

- (viii) In 1985, the World Health Organisation ..... itself to elimination of polio in the Americas. In 1991, the goal was achieved.
- (ix) If public support for the present government continues to fall, it is ..... to lose the election next year.  $1 \times 6 = 6$

3. Attempt any **TWO** questions :

- (i) Give the central idea of George Herbert's poem *Virtue*.
- (ii) What does the skylark symbolize in Shelley's poem *To A Skylark* ?
- (iii) Comment on the last line of the poem *Ulysses* : "To strive, to seek, to find, and not to yield."  $4 \times 2 = 8$

#### SECTION-C

4. Explain any **ONE** of the given stanzas with reference to the context :

In me thou see'st the twilight of such day  
As after sunset fadeth in the west,  
Which by-and-by black night doth take away,  
Death's second self that seals up all in rest.

**OR**

We are not now that strength which in old days  
Moved earth and heaven; that which we are, we are;  
One equal temper of heroic hearts,  
Made weak by time and fate, but strong in will  
To strive, to seek, to find, and not to yield.  $1 \times 7 = 7$

5. Write an essay on any **ONE** topic :

Climate Change

**OR**

The Menace of Corruption  $1 \times 7 = 7$

कन्या महा विद्यालय पुस्तकालय  
जालन्धर

Exam. Code : 105403

Subject Code : 1472

BBA 3<sup>rd</sup> Semester

#### BBA-301 : ENGLISH COMPULSORY

Time Allowed—3 Hours]

[Maximum Marks—50

#### SECTION-A

1. Do any **SIXTEEN** as directed :

- (i) It was a really terrifying/terrified experience.  
(Choose the **correct underlined** word)
- (ii) I can't drink this coffee. It's too hot.  
(Combine the sentences using **too** or **enough**)
- (iii) Our new boss is not very popular. .... likes her.  
(Complete the sentence with **hardly+any/anybody/anything/anywhere/ever**)
- (iv) I couldn't believe the news. It was..... shock.  
(Put in **so/such/such a**)
- (v) You can't see some things without a microscope.  
They are too small.  
(Combine the sentences using **too** or **enough**)
- (vi) I am tired. I've had..... (pretty/day/a/busy).  
(Put the words in the **correct order**)
- (vii) I'm sorry I am a bit late, but I couldn't get here.....  
(Complete the sentence using **any/no+comparative**)
- (viii) Do you live in the same place or have you moved ?  
(Put in **still/yet/already/any more** in the **underlined** sentence)
- (ix) I couldn't get to sleep..... the noise.  
(Put in **although/in spite of/because/because of**)
- (x) Go to the lost property office..... you lose your bag. (Put in **in case/if**)
- (xi) Today is a public holiday. The doctor will see you only if it's an emergency. The doctor.....  
(Complete the sentence with **unless**)



- (xii) There was a lot of noise..... the night. What was it ? (Put in **during** or **while**)
- (xiii) I almost forgot that it was Joe's birthday. Fortunately I remembered..... (Put in **on time/in time**)
- (xiv) I don't like travelling on bus. (**Correct** the sentence)
- (xv) Kate is very fond..... her younger brother.  
(Fill in the blanks with **correct preposition**)
- (xvi) Who..... you when you were ill ?  
[Complete the sentence with **look for** or **look after**.  
Use the **correct** form of **look** (looks/looked/looking)]
- (xvii) Jane won the tournament, so I congratulated her.  
I congratulated.....  
(Complete the **second** sentence so that it **means the same** as the **first**)
- (xviii) Sometimes it ..... cheaper to eat in a restaurant than cook at home.  
(Complete the sentence using a **verb + out**)
- (xix) I fell asleep while I was watching TV.  
I ..... while I was watching TV.  
(Change the **underlined** words, keeping the same meaning, but using a **verb + on** or **off**)
- (xx) I am trying to spend less money at the moment. I'm .....days.  
(Complete the sentence using a **verb + up**. Use **other** words if needed)  $1 \times 16 = 16$

**SECTION-B**

2. (A) Find words that are similar in meaning to the following :  
**Do any SIX :**
- To remain unaffected by something.
  - With the use of logical thought.
  - To try to answer or solve.
  - Easy to see or understand.
  - To feel angry because of being treated unfairly.
  - To get away from the threat.
  - A typical quality of something.

- (viii) A piece of work that a person has to do.
- (ix) A condition that is caused by a bacteria or a virus in the body.  $1 \times 6 = 6$
- (B) Complete any **SIX** of the sentences with words from the bracket :
- (policy, approves of, assimilate, settled, native, committed, issue, likely, racial, reflect)**
- There is a good news for the government. The latest opinion polls show that 64 percent of the public ..... the way it is running the country.
  - The majority of nineteenth-century immigrants ..... in the cities of the East and Midwest, but some moved west into areas that were populated by Native Americans.
  - The immigration ..... of the United States changed during the twentieth century. Until 1965, it favoured Europeans, but then it became fairer and more open.
  - In a few generations, most European immigrants were able to ..... fully into U.S. society. The Old Order Amish, however, still live, work and marry within their own communities.
  - Only 35 percent of the people feel that the President is doing a good job in the economy. These low approval figures ..... people's dissatisfaction with the latest unemployment numbers, the highest in twenty years.
  - The weak economy will be an important ..... in the next election.
  - In 2002, there was still evidence of ..... discrimination in the United States. African Americans were paying higher interest rates on mortgages than white homeowners with similar incomes and jobs.



ਕੰਨਿਆ ਮਹਾਂ ਭਿਖਾਨਾ ਪੁਸਤਕਾਲਯ

ਜਲੰਧਰ ਸ਼ਹਿਰ

Exam. Code : 105403

Subject Code : 1473

BBA 3<sup>rd</sup> Semester

PUNJABI COMPULSORY

Paper—BBA-302 (i)

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ :- ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ।

1. ਬਾਵਾ ਬਲਵੰਤ ਦੀ ਕਵਿਤਾ 'ਊਸ਼ਾ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

ਜਾਂ

ਧਨੀ ਰਾਮ ਚਾਤ੍ਰਕ ਦੀ ਕਵਿਤਾ 'ਰਾਧਾ ਸੰਦੇਸ਼' ਦਾ ਸਾਰ ਵਿਸਥਾਰ ਸਹਿਤ ਲਿਖੋ। 15

2. 'ਬੰਬ ਕੇਸ' ਜਾਂ 'ਸੁਹਾਗ' ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਸਪੱਸ਼ਟ ਕਰੋ।

ਜਾਂ

ਕਿਸੇ ਦੇ ਪਾਤਰਾਂ ਦਾ ਪਾਤਰ ਚਿਤਰਨ ਕਰੋ :

(ੳ) ਮੇਲੋ

(ਅ) ਜ਼ੀਨਤ

(ੲ) ਵਜੀਰਾ

(ਸ) ਔਰੰਗਜ਼ੇਬ।

15



3. ਹੇਠ ਲਿਖੇ ਪੈਰ੍ਹੇ ਦੀ ਸੰਖੇਪ ਰਚਨਾ ਕਰਕੇ ਢੁੱਕਵਾਂ ਸਿਰਲੇਖ ਦਿਓ :

ਪੁਰਾਤਨ ਸਮੇਂ ਤੋਂ ਹੀ ਬਨਸਪਤੀ, ਪ੍ਰਾਣੀ, ਜਗਤ ਤੇ ਵਾਤਾਵਰਣ ਵਿਚਕਾਰ ਇੱਕ ਨਾਜ਼ੁਕ ਸੰਤੁਲਨ ਬਣਿਆ ਹੋਇਆ ਹੈ। ਅੱਜ ਮਨੁੱਖ ਦੀ ਸੁੱਖ ਸੁਵਿਧਾਵਾਂ ਪ੍ਰਾਪਤੀ ਦੀ ਬੇਓੜਕ ਲਾਲਸਾ ਕਾਰਨ ਇਹ ਸੰਤੁਲਨ ਵਿਗੜ ਰਿਹਾ ਹੈ। ਤੇਜ਼ੀ ਨਾਲ ਵੱਧ ਰਹੀ ਆਬਾਦੀ ਤੋਂ ਇਸ ਦੇ ਪ੍ਰਭਾਵ ਵਜੋਂ ਜੰਗਲੀ ਖੇਤਰ ਦੀ ਕੱਟ ਵੱਢ, ਭੂ-ਖੋਰ ਤੇ ਭੂ-ਪ੍ਰਦੂਸ਼ਣ ਵਰਗੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਜਨਮ ਦੇ ਰਹੀ ਹੈ। ਮਨੁੱਖ ਦੁਆਰਾ ਨਿਰਮਾਨਤ ਫੈਕਟਰੀਆਂ ਤੇ ਉਦਯੋਗਾਂ ਤੋਂ ਨਿਕਲ ਰਹੇ ਫ਼ਾਲਤੂ ਗੈਸੀ ਪਦਾਰਥ, ਸਾਡੇ ਵਾਯੂਮੰਡਲ ਨੂੰ ਗੰਧਲਾ ਕਰ ਰਹੇ ਹਨ। ਸ਼ਹਿਰਾਂ ਨਗਰਾਂ ਤੇ ਉਦਯੋਗਿਕ ਸੰਸਥਾਵਾਂ ਤੋਂ ਪੈਦਾ ਹੋਇਆ ਮਲਬਾ ਤੇ ਗੰਦ ਮਾਲ, ਭੂ ਪ੍ਰਦੂਸ਼ਣ ਤੇ ਪਾਣੀ ਪ੍ਰਦੂਸ਼ਣ ਦਾ ਕਾਰਨ ਬਣ ਰਿਹਾ ਹੈ। ਕੋਲਾ, ਗੈਸ ਤੇ ਤੇਲ ਦੀ ਵਾਧੂ ਤੇ ਬੇਲੋੜੀ ਵਰਤੋਂ ਵੀ ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਨੂੰ ਵਧਾਉਣ ਵਿੱਚ ਵੱਡਾ ਹਿੱਸਾ ਪਾ ਰਹੀ ਹੈ। ਇਸ ਤਰ੍ਹਾਂ ਉਹ ਸਾਰੇ ਪਦਾਰਥ, ਜੋ ਪਾਣੀ, ਹਵਾ ਤੇ ਮਿੱਟੀ ਦੇ ਕੁਦਰਤੀ ਗੁਣਾਂ ਨੂੰ ਨੁਕਸਾਨ ਪਹੁੰਚਾਉਂਦੇ ਹਨ ਜਾਂ ਅਜਿਹੇ ਜ਼ਹਿਰੀਲੇ ਮਾਦੇ ਦਾ ਨਿਕਾਸ ਕਰਦੇ ਹਨ, ਜੋ ਮਨੁੱਖਾਂ, ਪਸ਼ੂ, ਪੰਛੀਆਂ ਤੇ ਪੌਦਿਆਂ ਨੂੰ ਨੁਕਸਾਨ ਪਹੁੰਚਾਣ ਦਾ ਕਾਰਨ ਬਣਦਾ ਹੈ, ਨੂੰ ਪ੍ਰਦੂਸ਼ਣ ਕਰਤਾ ਕਿਹਾ ਜਾਂਦਾ ਹੈ, ਇੰਜ ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਸਾਡੇ ਚੌਗਿਰਦੇ ਵਿੱਚ ਵਾਪਰ ਰਹੀਆਂ ਅਣਚਾਹੀਆਂ ਤਬਦੀਲੀਆਂ ਦਾ ਨਾਂ ਹੀ ਹੈ। ਸਾਡੀ ਜੀਵਨ ਪ੍ਰਣਾਲੀ ਉੱਪਰ ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਦੇ ਅਨੇਕ ਪ੍ਰਭਾਵ ਹਨ ਅਤੇ ਇਨ੍ਹਾਂ ਪ੍ਰਭਾਵਾਂ ਦੀ ਮਾਤਰਾ ਲਗਾਤਾਰ ਵੱਧ ਰਹੀ ਹੈ।

10

4. ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ ਦੀ ਪਰਿਭਾਸ਼ਾ ਦੇਂਦੇ ਹੋਏ, ਵਾਕ ਦਾ ਕਾਰਜ ਦੇ ਆਧਾਰ ਤੇ ਵਰਗੀਕਰਣ ਕਰੋ।

ਜਾਂ

ਸ਼ਬਦ ਦੀ ਪਰਿਭਾਸ਼ਾ ਦੇਂਦੇ ਹੋਏ, ਸ਼ਬਦ ਦਾ ਅਰਥ ਅਤੇ ਪ੍ਰਕਾਰਜ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਗੀਕਰਣ ਕਰੋ।

10



ਕਨ੍ਥਾ ਸਭਾ ਲਿਬਰੇਰੀ ਪੁਸਤਕਾਲਯ

Exam. Code : 105403

Subject Code : 1474

BBA 3<sup>rd</sup> Semester

BBA-302 (ii) : MUDHLI PUNJABI

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ : ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਜ਼ਰੂਰੀ ਹਨ।

1. (ੳ) ਨਾਂਵ-ਵਾਕਾਂਸ਼ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਇਸਦੀਆਂ ਕਿਸਮਾਂ ਉਦਾਹਰਣਾਂ ਸਹਿਤ ਲਿਖੋ। 5

(ਅ) ਵਾਕ-ਵਟਾਂਦਰਾ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਉਦਾਹਰਣਾਂ ਦੇ ਕੇ ਸਪਸ਼ਟ ਕਰੋ। 5

(ੲ) ਹੇਠ ਲਿਖੇ ਸ਼ਬਦਾਂ ਦੀ ਸ਼ਰੇਣੀ ਦੱਸੋ :

(1) ਜਲੰਧਰ

(2) ਉਹ

(3) ਖੂਬਸੂਰਤ

(4) ਤੁਸੀਂ

(5) ਕਿਉਂਕਿ। 5

(ਸ) ਹੇਠ ਲਿਖੇ ਸ਼ਬਦਾਂ ਦੀ ਵਾਕਾਂ ਵਿੱਚ ਵਰਤੋਂ ਕਰੋ :

(1) ਸ਼ਹਿਰ

(2) ਕਾਲਜ

(3) ਛੱਤ

(4) ਪੰਚਾਇਤ

(5) ਸੁਹਣਾ। 5



2. (ੳ) ਹੇਠ ਲਿਖੇ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਉਪਰ ਪੈਰਾ ਰਚਨਾ ਕਰੋ :

ਕਥਾ ਸਫ਼ਾ ਵਿਧਾਨ ਪੁਸਤਕਾਲਯ

ਯਾਲੰਧਰ ਸ਼ਹਰ

(1) ਅਖਬਾਰਾਂ

(2) ਬੇਰੁਜ਼ਗਾਰੀ।

5

(ਅ) ਕਾਲਜ ਪ੍ਰਿੰਸੀਪਲ ਨੂੰ ਲੈਕਚਰਾਰ ਦੀ ਆਸਾਮੀ ਲਈ ਬਿਨੈ-ਪੱਤਰ ਲਿਖੋ।

5

(ੲ) ਹੇਠ ਲਿਖੇ ਅਖਾਣ ਮੁਹਾਵਰਿਆਂ ਨੂੰ ਵਾਕਾਂ ਵਿੱਚ ਵਰਤੋ :

ਗਿਲਾ ਪੀਹਣ, ਚਾਂਦੀ ਦੀ ਜੁੱਤੀ ਮਾਰਨਾ, ਕੰਨਾ ਦੇ ਕੱਚੇ ਹੋਣਾ, ਅੱਖਾਂ ਫੇਰਨੀਆਂ, ਹੱਸਦਿਆਂ ਦੇ ਘਰ ਵੱਸਦੇ, ਅੰਨ੍ਹਾ ਕੀ ਭਾਲੇ ਦੇ ਅੱਖੀਆਂ।

5

3. ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਹੇਠ ਲਿਖੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਉ :

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦੀ ਸਲਤਨਤ ਦੀ ਮੁੱਢਲੀ ਖੂਬੀ ਕੇਵਲ ਸ਼ਕਰਚੱਕੀਆਂ ਮਿਸਲ ਦੀ ਪ੍ਰਮੁਖਤਾ ਨਹੀਂ, ਸਗੋਂ ਉਨ੍ਹਾਂ ਸਾਰੇ ਲੋਕਾਂ ਦੀ ਭਲਾਈ ਸੀ, ਜਿਹਨਾਂ 'ਤੇ ਉਹ ਰਾਜ ਕਰਦਾ ਸੀ। ਉਸਨੇ ਸਾਰੀਆਂ ਕੌਮਾਂ, ਮਜ਼੍ਹਬਾਂ ਅਤੇ ਧਰਮਾਂ ਦੇ ਲੋਕਾਂ ਨੂੰ ਇਕੱਠਾ ਕੀਤਾ ਅਤੇ ਉਨ੍ਹਾਂ ਵਿੱਚ ਪੰਜਾਬੀਅਤ ਦੀ ਭਾਵਨਾ ਪੈਦਾ ਕੀਤੀ। ਇਸੇ ਕਰਕੇ ਸਾਰੇ ਉਸਨੂੰ ਪਿਆਰ ਕਰਦੇ ਸਨ। ਚਾਲੀ ਸਾਲ ਦੇ ਰਾਜ ਵਿੱਚ ਉਸਦੀ ਸ਼ਾਨ ਅਤੇ ਸਲਤਨਤ ਦੀ ਤਾਕਤ ਵੱਧ ਕੇ ਸਿਖਰ ਤੇ ਪੁੱਜੀ।

(ੳ) ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦਾ ਰਾਜ ਕਿੰਨਾ ਚਿਰ ਰਿਹਾ ?

(ਅ) ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦੀ ਸਲਤਨਤ ਦੀ ਮੁੱਢਲੀ ਖੂਬੀ ਕੀ ਸੀ ?

(ੲ) ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦਾ ਲੋਕਾਂ ਤੇ ਕੀ ਪ੍ਰਭਾਵ ਪਿਆ ?

(ਸ) ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਦਾ ਸੁਭਾਅ ਕਿਹੋ ਜਿਹਾ ਸੀ ?

(ਹ) ਇਸ ਪੈਰੇ ਦਾ ਸਿਰਲੇਖ ਲਿਖੋ।

5

4. ਹੇਠ ਲਿਖੇ ਪੈਰੇ ਦੀ ਸੰਖੇਪ ਰਚਨਾ ਕਰੋ ਅਤੇ ਸਿਰਲੇਖ ਵੀ ਦਿਓ :

ਘਰ ਇੱਟਾਂ ਜਾਂ ਵੱਟਿਆਂ ਦੇ ਬਣੇ ਕੋਠੇ ਨੂੰ ਨਹੀਂ ਕਹਿੰਦੇ। 'ਘਰ' ਤੋਂ ਭਾਵ ਉਹ ਥਾਂ ਹੈ, ਜਿਥੇ ਮਨੁੱਖ ਦਾ ਪਿਆਰ ਤੇ ਸਧਾਰਾਂ ਪਲਦੀਆਂ ਹਨ, ਜਿਥੇ ਬਾਲਪਣ ਵਿੱਚ ਮਾਂ, ਭੈਣ ਤੇ ਭਰਾ ਕੋਲੋਂ ਲਾਡ ਲਿਆ ਹੁੰਦਾ ਹੈ, ਜਿਥੇ ਜਵਾਨੀ ਵਿੱਚ ਸਾਰੇ ਜਹਾਨ ਨੂੰ ਗਾਹ ਕੇ, ਲਿਤਾੜ ਕੇ, ਖੱਟੀ ਕਮਾਈ ਕਰਕੇ ਮੁੜ ਆਉਣ ਨੂੰ ਜੀਅ ਕਰਦਾ ਹੈ, ਜਿਥੇ ਬੁਢੇਪੇ ਵਿੱਚ ਬਹਿ ਕੇ ਸਾਰੇ ਜੀਵਨ ਦੇ ਝਮੇਲਿਆਂ ਤੋਂ ਮਿਲੀ ਵਿਹਲ ਨੂੰ ਆਰਾਮ ਨਾਲ ਕੱਟਣ ਵਿੱਚ ਇਉਂ ਸਵਾਦ ਆਉਂਦਾ ਹੈ ਜਿਵੇਂ ਬਾਲਪਣ ਵਿੱਚ ਮਾਂ ਦੀ ਝੋਲੀ ਵਿੱਚ ਆਉਂਦਾ ਸੀ।

5

5. ਹੇਠ ਲਿਖੀ ਵਾਰਤਾਲਾਪ ਨੂੰ ਸਰਲ ਵਾਰਤਕ ਵਿੱਚ ਲਿਖੋ :

ਹੁਸ਼ਿਆਰ ਚੰਦ : ਲੋਕਾਂ ਨੂੰ ਕਹਿਣ ਦੇ ਜੋ ਕਹਿੰਦੇ ਨੇ। ਉਨ੍ਹਾਂ ਤਾਂ ਕਹਿਣਾ ਈ ਏ। ਕਦੀ ਸਾਰੀ ਦੁਨੀਆਂ ਨੂੰ ਵੀ ਕਿਸੇ ਨੇ ਖੁਸ਼ ਕੀਤਾ ਏ ?

ਕੌਰਾਂ : ਮੈਂ ਇਹ ਕਹਿੰਨੀ ਆਂ ਸਾਡੇ ਸਾਕ ਅੰਗ ਕੀ ਕਹਿਣਗੇ ? ਸਾਰੇ ਮੈਨੂੰ ਛਿੱਬੀਆਂ ਦੇਣਗੇ। ਅਸੀਂ ਕਿਸੇ ਦੀ ਜ਼ੁਬਾਨ ਤਾਂ ਨਹੀਂ ਫੜ ਲੈਣੀ ਘਰ-ਘਰ ਗੱਲਾਂ ਹੋਣਗੀਆਂ।

5



8. Construct index number of price from the following data by using :

(a) Laspeyre's method

(b) Fisher's method

Commodity	2013		2014	
	Price	Quantity	Price	Quantity
A	2	8	4	6
B	5	10	6	5
C	4	14	5	10
D	2	19	2	15

9. A bag contains five white and three red balls and four balls are successively drawn out and not replaced. What is the chance that they are alternatively of different colours ?

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Exam. Code : 105403

Subject Code : 1475

B.B.A. 3<sup>rd</sup> Semester

STATISTICS FOR BUSINESS

Paper—BBA-303

Time Allowed—Three Hours] [Maximum Marks—50

### SECTION—A

**Note :—** Attempt any TEN short answer type questions. Each question carries 1 mark and the total weightage is 10 marks.

- Define the skew symmetric matrix.
  - If  $\begin{bmatrix} x+3 & 4 \\ y-4 & x+y \end{bmatrix} = \begin{bmatrix} 5 & 4 \\ 3 & 9 \end{bmatrix}$ . Find the value of x and y.
  - What is tabular presentation of data ?
  - What is histogram ?
  - Calculate median from the following data items :  
200, 217, 316, 264, 296, 282, 317, 299
  - Can mean be calculated in open ended series of data ?
  - What do you understand by the term "Correlation" ?



(h) Discuss any two properties of regression coefficients.

(i) What do you understand by the term "Unweighted Index Number" ?

(j) Describe the term "Seasonal fluctuations" in context to time series analysis.

(k) A single letter is selected at random from the word 'PROBABILITY'. What is the probability that it is a vowel ?

(l) Write any two assumptions of Binomial distribution.

### SECTION—B

**Note :—** Attempt any **TWO** long answer type questions. Each question carries **10** marks and the total weightage is **20** marks.

2. Solve the following system of linear equations by Matrix inversion method :

$$x + y + 2z = 4$$

$$2x - y + 3z = 9$$

$$3x - y - z = 2$$

3. What do you understand by the term 'Sampling' ? Discuss in detail various methods of sampling techniques.

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4. Calculate interquartile range, quartile deviation and coefficient of quartile deviation from the following data values :

Age Group	0-20	20-40	40-60	60-80	80-100
No. of persons	4	10	15	20	11

5. Calculate mean and standard deviation for the following data values :

Age (Under)	10	20	30	40	50	60
No. of persons	15	32	51	78	97	109

### SECTION—C

**Note :—** Attempt any **TWO** long answer type questions.

Each question carries **10** marks and the total weightage is **20** marks.

6. Calculate coefficient correlation by means of ranking method from the following data :

X	40	50	60	60	80	50	70	60
Y	80	120	160	170	130	200	210	130

Make corrections for tied ranks.

7. Calculate the regression equation of X on Y from the following data by the method of least squares. Also estimate the value of X when Y = 10 :

X	1	2	3	4	5
Y	2	5	3	8	7



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Subject Code : 1476

BBA 3<sup>rd</sup> Semester

**BBA-304 : FUNDAMENTALS OF HUMAN RESOURCE  
MANAGEMENT**

Time Allowed—3 Hours]

[Maximum Marks—50

**SECTION-A**

**Note :** Answer any **ten** questions from this Section. Answer to each question should be upto 5 lines. Each question carries 1 mark.

1. (i) What are the objectives of HRM ?
- (ii) Define Human Resource Planning.
- (iii) What is job analysis ?
- (iv) What is the purpose of selection ?
- (v) What is employee turnover ?
- (vi) Define Human Resource Management.
- (vii) Why training is important ?
- (viii) What is paired comparison method of performance appraisal ?
- (ix) What are fringe benefits ?
- (x) Define labour welfare.
- (xi) What is significance of incentives ?
- (xii) Why job evaluation is done ?



### SECTION-B

**Note :** Answer any **two** questions from this Section. Each question carries **10** marks.

2. Discuss the changing trends in Human Resource Management.
3. Explain the factors affecting Human Resource Planning.
4. Discuss the problems associated with recruitment and selection.
5. Discuss various strategies for employee retention.

### SECTION-C

**Note :** Answer any **two** questions from this Section. Each question carries **10** marks.

6. Discuss the steps in designing an effective training program.
7. Explain the essentials of a good performance appraisal system.
8. What are the objectives of employee remuneration ? Discuss the components of employee remuneration.
9. Discuss the statutory safety measures in industry in India.



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जालंधर **Exam. Code : 105403**

**Subject Code : 1477**

**BBA 3<sup>rd</sup> Semester**

**BBA-305 : FUNDAMENTALS OF MARKETING  
MANAGEMENT**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :** There are three Sections of this paper, Sections A, B and C. Section A is compulsory consists of twelve short questions carrying 1 mark each, Students have to attempt any **ten**. Each of Sections B and C consists of **four** questions, Students have to attempt **two** questions from each Section carrying **10** marks each.

**SECTION-A**

1. Write short notes on the following :
  - I. Local marketing
  - II. Skimming Pricing
  - III. E-Retailing
  - IV. Non-store retailing
  - V. Mass marketing
  - VI. Selling
  - VII. Advertising
  - VIII. Managing logistics
  - IX. Customer satisfaction and loyalty
  - X. CRM
  - XI. Packaging
  - XII. Personnel selling.



### SECTION-B

2. What is difference between selling & marketing ? Explain the various functions of marketing.
3. Why marketing is important for business originations ? Explain the nature and scope of the marketing.
4. Explain the marketing mix for goods. How it is different from service sector marketing ?
5. How segmentation and targeting are interrelated with each other ? Explain it with example.

### SECTION-C

6. What is advertising ? Explain the functions & objectives of advertising.
7. What is New Product Development ? Explain the process of new product development.
8. Discuss various sales promotion tools and techniques for consumer sales promotion.
9. Explain Pricing Strategy :
  - (1) Skimming Pricing Strategy
  - (2) Penetration Pricing Strategy.



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Exam. Code : 105403

Subject Code : 1478

BBA 3<sup>rd</sup> Semester

**BBA-306 : INDIAN FINANCIAL SYSTEM**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :-** The question paper is divided into **three** sections.  
Section A has question no. **1** consisting of **12** questions, students have to attempt **ten** questions carrying **1** mark each. Section B consists of **four** questions, students have to attempt **two** questions carrying **10** marks each. Section C consists of **four** questions, students have to attempt **two** questions carrying **10** marks each.

**SECTION—A**

1. (a) What are open ended mutual funds ?
- (b) Explain primary market.
- (c) What are the benefits of mutual funds ?
- (d) Write a brief note on OTCEI.
- (e) What is book building ?
- (f) Write a note on financial assets.
- (g) What are the features of NBFC's ?
- (h) Explain 'Treasury Bills' as an instrument of money market.
- (i) Name some financial institutions of India.



- (j) What are Warrants ?
- (k) Discuss the provisions of Securities Contract (Regulation) Rules relating to controlling speculation.
- (l) Discuss the role of custodians in mutual funds.

### SECTION—B

- 2. Discuss the functions of financial system.
- 3. Discuss the role of RBI in improving the efficiency of money market.
- 4. Examine the framework of secondary market in India.
- 5. How does SEBI protect the interest of the investors ?

### SECTION—C

- 6. Write a detailed note on working and performance of mutual funds.
- 7. Explain the duties, powers and functions of Insurance Regulatory Development Authority.
- 8. Discuss the importance of FIIs and FDIs in the economic development of India.
- 9. Give an overview of capital market instruments.



9. Vishal Ltd. wished to commence a new trading business and gives the following information :

1. The total estimated sales = Rs. 6,00,000
2. Expenses are estimated at fixed expenses of Rs. 1,000 p.m. plus variable expenses equal to 5% of turnover.
3. Sale price for each product will be 25% in excess of cost of purchase.
4. Turnover of stock will be 2 times in a year.
5. The sales and purchases will be evenly spread throughout the year. All sales will be for cash but 1 month credit for purchases is expected.

Calculate :

1. Estimated profit for the year
2. Statement for Working Capital Requirements.

Exam. Code : 105403

Subject Code : 1479

B.B.A. 3<sup>rd</sup> Semester

MANAGEMENT ACCOUNTING

Paper—BBA-307

Time Allowed—3 Hours] [Maximum Marks—50

### SECTION—A

**Note** :— Attempt any **TEN** questions. Each question carries 1 mark. Answer to each question should not exceed 5 lines.

1. Write notes on the following :

- (a) Define Management Accounting
- (b) Profit and Loss Appropriation Account
- (c) Explain Operating Ratio
- (d) Comparative Balance Sheet
- (e) Cash flow statement
- (f) Responsibility Centers
- (g) Name three reports on Labour
- (h) Difference between Gross and Net Working Capital



- (i) Trend Analysis
- (j) Concept of Transfer Price
- (k) Name any three factors affecting WCM
- (l) Distinguish between management accounting and financial accounting.

### SECTION—B

**Note :—** Attempt any **TWO** questions. Each question carries **10** marks. Answer to each question should not exceed **5** pages.

2. Explain in detail the meeting, scope and objectives of management accounting.
3. What is a fund flow statement ? State why preparation of fund flow statement is necessary. How do you determine whether a particular change is in the nature of source or application of funds.
4. Define the term Comparative Income Statement and Comparative Position Statement. Prepare a Comparative Income Statement from the following information for the years ended March 31, 2012 and 2013 :

Particulars	2012	2013
Sales	3,00,000	4,00,000
Cost of goods sold	1,50,000	2,00,000
Administrative expenses	75,000	1,00,000
Selling and distribution expenses	20,000	25,000
Other incomes	30,000	40,000
Income tax	25,000	30,000

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5. Pahul Ltd. Has drawn up the following profit and loss account for the year ended 31<sup>st</sup> March 2016 :

Particulars	Amount	Particulars	Amount
To opening stock	52,000	By sales	3,20,000
To purchases	1,60,000	By closing stock	76,000
To wages	48,000		
To manufacturing expenses	32,000		
To gross profit c/d	1,04,000		
	<b>3,96,000</b>		<b>3,96,000</b>
To selling & distribution expenses	8,000	By Gross profit b/d	1,04,000
		By compensation for acquisition of land	9,600
To administrative expenses	45,600		
To general expenses	2,400		
To cost of furniture lost by fire	1,600		
To interest on debentures	12,000		
To provision for taxation	16,000		
To net profit	28,000		
	<b>1,13,600</b>		<b>1,13,600</b>

You are required to find out the Gross Profit Ratio, Operating Profit Ratio, Net Profit Ratio and Operating Ratio.

### SECTION—C

6. What do you understand by the term Management Reporting ? Explain the need of preparing the management reports along with the requirements of a good report preparation.
7. Explain in detail the concept of transfer price. What are the various types of transfer pricing methods used by the firm ? Discuss the suitability of all the methods.
8. Briefly differentiate Expense Centres, Profit Centres and Investment Centres. Identify the basic characteristics of each.



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Exam. Code : 105403

Subject Code : 1480

BBA 3<sup>rd</sup> Semester

ENVIRONMENTAL STUDIES—I

Paper—ESL-221

Time Allowed—3 Hours] [Maximum Marks—50

**Note :— Section-A (15 marks) :** It consists of *five* short answer type questions. Candidates are required to attempt any *three* questions, each carrying 5 marks. Answer to any of the questions should not exceed *two* pages.

**Section-B (20 marks) :** It consists of *four* essay type questions. Candidates are required to attempt any *two* questions, each carrying 10 marks. Answer to any of the questions should not exceed *four* pages.

**Section-C (15 marks) :** It consists of *two* questions. Candidates are required to attempt *one* question which carries 15 marks. Answer to the question should not exceed *five* pages.

### SECTION—A

1. What is the need for creating environmental awareness ?
2. What is desertification ? What are the major causes ?
3. What do ecological pyramids signify ? State their types.
4. What is Rainwater harvesting ? Discuss briefly the techniques used.
5. What are the objectives of N.S.S. ?



### SECTION—B

6. Discuss the impact of modern agriculture on environment.
7. Discuss the process of ecological succession.
8. What is Global warming ? What measures can be taken to check it ?
9. Write a note on 'Swachh Bharat Abhiyan'.

### SECTION—C

10. Discuss in detail the Global Climate Change problem.
11. How can the energy resources be used for sustainable development ?

### SECTION—A

1. What is the need for creating environmental awareness ?
2. What is desertification ? What are the major causes ?
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4. What is Rainwater harvesting ? Discuss briefly the techniques used.
5. What are the objectives of N.S.S. ?