategies for building it ? [5]
- (b) Differentiate between "transactional marketing" and "relationship marketing". [5]
- 9. (a) What is the role of promotion in marketing strategy ? [5]
- (b) List and explain the different kinds of promotion mix. [5]

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1753/1200

( 3 )

# Question Paper Code : 1754

B.B.A. (Semester-VI) Examination, 2018

## PROJECT MANAGEMENT

[ BBA-606 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each Unit.

1. Write short notes on the following : [3x10=30]
- (a) Entrepreneurial skills of a project manager
  - (b) Market planning
  - (c) Resource leveling
  - (d) Project chart and layouts
  - (e) Project time lines
  - (f) Balance sheet and its components
  - (g) Forms of project organisation

- (h) Social cost benefit analysis
- (i) Normal time and crash time
- (j) Enterprise resource planning

### UNIT-I

2. Distinguish between project and production management with the help of examples using the project and product development cycle. [10]

3. Do the demand analysis for a new product has a potential market size of 500,000. There is an older product that is similar to the the new product.  $P=0.020$  and  $q=0.075$ , derive the industry sales of this older product (Where P is the coefficient of innovation and q is the coefficient of imitation).

What will be the estimates of sales in year 1, 2 and 3 for the new product, according to the Bass diffusion model?

[10]

### UNIT-II

4. Explain the factors affecting facility location planning. What are the repercussions if location of a facility is not planned at all ? [10]

Activity	Predecessor	Duration (in days)
A	-	14
B	A	15
C	B	25
D	A	20
E	D	12
F	A	9
G	F	21
H	G	24
I	C	16
J	B,I	18
K	H	20
L	K	6
M	E	8
N	J,C	7
P	M,G	10

----- X -----

5. Explain the ways in which organizations can reduce emissions that pollute the environment. How recycling help the environment ? [10]

### UNIT-III

6. A company has on its books the following amounts and specific costs of each type of capital :

Type of Capital	Book value	Market value	Specific Cost
Debt	4,00,000	3,80,000	5
Preference share	1,00,000	1,10,000	8
Equity share	6,00,000		15
Retained earnings	2,00,000	12,00,000	13

Determine the weighted average Cost of capital using (a) Book value weights and, (b) Market value weights. How are the different ? Can you think of a situation where the weighted average cost of capital would be the same using either of the weights ? [10]

7. The balance sheet of ABC Ltd. at the end of year n (the year which is just over) is as follows : [10]

Liabilities	Amount	Assets	Amount (Figures in thousand)
Share Capital	100	Fixed assets	180
Reserve and Surplus	20	Investments	-
Secured loans	80	Current Assets	180
Unsecured loans	50	Cash	20
Current liabilities	90	Receivables	80
Provisions	20	Inventories	80
	360		360

The projected income statement and the distribution of earnings for year n+1 is given below :

Particulars	Amount
Sales	400
Cost of goods sold	300
Depreciation	20
Profit before interest and taxes	80
Interest	20
Profit before tax	60
Tax	30
Profit after tax	30
Dividends	10
Retained earnings	20

During the year n+1, the firm plans to raise the secured term loan of 20, repay a previous term loan to the extent of 5, and increase unsecured loan by 10. Current liabilities and provisions are expected to be remain unchanged. Further, the firm plans to acquire fixed assets worth 30 and increase its inventories by 10. Receivables are expected to increase by 15. Other assets would remain unchanged, excepting of course, cash. The firm plan to pay 10 by way of equity dividend.

Given the above information, calculate the projected cash flow statement for ABC Ltd.

#### UNIT-IV

8. Discuss the various quality control methods which are prevalent in project management. [10]
9. The details of activities of construction project are given below. Draw a network and determine job project completion time, critical activities and total float for each activity. [10]

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Roll No. ....

BBA-VI Sem.

18072

B.B.A. Examination, May-2018

FUNDAMENTAL OF E-COMMERCE

(BBA-606)

(New)

Time : Three 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 all the five questions of this Sec-

P.T.O.

tion. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

नोट : इस खण्ड के सभी पाँच प्रश्न हल कीजिए। प्रत्येक प्रश्न 3 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

1. Explain different applications of E-commerce?  
ई-कामर्स के विभिन्न उपयोग बताइये?
2. Name three popular Internet Browsers.  
तीन लोकप्रिय इंटरनेट ब्राउजर के नाम बताइये।
3. Define digital cash or E-cash.  
डिजिटल रोकड़ या ई-रोकड़ को परिभाषित कीजिये।
4. Describe the functionality of digital wallet.  
डिजिटल वॉलेट के कार्यक्षमता का वर्णन कीजिये।

1807212

5. Explain the Cryptography and its types.

कूटलेखन व इसके प्रकारों की व्याख्या कीजिये।

### Section - B

खण्ड - ब

#### (Short Answer Questions)

(लघु उत्तरीय प्रश्न)

**Note:** This Section contains **three** questions, attempt any **two** questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.

**नोट :** इस खण्ड में तीन प्रश्न हैं, किन्हीं दो प्रश्नों को हल कीजिये। प्रत्येक प्रश्न  $7\frac{1}{2}$  अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।  $7\frac{1}{2} \times 2 = 15$

6. What are the kinds of E-commerce based on transaction types?

लेन-देन के प्रकार के आधार पर ई-कॉमर्स के प्रकार क्या हैं?

1807213

P.T.O.

7. What is the difference between Intranet and Extranet?

इंट्रानेट एवं एक्स्ट्रानेट के बीच अंतर बताइये?

8. Write about EDI architecture?

EDI स्थापत्य के विषय में लिखिये?

### Section - C

खण्ड - स

#### (Detailed Answer Questions)

(विस्तृत उत्तरीय प्रश्न)

**Note:** This Section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

**नोट :** इस खण्ड में पाँच प्रश्न हैं, किन्हीं तीन प्रश्नों को हल-

1807214



कीजिये। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित हैं।

9. How does E-commerce differ from E-business? Discuss the E-commerce success factors. <https://www.ccsustudy.com>

ई-कॉमर्स एवं ई-बिजनेस से किस प्रकार अलग है? ई-कॉमर्स के सफल कारकों पर चर्चा कीजिये।

10. Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems.

इंटरनेट एवं ई-कॉमर्स एप्लीकेशन्स की सुरक्षा आवश्यकतायें बताइये एवं इन आवश्यकताओं को विभिन्न हार्डवेयर एवं सॉफ्टवेयर प्रणाली द्वारा किस प्रकार पूरा किया जा सकता है?

11. Explain the various features and advantages of electronic payments system. What are the problems in its implementation? Explain.

इलेक्ट्रॉनिक भुगतान प्रणाली की विभिन्न विशेषतायें एवं लाभों को समझाइये। इसके कार्यान्वयन में क्या समस्यायें हैं? व्याख्या कीजिये।

12. How layers of EDI ensure transmission of message and data between the trading partners in e-commerce transactions? Also mention the tangible benefits of EDI.

ई-कॉमर्स लेनदेनों में व्यापारिक भागीदारों के मध्य संदेशों एवं डाटा के संचरण को इलेक्ट्रॉनिक डाटा इंटरचेंज लेयर किस प्रकार सुनिश्चित करती है? इलेक्ट्रॉनिक डाटा इंटरचेंज के ठोस लाभों का भी उल्लेख कीजिये।

13. How security in e-commerce systems can be ensured? What mechanisms can be used to enforce the security in this system?

एक ई-कामर्स प्रणाली में सुरक्षा किस प्रकार सुनिश्चित की जा सकती है? इस प्रणाली में सुरक्षा को लागू करने के लिये कौन से तंत्र का उपयोग किया जा सकता है?

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Roll No.....

BBA- VI Sem.

18067

B.B.A. Examination, May-2018

INTERNATIONAL TRADE

(BBA-604)

(New)

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 of this Section. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. What is meant by the term foreign Trade?

P.T.O.

2. What is meant by Portfolio Investment?
3. What is meant by International Liquidity?
4. What is meant by IEC number?
5. What is meant by Exchange control?

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 are the main objectives of IMF?
7. Describe the main features of Foreign Trade Policy of India.
8. Discuss the major achievements of world trade organisation.

18067/2

**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. **15×3=45**

9. Explain The classical Theory of International Trade.
10. What is 'Adverse Balance of payments'? Suggest measures to correct the adverse Balance of payments.
11. Write a detailed note on working of the World Bank.
12. What is meant by Export promotion? Explain the need and importance of Export promotion.

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13. Write short notes on the following:
- (a). Institutional Infrastructure for export promotion in India.
- (b) Export Assistance.

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Roll No.....

BBA-VI Sem.

18071

B.B.A. Examination, May-2018

AUDITING

(BBA-605)

(New)

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 of this section. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3x5=15

1. What is Statutory Audit?

P.T.O.

2. What is an Audit programme?
3. What is Sinking fund?
4. What is Dividend?
5. What Vouching?

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.

7½x2=15

6. Difference between Vouching and Routine Check?
7. Difference between Reserve and Provisions.
8. Explain the objects and advantages of Auditing.

18071\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. An auditor is a watch-dog but not a blood-hound.
10. What do you mean by continuous audit? Explain the merits & demerits of this type of audit.
11. What is Auditor's report? What are its various types? What are its contents?
12. Discuss the various provisions of Companies Act as regard to appointment, duties and removal of an auditor in brief.

13. Write short notes on the following :

- (1) Social Audit
- (2) Tax Audit
- (3) Cost Audit

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Roll No.....

BBA-VI Sem.

18070

B.B.A. Examination, May-2018

Management Information System

(BBA-601)

(New)

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 do you mean by Management Information System?

P.T.O.

2. What do you mean by Decision support system?
3. Discuss tools of planning.
4. What is value of information?
5. Discuss the benefits of ERP.

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 in brief the Process of Management.
7. Explain Computer system design.
8. Discuss the factors of success and failure of Management Information System.

180702

### 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 methods of data and information collection.
10. Explain the Concept and Philosophy of Decision Support System (DSS).
11. What do you mean by knowledge based expert system? Discuss the role of KBES in Management Information System.
12. Discuss the concept of Corporate Planning and Strategic Planning. What are the types of Strategic Planning?

1807013

P.T.O.

13. What do you mean by Development of long range plans of the Management information system? Discuss Management of quality in the MIS.

1807014



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Roll No. ....

BBA-VI Sem.

18068

B.B.A. Examination, May 2018

STRATEGIC MANAGEMENT AND BUSINESS

POLICY

(BBA-602)

(New)

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 of this Section. Each question carries **3** marks. Very Short answer is required not exceeding 75 words.  $3 \times 5 = 15$

P.T.O.

1. Explain the meaning of Business Policy.
2. What are short-run objectives of a business?
3. What do you mean by Strategic Planning?
4. What do you mean by Strategy Evaluation?
5. Explain the meaning of Synergy.

**Section-B**

**(Short Answer Questions)**

**Note :** This section contains **three** questions, attempt any **two** questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.

$7.5 \times 2 = 15$

6. Explain in detail about components and importance of Corporate Strategy.
7. Explain in detail about Evaluation of Synergy.
8. What do you mean by Long term Planning? Explain.

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### **Section-C**

#### **(Detailed Answer Questions)**

**Note :** This section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Write a note on Development and classification of Business Policy.
10. Write a note on Responsibilities and tasks of Top Management.
11. Explain the process of Strategic Planning.
12. Explain the process of Strategy Evaluation.
13. Explain in detail about different type of Synergies.

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Roll No. ....

BBA- VI Sem.

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B.B.A. Examination, May-2018

VAT and Service-Tax

[BBA-603]

(New)

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 of this section. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3x5=15

1. What is the difference between sales Tax system and VAT?

P.T.O.

2. Who are eligible to avail for CENVAT?
3. Define e-Way Bill under VAT.
4. Who is eligible to charge Service Tax?
5. What is Input Tax Credit (ITC)?

Section-B

(Short Answer Questions)

Note : This Section contains three questions, attempt any two questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

7½x2=15

6. Write a note on white paper on VAT.
7. What is the procedure for registration under Service Tax?
8. Briefly explain the assessment procedure under VAT.

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**Section-C**

**(Detailed Answer Questions)**

**Note :** This section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail.

9. Discuss the Jurisdiction and powers of the assessing officer under the VAT.
10. Write a detailed note on GST in India.
11. Discuss the rules of valuation of taxable services.
12. What are the statutory provisions relating to filing of returns under service tax?

13. What benefits are available to the registered dealer under Central Sales Tax?