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28-11-24

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KMV-I

**Exam Code: 111603**  
(20)

**Paper Code: 3291**

**Programme: Bachelor of Vocation (Management and  
Secretarial Practices)  
Semester-III**

**Course Title: Business Organisation and Systems**

**Course Code: BVML-3321**

**Time Allowed: 3 Hours**

**Max Marks: 80**

**NOTE: Students are required to attempt five questions, selecting one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.**

**SECTION-A**

1. What are the essentials of a successful business?  
16
2. "Commerce is combination of two things: Trade and aids to trade". Explain the scope of commerce considering these two points.  
16

**SECTION-B**

3. Write a note on:  
a) Partnership

- b) Joint stock company 2x8=16
4. What are the factors to be considered for starting a new business unit? 16

### SECTION-C

5. Define the term Business Ethics. What are the advantages of business ethics? 16
6. What is social audit explain its features and steps to conduct social audit. 16

### SECTION-D

7. Write a detailed note on functions and dealers of stock exchange. 16
8. Write a note on
- (a) Malls
- (b) Super market 2x8=16

**Exam Code: 111603**

**Paper Code: 3292**

**Programme: Bachelor of Vocation (Management and  
Secretarial Practices) Semester - III**

**Course Title: Secretarial Practices**

**Course Code: BVML-3322** ✓

**Time Allowed: 3 Hours**

**Max Marks: 80**

**Note: Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.**

**SECTION A**

1. Define Company. Explain the main features of a Company.  
(16 marks)
2. What are the various clauses of Memorandum of association (MOA)?  
(16 marks)

**SECTION B**

3. Explain the liabilities and qualifications of a Company secretary.  
(16 Marks)
4. What do you mean by Meetings? What are the pre requisites of a Valid Meeting?  
(16 marks)

**SECTION C**

- 5 Who can become a Director? What are the Powers of a director?  
(16 Marks)
6. Explain the main Duties and Liabilities of a company director.  
(16 Marks)

**SECTION D**

7. Write a detailed note on:  
a) Forfeiture of shares                      b) Allotment of shares  
(2x8=16 Marks)
8. Explain briefly the different modes of winding up of a company.  
(16 Marks)

**Exam Code: 111603  
(20)**

**Paper Code: 3293**

**Programme: Bachelor of Vocation (Management and  
Secretarial Practices) Semester-III**

**Course Title: Marketing Management**

**Course Code: BVML-3323**

**Time Allowed: 3 Hours**

**Max Marks: 80**

- **Attempt Five questions out of Eight selecting at least one question from each section. Fifth question can be attempted from any section.**
- **Each questions carry equal marks (16 Marks each)**

**Section A**

1. "Marketing is an indispensable aid for smooth functioning of the present day industrial structure." Discuss its philosophies and importance.
2. Explain various dimensions of business environment with relevant examples.

**Section B**

3. Explain the concept of market segmentation and targeting. Discuss various levels of marketing segmentation with suitable illustrations.

4. What is product life cycle? Describe the marketing strategies which the firms can use at different stages of product life cycle.

### **Section C**

5. Products can be of different types depending upon different factors. Elaborate this statement by explaining the classification of products.
6. a) Describe the functions of labelling in the marketing of products.  
b) Explain various levels of packaging in detail.

### **Section D**

7. Write short notes on :
  - a) Difference between advertising and personal selling
  - b) Word of Mouth Marketing
8. What are various types of distribution channels used for marketing the products? Explain with suitable examples.

(For Reappear Candidates 2023-24)

**Exam Code: 111603**

**Paper Code: 9301.**

**Programme: Bachelor of Vocation (Management and  
Secretarial Practices) Semester-III**

**Course Title: Marketing Management**

**Course Code: BVML-3323** ✓

**Time Allowed: 3 Hours**

**Max Marks: 40**

- Attempt Five questions out of Eight selecting at least one question from each section. Fifth question can be attempted from any section.
- Each questions carry equal marks (8 Marks each)

**Section A**

1. "Marketing is an indispensable aid for smooth functioning of the present day industrial structure." Discuss its philosophies and importance.
2. Explain various dimensions of business environment with relevant examples.

**Section B**

3. Explain the concept of market segmentation and targeting. Discuss various levels of marketing segmentation with suitable illustrations.



4. What is product life cycle? Describe the marketing strategies which the firms can use at different stages of product life cycle.

### Section C

5. Products can be of different types depending upon different factors. Elaborate this statement by explaining the classification of products.
6. a) Describe the functions of labelling in the marketing of products.  
b) Explain various levels of packaging in detail.

### Section D

7. Write short notes on :
  - a) Difference between advertising and personal selling
  - b) Word of Mouth Marketing
8. What are various types of distribution channels used for marketing the products? Explain with suitable examples.

**Exam Code: 111603**  
**(20)**

**Paper Code: 3294**

**Programme: Bachelor of Vocation (Management and  
Secretarial Practices)  
Semester-III**

**Course Title: Business and Office Correspondence**

**Course Code: BVML-3324** ✓

**Time Allowed: 3 Hours**

**Max Marks: 80**

**Note: Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question carries 16 marks**

**Section A**

1. "Formal Letters are used for official and Professional Communication" .Comment and give the structure of various types of business letters.
2. How to Write official letters of placing an order? Also give cautions to taken While writing such letters.

**Section B**

3. What cautions are to be taken while writing exports related letter? Give in detail.



4. Write a letter for the job appointment. What supplementary sheets can be sent as annexure along with it?

### **Section C**

5. "Minutes of the meeting are important to note" Comment on it and give an illustrative format of minutes of the meeting."
6. What is feasibility report? Give structure of report in detail.

### **Section - D**

7. What kind of advertisement is done in magazines and journals?
8. What precautions needed to be taken While writing an advertisement? Is there any remedy available post sending an advertisement?

**Exam Code: 111603**  
**(20)**

**Paper Code: 3295**

**Programme: Bachelor of Vocation (Management and  
Secretarial Practices)  
Semester-III**

**Course Title: Accounting for Managers**

**Course Code: BVML-3325**

**Time Allowed: 3 Hours**

**Max Marks: 80**

**NOTE: Students are required to attempt five questions, selecting one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.**

**Non Scientific Calculator is allowed.**

### **SECTION-A**

1. What is Financial Statement Analysis? What are the objectives and limitation of financial analysis? 16
2. The following is the information of company

	<b>Amount (Rs.)</b>
Net profit after interest and tax	3,00,000
10 % Debentures	5,00,000
Tax Rate	40%
Capital employed	40,00,000

Calculate:

a) Return on investment

b) Debt to equity ratio

2x8=16

### SECTION-B

3. Explain the term Financial Management? Also describe its nature and scope. 16
4. What is meant by Capital budgeting? Explain traditional and modern methods of capital budgeting. 16

### SECTION-C

5. What is Management Accounting? Explain scope and importance of management accounting. 16
6. Give a detailed note on tools and techniques of management accounting. 16

### SECTION -D

7. What is Target costing? Give Advantages and disadvantages of Target costing. 16
8. Explain Kaizen theory in detail. 16