

END TERM EXAMINATION

FIRST SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA101

Subject: Management Process and

BBA(B&I)101

Organizational Behaviour

(BATCH-2021 ONWARDS)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What is management? Give an overview of classical management theories.
- Q2 Explain how planning involves making decisions today that will have an impact later. Assume you have been put in charge of creating a program to control paper waste for a company; as a part of sustainability measures. Set goals and develop plans. What controlling measures would you take?
- Q3 What are attitudes? Describe its components. Discuss job related attitudes.
- Q4 What is the difference between leadership and management? Describe any two types of leadership styles. Suggest in which situations, they are most relevant.
- Q5 What is extrinsic and intrinsic motivation? As a manager, how would you use this understanding.
- Q6 What is the difference between organizational culture and climate? How can a manager create a positive organizational culture?
- Q7 Write a short note on **any one** of the following:
- a) Power tactics
 - b) Values and organizational behaviour
 - c) Business process reengineering

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FIRST SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA103

BBA(CAM)103

Subject: Business Mathematics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1 Answer any five from the following: [5×5=25]
- a) Find the 20th term of an A.P. with first term 5 and common difference 4.
 - b) Prove that, for all natural numbers n,
 $1.2 + 2.3 + 3.4 + \dots + n(n+1) = \left[\frac{n(n+1)(n+2)}{3} \right]$
 - c) If $x^y = e^{x-y}$, show that $\frac{dy}{dx} = \frac{xy}{(1+\log x)^2}$
 - d) If Prove: ${}^{100}P_C = {}^{99}P_C + {}^{99}P_C$, Find the value of x.
 - e) Find the number of distinct permutations of the letters of the word MATHEMATICS
 - f) Find the rank of the matrix A, where $A = \begin{bmatrix} 1 & 3 & 4 & 3 \\ -1 & 3 & 9 & 12 \\ -1 & -3 & -4 & 3 \end{bmatrix}$ by transforming it into row - echelon form.
 - g) Define Consumer and Producer Surplus.

- Q2 a) Two industries input - output relationship is given below in A with final demand (in units): (7.5)

Producing Industry	Input to Industry		Final Demand
	I	II	
I	50	75	75
II	100	50	50

If the gross output to increases to $\begin{pmatrix} 400 \\ 600 \end{pmatrix}$, determine the final demand which can be satisfied. Also test the Hawkins - Simon conditions.

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b) A salesman has the following record of sales during three months for three items A, B and C which have different rates of commission.

Months	Sales of Units			Total Commission drawn (in Rs.)
	A	B	C	
January	90	100	20	800
February	130	50	40	900
March	60	100	30	850

Find out the rates of commission on items A, B and C. (5)

Q3 The total cost function of a firm is $C(x) = \frac{1}{3}x^3 + 3x^2 - 7x + 16$, where x is the output. Determine: (12.5)

- i) The Average Cost
- ii) The Marginal Average Cost and Marginal Cost
- iii) The rate of change of MC with respect to x
- iv) Show that the Marginal average cost = $\frac{d(MC)-C(x)}{x}$

Q4 a) Evaluate the following: (9)

i) $\int \frac{1}{\sin^2(\log|2x+1|)} dx$

ii) $\int e^x(1+x) \log(xe^x) dx$

iii) $\int \frac{e^{2\log x} - 1}{2\log x + 1} \cdot \frac{1}{x} dx$

b) $\int_0^1 \frac{(2-2x)^{1/2}}{x^2+2x+12} dx$ (3.5)

Q5 a) If p times the p th term of an A.P. is equal to q times the q th term of the A.P., show that the $(p+q)$ th term is zero. (4)

b) Find the number of numbers less than 1000 and divisible by 5, which can be formed with the digits 0, 1, 2, 3, 4, 5, 6, 7, 8 and 9, no digit being repeated in any number. (4)

c) In a multinational firm, 4 posts fall vacant and 35 candidates apply for the posts. In how many ways, can the selection be made, if

- i) a particular candidate is always excluded? (4.5)
- ii) a particular candidate is always included?

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Q6 A multiproduct firm produces two commodities X_1 and X_2 whose prices per unit are 12 and 18 respectively. Assuming the firm's cost function as:

$$C = 2x_1^2 + x_1x_2 + 2x_2^2$$

Obtain the optimum levels of its products which maximize profit. (12.5)

Q7 a) Find the consumer's surplus and producers' surplus under pure competition for demand function $x = \frac{25}{4} - \frac{p}{8}$ and supply function $p = 5 + x$, where p is price and x are quantity. (8)

b) The marginal cost and marginal revenue functions of a product are given by $MC = 20 + \frac{x}{25}$ and $MR = 30$. The fixed cost is 200. Determine the maximum profit and the profit maximizing level output. (4.5)

Q8 a) A company charges Rs. 6000 for a television set on orders of 50 or less sets. The charge is reduced on every set by Rs. 75 per set for each set ordered in excess of 50. Find the largest size order the company should allow to receive a maximum revenue. (5)

b) A student has 4 places where he can eat lunch. The college canteen charges Rs. 8 for a Dosa, Rs. 3 for French fries and Rs. 5 for a soft drink. The campus coffee house charges Rs. 10 for a Dosa, Rs. 2 for French fries and Rs. 4.50 for a soft drink. A fast-food place charges Rs. 8 for a Dosa, Rs. 4 for French fries and Rs. 5 for a soft drink. A nearby restaurant serves Rs. 12 for a Dosa, Rs. 5 for French fries and a free soft drink for any order. (7.5)

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END TERM EXAMINATION

FIRST SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA 105
BBA (B&J) 105
BBA (CAM) 105

Subject: Financial Accounting and Analysis

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1. Which is compulsory.

(5x5=25)

Q1. Answer any five from the following:

- a) Difference between accounting and book keeping
- b) IFRS
- c) Human Resource Accounting
- d) Social Responsibility Accounting
- e) What is right issue?
- f) Explain deferred revenue expenditure.
- g) Explain sinking fund
- h) advantages of petty cash book

Q2. What do you mean by accounting? Who are the parties interested in accounting information? (12.5)

Q3. From the following Trial balance of Sovera medicos, Prepare a profit and loss account for the year ended March 31st, 2022. (12.5)

Particulars	Trial balance	
	Debit Rs	Credit Rs
Capital		2,50,000
Inventory (on April 1 st , 2021)	60,000	
Account receivable	1,00,000	
Accounts payable		70,000
Sales		6,00,000
Purchases	3,70,000	
Sales Returns	20,000	
Purchase Returns		10,000
Discount received		10,000
Bills payable		40,000
Rent received		10,000
Insurance	10,000	
Drawing	20,000	
Land & building	1,50,000	
Freehold Property	50,000	
Plant & Machinery	50,000	
Petty expenses	6,000	
Cash at Bank	20,000	
Furniture	30,000	
Freight	20,000	
Wages	15,000	
Salaries	15,000	
Advertisement	10,000	
Postage and Telephone	10,000	
General expenses	34,000	
Total	9,90,000	9,90,000

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Adjustment

- (a) Inventory was valued on March 31, 2022 at Rs 95,000.
- (b) Depreciate Plant and Machinery by 15% and Furniture by 10%.
- (c) Provide for Interest on Capital at 10% and interest on Drawing at 6%.
- (d) Provide for following outstanding expenses. Wages Rs 10,000, Salaries Rs 7,000, General Expenses Rs 5,000
- (e) Insurance was prepaid to the extend of Rs 3,000
- (f) A sum of Rs 2000 was earned by the way of discount but not yet received and hence not included in accounts.
- (g) A sum of Rs 3,000 represents rent received in advance but not yet due.
- (h) A provision of 2% is required on debtor towards bad and doubtful debts.
- (i) A provision of 50% towards taxation on profits (before taxation) is required

Q4. Pass the following journal entries: (12.5)

- (a) Salaries paid Rs10,000 after deduction Rs1,000 as income tax, Rs 1,500 as employee's share of provident fund but before employer's share of provident fund Rs1,500.
- (b) Goods worth Rs60,000 are insured against loss by floods. The policy is for Rs50,000. Actual loss caused by flood is Rs36,000. The insurance company admits the claim and pays the cash proportionately.
- (c) Old machine of the book value of Rs40,000 is exchanged for a new machine of Rs1,20,000. The old machine is valued at Rs25,000 for exchange purpose by machine tools Ltd.
- (d) Purchased 100 shares of LM Ltd @ Rs75 per share (Face value Rs100 per share); brokerage paid 5%.
- (e) Paid salaries to staff Rs 6,000 and recovered from travelling salesman Rs1,500 for goods supplied to him after deducting his travelling expenses of Rs 50.

Q5. Explain the need and significance of depreciation? What factors should be considered for determining the amount of depreciation? (12.5)

Q6. Standard cotton mills Ltd issued 50,000 shares of Rs 10 each at the maximum (12.5)

- Discount permitted by the companies act, payable as follows:
 - On application Rs 2 per shares
 - On allotment Rs 3 per shares
 - On first call Rs 1.50 per share
 - On final call the balance amount
- Application was received for 75,000 shares. The director made pro-rata allotment to applicant for 60,000 shares. Mr Raj Kumar did not pay the allotment money on 100 shares while Ms kavita did not pay final call on 60 shares. Pass the journal entries.

Q7. Mr. X Purchased second hand machinery on 1st February, 2009 for Rs 50,00 Paid Rs 11,000 for its overhauling and Rs 5,000 for its installation which was Completed by 31st March, 2009. The company provides depreciation on its Machinery at 15% on diminishing balance method from the date it was put to use and closes its books on 31st Dec every year. On 1st October, 2010, a repair work was carried out on the Machine and Rs 5,000 were paid for the same. The machine was sold on 31st October 2011 for a sum of Rs 11,000 and amount of Rs 1,000 was paid as dismantling charge. Prepare machinery account from 2009 to 2011. (12.5)

Q8. Pass journal entries: (12.5)

- (a) Issues of Rs 50,000, 13% debenture at par.
- (b) Issues of Rs 50,000, 13% debenture at a discount of 5 %, redeemable at par.
- (c) Issues of Rs 50,000, 13% debenture at par redeemable at 10% premium.
- (d) Issues of Rs 50,000, 13% debenture at a premium of 5 %, redeemable at par.
- (e) Issues of Rs 50,000, 13% debenture at a discount of 5 %, redeemable at 5%

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END TERM EXAMINATION

FIRST SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-107

Subject: Business Economics

BBA(B&I)-107

BBA(CAM)-107

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain briefly **any five** from the following:-
- (a) Cross elasticity of Demand
 - (b) Sweezy Kinked Demand Curve model
 - (c) Distinguish between Private cost & Social cost
 - (d) Opportunity Cost
 - (e) Law of Equi marginal utility
 - (f) Law of returns to scale
 - (g) Marginalism & Incrementalism
 - (h) Production Function
- Q2 What are the characteristics of Monopolistic competition? Compare the characteristics of monopolistic competition with those of perfect competition.
- Q3 (a) What is meant by Envelope curve (LAC)? Explain Graphically.
(b) What are the steps involved in Demand Forecasting?
- Q4 Explain Demand Schedule, Demand curve and Demand function. Derive a demand curve from the demand function: $Q = 50 - 10P$.
- Q5 (a) What is meant by the term "equilibrium" in Economics?
(b) Explain consumer's Equilibrium by using the Cardinal Utility Approach.
- Q6 What is price discrimination? How price is determined under it? Is price discrimination useful to society?
- Q7 Profit maximization remains the most important objective of business firms in spite of multiplicity of alternative business objectives. Comment.
- Q8 A monopoly firm can earn super normal profits but will never suffer losses? Comment and substantiate your views using suitable illustrations.

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FIRST SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-109

Subject:-IT Applications in Business

BBA (B&I)-111

BBA (CAM)-109

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1.which is compulsory.

- Q1. Answer **any five** of the following questions, briefly:- (5x5=25)
- (a)What are the characteristics of Computer? Explain them.
 - (b)What are the different types of input devices? Explain them.
 - (c)Explain the differences between the software and firmware.
 - (d)What are the advantages of database approach over file system? Explain
 - (e)What is a Compiler? How is it different from that of Interpreter? Explain.
 - (f)What do you mean by Presentation Software? Explain with suitable example.
 - (g)What is intranet? How is it different from that of extranet? Explain with suitable example.
- Q2. (a) What do you mean by the classification of Computers? Explain them with suitable example. (6)
- (b)What are the different types of storage devices? Briefly compare and contrast them. (6.5)
- Q3. (a) What is an Operating System? What are its primary functions? Explain them. (6)
- (b)What are the different types of Computer Programming Languages? Briefly explain them. (6.5)
- Q4. (a)What are the various Sort and Filter Tools in MS-Excel? Explain with suitable example. (6)
- (b)What is Pivot Table? How to analyze data with Pivot Table? Explain with suitable example. (6.5)
- Q5. What is a Network Architecture? Briefly explain the functions of all the seven layers of ISO - OSI Reference Model. (12.5)
- Q6. (a) What are the different types of transmission media? (6)
- (b) What are the different types of network topologies? Explain them briefly. (6.5)
- Q7. (a) What do you mean by Internet Services? Explain with suitable example. (6)
- (b)List and explain any two applications of IT in day to day business.(6.5)
- Q8. Write short notes on the following:- (6+6.5=12.5)
- (a) Electronic Spreadsheets
 - (b) Cloud Computing

END TERM EXAMINATION

SECOND SEMESTER [BBA] JULY 2023

Paper Code: BBA-102 Subject: Cost Accounting
BBA(B&J)-102

Time: 3 Hours Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Answer **any five** from the following:- (3x5=15)
 (a) Perpetual inventory system
 (b) Taylor's Different Piece Rate System
 (c) Idle time and its causes.
 (d) Cost Centre
 (e) Sunk cost
 (f) Material losses
 (g) Absorption and allocation of overheads
- Q2 'Limitation of financial accounting have made the management realize the importance of cost accounting.' Comment. (15)
- Q3 The PET Chemicals supplies you the following details from its cost records:- (15)

Stock of raw material on 1st September 2022	Rs. 85,000
Stock of raw material on 30th September 2022	Rs. 81,500
Direct wages	Rs. 52,500
Indirect wages	Rs. 2,750
Sales	Rs. 2,00,000
WIP on 1st September, 2021	Rs. 28,000
WIP on 30th September, 2021	Rs. 35,000
Purchase of raw materials	Rs. 66,000
Factory rent, rates and taxes	Rs. 15,000
Depreciation of plant and machinery	Rs. 3,500
Expenses on purchase	Rs. 1,500
Carriage outward	Rs. 1,000
Advertising	Rs. 5,000
Office rent and taxes	Rs. 2,500
Travellers wage and commission	Rs. 6,500
Stock of finished goods on 1st September 2022	Rs. 54,000
Stock of finished goods on 30th September 2022	Rs. 31,000

Prepare the cost sheet giving the maximum possible break up of cost and profit

- Q4 (a) A company uses 2,500 units of material per month. The cost of placing the order is Rs. 150. The cost per unit is Rs. 20. The reorder period is 4 to 8 weeks. The minimum consumption of raw material is 100 units whereas the average consumption is 275 units. The carrying cost of inventory is 20% per annum. You are required to calculate: (7.5)
- (i) Re-order quantity
 (ii) Re-order level.

26/2/20
26/2/20
26/2/20

1845000

reorder q. - $\sqrt{\frac{2AD}{CS}}$

reorder level = max cons x min cons

B = 150
 C = 20
 reorder period = 4 - 8 week
 min cons = 100
 Ave consum = 275 units
 S = 20 %
 max consum = 100 + 275 = 375

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max consum = 100 + 275 = 375

END TERM EXAMINATION

SECOND SEMESTER [BBA] JULY 2023

Paper Code: BBA-104 Subject: Decision Techniques for Business Maximum Marks: 75

Time: 3 Hours

Note: Attempt any five questions.

- Q1 (a) In a group of 1000 wage earners the monthly wages of 4% are below Rs. 60 and those of 15% are under Rs.62.50, 15% earned Rs. 95 and over, and 5% get Rs. 100 and over. Find the median wage. (7)
- (b) The means of two samples of sizes of 50 and 100 respectively are 54.4 and 50.3 and standard deviations are 8 and 7. Obtain the mean and standard deviations of the sample size 150 obtained by combining the two samples. (8)

- Q2 (a) Determine the median wage graphically from the following data: (7)

Wages	No. of workers	Wages	No. of workers
700-800	4	1100-1200	12
800-900	6	1200-1300	7
900-1000	10	1300-1400	3
1000-1100	16		

- (b) For the following data of the frequency of visit of customers in a shop in the month of April, year 2017, starting from 1st to 30th (Row wise), (8)

3	4	1	4	4
4	2	3	4	4
5	9	4	2	5
7	8	7	1	3
8	6	8	6	6
9	9	9	5	5

- (i) Draw a frequency table and find the dates on which customer are more frequent.
- (ii) Find the average number of visit in this month.
- (iii) Which of the week showing more favorable visit for the customers?

- Q3 (a) Prove that the Standard deviation is independent of any change of origin but is dependent on the change of scale. (7)
- (b) Find the standard deviation and coefficient of variation from the following data: (8)

Wages	No. of workers	Wages	No. of workers
Up to Rs. 110	12	Up to Rs. 150	157
Up to Rs. 120	30	Up to Rs. 160	202
Up to Rs. 130	65	Up to Rs. 170	222
Up to Rs. 140	107	Up to Rs. 180	230

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Q4 (a) Given standard deviation with respect to data X is 3 and regression equations are: $4X - 5Y + 33 = 0$, $20X - 9Y - 107 = 0$. (7)

- Find
- (a) A.M. of data X
 - (b) A.M. of data Y
 - (c) Standard deviation of data Y
 - (d) Correlation coefficient.

(b) From the following table, find correlation coefficient between age and playing habit of students. (8)

Age (years):	15	16	17	18	19	20
Mo. of students:	250	200	150	120	100	80
Regular players:	200	150	90	48	30	12

Q5 (a) Define Regression. Why are there two regression lines? Under what conditions can there be only one regression line? (7)

(b) A consulting firm is preparing a study on consumer behavior. The company collected the following data in thousand rupees to determine whether there is a relationship between consumer income and consumption levels: (8)

Consumer No.	1	2	3	4	5	6
Income(Rs.)	300	350	320	400	295	315
Consumption(Rs.)	250	275	270	300	269	290

Calculate correlation coefficient for the above data. Write your comments about the correlation coefficient's value

Q6 (a) Solve the following LPP by graphical method: (7)
Minimize $Z = 4x + y$

Subject to the constraints: $3x + y = 3$, $4x + 3y \geq 6$, $x + 2y \leq 4$ and $x, y \geq 0$.

(b) Write the dual to the following LPP: (8)
Maximize $Z = 20x_1 + 15x_2 + 18x_3 + 10x_4$
Subject to the constraints: -

$$4x_1 - 3x_2 + 10x_3 + 4x_4 \leq 60$$

$$x_1 + x_2 + x_3 = 27$$

$$-x_2 + 4x_3 + 7x_4 \geq 35$$

$$x_1, x_2, x_3 \geq 0 \text{ and } x_4 \text{ : unrestricted in sign}$$

Q7 Maximize $Z = 80x_1 + 60x_2 + 30x_3$ (15)

Subject to constraints: $10x_1 + 4x_2 + 5x_3 \leq 2000$
 $2x_1 + 5x_2 + 4x_3 \leq 1009$

$$x_1, x_2, x_3 \geq 0$$

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Q8 Given below is a transportation table taken from the solution process for a transportation problem:

Factories	Distribution Centres			
	1	2	3	4
A	10	8 (5000)	7	12 (1500)
B	12	13	6 (4500)	10 (1500)
C	8 (7000)	10 (500)	12	14 (1500)

Answer the following questions, giving brief answers: (15)

- (i) Is this solution feasible?
- (ii) Is this solution degenerate?
- (iii) Is this solution optimal? If not, find the optimal solution.
- (iv) Does the problem have alternative optimal solution?

Q9 A company has 4 machines to be assigned to 4 of the 5 workers available for the purpose. The expected production from each machine operated by each worker is given below: (15)

Machine	Workers				
	A	B	C	D	E
I	40	46	48	36	48
II	48	32	36	29	44
III	49	36	41	38	45
IV	30	46	49	44	47

Suggest optimum assignment of workers to machines.

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END TERM EXAMINATION

SECOND SEMESTER [BBA] JULY 2023

Paper Code: BBA-106
BBA(B&I)-106

Subject: Business Environment

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Discuss the significance of the study of business environment in Indian context. (15)
- Q2 What are the objectives of WTO? Explain the difference between GATT and WTO. (15)
- Q3 a) What do you mean by FEMA? Explain the main provisions of this act.
b) Briefly explain the contribution of various sectors in Indian GDP. (9+6)
- Q4 Explain the determination of National income through equality of saving and investment. Can this equilibrium be at less than full employment level? Discuss. (15)
- Q5 Explain briefly classical theory of income and employment. How does this theory show that a free market economy automatically adjusts to full employment level? (15)
- Q6 a) Critically examine the contribution of start-ups in Indian economy
b) Analyze the impact of "Swachh Bharat Abhiyan" on environment (10+5)
- Q7 "The obvious aim of the monetary policy of a country is to attain equilibrium between saving and investment at the point of full employment". Discuss between saving and investment at the point of full employment". (15)
- Q8 Discuss the "Technical Leadership". Why few countries are leader technically while the others are follower? (15)

form - foreign exchange

P

currency

distribution

END TERM EXAMINATION

SECOND SEMESTER [BBA] JULY 2023

Paper Code: BBA-108

Subject: E-Commerce

BBA(B&I)-110

(BATCH 2021 ONWARDS)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1/ Attempt **any three** questions in brief. [15]
- (a) Define the terms: Web site, Web page, Web server, URL and home page.
- (b) Compare Internet, Intranet & Extranet.
- (c) Write a short note on Indian readiness for e-commerce.
- (d) Explain the structure tags of HTML
- (e) Explain in detail the E-transition challenges for Indian corporate.
- Q2 (a) Discuss the ethical issues related to E-Commerce. Explain the cryptography and digital signature.
- (b) Explain different types of E-payment systems with their advantages and disadvantages. [7, 8]
- Q3 (a) Explain the following tags
1. 2. <PRE> 3. 4. <DIV>
- (b) Write HTML code for the below table.
- | Roll No | Name | Course | Marks | | |
|---------|------|--------|----------|----------|-------|
| | | | Internal | External | Total |
| 142 | abc | bba | 20 | 60 | 80 |
| 654 | xyz | bca | 15 | 65 | 80 |
- [8, 7]
- Q4 (a) What are frames? Describe any two attributes of frame with example.
- (b) Explain the use of Anchor tag with all possible attributes and give example with bookmark. [8, 7]
- Q5 (a) How does spoofing threaten a website's operations?
- (b) Design a Student registration form in HTML? Take your own assumptions for form fields. [5, 10]

P.T.O.

BBA-108/BBA(B&I)-110

P_{1/2}

www // http.

- Q6 (a) Whether E-Commerce and E-Business are same or different? Justify your answer.
(b) Explain the various models of E-Commerce with the help of an example. [7, 8]

- Q7 (a) Explain the following attributes of form tag.
(i) Method (ii) Action
(b) Write HTML code for creating a registration a user, user will provide the information like: name, DOB, gender, password, confirm password and hobbies. [5, 10]

- Q8 Differentiate between the following: [15]
(a) E-Commerce and Mobile Commerce
(b) Public Key and Private Key
(c) Static Website and Dynamic Website

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P₂/2

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY-FEBRUARY 2023

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

Subject:- Marketing Management

(Upto 2020 Batch)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1. which is compulsory.

- Q1. Attempt **any five** of the following:- (5x3=15)
- (a) Distinguish between Product Mix and promotion mix.
 - (b) Functions performed by channel intermediaries.
 - (c) What are the different product levels? Give examples.
 - (d) Just in time management system.
 - (e) What is the difference between targeting and positioning, give examples?
 - (f) Explain Marketing Myopia with an example.
 - (g) Push vs Pull strategy.
 - (h) Explain any two Pricing strategies.
- Q2. Explain the concept of product life cycle along with the strategies company adopts at each stage with examples. (15)
- Q3. Write short notes (**all compulsory**) (3x5=15)
- (a) Personal selling process
 - (b) Importance of distribution channels
 - (c) Positioning strategies
- Q4. (a) What is segmentation? (5)
- (b) What segmentation variables can be adopted for the following products. Justify. (10)
- (i) Soaps
 - (ii) Milk supplements
 - (iii) Shoes
- Q5. (a) Differentiate between Sales promotion and personal selling? (5)
- (b) Explain the process of personal selling taking an example of insurance products. (10)
- Q6. (a) Differentiate between Supply Chain management and Logistic management. (5)
- (b) Explain the activities undertaken under Logistic Management. (10)
- Q7. Explain the concept of Vertical and Horizontal Marketing systems along with types and examples of each. (15)

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END TERM EXAMINATION

THIRD SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA205

Subject: Human Resource Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1 Write **Short note on three:** (3x5=15)
- a) Human Capital
 - b) Induction Process
 - c) Career planning and career development
 - d) Evolution of Human Resource Management
- Q2 Discuss the importance of Human Resource Management in the present day competitive environment. Distinguish between Human Resource Management and Personnel Management. (15)
- Q3 What do you understand by employee empowerment? Describe various approaches to empowerment in brief. Discuss the process of Job Analysis. (15)
- Q4 Human Resource Planning involves the movement of an organization, from its current manpower needs to the desired manpower needs. Discuss the various steps in Human Resource Planning. (15)
- Q5 Discuss the need for scientific selection process. Briefly explain different tests used in the selection of employees. (15)
- Q6 Indicate the steps needed in recruitment of the employee. What different precautions HR manager has to take at the time of recruitment? (15)
- Q7 What are the limitations of conventional performance appraisal methods? Explain? How does 360 degree appraisal technique overcome these limitations? Examine. (15)
- Q8 Critically examines the social security benefits available to industrial workers in one county. What steps will you suggest to improve them?(15)

END TERM EXAMINATION

THIRD SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA207

Subject: Management Accounting

BBA(B&I)203

(Batch 2021 onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1 Answer **any five** from the following: (5x5=25)
- a) Difference between management accounting and financial accounting.
 - b) Zero base budgeting.
 - c) Margin of Safety
 - d) Relevant Cost and Sunk Cost
 - e) Make or Buy decision
 - f) Du point Analysis
 - g) What is the main use of spreadsheet?
 - h) Cash Flow Statement

- Q2 Discuss the computation and significance of the following financial ratio:
 i) Current ratio (ii) Quick Ratio (iii) Interest Coverage ratio (iv) Earning Per Share (v) Stock turnover ratio (12.5)

- Q3 Ranbaxy Pvt Ltd is expected to have Rs. 25,000 in its bank account on 1.4.2022. Prepare a cash budget for April, May, and June 2022 from the following estimates. (12.5)

Month	Sales	Purchase	Salary	Administrative Expenses	Selling Expenses
February	50,000	30,000	6,000	9,000	3,000
March	56,000	32,000	6,500	9,500	3,000
April	60,000	35,000	7,000	10,000	3,500
May	80,000	40,000	9,000	11,500	4,500
June	90,000	40,000	9,500	12,500	4,500

Other information:

- a) 20% sales on cash. Balance on credit and amount to be collected in the next month.
 - b) Suppliers are paid second month following the purchases.
 - c) Workers salary paid in the same month.
 - d) Administrative and selling expenses are paid in the next month.
 - e) Dividend of Rs 10,000 and Bonus to workers of Rs 15,000 are to be paid in May.
 - f) Income tax of Rs 25,000 to be paid in June.
- Q4 Prakash Steel Co. has prepared the following budget estimates for the year 2014-15: (5+7.5=12.5)

Sales units: 15,000
 Fixed Expenses Rs. 34,000
 Sales value Rs.1,50,000
 Variable Costs Rs. 6 per unit

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You are required to:

- a) Find the P/V ratio, Break-even Point and Margin of Safety.
- b) Calculate the revised P/V Ratio, Break even point and Margin of safety in each of the following cases:
 - i) Decrease of 10% in selling price
 - ii) Increase of 10% variable costs.
 - iii) Increase of sales volume by 2000 units
 - iv) Increase of Rs 6,000 in fixed costs.

Q5 How marginal costing is different from absorption costing and direct costing? Discuss advantage of marginal costing. (12.5)

Q6 a) From the following data, calculate (a) Material Cost Variance (b) Material Price Variance (c) Material Usage Variance (d) Material Mix Variance (5)

Name of material	Standard		Actual	
	Kg	Rate	Kg	rate
X	8000	1.05	7500	1.20
Y	3000	2.15	3300	2.30
Z	2000	3.30	2400	3.50

b) Explain in detail comparative financial statements and trend percentage as tools of financial analysis. (7.5)

Q7 Super Fashion Pvt. Limited submits the following information of cost in respect of its two products: (12.5)

Particulars	Waxy (per unit) (Rs.)	Glaxy (per unit) (Rs)
Direct Material	20	30
Direct Wages	20	15
Variable overhead	15	25
Fixed overhead	15,000	15,000
Selling price	75	125

You are required to recommend the management the profitable sale mix from the below mentioned alternatives:

- a) 600 units of Waxy only.
- b) 800 units of Glaxy only.
- c) 100 units of Waxy and 300 units of Glaxy.
- d) 300 units of Waxy and 200 units of Glaxy.

Q8 Define budgetary control. State its objectives. Explain the process by which various budgets are prepared. Distinguish between fixed budget and flexible budget. (12.5)

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END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA 211/B&I-209 Subject: Business Research Methodology

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one question from each unit. All questions carry equal marks.

SECTION A

- Q1. Answer the following:-
- Distinguish between Reliability and Validity.
 - What are mediating variables in research? How these are different from moderating variables?
 - What do you understand by research problem formulation?
 - How is the sample size computed for primary data calculation in business research?
 - What is the meaning of citation? Mention the names of any 3 citation styles.

SECTION B

UNIT-I

- Q2. What are the tenets of good business research? Also give a taxonomy of various types of business research. Which one is more appropriate in context of business and why?
- Q3. What is a research design? Why is it referred to as the heart and soul of research?

UNIT-II

- Q4. Explain different methods of data collection used in business research. Also distinguish between qualitative and quantitative data.
- Q5. What is a longitudinal study? When is it used? Give examples to elucidate.

UNIT-III

- Q6. NRF tyres manufacturing company claims that the average life of its car tyres is 70000 kms. A sample of 10 customers has provided following details:

Customer No.	Life of Car Tyres (in Kms.)
1	65000
2	74000
3	82000
4	78000
5	54000
6	60000
7	70000
8	77000
9	74000
10	61000

Ascertain whether the claim made by the company is correct using appropriate method.

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Q7. What is the importance of a questionnaire in data collection? Discuss the guidelines used to formulate an effective questionnaire.

UNIT-IV

Q8. What are the essentials of a good research report? Why is it prepared?

Q9. What is the importance of ethics in research? What are the various issues of research in context of business research? Give examples to prove your point.

UNIT-I

UNIT-II

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(Please write your Exam Roll No.)

Exam Roll No. 8.....

END TERM EXAMINATION

THIRD SEMESTER [BBA] FEBRUARY-2023

Paper Code: BBA-217

Environmental Studies

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No1 which is compulsory.

- Q1 Answer **any five** of the following:- (5x5=25)
- (a) Food Chain and food web.
 - (b) Dams-benefits and problems
 - (c) Ecological Pyramids
 - (d) COP 27
 - (e) Carbon foot printing
 - (f) In-situ and Ex-situ conservation
 - (g) Sustainable Development
 - (h) Single use plastic ban India
- Q2 Discuss in detail about Kyoto Protocol and Montreal protocol. (12.5)
- Q3 Explain the concept of Environmental Impact Assessment in detail. Also critically discuss about the India's EIA Norms. (12.5)
- Q4 Explain the types of Ecosystem with advantages and disadvantages of each. (12.5)
- Q5 Discuss about climate change & global warming in context of recent global issues. (12.5)
- Q6 Explain the causes of air pollution with its health impacts. (12.5)
- Q7 Discuss about the non-renewable sources of energy and its future. (12.5)
- Q8 Write short notes on the following:- (12.5)
- (a) The Chemical weapons convention
 - (b) Thermal pollution-causes, effects and control.
 - (c) Role of Environmental Ethics

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(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

THIRD SEMESTER [BBA] FEBRUARY-2023

Paper Code: BBA-217

Environmental Studies

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No1 which is compulsory.

- Q1 Answer **any five** of the following:- (5x5=25)
(a) Food Chain and food web.
(b) Dams-benefits and problems
(c) Ecological Pyramids
(d) COP 27
(e) Carbon foot printing
(f) In-situ and Ex-situ conservation
(g) Sustainable Development
(h) Single use plastic ban India
- Q2 Discuss in detail about Kyoto Protocol and Montreal protocol. (12.5)
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- Q7 Discuss about the non-renewable sources of energy and its future. (12.5)
- Q8 Write short notes on the following:- (12.5)
(a) The Chemical weapons convention
(b) Thermal pollution-causes, effects and control.
(c) Role of Environmental Ethics

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END TERM EXAMINATION

THIRD SEMESTER [BCA] JANUARY-FEBRUARY 2023

Paper Code: BCA 221

Subject: Principles of Management &
Organizational Behaviour

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one question from each unit.

- Q1. Write short notes of the following (Any Five): (5x5=25)
- (a) Define self-learning.
 - (b) Discuss different roles and function of a Manager.
 - (c) Differentiate between authority and responsibility.
 - (d) Stereotyping.
 - (e) Describe theory of cognitive dissonance.
 - (f) Halo effect.

UNIT-I

- Q2. (a) "Management is the art of getting things done". Do you agree? Give reasons. (6)
(b) Explain the Managerial Levels in an organization. (6.5)
- Q3. (a) How pertinent today is Taylor's assumption that management and labour had a common cause. Explain your view with justification. (7.5)
(b) Differentiate between Effectiveness Vs Efficiency. (5)

UNIT-II

- Q4. (a) 'Decision making is the essence of managing.' Comment and explain the features of a rational decision. (7)
(b) "Planning is mere ritual in the fast-changing environment." How far do you agree with this statement? Why? (5.5)
- Q5. (a) "Planning is nothing without control and control is aimless without planning". Explain the statement with examples. (6.5)
(b) Differentiate between Long term planning and short term planning. (6)

UNIT-III

- Q6. (a) "Organizational Behavior represents interactions among individuals, groups and the organization. Elucidate. (6)
(b) A large unit manufacturing goods which has been known for its HR policies and fringe benefits is facing the problem of low productivity and high absenteeism. How should the management improve the organizational climate? (6.5)
- Q7. (a) "Motivation is the core of management". What are the suggestion would you offer to the management to motivate its staff? (5.5)

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- (b) Distinction between Maslow and Herzberg theories of motivation. What is the role of money/monetary benefits in motivating the managers? (7)

UNIT-IV

- Q8. (a) Define Organizational Behavior and explain the need of understanding human behavior in organizations. (6)
(b) Explain the concept of personality. Discuss personality traits that affect the human behavior. (6.5)
- Q9. (a) 'If organizational change is to be real change, it has to happen at the level of culture.' Elaborate this statement. (6.5)
(b) "Perception is a process of input- throughput- output Analysis". Comment and examples of perceptual sets from work settings. (6)

UNIT II

UNIT III

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(Please write your Exam Roll No.)

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-208

Subject: Income Tax Law and Practice

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. What is gross total income and describe various major heads under GTI? Explain the guidelines under section 80 of the Income tax act.
- Q2. Critically describe the term partnership and partnership deed. Explain the features of partnership firm.
- Q3. (a) Explain the rule to compute depreciation allowance in case of Income from Business and Profession.
(b) Discuss the role of different tax authorities and their functions in detail.
- Q4. (a) What are the provisions of Income Tax Act regarding commutation of pension.
(b) What are fully taxable and fully exempted allowances? Explain with examples.
- Q5. Write short note on **any three**:
(a) Residential status
(b) Gross total income
(c) Income from house property
(d) Lottery income
- Q6. (a) Lucy purchased 500 shares of XYZ Co. on 26 October 2018 for Rs.98.94 per share and then sold all the shares on 25 October 2019 for Rs.119.04 per share, Calculate the capital gain earned by her in selling these 500 shares.
(b) Explain the term capital gain and also differentiate between short term and long term capital gain.
- Q7. (a) An individual taxpayer aged 50 years earns Rs. 3,00,000 in agricultural income. Her non-agricultural income is worth Rs. 5,00,000. Calculate her agriculture income tax for the Assessment year 2022-2023.
(b) Difference between agricultural and non agricultural income.
- Q8. Explain the various deductions under 80C to 80 U available for Individual and HUF. Also state which deductions are considered under New Tax Regime.

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA301/BBA(B&I)-301 Subject: Income Tax Law & Practice

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1 Answer **any five** from the following: (25)
- Differentiate between Tax planning & Tax avoidance
 - State any 5 income exempted from Tax.
 - Income of previous year is always taxable in the immediately following assessment year. Comment
 - Perquisite in respect of rent free accommodation
 - After the death of X in the year 2020-21, Mrs. X receives a pension of Rs. 10,000 per month from her husband's employer. State the head and amount of income taxable in her hands for the assessment year 2022-23.
 - Short note on expenses of scientific research.
 - State the kinds of Provident Fund and explain?
 - Define annual value. How is it determined?
- Q2 Describe in how many categories the residential status of an assessee is divided. Also explain the conditions of those categories. (12.5)
- Q3 The following particulars relate to the income of Srinivasan for the assessment year 2022-23: (12.5)
- He is employed in a cotton textile mill at Delhi on a monthly salary of Rs. 25000. He is also entitled to following allowances and perquisites:
- Dearness Allowance @ Rs. 6000 p.m.
 - Bonus @ 2 months basic salary.
 - Entertainment allowance @ Rs. 2000 pm.
 - House Rent Allowance @ Rs 7000 pm.
 - Actual rent paid @ Rs 4000 pm
 - Transport allowance @ Rs 200 pm
 - Children education allowance for 3 children @ 200 per month each
 - He is also provided with gas, electricity and water facility and employer spent Rs 15000 on these facilities.
 - Gift of smart watch worth Rs 14000 was received from employer.
 - Car with engine capacity 1.7 liter is given for both office and personal use. All the maintenance expenses are met by employer.
 - He and his employer both contribute 10% of his salary to his recognized provident fund and interest credited to this fund @ 12% amounted to Rs 30000 during the previous year.

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- l) He donated Rs 18000 to National Defence fund.
Compute his Taxable income and Tax liability for the Assessment year 2022-23.
- Q4 a) What are the provisions applicable for "house property" when unrealized rent is realized subsequently?
b) Is agricultural income taxable in India? (12.5)
- Q5 What do you mean by capital asset? Explain the term cost of acquisition and computation of indexed cost of acquisition. Also explain the rules of exemption under section 54 and 54 D. (12.5)
- Q6 Compute the advance Tax payable by Ronit from the following income for the assessment year 2022-23 (12.5)
- a) Gross Salary = Rs. 600000 PA
 - b) Rent from house property per annum = Rs150000
 - c) Interest on Government Securities = Rs. 8000pa
 - d) Interest on saving Bank Deposits = Rs.3000pa
 - e) Agricultural Income = Rs 290000pa
 - f) Contribution towards PPF = Rs 25000
- Q7 What is Block of Asset? Elaborate the specific deductions allowed to a businessman assessee for computing his business income. (12.5)
- Q8 Explain **any three** of the following: (12.5)
- a) Provisions related to clubbing of income of spouse and minor child.
 - b) Provisions related to set off and carry forward of business losses.
 - c) Who is eligible to file ITR 1?
 - d) TDS on winning from lottery and crossword puzzles.

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END TERM EXAMINATION

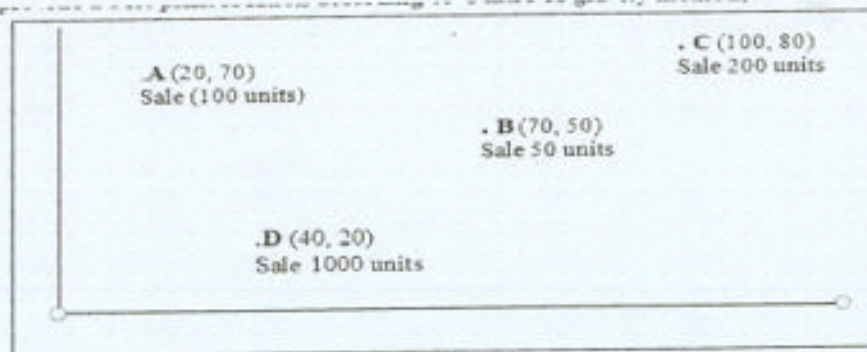
FIFTH SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA 303 Subject: Production & Operations Management

Time: 3 Hours Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1. Attempt **any five** from the following: (5x5=25)
- (a) Explain Transformation model.
 - (b) Distinguish between job-shop production and batch-shop production.
 - (c) "EOQ impacts cash flow planning". Discuss.
 - (d) Discuss about TQM and costs of quality.
 - (e) What roles are played by "black belt" and "green belt" members in six sigma projects?
 - (f) What role of IT in production and operation management?
 - (g) Differentiate between CAD and CAM.
 - (h) Differentiate between Q inventory system and P inventory system.
- Q2. Define production planning and control. Also, explain different elements of production planning and control. (12.5)
- Q3. What is product design? What approaches should considered at the time of designing a product? Elucidate. (12.5)
- Q4. (a) Location decision is strategic decision and can have significant impact on success or failure of business. Discuss.
(b) What do you mean by Centre of gravity method and why it is useful? By using the following information of four markets provide a best plant location; (12.5)



- Q5. What means of plant layout and how many different types of layout may be designed? Also, suggest relevant layout for hospital & dairy industries and why? (12.5)
- Q6. (a) An organization has annual requirement of material i.e. 2,00,000 units. The ordering cost for one order is Rs 2000. The per unit maintenance cost is 10% of unit price and unit price is Rs 1000. Calculate EOQ, total storage cost, numbers of orders and total ordering cost by using above given information.
(b) What different methods of purchasing are used at the time of purchasing materials? (12.5)

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- Q7. (a) What means of supply chain management and describe its process? (12.5)
 (b) Discuss about ABC inventory control technique. Also, categorized the following stock items in A, B and C categories:

Item	Annual Usage in units	Cost per unit
U	1,20,000	350
V	20,000	200
T	40,000	90
Q	10,000	75
L	25,000	300
W	1500	350
K	1,00,000	50
M	80,000	500
J	8,000	50
X	4,000	100
P	6,500	60

- Q8. What means of plant maintenance? What different types of maintenance are carried out in organization and why? (12.5)

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-305

Subject: Services Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five question. All questions carry equal marks.

- Q1. Write Notes on:
- Explain the nature of services.
 - What are the unique characteristics of services?
 - Give an example of expanded marketing mix.
 - What is market segmentation?
 - Outline the need of new service development.
- Q2. (a) Discuss the evolution and growth of service sector in India
(b) Discuss the service marketing opportunities in hospitality and tourism sector.
- Q3. (a) Explain service market segmentation, targeting and positioning with a suitable example.
(b) (i) Explain GAP model of service quality.
(ii) Discuss the need for measuring service quality.
- Q4. (a) Why most of the corporate prefer integrated service marketing communication? Discuss.
(b) How does the corporate are designing service delivery system? Explain with suitable case.
- Q5. (a) Discuss the major issues and challenges of service marketing in India.
(b) Explain various methods for Pricing of services
- Q6. (a) Discuss how the service strategies vary sector-wise? Why there is variation?
(b) Explain the service strategies for financial and entertainment sector
- Q7. Critically evaluate SERVQUAL? Explain in detail with suitable example.

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BBA-305
P/2

Q8. Write Notes on:

- (a) Explain the need for positioning of services.
- (b) What is services channel?
- (c) Write briefly about service strategies for health.
- (d) Explain the need of logistics services.

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA307

Subject: Entrepreneurship Development

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. What do you mean by Entrepreneurship? What are the traits of successful entrepreneurs?
- Q2. How do entrepreneurs foster innovation within their ventures? Write few examples of successful innovation in entrepreneurship?
- Q3. What is different type of financing options available to entrepreneurship? How do entrepreneurs decide on the most appropriate financing option for their venture?
- Q4. What do we mean by feasibility study? Explain in detail process of conducting feasibility study?
- Q5. Write **short notes** on:
a) Discuss important environmental barriers to entrepreneurship?
b) Similarities and Differentiation between Entrepreneur and Manager
- Q6. Who is entrepreneur? Explain in detail about role of entrepreneur in economic development?
- Q7. Explain SSI? Write the Steps for Starting Small-Scale Industries.
- Q8. Write notes on:
a) What is Business Plan? How do you prepare Business Plan? Explain advantages of preparing Business Plan.
b) What are some potential consequences of not addressing legal and ethical issues in entrepreneurship?

END TERM EXAMINATION

FIFTH SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-309

Subject: Goods & Services Tax (GST)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory.

- Q1 Answer **any five** from the following:- (5x5=25)
(a) Procedure for registration under GST
(b) Role of GST practitioner
(c) Tax Audit
(d) Appeals and Revisions under GST
(e) Types of returns under GST
(f) Composite Supply and Mixed Supply
(g) Tax Invoice
(h) Job Work
- Q2 What is the meaning of Goods & Services Tax? Why it was introduced in India? Explain the features of GST. (12.5)
- Q3 How would you find out the place of supply of services where the location of both supplier and recipient is in India? (12.5)
- Q4 What are the provisions relating to tax payable on reverse charge basis under sec 9(3)? Which are the categories of supply of services on which recipient of service has to pay tax on reverse charge basis? (12.5)
- Q5 What do you understand by advance ruling? State the procedure for obtaining advance ruling. (12.5)
- Q6 What are the various activities which would be considered to be offences u/s 122(1) attracting penalties under GST Act. (12.5)
- Q7 Explain the conditions in GST under which inspections, search and seizure can be initiated by the tax assessment officer. In which situations even arrest order of the defaulter can be issued. (12.5)
- Q8 When can a person claim refund of GST? How is a refund claimed? Can a refund be withheld? (12.5)
