7. Why is making sound decisions considered a significant quality of an efficient and effective manager? Explain the various techniques of Decision-making through which sound decisions could be made.

8. Elaborate the historical evolution of the concept of Management. Discuss major events, theories and contributors which contributed to the emergence of this novel discipline.

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Roll No. ...................... Total Pages : 04
BBA/M-23 24501
PRINCIPLES OF MANAGEMENT
Paper 108

Time : Three Hours] [Maximum Marks : 80

Note : Attempt Five questions in all. Q. No. 1 is compulsory.

कुल प्रश्नों के उत्तर दीजिए। प्रश्न संख्या 1 अनिवार्य है।

Compulsory Question (अनिवार्य प्रश्न)

1. (a) Identify the major types of plans.

(b) What is Span of Management? Why is it important?

(c) Differentiate between Responsibility, Authority and Accountability. What kind of relationship these concepts share?

उत्तरपत्रल, अधिकार और जवाबदेही के बीच अंतर कीजिए।

ये अवधारणाएं किस प्रकार का संबंध साझा करती हैं?

L-24501(TR) 4 2,650

(3-45/1) L-24501(TR) P.T.O.
(d) Why staffing is considered a significant business function?

(e) Define Business Ethics. Why has its importance increased in the present time?

(f) Figure out the major obstacles to delegation of authority principle.

2. Identify the prominent barriers which hampers the effectiveness of any communication process in the modern technology enabled times.

3. Elaborate the different stages of a Selection Process which are used for hiring the right candidate for the right job.


5. Why departmentation is considered significant for building sound hierarchical organisation structure? Identify the widely used basis on which departmental divisions could be performed.

6. Figure out the widely acknowledged types of Control. Also mention the barriers which hampers the effectiveness of a controlling process.
1. Write notes on the following:
   (i) Window Dressing.
   (ii) Vertical Analysis.
   (iii) The Current Ratio of a Company is 3 : 1. Give your comments.
   (iv) Give two examples of finance companies.
   (v) Enumerate three major sources of funds.
   (vi) Projected Cash Flow Statement.
(iv) वित्तीय कंपनियों को दो उदाहरण दीजिए।
(v) कोष के नीचे रूपांतरण के उद्देश्यों का उल्लेख कीजिए।
(vi) अनुमानित रौक्रांत प्रबाह विवरण।

2. What are the analytical methods and devices used in analyzing financial statements?

3. 'Ratios are the symptoms like blood pressure, pulse or temperature of an individual.' Explain. Also name and explain in brief the ratios used to judge the long-term solvency of a concern.

4. Define and distinguish between the following:
   (a) Fund Flow Statement and Balance Sheet
   (b) Fund Flow Statement and Cash Flow Statement.


6. Draw up a balance sheet by using the following particulars:
   - Current Ratio: 2.5
   - Quick Ratio: 0.9
   - Working Capital: ₹ 90,000
   - Inventory Velocity: 3 months
   - Gross Profit Ratio: 25%
   - Fixed Assets Turnover Ratio: 3 times
   - Debtors Velocity: 1 month
   - Fixed Assets to Shareholder's Net Worth: 0.80
   - Reserve and Surplus to Capital: 0.60

   वर्तमान अनुपात: 2.5
   त्वरित अनुपात: 0.9
   कार्यशीलता पूंजी: ₹ 90,000
   इनवेंटरी वेंग: 3 महीने
   सकल लाभ अनुपात: 25%
   अच्छा संपत्तियों टर्नोवर अनुपात: 3 बार
   सेंटर वेंग: 1 महीने
   शेयरहाउसेक का शुद्ध मूल्य के लिए अच्छा संपत्ति: 0.80
   पूंजी के लिए रिश्ता और अधिकार: 0.60
7. The following are the summarized Balance Sheets of a Company as on 31st December, 2017 and 2018. Prepare the following:
(i) Statement of changes in Working Capital
(ii) Fund Flow Statement

<table>
<thead>
<tr>
<th>Particulars</th>
<th>31.3.2017</th>
<th>31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. EQUITY &amp; LIABILITIES:</td>
<td>₹</td>
<td>₹</td>
</tr>
<tr>
<td>Share Capital</td>
<td>1,00,000</td>
<td>1,25,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>25,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Profit &amp; Loss Balance</td>
<td>15,250</td>
<td>15,300</td>
</tr>
<tr>
<td>Short term Loan</td>
<td>35,000</td>
<td>----</td>
</tr>
<tr>
<td>Trade Payables</td>
<td>75,000</td>
<td>67,600</td>
</tr>
<tr>
<td>Provision for Taxation</td>
<td>15,000</td>
<td>17,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,65,250</strong></td>
<td><strong>2,55,400</strong></td>
</tr>
<tr>
<td>B. ASSETS</td>
<td>₹</td>
<td>₹</td>
</tr>
<tr>
<td>Land and Building</td>
<td>1,00,000</td>
<td>95,000</td>
</tr>
<tr>
<td>Plant</td>
<td>75,000</td>
<td>87,000</td>
</tr>
<tr>
<td>Inventory</td>
<td>50,000</td>
<td>37,000</td>
</tr>
<tr>
<td>Trade Receivables</td>
<td>40,000</td>
<td>32,100</td>
</tr>
<tr>
<td>Cash</td>
<td>250</td>
<td>300</td>
</tr>
<tr>
<td>Bank</td>
<td>----</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,65,250</strong></td>
<td><strong>2,55,400</strong></td>
</tr>
</tbody>
</table>

**Additional Information:**
(a) Dividend of ₹ 11,500 was paid.
(b) Depreciation written off on Plant ₹ 7,000.
(c) Income Tax Provision made during the year ₹ 16,500.
8. (a) X Ltd. provides you the following information:
Non-current Investments as on
31-3-2017  ₹ 1,20,000
Non-current Investments as on
31-3-2018  ₹ 40,000
During the year 2018, the company sold 80% of its original investments at a profit of 20% on book value. Calculate sources and uses of cash.

(b) X Ltd. provides you the following information:
Non-current Investments as on
31-3-2017  ₹ 50,000
Non-current Investments as on
31-3-2018  ₹ 60,000
During the year 2018, X Ltd. purchased investments costing ₹ 25,000 and sold some investments at a loss of 20% on book value. Calculate sources of cash.
1. Write short notes on the following:
   (a) Consumption Function
   (b) Determinants of aggregate supply
   (c) Stagflation
   (d) Investment multiplier
   (e) Problem of double counting
   (f) Significance of MPC.

निम्नलिखित पर संक्षिप्त विवरण लिखिएः
   (a) उपभोग फलन
   (b) समग्र आपूर्ति के निर्धार
   (c) स्टैग्फ्लेशन
   (d) निवेश गुणक
2. "Supply creates its own demand." Justify this statement on the basis of Say's law of markets.

3. Examine the Keynes theory of income determination. How is it superior to Classical theory?

4. Explain the permanent income theory of consumption. Compare Friedman’s permanent income hypothesis with Keynes theory and life cycle theory of consumption.

5. What is Multiplier? Give its significance. What leakages may occur in the working of multiplier process in an economy?

6. What do you mean by monetary policy? How this policy achieves the objectives of stabilization and solution of unemployment problem?
Note: Attempt five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Short answer type questions:
   (i) Nature of Sociology
   (ii) Cooperation
   (iii) Socialization
   (iv) Moral Audit
   (v) Bureaucracy
   (vi) Social Problems.

लघू उत्तरीय प्रश्न:
   (i) समाजशास्त्र की प्रकृति
   (ii) सहयोग
   (iii) समाजीकरण
2. Briefly discuss the fundamental concept of sociology.

3. What are the elements of Social Structure? Explain with examples.

4. What do you mean by Family? Describe its functions.

5. Highlight the agencies of Socialization with suitable examples.

6. Discuss the factors responsible for Social Change.

7. Write a note on the Social Stratification.

8. Throw light on the elements of Social Action.
1. (a) If \((-2, 3), (4, -3)\) and \((4, 5)\) are the mid-points of the sides of a triangle, find the coordinates of the centroid.

(b) Show that the points \((1, 4), (3, -2)\) and \((-3, 16)\) are collinear. Also find the equation of the straight line on which these points lie.
2. (a) The 5th term of a G.P. is $\frac{1}{3}$ and 9th term is $\frac{16}{243}$.
Find the 4th term.

(b) Sum the series:

0.6 + 0.66 + 0.666 + .... up to $n$ terms.

3. (a) Evaluate:

\[ \int x \sqrt{2x^2 + 3} \, dx \]

(b) Evaluate:

\[ \int \frac{\log x}{(1+x)^2} \, dx \]

4. (a) Evaluate:

\[ \int \frac{x^2}{\sqrt{x^2 + 1}} \, dx \]

5. (a) If $\log \frac{x+y}{7} = \frac{1}{2} (\log x + \log y)$; show that:

\[ \frac{x+y}{x} = 47 \]

(b) Evaluate:

\[ \frac{(3.142)^3 \times (0.078)^{1/3}}{(0.005)^{1/4}} \]
6. (a) In how many years will a sum amount to \(2\frac{1}{2}\) times itself at 9% p.a. compound interest?

कितने सप्ताह में कोई राशि 9% चक्रवृद्धि ब्याज वाली की दर से अपने आपका \(2\frac{1}{2}\) गुना हो जाएगी?

(b) Evaluate:

\[
\int \frac{1}{(e^x-1)^2} \, dx
\]

मान \(x\) की लिए:

\[
\int \frac{1}{(e^x-1)^2} \, dx
\]

7. (a) The perpendicular distance of a line from the origin is 5 unit and its slope is \(-1\). Find the equation of the line.

एक रेखा की मूल बिंदु से लम्बवत की दूरी 5 इकाई है और इसका झाल \(-1\) है। रेखा का समीकरण झाल कीजिए।

(b) If \(p\)th term of an A.P. is \(\frac{1}{q}\) and \(q\)th term is \(\frac{1}{p}\), find the \((pq)\)th terms.

यदि किसी समान्तर श्रेणी का \(p\)वाँ पद \(\frac{1}{q}\) है और \(q\)वाँ पद \(\frac{1}{p}\) है, \((pq)\)वाँ पर झाल कीजिए।

8. (a) Find the equation of a line whose intercepts on axes are 3 and 4.

उस रेखा का समीकरण झाल कीजिए जिसके अंत:खंड अर्थों पर 3 और 4 हैं।

(b) Evaluate:

\[
\int \log x \, dx
\]

मान \(x\) की लिए:

\[
\int \log x \, dx
\]

(c) Prove that:

\[
\log_a a \times \log_a e = 1
\]

सिद्ध कीजिए कि:

\[
\log_a a \times \log_a e = 1
\]

(d) Evaluate:

\[
\int \frac{e^x}{1+e^x} \, dx
\]

मान \(x\) की लिए:

\[
\int \frac{e^x}{1+e^x} \, dx
\]

(e) Find the equation of the line passing through the points (1, 2) and (0, 5).

विन्दुओं (1, 2) और (0, 5) से होकर जाने वाली रेखा का समीकरण झाल कीजिए।

(f) Define G.P.

गुणीमात्र श्रेणी की परिभाषित कीजिए।
BBA/M-23
BUSINESS COMMUNICATION-I
BBA Paper-113

Time: Three Hours]                    [Maximum Marks: 80

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

1. Attempt the following questions:
   (a) Write a note on the role of positive gestures. 5
   (b) Make your own sentences using any six subordinating conjunctions. 6
   (c) Write a note on the importance of self presentation. 5

2. Define Business Communication. Explain in detail the barriers to effective communication. 6+10=16

3. Describe the essentials of effective business communication. 16

4. (a) Write a paragraph on any one of the following: 8
   (i) Social Networking Sites
   (ii) Artificial Intelligence.
(b) Change the Voice:
(i) He has sent all the mails.
(ii) They refused our business proposal.
(iii) My boss cancelled all the receipts.
(iv) Dr Smriti will issue the certificates for the event.
(v) We are distributing all the pamphlets.
(vi) Never waste time.
(vii) Let us repair it.
(viii) Did you open this window?

5. Write a job application letter applying for the post of a Manager in a company. 16

6. Discuss the importance of non-verbal communication. 16

7. Make sentences of the following: 8\times2=16
(i) Its/It's
(ii) There/Their
(iii) Affect/Effect
(iv) Quiet/Quite
(v) Through/Thorough
(vi) Fair/Fare
(vii) Address as a noun and a verb
(viii) Bear as a noun and a verb.

8. (a) Write a précis of the following passage and give it a suitable title: 8

(b) Quick reading is extremely important. In most occupations a good deal of reading is required. Top executives spend around four hours a day for reading. One has to find time to keep up with the knowledge explosion. Research suggests that the faster you read, the more you understand, may be because concentration is sharpened. When reading fast, we are devoting all our attention to the text and squeezing for as much meaning as possible. Fast-reading can be accomplished with regular practice. Reading can be compared to driving a motor car. Driving slowly on a free way invites wandering attention but turn on a free way and accelerate and see how speed pushes distractions aside and forces improved concentration.

(b) Give antonyms of the following: 4
(i) Radiant
(ii) Start
(iii) Attach
(iv) Deny.

(c) Give synonyms of the following: 4
(i) Startle
(ii) Envy
(iii) Tyranny
(iv) Difficult.
BBA/M-23  
HUMAN BEHAVIOUR  
Paper BBA-208

Time: Three Hours  
(Maximum Marks: 80)

Note: Attempt Five questions in all. Q. No. 1 is compulsory.  
All questions carry equal marks.

1. Explain the following concepts:
   (a) Effective team
   (b) Interpersonal trust
   (c) Group as a medium of learning
   (d) Group think
   (e) Interpersonal influence
   (f) Group performance
   (g) Group morale
   (h) Conformity.

निम्नलिखित अवधारणाओं की व्याख्या कीजिएः
   (अ) प्रभावी टीम
   (ब) पारस्परिक विचार

(3-12/9) L-24507(TR)  
P.T.O.
2. Clearly describe the influence of an Individual on a Group and influence of a Group on an individual.

3. How groups are formed? What are the stages of group development and factors affecting the development?

4. What is social facilitation? Write the factors affecting social facilitation.

5. (a) What is a feedback process? How can you improve its effectiveness?

(b) Explain the role of cooperation and competition in a group.

6. What is group decision-making? Write methods of group decision-making. What are its advantages?

7. Describe the Communication process in an organisation. What are the obstacles to it and how can we overcome them?

8. What is an effective team? Write its essential characteristics. What is the importance of an effective team in an organisation?
Roll No. ..........................  Total Pages : 03

BBA/M-23 24508
MACRO BUSINESS ENVIRONMENT
Paper : 209

Time : Three Hours] [Maximum Marks : 80

Note : Attempt Five questions in all. Q. No. 1 comprising of six short answer type questions is compulsory. Attempt four questions from the remaining seven questions. All questions carry equal marks.

कुल मात्रा प्रश्नों के उत्तर दीजिए। प्रश्न संख्या 1 में छः लघु उत्तरीय प्रश्न अनिवार्य हैं। सोच सलाह प्रश्नों में से किसी चार प्रश्नों के उत्तर दीजिए। सभी प्रश्नों के अंक समान हैं।

Compulsory Question (अनिवार्य प्रश्न)

1. Answer all parts briefly:
   (i) What is Liberalization?
   (ii) What were the major sectors targeted for manufacturing growth under the National Manufacturing Policy?
   (iii) What do you understand by Foreign Investment Policy?
   (iv) What constitutes Fiscal Policy?
2. What were the main objectives of the New Industrial Policy of 1991? How did the New Industrial Policy change India’s economic landscape?

3. Have the economic reforms really helped Indian? Analyze critically.

4. How does technology transfer take place in foreign investment projects?

5. How can India attract more foreign investment and promote sustainable economic growth?

6. What is the major difference between the working of World Bank and the IMF?

7. What are the major functions of the World Trade Organization (WTO)?

8. What are multinational corporations (MNCs) and what is their role in the global economy?
7. Observe the following informations taken from sample survey results of two districts about the satisfaction with Citizen Service Centres:

<table>
<thead>
<tr>
<th>District A</th>
<th>District B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Satisfaction Score</td>
<td>( \mu_1 = 7.43 ) ( \mu_2 = 6.51 )</td>
</tr>
<tr>
<td>Sample Size</td>
<td>( N_1 = 121 ) ( N_2 = 142 )</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>( \sigma_1 = 15.568 ) ( \sigma_2 = 13.852 )</td>
</tr>
</tbody>
</table>

Using a suitable test find whether the satisfaction levels in two districts differ significantly?

8. Explain the use of inbuilt statistical and mathematical functions given in Excel and write syntax of any four of both types (Total Eight).

---

Roll No. 24509

BBA/M-23
BUSINESS STATISTICS-II
Paper-10

Time: Three Hours

Note: Attempt Five questions in all. Q. No. 1 is compulsory.

1. Solve the following:
   (i) If \( Y = a_1 + b_1X \) and \( X = a_2 + b_2Y \) then the Coefficient of Correlation will be \( r = \sqrt{...} \) 3
   (ii) If \( Y_i = a + bX_i + u_i \) then the expression for Total Variance is given by:
        \[ \sum Y_i^2 = \ldots \ldots \] 3
   (iii) Explain the meaning of degree of freedom used in the Adjusted Coefficient of Determination (Adj-\( R^2 \)). 3
   (iv) Define the mathematical probability. 3
   (v) Give four factors causing random variation in sales of a company. 2
   (vi) What is Type-I Error in Hypothesis testing? 2

---

L-24509(TR) 6 2.300

(2-26/12)L-24509(TR)
3. Discuss the steps involved in computing standard error of estimate and its use in generating forecast intervals for the equation \( \hat{Y}_t = a + bX_t + u_t \). Also?

4. Suggest the methods to generate probabilities for the following business situations:

(a) Monthly demand for a particular spare part in a workshop from past 3-year monthly data

(b) Quantity of waste paper from five machines from one week hourly data

(c) Fixing Likely, Most Probable and Less Likely values of rate of interest for the future year for calculating profit

(d) Chances of Pessimistic, Most Likely and Optimistic Future

(e) Probabilities of Yes/No for an event in which Five Trials are made.

(f) Probability of a random normal distribution ‘\( X \)’ with mean \( \mu \) and standard deviation \( \sigma \).
5. Chances that abundant solar energy at very low cost will be available to all is 1 out of 10. The development of internet of energy is dependent upon availability of abundant solar energy and chances are 2 out 10. Whether the abundant solar energy will be available or not is dependent upon the dirty games played by oil companies. The success of dirty games played by oil companies against the solar companies is 4 out of 10. What are the chances that internet of energy would come into existence?

6. Remove the effect of Trend and Seasonality from the following sales data:

<table>
<thead>
<tr>
<th>Year/Quarter</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>15</td>
<td>12</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>2017</td>
<td>24</td>
<td>20</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>2018</td>
<td>40</td>
<td>35</td>
<td>52</td>
<td>50</td>
</tr>
<tr>
<td>2019</td>
<td>60</td>
<td>50</td>
<td>70</td>
<td>65</td>
</tr>
</tbody>
</table>

The plot the graph of the residuals and find whether cyclicality is present or not.

16 निम्नलिखित क्रिकेट खेल से राजनीति और मौसम के प्रभाव को हटा दीजिए:

<table>
<thead>
<tr>
<th>वर्ष/क्वार्टर</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>15</td>
<td>12</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>2017</td>
<td>24</td>
<td>20</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>2018</td>
<td>40</td>
<td>35</td>
<td>52</td>
<td>50</td>
</tr>
<tr>
<td>2019</td>
<td>60</td>
<td>50</td>
<td>70</td>
<td>65</td>
</tr>
</tbody>
</table>

अवसरों का आलेख आलेखक कीजिए और खाता कीजिए कि चक्रियता उपस्थित है या नहीं?

L-24509(TR)
BBA/M-23  24510
MARKETING MANAGEMENT
Paper 211

Time : Three Hours] [Maximum Marks : 80

Note : Attempt Five questions in all. Q. No. 1 is compulsory.
All questions carry equal marks.
कुल प्रश्नों के उत्तर दीजिए। प्रश्न संख्या 1 अनिवार्य है। सभी प्रश्नों के अंक समान हैं।

Compulsory Question (अनिवार्य प्रश्न)

1. Write short notes on the following:
   (a) Differentiate between selling and marketing.
   (b) Meaning of marketing research.
   (c) Types or classification of brands
   (d) What are Pricing Objectives?
   (e) What are various components of Physical Distribution?
   (f) Factors affecting Promotion-mix decision.

निम्नलिखित पर संक्षिप्त लिखित हेतु लिखिए:
(अ) विक्रय एवं विपणन क्षेत्र में अंतर स्पष्ट दीजिए।
(ब) विपणन अनुसंधान का अभिप्राय
2. What do you understand by Marketing Environment? Describe the importance of studying marketing environment.

3. What is Marketing Information System? Explain the essential of good marketing information system.


5. Discuss the concept of new product development. What are various stages of new product development process?

6. Explain Pricing procedure. What are the factors influencing Pricing?

7. What is Sales Promotion? Explain the different methods used for Sales Promotion.

8. What do you understand by channels of distribution? Explain the various distribution channels in modern marketing.

(स) ब्रांड के विभिन्न प्रकार अध्ययन कराईकरण
(अ) मूल्य निर्धारण के उद्देश्य क्या है?
(इ) भित्तिक वितरण के विभिन्न अंश कीन-कीनसे हैं?
(फ) संबंधित विश्लेषण को प्रभावित करने वाले तत्त्वों का वर्णन कीजिए।

2.

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8.
8. What do you mean by Short-term requirement of funds? 
Explain different short-term sources of finance.

कोष की अल्पकालीन आवश्यकता से आप क्या समझते हैं? विस्तार से विभिन्न अल्पकालीन स्रोतों की व्याख्या कीजिए।
(d) Discuss the importance of Capital Structure.
पूँजी संरचना के महत्व पर चर्चा कीजिए।

(e) Explain the disadvantages of Inadequate Working Capital.
अपर्याप्त कार्यशील पूँजी की हानियों की व्याख्या कीजिए।

(f) What is Pre-emptive Rights? 16
पूर्वचिकित्सक अधिकार क्या है?

2. Define Financial Management. What are the major financial decisions which are taken by Financial Management?
वित्तीय प्रबंधन के परिभाषा कीजिए। वित्तीय प्रबंधन द्वारा लिए जाने वाले मुख्य वित्तीय निर्णय क्या हैं?

3. XYZ Ltd. Company is considering an investment in a project requiring a capital outlay of Rs. 2,00,000. Forecast for annual income after depreciation but before tax is as:
XYZ Ltd. कंपनी 2,00,000 रुपये के पूँजी परिवार्तन की साबित करने वाली परियोजना में निवेश पर विचार कर रही है। मूलभूत के बाद लेकिन कर से पहले वार्षिक आय का पूर्वनिर्णय इस प्रकार है:

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Depreciation may be taken as 20% on original cost and taxation at 50% on net income. Evaluate the project according to (a) Payback method (b) Rate of return on average investment (c) Discounted Cash Flow Method taking cost of capital as 10% and (d) Profitability Index Method.
Discount Factors at 10% are 0.909, 0.826, 0.751, 0.683 and 0.621 for the years 1, 2, 3, 4 and 5 respectively. XYZ Ltd. कंपनी के 2,00,000 रुपये के पूँजी परिवर्तन की आवश्यकता साबित करने वाली परियोजना में निवेश पर विचार कर रही है। मूलभूत के बाद लेकिन कर से पहले वार्षिक आय का पूर्वनिर्णय इस प्रकार है:

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मूलभूत मूल लागत पर 20% और खुद आय पर 50% करघान के रूप में लिया जा सकता है। (अ) पेशेंक पदकित (ब) आर्थिक निवेश पर वापसी की दर (स) रितोस्वर नकदी प्रवाह विधि के अनुसार पूंजी की लागत को 10% और (द) लाभवाद्य सूचक विशिष्ट सूचक के अनुसार मूल्यांकन कीजिए।
10% पर डिस्काउंट फैक्टर क्रमशः 1, 2, 3, 4 और 5 वर्ष के लिए 0.909, 0.826, 0.751, 0.683 और 0.621 हैं।

L-24511(TR) 2

(3-631)-L-24511(TR) 3
P.T.O.
4. The capital structure of ABC Ltd. is as follow:

- Equity Share Capital (5000 share fully paid) 5,00,000
- 12% Debenture of Rs 100 each 3,50,000
- 9% Preference Share Capital (3500 share fully paid) 3,50,000
- Retained Earnings 2,00,000

... Total 14,00,000

The company has earned Rs. 20 per share on equity. The shares of the company are sold in the market at book value. The corporate tax rate is 35%. Cost of equity share capital is also to be assumed as the cost of retained earnings. Calculate the weighted average cost of capital.


6. Define Dividend Policy. Explain various types of dividend policies and state giving reasons, about which type of dividend policy a good company should follow.

BBA/M-23
PRINCIPLES OF MATERIAL MANAGEMENT
BBA Paper : 213

Time : Three Hours] [Maximum Marks : 80

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

1. Answer the following in short :
   (a) Material Handling
   (b) Operation Research
   (c) Material Budget
   (d) What is ABC Analysis ?
   (e) Discuss the material flow cycle.
   (f) Explain the benefits of Integrated System Approach.
2. What do you mean by Material Management? Explain the objectives and scope of material management in detail.

3. What is the system approach to material management? Explain the interface of material management in other areas.

4. What do you understand by Material Planning? Discuss the important techniques of Material Planning.

5. Discuss the important tools of Operation Research relevant to material management.

6. What do you mean by purchase policy? Explain the fundamental objectives of purchasing and government purchasing practices and procedures in detail.

7. Explain the procedure for setting up an effective inventory control. Discuss the inventory classification techniques.

8. What is the main objective of Value Analysis? Briefly explain the various applications of Value Analysis.

(5) पदार्थ प्रवाह चक्र की चर्चा कीजिए।
(फ) एकीकृत तंत्र उपयोग के लाभों की व्याख्या कीजिए।

8. वैल्यू एनालिसिस का मुख्य प्रकाश क्या है? वैल्यू विश्लेषण के विभिन्न अनुप्रयोगों के संबंध में व्याख्या कीजिए।

(5-50) L-24512(TR) 3 2,140.
Compulsory Question (अनिवार्य प्रश्न)

1. (a) What do you mean by entrepreneurship?
उद्योगता से आप क्या समझते हैं?

(b) How entrepreneurship contributes in society development?
उद्योगशीलता समाज के विकास में कैसे उपयोग करती है?

(c) Write down about any two schemes of government that are favoring entrepreneurship in India.
भारत में उद्योगशीलता को बढ़ावा देने वाली सरकार को किन्हीं दो योजनाओं के बारे में लिखिए।

(d) Name any two start-ups in India which are running successfully these days.
भारत में किन्हीं दो स्टार्ट-अप के नाम लिखिए जो इन दिनों सफलतापूर्वक चल रहे हैं।
(c) What do you mean by small scale industry?
लघु उद्योग से क्या आप समझते हैं?

(3) Write down any two challenges faced by entrepreneurs in India.
भारत में उद्यमियों के सामने आने वाले किसी से चुनौतियों को लिखिए।

2. Define entrepreneurship. Explain the scope and nature of it.
उद्यमिता को परिभाषित कीजिए। इसके क्षेत्र एवं प्रकृति की व्याख्या कीजिए।

3. Discuss the traits of a successful entrepreneur.
एक सफल उद्यमी के तत्त्वों की परंपरा कीजिए।

4. Entrepreneurship development can play an important role in economic development. How?
उद्यमिता विकास अर्थव्यवस्था विकास में महत्वपूर्ण भूमिका निभा सकता है। कैसे?

5. What do you mean by New Venture Development? Describe its various stages.
न्यू वेंचर डेवलपमेंट से क्या आप समझते हैं? इसके विभिन्न चरणों का वर्णन कीजिए।

6. How Non-Government agencies are playing an important role in entrepreneurship growth in India?
भारत में सरकारी विकास में नेट-सरकारी ज्ञानियों के द्वारा क्या महत्वपूर्ण भूमिका निभा रही है?

7. State governments are contributing in the development of Entrepreneurship. How?
राज्य सरकारें उद्यमिता के विकास में योगदान दे रही हैं। कैसे?

8. What do you mean by Mudra Loan? How is this govt. scheme helping the entrepreneurs in India?
मुद्रा लोन से आप क्या समझते हैं? यह कैसे सरकारी योजना भारत में उद्यमियों को मदद कर रही है?
Roll No. ..........................

BBA/M-23
BUSINESS LAWS-II
BBA-Paper-309

Time : Three Hours] [Maximum Marks : 80

Note : Attempt Five questions in all. Q. No. 1 is compulsory.
All questions carry equal marks.
कुल पॉइंट प्रश्नों के उत्तर दीजिए। प्रश्न संख्या 1 अनिवार्य है। सभी प्रश्नों के अंक समान हैं।

Compulsory Question (अनिवार्य प्रश्न)

1. (a) Write any four salient features of Company Act, 2013.
कम्पनी अधिनियम, 2013 की कोई चार प्रमुख विशेषताएँ लिखिए।

(b) Explain company limited by shares.
अंतर्गत तक सीमित दायित्व वाली कम्पनी की व्याख्या कीजिए।

(c) Explain statement in lieu of prospectus.
प्रोस्पेक्टस के विकल्प की व्याख्या कीजिए।

(d) Write a short note on Qualifications of a Director of a company.
किसी कम्पनी के निदेशक की योग्यता पर संक्षिप्त टिप्पणी लिखिए।

(3-28/7) L-24514

P.T.O.
Distinguish between a shareholder and a member.
किसी कंपनी के अधिग्राहक और एक सदस्य के बीच अंतर बताएं।

Explain extraordinary general meeting of the company.
कंपनी की अतिरिक्त आम बैठक की व्याख्या कीजिए।

2. Distinguish between a private and a public company. Explain the exemption and privileges of private companies. एक निजी और एक सार्वजनिक कंपनी के बीच में स्पष्ट कीजिए। निजी कंपनियों की छुट्टी और विशेषाधिकारों के बारे में बताएं।

3. Who is a company promoter? Discuss his legal position and liabilities. कंपनी का प्रोमोटर कौन है? उसकी कानूनी स्थिति और देशाविंश के बारे में कहिए।

4. State the contents of Articles of Association. Also state the limitation or restriction regarding alteration of Articles. पार्श्व अंतर्निगमों की विविध सामग्री बताएं। अंतर्निगमों में परिवर्तन की सीमाएं तथा प्रतिबंधों को भी लिखिए।

5. Define a Director. Explain the legal position of directors of a company. Also discuss the ways of appointment of director of a company. एक निर्देशक को परिभाषित कीजिए। कंपनी के निदेशकों की कानूनी स्थिति के बारे में चर्चा कीजिए। कंपनी के निदेशकों की नियुक्ति के तरीकों पर भी चर्चा कीजिए।

6. Distinguish between a Debentureholder and a Shareholder. Also describe the different kinds of Debentures.
एक दीवंदनधारी और अधिग्राहक के बीच अंतर स्पष्ट कीजिए। विभिन्न प्रकार के दीवंदनधारा का भी वर्णन कीजिए।

7. What do you mean by voluntary winding up of a company? Explain its consequences. How does the members voluntary up winding differ from creditors voluntary winding up?
एक कंपनी का ऐतिहासिक उथलपूर्वक क्या है? ऐतिहासिक समाप्ति के परिणामों की व्याख्या कीजिए। सदस्यों द्वारा ऐतिहासिक समाप्ति तथा लेनदारों द्वारा ऐतिहासिक समाप्ति में अंतर स्पष्ट कीजिए।

8. What is SEBI? What are the objective for setting up the SEBI? जीएसयी प्रतिष्ठान को सर्च क्या है? इसकी लक्ष्य कौन का क्या उद्देश्य है? सेबी के कार्य क्या है?
Logistic Management

BBA Paper: 310

Time: Three Hours  [Maximum Marks: 80]

Note: Attempt Five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Answer the following short answer type questions:
   (a) Distinguish between Logistics and Physical Distribution.
   (b) State the objectives of Logistics Management.
   (c) Role of Logistics in marketing.
   (d) Role of Packaging in Logistics.
   (e) State the importance of Warehousing in Agriculture.
   (f) State the need for logistics control.

निम्नलिखित लघु उत्तरीय प्रश्नों के उत्तर दीजिए:
(अ) रस्ते और भौतिक वितरण के बीच अंतर बताइए।
(ब) रस्ते प्रबंधन के उद्देश्यों को बताइए।
(ग) नाकंटिंग में लॉजिस्टिक्स की भूमिका
(घ) रस्ते में नैकंटिंग की भूमिका
2. Discuss the meaning and role of Logistics in business organization. Also explain its functions.

3. Explain the Total Cost concept system approach to logistics management.

4. Explain the meaning and dimensions of customer service. Also discuss the post-transaction elements of customer service.

5. What is Order Processing? Explain the various elements involved in order processing.

6. Explain the essential requirements of Supply Chain Management. Also discuss the various participants involved in supply chain management.

7. Explain the meaning and functions in Warehousing. Also state the factors affecting the size of warehouse in an organisation.

8. Explain the functions of logistical packaging. Also explain various costs involved in logistical packaging.
7. Describe IRDA guidelines about remuneration and code of conduct for both individual insurance agents and Corporate Agents.

8. What are the documents required for Claiming Non-Life Insurance? Also explain claim settlement procedure in non-life insurance.

PRINCIPLES OF INSURANCE
Paper 311

Roll No. 24516

BBA/M-23

Time: Three Hours

Note: Question No. 1 is compulsory and each part of it carries 2 marks. Attempt four questions out of the remaining questions carrying 16 marks each.

1. Answer/explain the following in very short:
   (a) Economic and social benefits of insurance
   (b) Principle of insurable interest
   (c) Term insurance policy
   (d) Types of Group Insurance Schemes and Annuities
   (e) Types of Hazards in Marine insurance
   (f) Features of Endowment life insurance policies
   (g) Powers of IRDA
   (h) Features of various non-life insurance products.
4. Describe the Principles of Insurance in detail by giving examples.

5. Briefly describe functions of LIC as enumerated in LIC Act, 1956. Also give an overview of its provisions related to reserves, investments, preparation of financial statements and Audit of accounts.

6. Describe the following in short:
   (a) Organisation and functions of IRDA
   (b) Difference between Term Life Insurance and Whole Life Insurance Policies
   (c) Various documents for buying a life insurance policy
   (d) Claim settlement procedure in Life insurance policies.
निम्नलिखित स्थिति को हल कीजिए:
ACC लिमिटेड अपनी टाइम्सरिंग सेवाओं के पुरक के लिए एक अतिरिक्त कम्प्यूटर प्राप्त करने पर विचार कर रही है। इसके लिए विकल्प हैं:
(i) ₹ 22,00,000 में कम्प्यूटर खरीदने के लिए, और
(ii) कम्प्यूटर को ₹ 5,00,000 रुपये के वार्षिक किराये (वर्ष के अंत में देय) के साथ-साथ टाइम रिंग सेवाओं से सकल रजस्त्र के 10% पर पुट्टें पर पेया। तीसरे वर्ष के अंत में ₹ 6,00,000 की राशि भी देना है।

तीन वर्षों के लिए समय साप्ताहिक कार्य करने वाली सेवाओं से रजस्त्र ₹ 22,50,000; ₹ 25,00,000 और ₹ 27,50,000 अनुमानित है।

तीसरे वर्ष के अंत में कम्प्यूटर का निलंबन मूल्य ₹ 10,00,000 है।

वार्षिक परिचालन लागत (मूल्यांक और पुट्टें के किराये को छोड़कर) प्रति वर्ष ₹ 2,00,000 अनुमानित है और पहले वर्ष की शुरुआत में प्रशिक्षण के लिए ₹ 2,00,000 का अतिरिक्त रजस्त्र व्यय देय है।

(इन दोनों लागतों का) पुट्टे के मामले में पूर्णता द्वारा वध प्राप्त की जाना है। खरीद के लिए धन 16% को दर से अर्षित किया जाना है और तीसरे वर्ष के अंत में क्रमशः ₹ 5,00,000; ₹ 8,50,000 और ₹ 8,50,000 चुकाने चाहिए है। फर्क 50% को दर से कर का शुल्क प्राप्त करता है और सीधे रेखा प्रदर्शण पर मूल्यांकन प्राप्त करता है।

Roll No. ......................... Total Pages : 06

BBA/M-23 24517
INTRODUCTION TO FINANCIAL SERVICES
BBA-312

Time : Three Hours] [Maximum Marks : 80

Note : Attempt Five questions in all. Q. No. 1 (Part A) is compulsory. All questions carry equal marks.

Part A (शाखा ‘अ’)

1. Write short notes on the following : 2x8=16
   (a) "Management of Financial Services is comparatively difficult from Management of Products and other services." Discuss.
   (b) Bought out deals and Hire Purchase
   (c) Significance of credit cards from the perspective of an financial institution.
   (d) Benefits of credit rating to Investors of a company
   (e) "All Venture capital is a private equity but not all private equity is a venture capital." Justify.
   (f) Consumer Finance and Debenture Trustee
   (g) Book building and Reverse book building
   (h) Right Issue and Underwriting.

(2-10/11)L-24517(TR) P.T.O.
2. “Financial intermediaries have to perform the task of financial innovation to meet the dynamically changing needs of the economy.” Discuss this statement in the light of the various innovative products introduced in recent times in the financial service sector.

3. “The bribe-for-loan scam has exposed the weaknesses in lending practices. It is time for banks to look at more transparent ways of extending loans.” Critically discuss

4. Explain the following:
   (a) Factoring vs. Forfeiting
   (b) Exchange traded funds
   (c) Portfolio Management
   (d) Stock Broking

5. “SEBI is only a watchdog not a bloodhound.” Comment on the statement considering Stock Market Scams and role of SEBI in tackling such scams.
6. “As times change, credit card technology follows suit. But while change brings benefits, it also means that fraudsters have more tools at their disposal than ever before and that these tools have evolved in order to combat the ever-changing protective measures put into place to make criminals’ jobs harder.” Discuss the statement in light of various credit cards scams and protective measures to overcome the happening of same.

7. A mutual fund is a type of investment vehicle that pools money from multiple investors to invest in a diversified portfolio of stocks, bonds and other securities. Do you think that Mutual Funds are misusing poor investors of India? Critically examine and also discuss different types of mutual funds.

8. Solve the following case:

ACC Ltd. is considering acquiring an additional computer to supplement its timesharing services. It has two options:

(i) To purchase the computer for ₹ 22,00,000, and
(ii) To lease the computer on an annual rental (payable at the end of the year) of ₹ 5,00,000 plus 10% of gross revenue from time sharing services. An amount of ₹ 6,00,000 is also payable at the end of year 3.

The revenues from time sharing services are estimated at ₹ 22,50,000; ₹ 25,00,000 and ₹ 27,50,000 for 3 years. The computer has a salvage value of ₹ 10,00,000 at the end of 3rd year.

Annual operating cost (excluding depreciation and lease rent) is estimated at ₹ 2,00,000 per annum and an additional revenue expense of ₹ 2,00,000 is payable for training in the beginning of the 1st year (both these costs are to be borne by the lessee in case of lease). Funds for purchase are to be acquired at the rate of 16% and are repayable ₹ 5,00,000; ₹ 8,50,000 and ₹ 8,50,000 at the end of 3 years respectively. The firm pays tax at the rate of 50% and provides depreciation at straight line method.