

THIRD SEMESTER [BBA] DECEMBER 2024

**Paper Code: BBA201/
BBA(CAM)201**

Subject: Business Law

(Batch 2021 to 2023)

Time: 03:00 Hours

Maximum Marks:60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short note on **any four:** (4×5=20)
- a) Void agreements and void contracts 10:13 (2000)
 - b) Free consent 10:18 (2000)
 - c) Doctrine of caveat emptor
 - d) Difference between condition and warranty
 - e) Difference between old companies Act and new Companies Act
 - f) Prospectus 11:17
 - g) Difference between bill of exchange and cheque
 - h) Holder and holder in due course
- Q2 What do you mean by consideration under the law of contract? State the essentials of valid consideration. (10)
- OR**
- Q3 Write short notes on (5+5=10)
- a) An agreement enforceable by law is contract 12:58
 - b) Law of agency 12:10 (2000)
- Q4 Define contract of sale? Explain briefly the essentials of contract of sale. What are the types of goods? (2+4+4=10)
- OR**
- Q5 Write short notes on: (5+5=10)
- a) Partnership and its features
 - b) Dissolution of partnership
- Q6 How is a company formed under companies Act 2013? Enumerate the various documents to be filed with the registrar. (10)
- OR**
- Q7 Write short notes on: (5+5=10)
- a) Special and ordinary resolution
 - b) Winding up of companies
- Q8 Explain dishonour of cheque. What are the circumstances under which a banker is bound to refuse the payment of a cheque? (3+7=10)
- OR**
- Q9 Define Promissory note, bill of exchange and Cheque. Discuss the common features of a promissory notes, bill of exchange and cheque. (6+4=10)

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA(B&I)201
BBA-203

Subject: Marketing Management

Time: 03:00 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt any four of the following questions: (4x5=20)

- (a) What are bases of segmentation for Toothpaste?
- (b) What are Micro Environmental variables of marketing Environment?
- (c) What is marketing concept?
- (d) Explain the factors affecting pricing of the product.
- (e) What is Trade promotion and its methods?
- (f) What is Social marketing?
- (g) Role of AI and Robotics in marketing.
- (h) Explain function of distribution channels.

Q2 Discuss the nature and scope of marketing. Explain the process of marketing with examples. (10)

OR

Q3 Explain the influence of macro environmental factors on marketing process. Give examples. (10)

Q4 Explain the concept of market targeting. What approaches are used for market targeting? Discuss with examples. (10)

OR

Q5 What is product positioning? Explain the different ways in which the product/service can be positioned with suitable examples. (10)

Q6 Explain the levels of product to make an extended product. What are various types of product decisions to be taken by a marketer? Explain. (10)

OR

Q7 Explain product life cycle and the marketing strategies that are used in different stages of PLC. (10)

Q8 Explain the factors that affect the choice of distribution channel. Give examples in support. (10)

OR

Q9 Write note on:
a) Relationship marketing v/s Sustainable marketing.
b) Ethical issues in marketing. (10)

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA205

Subject: Human Resource Management

Time: 03:00 Hours

Maximum Marks:60 (12)

Note: Attempt five questions in all. All questions carry equal marks.

- Q1 Explain what is human resource management and its relevance with respect to different management functions. 6+ 10:15-11:05
- Q2 What are the merits and demerits of internal and external sources of recruitment. Suggest the recruitment and selection process for recruiting a manager for FMCG company. 11:05-12:05 6
- Q3 Why it is important to conduct pre-employment background investigation, explain it in detail? 12
- Q4 Explain **any three** of the following
- Human resource information system
 - Sensitivity training
 - Cultural shock
 - Performance linked compensation
 - Retention
- Q5 A well-planned orientation programme helps in employee development in the organisation. Explain its process in detail as well.
- Q6 What do you understand by the compensation and pay band. Explain incentives and fringe benefits in detail.
- Q7 How job is different from the career². In what way career development is related with the management development programmes. 5+5
- Q8 What do you understand by the job analysis³? How job description is different from job specification, discuss its importance with respect to manpower planning. 3

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA207

Subject: Management Accounting

(BATCH 2021 ONWARDS)

Time: 03:00 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Answer any four from the following:

(4×5=20)

- ~~a)~~ Angle of Incidence
- ~~b)~~ Zero base budgeting. 10.11
- ~~c)~~ Margin of Safety 10.58
- d) Relevant Cost and Sunk Cost
- ~~e)~~ Distinguish between fixed budget and flexible budget. 11.23
- ~~f)~~ Difference between Management Accounting and Financial Accounting
- g) Limitation of Ratio analysis
- h) Five functions of Spreadsheet

Q2 Explain in detail comparative financial statements and trend percentages as tools of financial analysis. (10)

OR

Q3 The following is the summarized Balance Sheets of a company as on 31 December, 2022 and 2023:

	2022	2023
Liabilities:	Rs	Rs
Share Capital	2,00,000	2,50,000
General Reserve	50,000	60,000
Profit and Loss	30,500	30,600
Mortgage Loan (Long Term)	70,000	
Sundry Creditors	1,50,000	1,35,200
Provision for Taxation	30,000	35,000
Total	5,30,500	5,10,800
Assets:	Rs	Rs
Land and Building	2,00,000	1,90,000
Machinery	1,50,000	1,69,000
Stock	1,00,000	74,000
Sundry Debtors	80,000	64,200
Cash	500	600
Bank		8,000
Goodwill		5,000
Total	5,30,500	5,10,800

Additional Information: During the year ended 31st December 2023:

- a) Dividend of Rs. 23,000 was paid.
- b) Assets of another company were purchased for a consideration of Rs. 50,000 payable in shares. Assets acquired: Stock Rs. 20,000 Machinery Rs. 25,000.
- c) Machinery was further purchased for Rs. 8,000.
- d) Depreciation written off on machinery Rs. 12,000.
- e) Income-tax provided during the year Rs. 33,000.
- f) Loss on sale of machinery Rs. 200 was written off to general reserve.