1. Explain the following terms in reference to principles of Management:

(a) Business Ethics
(b) Managerial Organization
(c) Job Design
(d) Management by Objectives
(e) Management as an Art
(f) Management as a Process

2. What do you mean by controlling? What are essentials of effective control system? Describe in detail any three control techniques.

3. "Budgetary control" (a)
   "Nonverbal communication" (b)
   "Two way communication" (c)
   "Verbal communication" (d)
   "Formal communication" (e)

4. Write short notes on the following (up to one page length)
   (a) Budgetary control
   (b) Nonverbal communication
   (c) Two way communication
   (d) Formal communication
   (e) Verbal communication
4. When are the basic characteristics of formal and informal communication on the need size of span of management in organizations? Discuss the features of functional organization.

5. Explain different types of managerial decisions briefly. How can a manager make effective decisions? Also list our barriers.

14312

14312/900/K'D/B2/01

1. Write notes on the following:

Compulsory (Question (All are correct))

Note: Question No. 1 is compulsory. Attempt any questions in all.
All questions carry equal marks.

Maximum Marks: 80

Time: Three Hours

Paper - BBA-109

ANALYSIS OF FINANCIAL STATEMENTS

14312

Roll No.: 16

Total Pages: 3
5. Define and distinguish between the following:

- Profit and Loss Statement
- Cash Flow Statement

6. Explain and illustrate the process of preparing a cash flow statement by filling in the following table:

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
</tr>
<tr>
<td>Net Profit</td>
<td></td>
</tr>
<tr>
<td>Cash Inflows</td>
<td></td>
</tr>
<tr>
<td>Cash Outflows</td>
<td></td>
</tr>
<tr>
<td>Net Cash Flow</td>
<td></td>
</tr>
</tbody>
</table>

7. What do you mean by social accounting? Explain the purpose and scope of social accounting.

8. Balance sheet as on 31st March 2005:

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property</td>
<td></td>
</tr>
<tr>
<td>Stock</td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td></td>
</tr>
</tbody>
</table>

9. Explain any two of the following:

- Proprietary Ratio
- Stock Turnover Ratio
- Gross Profit Ratio

10. What do you mean by financial statements? Discuss the use and limitations of financial statements.
I. Compulsory Question (Attempt All)

Note: Attempt five questions including Q. No. 1 which is compulsory. All questions carry equal marks.

Time: Three Hours

Roll No. ..........................

Total Pages: 3

Paper: BBA-110

MANAGERIAL ECONOMICS II

BBA/M.16

14313
4. Explain the weaknesses of absolute income hypothesis. How can these weaknesses be removed by relative income hypothesis?

5. Critically explain how are income and employment determined according to Keynesian theory.

6. Investment and savings are always equal, they are not always equal in every situation. Discuss.

7. Explain the modern approaches to demand for money.

8. What are the causes of inflation? Suggest measures to control it.
1. Compulsory Question (不分值)

All questions carry equal marks.

Note: Attempt all questions in all Question No. 1 is compulsory.

Time: Three Hours

Maximum Marks: 80

Paper: BB-A III

UNDERSTANDING SOCIAL BEHAVIOUR

BB/A/1-16

Roll No. ..............................................

Total Pages: 3
1. Define Socialization. Discuss the various agents of socialization and their roles in shaping an individual's behavior.

2. Make a summary analysis of the sociological methods.

3. What is Social Structure? How far is conflict a social process?

4. What is the place of social life? What is social structure?

5. How do you explain the non-rationality of man's behavior in society?

6. Explain the meaning and types of family. Also describe its significance in the modern changing society.

7. What do you mean by social chance? Discuss its main factors.

8. Explain the meaning and types of family. Also describe its significance in the modern changing society.

9. What do you mean by Social norms? Describe the social importance of social norms.
16

(a) Find the value of $\log_{10} 16$.

$$\log_{10} \left( \frac{\log 4 + \log 2}{2} + \log \frac{a}{b} \right)$$

Evaluate:

Evaluate the integral:

$$\int_0^1 (x^2 + \frac{1}{2}) \, dx$$

16. If $d > 7$ and $0.75 < d > 7$ are in $C$, then find the value of $d$.

(b) If the points $A(6, 0)$, $B(0, 3)$, and $C(4, 1)$ are collinear,

Find the length of the line segment joining the points

(i) Complete Question (in English, Punjabi, and Hindi)

Computation: Each question carries 10 marks.

Note: Attempt all questions in all included O.N.Q. which is

Maximum Marks: 80

Time: Three Hours

Paper: 144A.12

BUSINESS MATHEMATICS-II

14315

BBMA/M-16

---

Note: No.
2. (a) Find the equation of the straight line which passes through the two points \((2, -1)\) and \((6, 0)\).

(b) Find the distance between the parallel lines whose equations are:

\[ 2x - y = 1 \quad \text{and} \quad 2x - y = 3 \]

(c) Find the equation of the straight line which passes through the points \((0, 5)\) and \((6, -1)\).

(d) Find the co-ordinates of the point which divides the joint line joining the points \((-3, -2)\) and \((13, 5)\) in the ratio \(2:3\).

(e) Find the co-ordinates of the point which divides the joins

\[ 5x - 2y + 7 = 0 \]

through the point \((-3, -2)\) and perpendicular to the line

\[ 3x - 2y = 5 \].
Evaluate the following:

(a) \(N_p \int \left(1 + k \right) dx\)

(b) \(\int \left( \frac{1}{x} + k \right) dx\)

(c) \(\int \left( \frac{1}{x} + \frac{k}{y} \right) dx\)

(d) A car covers a distance from Jalandhar to Amritsar at a speed of 60 km per hour. What is the average speed of the car if it goes 80 km per hour and from Amritsar to Jalandhar at a speed of 80 km per hour?

(e) A car costs Rs. 800,000. It depreciates in value, 20% in the first year, 15% during the second year, 10% in the third year, and by 5% in the fourth year. What will be its value at the end of 10 years?

(f) Which of the numbers 7, 9, 11, and 13 is the largest?
\[
\frac{\log 9 - \log 5}{\log 10 - \log 4} \cdot \frac{\log 5}{\log 10 - \log 3} \cdot \frac{\log 3}{\log 10 - \log 2} = 3 \log 7 \cdot \log 3 + \log 2
\]

Evaluate the following.

(a) Will a man borrow Rs. 750 from a moneylender and the bill

(b) When will the compound amount of Rs. 7500

(c) What is the simple interest on Rs. 9 at 7\% per annum

(d) How much interest at 8\% per annum for 3 years

\[
(2 - x) \int f(x) \, dx
\]

Evaluate the following.

(a) \[
\left[ \frac{\ln x}{x} \right]_{x=1}^{x=e}
\]

(b) \[
\left[ 1 + x^2 \right]_{x=0}^{x=2}
\]

(c) \[
\left[ x^2 + 2x \right]_{x=1}^{x=3}
\]
I. Compulsory Question (Answer ANY 4)

What are the essentials of effective communication?

Presentation and conduct in effective communication?

Whate is the role of physical appearance in effective communication?

What are the business uses of social media?

What are the good business E-mail etiquettes?

Describe the components of communication.

Why business depends upon communication to a great extent?

Short answer type questions.

Paper : BBA-M.16

Maximum Marks : 80

Time : Three Hours

P.T.O.

14316/800/KC/8227/TOPS

Note : Attempt ALL questions in all Question No. 1 is Compulsory.

ALL questions carry equal marks.

8. What is Non-Verbal communication? How gestures, symbols and signs make communication effective?

7. How a letter should be planned? Draw an application to apply for salary advance.
1. The rain just let the station.
2. The book is worth to read.
3. The cat killed the mouse (change the voice).
4. Rose your hands if you are in support of this candidate.
5. If I have done this duty.
6. The woman screamed from fright to live.
7. The, help of ships move at a uniform speed.
8. His brother committed a murder in his own house.

Explain your conclusions:

November we have sent you the figures.

Believe that you will want an analysis of sales for
By working hard, your goal can be reached.
The reasons was because he did not submit a report.
The committee have carefully studied the proposal.
The sales people and their manager is in the favor of
There is several reasons why we should act.
She tried the recipes quick.
John doesn't feel ready.

3. Connect the following sentences:

4. What are the benefits and importance of effective communication in an organization?
I. Compulsory Question (Mark: 40)

Name two items which are most exported by India.

Objectives of the World Bank.

Distinguish between GATT and WTO.

What is the automatic route of Portfolio Investment?

What is the purpose of Industrial Policy?

What is Globalisation?

Answer the following in brief:

II. Compulsory Question (Mark: 50)

(Time: Three Hours)

Maximum Marks: 80

Paper: BBA-209

MACRO BUSINESS ENVIRONMENT

BBA/M-16 14319

Total Pages: 3

Roll No. ...
1. Define Prevalion. What are the ways of Prevalion?

2. Why there is a need of Foreign Investment in India? Discuss the development of Country. What is its role in the Economic

3. Critically analyse the contribution of WTO in Indian Economy.

4. What is IMF? Discuss the functioning of IMF. How does it help the member countries?

5. What are the major features of India’s EXIM policy?

6. When instruments are being used by RBI under Monetary policy to control money supply?

7. When is Fiscal policy? What is its role in the economic development of country?

8. While the Ministry of Finance (2015-2020) the major features (2015-2020) of GST.
14320/6.000/KG/825/Ans.

(i) Percentage of Fruit
(ii) Mean of Produce
(iii) Median of Produce
(iv) Standard Deviation
(v) Correlation Coefficient
(vi) Regression Analysis
(vii) Rank Correlation

Explain the following in short:

I. Compositional Question (Arithmetic Mean)

Note: Attempt all questions in all including Question No. 1

Maximum Marks: 80

Time: Three Hours

Paper: BBA-210
BUSINESS STATISTICS II

14320

BBM/M-16

Roll No.

Total Pages: 4
Find the trend line and estimate sales for Year 2013.

\[
\text{Regression Line: } y = mx + b
\]

Sales: 550, 560, 585, 588, 540, 525, 545, 685


Given below are the sales of a company for the years 2004 to 2011.

6. Calculate the Pearson correlation coefficient of correlation from the following data using 20 as the working mean for demand.

<table>
<thead>
<tr>
<th>Year</th>
<th>Demand</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>84</td>
<td>78</td>
</tr>
<tr>
<td>2005</td>
<td>78</td>
<td>67</td>
</tr>
<tr>
<td>2006</td>
<td>66</td>
<td>62</td>
</tr>
<tr>
<td>2007</td>
<td>58</td>
<td>60</td>
</tr>
<tr>
<td>2008</td>
<td>14</td>
<td>87</td>
</tr>
<tr>
<td>2009</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>2010</td>
<td>23</td>
<td>23</td>
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</tbody>
</table>

7. Obtain the regression line and calculate correlation of

<table>
<thead>
<tr>
<th>Year</th>
<th>001</th>
<th>002</th>
<th>003</th>
<th>004</th>
<th>005</th>
<th>006</th>
<th>007</th>
<th>008</th>
<th>009</th>
<th>010</th>
<th>011</th>
<th>012</th>
<th>013</th>
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<tbody>
<tr>
<td>001</td>
<td>92.5</td>
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<td>96</td>
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</tbody>
</table>

8. There are four houses in a town. If we check into probability, explain Multiplication theorem of probability.

\[
\text{Probability of an Event} = \frac{\text{Number of favorable outcomes}}{\text{Total number of outcomes}}
\]

1. Explain the following:

i. Compulsory Question (4 marks)

[Maximum Marks: 80]

Time: Three Hours

Paper: BBA-211

MARKETING MANAGEMENT

BBA/MA-16

14321

Roll No. 3
I. Compulsory Question (40 marks)

(5) Define common equity.

(6) State why common equity is less risky than debt.

II. Theory Question (20 marks)

Given the following data:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Cost of Goods Sold</th>
<th>Gross Profit</th>
<th>Operating Expenses</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1000</td>
<td>500</td>
<td>500</td>
<td>300</td>
<td>200</td>
</tr>
<tr>
<td>1</td>
<td>1200</td>
<td>600</td>
<td>600</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>2</td>
<td>1400</td>
<td>700</td>
<td>700</td>
<td>500</td>
<td>600</td>
</tr>
<tr>
<td>3</td>
<td>1600</td>
<td>800</td>
<td>800</td>
<td>600</td>
<td>900</td>
</tr>
<tr>
<td>4</td>
<td>1800</td>
<td>900</td>
<td>900</td>
<td>700</td>
<td>1100</td>
</tr>
</tbody>
</table>

Assume the following:

- Sales growth rate = 20% per annum.
- Operating expenses grow at the same rate as sales.
- Net income grows at the same rate as sales.
- The cost of goods sold grows at half the rate of sales.

Calculate the sustainable growth rate of the company.

III. Numerical Question (35 marks)

(1) Calculate the market value of each firm A and B.

(2) Compute the equilibrium value of the M-M approach.

IV. Case Study Question (30 marks)

(1) Analyze the financial data of a company. Include the following:
   - Financial ratios
   - Cash flow statements
   - Income statement
   - Balance sheet

(2) Discuss the company's financial health and potential growth opportunities.

V. Essay Question (40 marks)

(1) Discuss the role of financial management in strategic decision-making.

Note: Attempt these questions in all including Q. No. 1, which is compulsory. All questions carry equal marks.
8. According to the traditional approach, the following are the costs and values for the firms A and B:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Firm A</th>
<th>Firm B</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>10%</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>20%</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>30%</td>
<td>000</td>
<td>000</td>
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<tr>
<td>40%</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>50%</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>60%</td>
<td>000</td>
<td>000</td>
</tr>
</tbody>
</table>

9. How is Payback Period calculated? How is it useful in planning? Discuss.

3. What are the steps involved in the preparation of a budget?

2. In view of the changing economic and other environmental forces, explain the advantages of financing by preference shares.

6. Why are preference shares called hybrid securities?
1. Compulsory Question (กลุ่มที่ 1)

Define the concept of operation research.

Discuss Materiel Management Information System.

Answer the following in short:

(a) Explain the concept of management.
(b) Explain the concept of systems control.
(c) What is the advantage of using a computer in material management?

Maximum Marks : 80

Time : Three Hours

Paper : BBA-213
PRINCIPLES OF MATERIAL MANAGEMENT
BBA/M-16 14323

Roll No. : 
Total Pages : 3
5. Discuss the following:

(a) Legal aspects of purchasing
(b) Value analysis

4. Discuss purchasing along with its principles, procedure and practice. Also discuss the importance of capital equipment.

3. Write notes on the following:

(a) Material budget
(b) Integrated systems approach

2. Material Management is necessary for a manufacturing unit.

6. Write a detailed note on Material Management Information System.

7. Explain the following:

(a) Inventory management and its techniques
(b) Store management and operation
(c) Material Management and Purchasing

8. (a) Discuss the role of Operation Research in effective Material Management

9. (8x2=16)

10. (8x2=16)
1. Compulsory Question (All marks)

Discuss the following:

1) District Industrial Centre (DIC)

Entrepreneurship

(e) List out few State Level Govt Institutions supporting Entrepreneurship.
(b) Initiatives of Entrepreneurship.
(c) Various Entrepreneurial competences.
(d) Types of Entrepreneur.
(e) Social Entrepreneurship.

Note: Attempt five questions, including Question No. 1 which is compulsory. All questions carry equal marks.

Paper: BBA-308
Entrepreneurship Development

BBA/M-16

14324

Maximum Marks: 80

Time: Three Hours

Roll No.
Total Pages: 3

P.10
8. Define Business Ethics. Is Ethical conduct in business a
function of social responsibility?

7. (a) Briefly explain the various sources of financing

6. What is New Venture Creation? Discuss the various stages

5. (a) Differentiate between Manager and Entrepreneur

4. Outline a structure for a Business Plan. Also discuss some

effective business plans.

3. (a) What is the role of Non-Government Agencies in promoting
Entrepreneurship in India?

Entrepreneurship

(b) What is the role of Micro-Entrepreneurship (MSE) in promoting
Entrepreneurship in the area also discuss the role of Micro,
Small and Medium Enterprises (MSE) in promoting
Entrepreneurship?

2. (a) What is the cause for which economy is the

1. Why is it important for an individual to have an understanding
about entrepreneurship?
1. Component Question (40 Weight)

Explain all the following:

1. Need for and objects of statutory meaning.
2. Concept of Fixed and Floating charges.
3. Conditions for issue of share warrant.
5. Difference between Public company and Private Limited.
6. Objects of the Company Law.

Note: Attempt five questions including question No. 1 which is Maximum Marks: 80

PAPER : BBA-309
BUSINESS LAW-II

ROLL NO. ..........................
7. Directors are the trustees of the company. Comment and explain their legal position.

6. Write a detailed note on the provisions of the Companies Act complied with before making a valid allotment of shares.

5. Explain the provisions of the Companies Act which must be complied with in respect of a shareholder.

4. What is prospectus? Explain the remedies available to a shareholder in respect of a prospectus.

3. Define memorandum of association and its significance and role in the formation of the company.

2. Define company and explain in detail the features of a company.
I. Compulsory Question (40 marks)

Note: Attempt all questions in all, including Question No. 1 is compulsory. All questions carry equal marks.

1. What is the importance of logistics?

2. What is a bonded warehouse?

3. What is inventory turn over ratio?

4. What is the importance of customer service?

5. What is order processing?

6. Distinguish between logistics and supply chain management.

Time: Three Hours

Maximum Marks: 80

PAPER-BBA-310

LOGISTICS MANAGEMENT

BBM/M-16

Roll No. ..............................

Total Pages: 3
2. Explain the meaning, characteristics and functions of logistics.

3. What is Customer Service? Explain various customer service practices that can be adopted by a firm.

4. Explain the meaning, importance and components of Supply Chain Management.

5. 'Warehousing has great utility' Comment. Also discuss functions of various types of warehouses.

6. Explain the goals of inventory management. Also discuss the factors influencing inventory levels and challenges involved in inventory management.

7. Explain the need for logistics performance measurement. Also discuss various methods available for measurement and control of logistics performance in a firm.

8. Discuss the various levels of packaging.
1. Write very short answers to the following:

Compulsory Question (Atharad kha)

Note: Attempt five questions in all. Question No. 1 is compulsory.

Time: Three Hours

Paper: BBA-311

PRINCIPLES OF INSURANCE

BBA/A-16

ROLL No. ...........................................

TOTAL PAGES: 3
4. Explain the claims settlement process in the insurance business. How are suitable criteria for brokers?
1. Compulsory Question (All Questions are Compulsory)

All questions carry equal marks.

Note: Attempt all questions in all Questions No. 1 is compulsory.

<table>
<thead>
<tr>
<th>Maximum Marks: 80</th>
</tr>
</thead>
</table>

Time: Three Hours

Paper: BBA-312

INTRODUCTION TO FINANCIAL SERVICES

BBA/MA-16

ROLL NO. ..........................................

TOTAL PAGES: 3
6. Explain the Credit rating process and methodology adopted by various credit rating agencies in India to rate various securities.

5. Explain the meaning of leasing and types of leasing.

4. How is a Mutual Fund scheme designed, marketed and launched? Explain.

3. Write a detailed note on Merchant Banking in India.

2. What do you mean by Financial Service? Explain the characteristics of financial services.

1. Explain the concept of credit cards. Also explain the factors affecting usage of the cards.
1. Explain the following (Not more than half page each):

Complimentary Question (marked **)

**Note:** Attempt five questions in all. Question No. one is compulsory. All questions carry equal marks. Attempt all parts letter of a question.

Maximun Marks: 80

Paper: BBM-314

Environmental Management

14328-A
4. Write brief notes on the following:

(a) Role of international treaties signed for environmental management
(b) Environmental ethics
(c) Sustainable development

8. Explain the following:

7. Discuss major provisions of the environmental protection act, 1986.

6. What is corporate social responsibility? How is it useful in environmental management? Explain with examples.

5. Explain various approaches adopted by industries for environmental management.

3. What is global warming? Name the gases which are responsible for it. What are human efforts and approaches adopted to control global warming.

2. Explain structure and functions of co-operation with labelled WTO, ISOs, etc.

1. Define (a) E-10 (b) E-40 (c) E-80
UNIT I

What is the main difference between a web page and a website? Discuss the role of web master, application manager and network engineer.

UNIT II

1. What are the main steps in planning and designing a website? Discuss various design concepts, tools, and software used in website design.

2. What is the main purpose of Adobe Photoshop? Explain how it is used for designing web images and graphics. Discuss various design concepts, tools, and software used in website design.

3. What do you understand by domain name? Why is necessary? Discuss the concept of domain name management and its importance.

UNIT III

1. Discuss various types of operations in Java Script.

2. Explain how Adobe Photoshop is used for designing web images and graphics. Discuss various design concepts, tools, and software used in website design.

3. Discuss various design concepts, tools, and software used in website design.

4. Discuss various design concepts, tools, and software used in website design.

5. What is meant by HTML? What are HTML tags? Why is HTML not considered as a programming language? Discuss various design concepts, tools, and software used in website design.

6. What is CSS? How is it helpful in web page design? Discuss various design concepts, tools, and software used in website design.

7. Discuss the following: Boolean Object and Image Object.

8. Discuss the following: Various types of loops in Java script.

9. Discuss the following: Sound Force is used for working on audio.
4. Discuss the different network design issues.

10

The need of network technologies in computer

What is computer network? Discuss the uses of it. What is

Unit-I

WWW

NIC vs PC cards

DSL service

Net Etiquette

Switching vs multiplexing

Token Ring

Bearer service

Frame relay

1. Explain the following:

Compulsory Question

Each unit

Attempt four more questions selecting one question from

Note: Question No. 1 is compulsory. In addition to that,

Maximum marks: 80

Paper-BSI-23

NETWORKING AND INTERNET

BSI / M-16

Phended Pages: 3

Roll No.
### Question 1

Display examples

**Describe how control explains sliding window protocol.**

### Question 2

Explain evolution of modern switching and communication. Explain why is role of switching over communication. Explain.

### Question 3

Data Rate, Communication Satellites, and Broadcasting.

Define the following terms:

- By DSL
- Explain concept of analog modern and services given
- Discuss guided and wireless transmission media
- Discuss signal and wireless transmission media
- How can we represent data analog signal and data as digital signal and digital media?

### Question 4

What is Ethernet model and peer-to-peer model?

Discuss the different network topologies in detail.