

Faculty of Business Management
BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023

PAPER: Business Taxation

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Define the term Direct Tax
 2. What is Previous year and Assessment year
 3. Master and servant relationship
 4. What is meant by 'Deductions'
 5. Corporate taxation
 6. Tax liability of an Individual
 7. Assessment of Companies
 8. Write about 'Deductions towards Income from house property

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the components of Direct and Indirect Taxes in detail.
(OR)
(b) Discuss the scope and limitations of Indian tax system.
 10. (a) Define the concept of Agricultural Income specified under section 2(1A) in detail.
(OR)
(b) Mr.K.Subhash a citizen of Hyderabad has left for UK to see his daughter on 26th April 2020 and did not return to Hyderabad during the previous year 2019-20. You are required to determine his residential status for the assessment year 2020-21.
 11. (a) Explain the procedure for computation of Income from house property with the help of constructive example.
(OR)
(b) Mr. P. Kamal is employed in irrigation department of Telangana state. His salary particulars are here under.

Particular	Amount
Basic pay	5,000/-
Dearness allowance	400 p.m
Education allowance	250 p.m
Entertainment allowance	850 p.m

- Your are required to calculate deductions allowed u/s 16(ii).
12. (a) Explain the concept of Tax liability of an individual and Deductions in computing the Business income.
(OR)
(b) Explain the procedure for computation of Total income in detail.
 13. (a) Explain the concept of corporate taxation. Explain the scope and importance of corporate taxation.
(OR)
(b) Explain the procedure for assessment of firm with the help of suitable examples in detail.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Advertising and Sales Promotion**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Explain Trade fair.
2. What is Advertising appeal?
3. Explain the steps in Capital planning.
4. What is the difference between Warranty and Guarantee?
5. Explain Sales territories.
6. Explain Consumer.
7. What is Salesmanship?
8. Explain the Promotional Strategies.

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) What is Advertising? Briefly explain importance and Objectives of Advertising.

(OR)

- (b) Explain Media? What is the difference between Print media and Electronic media?

- 10.(a) Briefly explain the features and functions of Advertising agencies.

(OR)

- (b) What are the Ethics in Advertising?

- 11.(a) What is Advertising layout? Explain functions and types of Layout.

(OR)

- (b) What is the measurement of Advertising effectiveness?

- 12.(a) What are the Advertising techniques of Sales Promotion?

(OR)

- (b) Briefly explain Consumer and dealer promotion.

- 13.(a) Briefly explain Sales force management.

(OR)

- (b) Briefly explain the methods of motivating Salesman.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Consumer Behavior**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Explain Consumer.
2. Explain Leadership.
3. Explain Values and lifestyles of consumers.
4. What is Re-positioning?
5. Explain the habits of consumer.
6. Explain Consumerism.
7. Explain Psychographics.
8. What are the rights of Consumer?

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Briefly explain the Decision making process.
(OR)
(b) Briefly explain the Consumer behavior models.
10. (a) What are the environmental influences on Consumer Behavior?
(OR)
(b) What are the Marketing implications of Cultural influences?
11. (a) Briefly explain the Motivation and Personality.
(OR)
(b) Briefly explain the Consumer buying behavior.
12. (a) What are the Market segmentation strategies?
(OR)
(b) Briefly explain the Positioning strategies for existing and new products.
13. (a) What is the difference between the Global consumer behavior and online consumer behavior?
(OR)
(b) What are the applications of consumer responses to direct marketing approaches?

Faculty of Business Management
BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan,2023
PAPER: Total Quality Management

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. What is TQM?
 2. Explain the PDCA Cycle.
 3. Explain ISO 9000 series standards.
 4. Explain Communication model.
 5. What is Forced field analysis?
 6. Explain Quality councils.
 7. What is Failure mode?
 8. Explain supplier rating.

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) What are the characteristics of Quality leaders?
(OR)
(b) Briefly explain the benefits of Total Quality Management.
- 10.(a) Briefly explain the Performance measures.
(OR)
(b) Briefly explain the Continuous Process Improvement.
- 11.(a) Briefly explain the Environmental Management System.
(OR)
(b) What is ISO registration? Explain the benefits of ISO 14000 series.
- 12.(a) Briefly explain the process of FEMA documentation.
(OR)
(b) Briefly explain the benefits of Quality by design.
- 13.(a) Briefly explain the Process Design Program Chart.
(OR)
(b) What are the causes and effects of Diagram?

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Basics of Strategic Management**

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Explain the benefits of strategic management
 2. What is the major purpose of SWOT analysis?
 3. Competitive advantage
 4. Explain BCG matrix
 5. Brief about 7 S model
 6. Explain tools of strategic analysis.
 7. What are characteristics of business strategies in an industry
 8. How can a SWOT analysis help in short listing strategic alternatives at corporate level?

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) What do you mean by strategic management? Discuss the strategic management Process.
(OR)
(b) Write a note on strategic vision, mission, objectives, factors that shapes Company Strategy.
- 10.(a) Explain the value chain analysis of a firm. Discuss the impact of environmental factors on the performance of a company
(OR)
(b) Explain porter's five force model and its implication of two-wheeler industry
- 11.(a) Evaluate company's resources and competitive capabilities, porter's value Chain Analysis, sustaining competitive advantage
(OR)
(b) Based on the idea of business definition of a company of your choice, identify The business strategies that company could adopt.
- 12.(a) Discuss company's external environment and explain porter's diamond model.
(OR)
(b) Explain different types of diversification strategies.
- 13.(a) Evaluate the different types of organizational structure and their relevance for effective strategy implementation.
(OR)
(b) Explain the process of Strategic implementation.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Elements of Direct Taxes**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions

(5x4=20 Marks)

1. Define Assessee.
2. Permanent Account Number
3. Distinguish between allowances and perquisites.
4. Write the Meaning of Self-occupied property
5. What do you mean by Capital Asset?
6. What is unrealized Rent?
7. What is cost of Improvement?
8. What is casual Income?

Section-B

II. Answer the following questions

(5x12=60 Marks)

9. (a) What do you mean by Direct Tax? Explain Different types of Direct Taxes.

(OR)

- (b) Explain the residential status of an individual with suitable examples.

10. (a) Mr. Atin Kumar has the following receipts from his employer:

- (1) Basic pay Rs. 3,000 p.m.
- (2) Dearness allowance (D.A.) Rs. 600 p.m.
- (3) Commission Rs. 6,000 p.a.
- (4) Motor car for personal use (expenditure met by the employer) Rs.500 p.m
- (5) House rent allowance Rs. 900 p.m.

Find out the amount of HRA eligible for exemption to Mr. Atin Kumar assuming that he paid a rent of Rs. 1,000 p.m. for his accommodation at Indore. DA forms part of salary for retirement benefits.

(OR)

- (b) What is Perquisite? Explain different types of Taxable Perquisites.

- 11.(a) What is Income from House Property? Explain the Procedure to Calculate Income from House Property.

(OR)

- (b) Mr. Mr. Mangesh is the owner of a house property in Nagpur. It has been let out for Rs. 90,000 Composite Rent. The tax payable by the owner comes to 10,000 but the landlord has taken an agreement from the tenant stating that the tenant would pay tax directly to the Municipal Authorities. The landlord, however, bears the following expenses on tenant's amenities: -

Water Charges	Rs.1,000
Lift Maintenance	Rs.1,000
Salary of Gardner	Rs. 1,200
Lighting of Stairs	Rs. 800

The landlord claims the following deductions:

Repairs	Rs.30,000
Land Revenue	Rs.1,000
Collection charges	Rs.2,000

Legal expenses incurred on purchase of land on which house property is situated Rs. 24,000. Compute taxable income from house property.

12.(a) What do you mean by Capital Gain? Explain the procedure to calculate capital gain.

(OR)

(b) Arjun Singh is the owner of a business. Following is his P & L A/c for year ended on 31-3-18

Particulars	Rs	Particulars	Rs
Establishment charges	51,110	Gross profit	5,08,700
Rent, rates and taxes	29,000	Interest on Govt. Securities (Gross)	53,500
Sundry expenses	70,500	Rent from property	54,000
House hold expenses	18,800		
Provision for bad debts	12,000		
Loss on sale of motor car (used for private purpose)	18,000		
Insurance premium (including life insurance of Rs.1790 of Arjun Singh)	28,800		
Interest on bank loan	13,800		
Provision for Depreciation	64,000		
Net profit	3,10,200		
Total	6,16,200	Total	6,16,200

Additional information :

- Bad debts written off during the year Rs.6,500
- Admissible depreciation as per Income tax rules Rs.16,000
- Compute the Gross total Income of Sri Arjun Singh for the assessment year 2018-19.

13.(a) What are the provisions regarding setoff and carry forward of losses?

(OR)

(b) X (63 years) has the following income during the previous year 2017-18

Salary Income : Rs.6,80,000

Interest on savings bank account with Allahabad Bank : Rs.16,000

Interest of fixed deposit with Canara Bank 40,000

Other particulars given by X are as under -

- Insurance premium paid to Max Life Insurance (premium paid: Rs. 25,000 under a policy taken on life of X's son. The policy was taken on July 20, 2011 and the sum assured is Rs. 1,80,000).
- Insurance premium paid to LIC (premium paid: Rs. 22,000 under a policy taken on X's life on April 20, 2012 and the sum assured is Rs. 2,00,000).
- Health insurance premium paid to National Insurance Co. (premium paid by cheque : Rs. 38,000 on the health insurance of X).
- Expenditure on preventive health check-up (expenditure incurred in cash Rs.8000 paid to hospital for X)
Compute total income of X for assessment year 2018-19 on the basis of above particulars.

Faculty of Business Management
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PAPER: Banking (F1)

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Role of banks in rural development
 2. SIDBI
 3. Collateral Securities
 4. Endorsement of cheque
 5. Foreign Banks and Their advantages
 6. Objectives of RBI
 7. Regional Rural Banks
 8. Electronic Purse

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Discuss the functions of Commercial Banks in India.
(OR)
(b) Write a note on the reforms that took place in Indian Banking Sector
- 10.(a) Discuss the functions of Reserve Bank of India.
(OR)
(b).Explain about: i.NABARD ii.Development Banks
- 11.(a) Define the term Negotiable Instruments and explain its features.
(OR)
(b) Discuss about the precautions to be taken while granting loans against securities like insurance policies.
- 12.(a) i. Explain the procedure or opening an account in banks.
ii. Explain the need for Customer Relationship in Indian Banks.
(OR)
1. (b) Explain about: i. Cheques crossing ii. Types of advances and loans
- 13.(a) What is E-Banking? Explain about latest developments in E-Banking.
(OR)
(b) Explain about: i.Credit Allocation Policies
ii.Differences between Traditional banking and E-banking

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Leadership and Management (H1)**

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. What are the motives of Leadership?
 2. Represent briefly about Super leadership.
 3. What is "Organizational Change"?
 4. Write a short note on Greiner's Change Process Model.
 5. Represent different types of Culture.
 6. Represent steps in Kotter's eight step plan approach of influence change.
 7. Describe impact of leadership on organizational performance.
 8. State briefly about best practices to overcome resistance to change.

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) State briefly about the concept of "Leadership". Discuss in detail Characteristics and roles of leadership.
(OR)
(b) Explain in detail about Effective Leadership Behaviours and attitudes.
 - 10.(a) Discuss in detail about various popular leadership styles and give me examples of popular Leaders.
(OR)
(b) Describe in detail about Transactional vs Transformational Leadership.
 - 11.(a) Explain in detail types and forces of change and represent for framework for Change management.
(OR)
(b) Explain in detail individual and Organizational Barriers to change management.
 - 12.(a) Explain in detail about "Organizational Change through influencing individual change".
(OR)
(b) Describe various factors contributing resistance to change.
 - 13.(a) What is "Organizational Culture"? Explain in detail primary and secondary ways to influence Culture.
(OR)
(b) Describe briefly about diagnosing, creating and managing Organizing Culture.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Buyer Behavior (M1)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. What role does attitude play while purchasing a product?
2. Explain the concept of conditioning.
3. Define culture.
4. What is buyer action?
5. Explain Howard Sheth Model.
6. Explain about family life cycle.
7. What are the learning principles in buying behavior?
8. Explain the buyer decision making process.

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Define perception and write about its implications.

(OR)

- (b) Explain the role of behavioral factors in framing marketing strategies.

10. (a) Define conditioning and explain the concepts of conditioning.

(OR)

- (b) Explain about learning principles in detail.

11. (a) Discuss the impact of culture on buyer behavior.

(OR)

- (b) Describe the Indian Socio-cultural frames.

12. (a) Explain about the sources of information available to a buyer while making buying decisions.

(OR)

- (b) Explain the process of Buyer decision making and evaluation.

- 13.(a) Illustrate Howard sheth model of buyer behavior.

(OR)

- (b) Enlist buyer rights and explain the protection of buyer rights in India.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER-I: Fundamentals of Financial Analytics(F1)**

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Define Financial analytics
 2. Asset Returns
 3. Port folio
 4. Duration in finance data
 5. Risk
 6. Bid
 7. Interest rate
 8. Swaps

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Describe the scope of Financial Analytics
(OR)
(b) Explain the Recent trends in Financial Analytics
10. (a) What is time series? Explain its characteristics.
(OR)
(b) Explain the procedure to calculate time series as a tool for financial analysis
- 11.(a) Explain the importance and features of CAPM
(OR)
(b) Explain the basics of portfolio construction in Financial Analysis
- 12.(a) What is data Analysis? What are the financial data analysis tools ?
(OR)
(b) Explain the different models for price changes in financial data
- 13.(a) What is credit Risk and its factors for analysis?
(OR)
(b) What is intensity modeling for credit risk?

Faculty of Business Management
BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023
PAPER: Risk Analysis and Management (F2)

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Risk Vs. Uncertain
2. Capital Adequacy
3. Derivatives
4. Naked option
5. Define Financial engineering
6. Capital Market Risk
7. Exchange Rate Risk
8. Marking to the Market

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Define Risk Management. Discuss the objectives and tools of Risk Management.
(OR)
(b) Distinguish between internal and external reporting.
10. (a) Evaluate the VaR and CaR to make investment decisions.
(OR)
(b) Analyse the Asset – Liability Management.
11. (a) Discuss in detail the participants in Derivative markets.
(OR)
(b) Describe the futures market trading mechanism in India.
12. (a) Explain the process of managing risk using swaps.
(OR)
(b) What are the advantages and limitations of Black-Scholes Option Pricing model? Explain.
13. (a) Elaborate the objectives and scope of financial engineering.
(OR)
(b) Illustrate the various tools of financial engineering for the new product development with suitable examples.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Talent and Knowledge Management (H2)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Define Talent management.
2. Write about training.
3. Explain the features of knowledge.
4. What are the uses of knowledge?
5. What is knowledge management infrastructure?
6. Write about succession planning and list its benefits.
7. Explain the impact of knowledge management on people's process.
8. What is talent identification.

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Define talent and explain the institutional strategies for dealing with talent management.

(OR)

- (b) Define talent management and explain its importance in organizations.

- 10.(a) Explain the role of leaders in Talent management.

(OR)

- (b) Explain and differentiate between the terms Talent acquisition and Talent identification.

- 11.(a) Discuss the factors influencing knowledge management.

(OR)

- (b) Explain briefly the technologies used for knowledge management.

- 12.(a) Define knowledge and explain its types.

(OR)

- (b) What are the knowledge management solutions available to the organizations?

- 13.(a) Discuss the knowledge management approaches in detail.

(OR)

- (b) Discuss about the knowledge management frame by Handsnon.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Advertising and Sales Promotion (M2)**

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. What is promotion?
 2. What are the benefits of advertisement?
 3. Explain the importance of media in advertisement.
 4. Define personal selling.
 5. Define premium promotions.
 6. What is push strategy?
 7. Define communication.
 8. What are the objectives of personal selling?

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Define promotion mix. Explain the elements of promotion mix.
(OR)
(b) Explain the promotional strategies.
10. (a) Define advertisement and explain the types of advertisements.
(OR)
(b) Define the concept of creativity and explain its approaches.
11. (a) Explain the role of media in advertisement and list its types.
(OR)
(b) Differentiate between media concentration and media disruption.
12. (a) Define personal selling and explain its importance.
(OR)
(b) Describe the process of personal selling.
13. (a) What is sales promotion? Explain the types of sales promotion.
(OR)
(b) Write a note of consumer-oriented sales promotion.

Faculty of Business Management
BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023
PAPER: International Finance (F3)

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any FIVE of the following questions (5x4=20 Marks)

1. MNCs
2. Exchange Risk
3. Price Risk
4. Cash-in-advance
5. Volker Rule
6. Define international finance.
7. Components of BOP
8. WTO

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) What do you mean by international trade? Discuss the challenges of international finance in the present scenario.
(OR)
(b) Analyse the globalization and the emerging trends of trade.
- 10.(a) Define Risk Management. How do you measure the Exposure and Risk?
(OR)
(b) Discuss the methods of managing economic exposure.
- 11.(a) Explain the principles underlying balance of payments accounting.
(OR)
(b) Evaluate the devaluation as a method of correcting balance of payments. Explain its mechanism.
- 12.(a) Elucidate the modes of financing in International Trade.
(OR)
(b) What are the functions and responsibilities of IMF? Explain.
- 13.(a) Write an essay on GATT.
(OR)
(b) Enumerate the following:
 - i. Dodd Frank Act
 - ii. Basel – III Accord
 - iii. Solvency II Rules

Faculty of Business Management
BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023
PAPER: Employee Relations (H3)

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. What are the Objectives of Industrial Relations?
 2. Describe briefly about Collective Bargaining.
 3. Write a short note on Social Justice.
 4. State briefly about Trade Union movement.
 5. Discuss briefly about Health Management at Work environment.
 6. Describe factors affecting employee stability.
 7. What is "Arbitration" and "Adjudication" in Industrial Dispute.
 8. Write briefly about payment of wages act-1936.

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Describe Briefly Concept of Industrial Relations. Explain in detail various Approaches in Managing Industrial Relations.
(OR)
(b) Discuss briefly about "Employee relation at Workplace" and Represent role of Culture in Industrial Management.
 - 10.(a) What is "Industrial Dispute". Explain in detail Causes for Industrial Dispute.
(OR)
(b) What is "Grievance Handling"? Describe Causes for Grievances and represent Guidelines for Grievance handling.
 - 11.(a) Explain various Law relating to Changing concept of Management and labour relations.
(OR)
(b) Describe various methods to manage effectively employee relations in the organisation.
 - 12.(a) Explain in detail functions and problems of Trade Unions.
(OR)
(b) What is "Worker's Participation in Management". Explain in detail various forms of Worker's Participation in Management
 - 13.(a) Explain in detail about Minimum Wages Act-1948.
(OR)
(b) Describe about the payment of Bonus Act-1965.

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Backlog Examinations –Jan, 2023****PAPER: Rural Marketing (M3)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Disparities between rural and urban
2. Potential of the rural markets
3. Product mix decisions
4. Rural promotion mix
5. Challenges in rural distribution
6. Scope of rural marketing
7. Potential of rural markets
8. Haats in rural marketing

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Why rural development is important in economic development?
(OR)
(b) Explain the challenges do the rural development face with suitable examples?
- 10.(a) Explain the advantages and disadvantages of rural markets
(OR)
(b) Explain the characteristics of the rural consumer
- 11.(a) Explain the decisions involved in product packaging
(OR)
(b) Explain the different stages of new product development process
- 12.(a) Discuss about the pricing strategies suitable for rural markets with examples.
(OR)
(b) Explain the promotional campaign suitable for rural markets.
- 13.(a) Explain the different channels of distribution in rural market?
(OR)
(b) Explain the rural marketing information system
