

Exam. Code : 105404

Subject Code : 1464

B.B.A. 4th Semester
ENGLISH COMPULSORY
Paper—BBA-401

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

I. Answer any **SIXTEEN** out of the following questions.

Each question carries 1 mark :—

(1) I'm afraid I attend your party next month.

(Put in 'can' or 'can't')

(2) That park be very good. It is always empty. (Fill in the blank an appropriate modal)

(3) They travel a lot for their work.

(Choose between 'must' or 'have to')

(4) I don't think you go for a walk in winters.

(Fill in the blank an appropriate modal)

(5) Do you think you lend me some money ? (Put in 'can' or 'could')

(6) Butter (make) from milk.

(Fill in the appropriate form of verb)

- (7) They cancelled all flights because of fog.

(Rewrite the sentence using passive voice)

- (8) Liza told me that you were in a conference.

(Convert the sentence into direct speech)

- (9) Sophia said to me, "Mind your own business, please".

(Rewrite the sentence using reported speech)

- (10) The Church is being built in the town is beautiful.

(Fill in the blank an appropriate relative pronoun)

- (11) A man tried to commit suicide. He has been arrested.

(Combine the two sentences into one)

- (12) The road which connects the two villages is very narrow.

(Rewrite the sentence using an -ing clause)

- (13) A baker makes biscuits and cakes.

(Rewrite the sentence using a relative clause)

- (14) The driver who was killed in the accident was not insured.

(Rewrite the sentence using an -ed clause)

- (15) Although I was tired, I couldn't sleep.

(Rewrite the sentence using 'in spite of')

- (16) Today is a public holiday. The doctor will see you only if it is an emergency.

(Make one sentence using 'unless')

- (17) You can borrow my car you promise not to drive too fast.

(Fill in the blank an appropriate conjunction)

- (18) The building looks it is going to fall down.

(Use 'like', 'as' or 'as if' to complete the sentence)

- (19) They met a lot of funny people their holiday.

(Choose between 'while' or 'during')

- (20) Joya has gone away. She'll be away Monday.

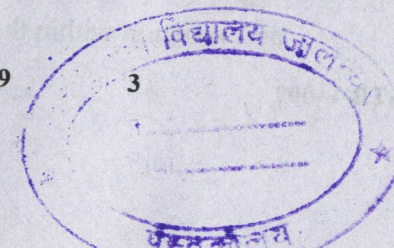
(Choose between 'by' or 'until')

1×16=16

SECTION—B

- II. (I) (a) Identify the definition markers, technical terms and the definitions in any **THREE** of the following texts :—

- (1) Mortality rates i.e. the number of births and deaths per year depend upon the health care system of a country.
- (2) Frustration may be defined as unpleasant feelings that result when a desired goal is not achieved.



- (3) A sudden outbreak of a disease affecting a large number of people is referred to as an epidemic.
 - (4) Phonetics is the study of speech sounds used in human languages.
 - (5) Voiceless sounds are sounds that are produced with no vibration of the vocal cords.
 - (6) Language is a system of communication used by a particular country or community.
- 1×3=3
- (b) In any **THREE** of the following sentences, identify the comparison markers and the contrast markers :—
- (1) Instead of moving into their own ethnic neighbourhoods in the inner cities, many of today's immigrants favour middle-class suburbs.
 - (2) A feature that is common to love and hatred is lack of peace.
 - (3) His father is a police officer, whereas he is a thief.
 - (4) We can distinguish two main types of linguistic variation—between group variation and variation within the individual.

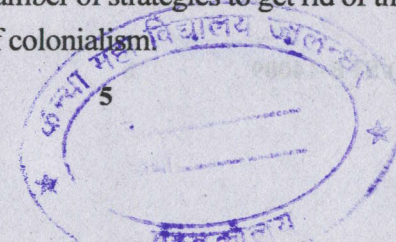
- (5) How you address a person varies depending on your relationship with that person and the setting in which you are speaking.
- (6) Unlike the fish, who live in water, crocodiles can live both in water and on earth

1×3=3

(II) (a) Identify the solution markers and the solutions in any **THREE** of the following texts :

- (1) The Iraq issue was settled when the natives of Iraq stopped supporting the US army.
- (2) One way to eradicate poverty is to increase access to education.
- (3) Debt relief must be a component of any comprehensive international effort to tackle the problems of underdevelopment and poverty.
- (4) The United States tends to deal with labour shortages by encouraging suitably qualified workers to immigrate.
- (5) The Indian Government has addressed the issue of unemployment by encouraging FDI.
- (6) The Third World nations have adopted a number of strategies to get rid of the legacy of colonialism.

1×3=3



(b) Identify the nominalised parts in any **THREE** of the following sentences :

- (1) I do not understand what she means.
- (2) Our intention is to audit the records of the program.
- (3) The government's decision to raise taxes has angered a lot of people.
- (4) His slow and painful adjustment to life overseas was expected.
- (5) We must examine everything that they propose.
- (6) The retention by immigrant families of parts of their native culture has added variety to U.S. Society.

$1 \times 3 = 3$

III. Attempt any **TWO** of the following questions :—

- (1) What do you gather about the character of Porphyria's lover from the poem ?
- (2) Discuss the theme of the poem "Stopping by Woods on a Snowy Evening".
- (3) Why do the swans fill the poet's heart with sadness in "The Wild Swans at Coole" ?

$4 \times 2 = 8$

SECTION—C

IV. Explain the following stanza with reference to the context :

Call the roller of big cigars,
The muscular one, and bid him whip
In kitchen cups concupiscent curds.
Let the wenches dawdle in such dress
As they are used to wear, and let the boys
Bring flowers in last month's newspapers.
Let be be finale of seem.
The only emperor is the emperor of ice-cream.

OR

Because I could not stop for Death —
He kindly stopped for me —
The Carriage held but just Ourselves —
And Immortality.

$7 \times 1 = 7$

V. What obstacles stand in the way of organizing effective birth-control programs in countries with overpopulation problems ?

$7 \times 1 = 7$

Exam. Code : 105404

Subject Code : 1465

BBA Semester—IV

PUNJABI COMPULSORY

Paper—BBA—402 (i)

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ : ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਜ਼ਰੂਰੀ ਹਨ।

1. ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ ਦੁਆਰਾ ਰਚਿਤ ਕਵਿਤਾ ‘ਅੰਨਦਾਤਾ’ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ ਲਿਖੋ।

ਜਾਂ

‘ਤਾਜ ਮੱਹਲ’ ਕਵਿਤਾ ਦਾ ਸਾਰ ਲਿਖੋ।

15

2. ਜੁੱਤੀਆਂ ਦਾ ਜੋੜਾ ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ ਲਿਖੋ।

ਜਾਂ

ਕਿਸੇ ਦੋ ਪਾਤਰਾਂ ਦਾ ਚਰਿਤਰ ਚਿਤ੍ਰਣ ਕਰੋ :

- (1) ਭਾਈ ਪਰਮਾਨੰਦ
- (2) ਸ਼੍ਰੀਮਤੀ ਮਧੂ ਬਾਲਾ
- (3) ਹਰਬੰਸ
- (4) ਗੁਰਭਗਤ।

15

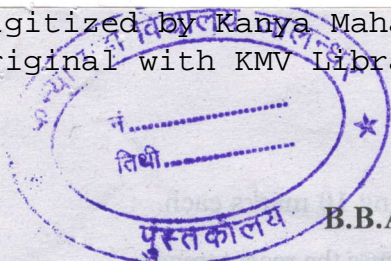
3. ਤੁਹਾਡਾ ਮੋਬਾਈਲ ਫੋਨ ਕਿਤੇ ਡਿੱਗ ਗਿਆ ਹੈ। ਆਪਣੇ ਨੇੜੇ ਦੇ
ਥਾਣਾ ਇੰਚਾਰਜ ਨੂੰ ਇਸ ਦੀ ਭਾਲ ਸੰਬੰਧੀ ਬਿਨੈ ਪੱਤਰ ਲਿਖੋ।

ਜਾਂ

ਕਿਸੇ ਅਖਬਾਰ ਦੇ ਸੰਪਾਦਕ ਨੂੰ ਆਪਣੇ ਕਾਲਜ ਵਿੱਚ ਹੋਏ
ਸਭਿਆਚਾਰਕ ਪ੍ਰੋਗਰਾਮ ਦੀ ਰਿਪੋਰਟ ਲਿਖੋ। 10

4. ਕੋਈ ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਉ :

- I. ਸਵਰ ਵਾਹਕ ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਇਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ
ਜਾਣਕਾਰੀ ਦਿਉ।
- II. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਦੱਸੋ।
- III. ਗੁਰਮੁਖੀ ਲਿਪੀ ਵਿੱਚ ਵਰਤੇ ਜਾਂਦੇ ਵਿਸ਼ਰਾਮ ਚਿਨ੍ਹਾਂ ਸੰਬੰਧੀ
ਜਾਣਕਾਰੀ ਦਿਉ। $5 \times 2 = 10$



Exam. Code : 105404

Subject Code : 1467

B.B.A. 4th Semester

PRODUCTION & OPERATIONS MANAGEMENT

Paper—BBA-404

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

1. Attempt any **TEN** questions carrying **1** mark each :
 - (i) Define productivity.
 - (ii) Define plant layout
 - (iii) What is Lead time ?
 - (iv) Define statistical Quality control.
 - (v) Explain the meaning of dispatching.
 - (vi) What is critical path ?
 - (vii) Define market analysis.
 - (viii) Differentiate between normal time and standard time.
 - (ix) What is economic order quantity ?
 - (x) What is rating scale ?
 - (xi) Define inventory.
 - (xii) Define operations management.

SECTION—B

Attempt any **TWO** questions carrying **10** marks each.

2. Define Production Management. Discuss the recent trends in production management.
3. Define work measurement. Discuss various techniques of work measurement.
4. Differentiate between product design and production design. Discuss the various characteristics of a good product design.
5. What is meant by Plant location ? What are the various steps taken to choose a location for a plant ?

SECTION—C

Attempt any **TWO** questions carrying **10** marks each.

6. Enumerate the key benefits that an organization derives by improving the quality of its Products and Services.
7. Define supply chain management and also discuss its objectives.
8. Define inventory management and discuss various techniques used for inventory management.
9. Define Total Quality Management and discuss various principles of Total Quality Management.

Exam. Code : 105404

Subject Code : 1468

BBA 4th Semester

BUSINESS ENVIRONMENT

Paper—BBA-405

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—Section-A : Attempt any **TEN** questions.
Each question carries **1** mark.

Section-B : Attempt any **TWO** questions.
Each question carries **10** marks.

Section-C : Attempt any **TWO** questions.
Each question carries **10** marks.

SECTION—A

1. (a) Write a short note on Business Environment.
- (b) What do you mean by globalization ?
- (c) Discuss significance of political environment of business.
- (d) What are the factors considered in Environmental Scanning ?
- (e) Write down the consumer rights available under Consumer Protection Act, 1986.
- (f) Discuss SWOT analysis in brief.
- (g) What is meant by deficit financing ?
- (h) Define the term social audit.

- (i) Discuss the objectives of public enterprises in India.
- (j) What is meant by business ethics ?
- (k) List down the highlights of the Union Budget 2015.
- (l) Define the term corporate governance.

SECTION—B

2. What do you mean by social environment of business ?
Discuss in detail the impact of social and cultural environment on modern business.
3. Describe the various facets of economic environment of business.
4. What do you mean by legal environment of business ?
Discuss in brief various laws which have a bearing on business in India.
5. Discuss the role of foreign collaborations and transfer of technology in an emerging economy like India.

SECTION—C

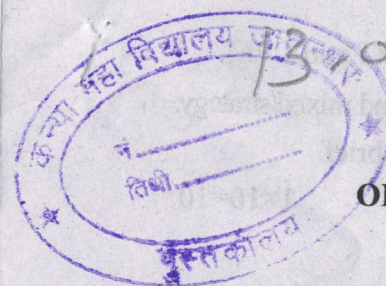
6. Examine the responsibility of business towards different sections of society. Discuss in detail the arguments for social responsibility of business.
7. What are the objectives of monetary policy in India ?
Explain in detail various measures of monetary policy used by RBI.
8. Describe in detail strategies of planning in India. Explain the importance of planning in a developing country like India.
9. Discuss in detail the rationale and objectives of disinvestment of Public enterprises.

9. Solve the following game by Dominance principle :

Player B

	I	II	III	IV	V
Player A					
I	2	3	1	8	0
II	6	5	4	6	7
III	2	4	3	3	8
IV	5	6	2	2	1

2×10=20



Exam. Code : 105404

Subject Code : 1469

BBA 4th Semester
OPERATIONS RESEARCH

Paper—BBA-406

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.

- Short answer type questions :—
 - Define linear programming.
 - What are the limitations of operations research ?
 - Differentiate feasible solution and optimal solutions.
 - Explain dual of dual is primal.
 - Explain stepping stone method of transportation problem.
 - Prohibited/restricted assignment problem.
 - What is inventory control ?
 - A company uses 3000 units of a product, its carrying cost is 30% of average inventory. Ordering cost is 100 per order, unit cost is Rs. 20. Calculate EOQ.

- (i) State the similarities between PERT and CPM.
- (j) Differentiate between pure strategy and mixed strategy.
- (k) Explain principle of dominance in brief.
- (l) What is saddle point ? $1 \times 10 = 10$

SECTION—B

Note :— Attempt any **TWO** questions. Each question carries **10** marks.

2. What is operation research ? Briefly explain the characteristics and various steps used in solving operation research problem.

3. Use Simplex to solve :

$$\text{Max } Z = 100 x_1 + 40 x_2$$

$$\text{Sub to : } 40 x_1 + 50 x_2 \leq 900$$

$$3/2 x_1 + 2/3 x_2 \leq 30$$

$$\text{where } x_1, x_2 \geq 0$$

4. A manufacturing company has distribution centers X, Y and Z. These centers have 40, 20 and 40 units of product. Its retail outlets at A, B, C, D and E requires 25, 10, 20, 30 and 15 units respectively. The transport cost in between each centre and each outlet is given in the following table :

	A	B	C	D	E
X	55	30	40	50	40
Y	35	30	100	45	60
Z	40	60	95	35	30

Find out optimum distribution cost.

5. Discuss the impact of quantity discount on EOQ. Narrate the benefits of effective inventory control system. Also discuss how safety stock is calculated. $2 \times 10 = 20$

SECTION—C

Note :— Attempt any **TWO** questions. Each question carries **10** marks.

6. Compare the PERT with CPM analysis. Also discuss the components of network diagram. What is the difference between forward and backward path computation method ?

7. Discuss the following terms :

- (a) Pay-off matrix and Two person zero sum game.
- (b) What are the approaches to Game theory ?

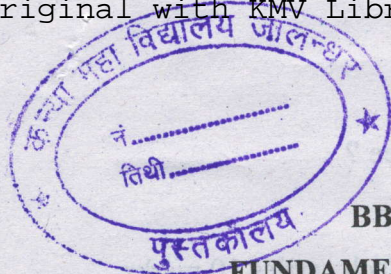
8. Estimated times of jobs of a product are given below :

Job	A	B	C	D	E	F	G	H	I	J	K	L
Time	13	5	8	10	9	7	7	12	8	9	4	17

A and B are starts jobs : A controls C, D and E; B controls F and J ; G depends upon C; H depends upon D; E and F control I and L; K depends upon J; L is also controlled by K; G, H, I and L are the last jobs.

Draw the network, determine float for each activity and the project duration.

What is the critical path ?



Exam. Code : 105404

Subject Code : 1470

BBA Semester—IV

FUNDAMENTALS OF INSURANCE

Paper—BBA-407

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

Note : Write 5 lines each on any 10 of the following. Each question carries 1 mark. $10 \times 1 = 10$

1. (i) What do you mean by Non-Life Insurance ?
- (ii) Define principle of Insurable Interest.
- (iii) What is Marine Insurance ?
- (iv) State the objectives of Insurance Act 1938.
- (v) What is Motor Vehicle Insurance ?
- (vi) What is the significance of distribution channels in Insurance ?
- (vii) Who are Surveyors ?
- (viii) Define role of Agents Insurance Industry.
- (ix) Name any four private Life Insurers operating in India.
- (x) Define the term “Retrocession” in re-insurance.

- (xi) What is Double Insurance ?
(xii) Who are Brokers in insurance ?

SECTION-B

Note : Attempt any **TWO** questions. Each carries 10 marks.

2×10=20

2. What is Insurance ? Discuss the need and purpose of insurance.
3. Write short notes on :
 - (i) Principle of Utmost Faith
 - (ii) Principle of Contribution.
4. Explain briefly the salient features of IRDA Act 1999.
5. Give an overview of Life Insurance Industry of India.

SECTION-C

Note : Attempt any **TWO** questions. Each carries 10 marks.

2×10=20

6. Discuss in detail the purpose and process of Underwriting.
7. What is Re-insurance ? Discuss the characteristics and present status of Reinsurance in India.
8. Discuss the role and code of conduct for Bancassurance laid down by IRDA.
9. Discuss in detail the role of Actuaries and Third Party Administrators in insurance.

Exam. Code : 105404

Subject Code : 1471

BBA 4th Semester

ESL-222 : ENVIRONMENTAL STUDIES—II

Time Allowed—Three 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 any *one* question which carries **15** marks. Answer to the question should not exceed *five* pages.

SECTION—A

1. What are the major endemic species of India ?
2. What are the sources of Soil Pollution ?
3. What are Tsunamis ?
4. Discuss the influence of environmental parameters and pollution on human health.
5. What are the qualities of a good entrepreneur ?

SECTION—B

6. Define biodiversity. Explain genetic diversity, species diversity and ecosystem diversity.
7. Write short notes on :
 - (a) Nuclear hazard
 - (b) Cyclone
 - (c) Electronic waste
 - (d) AIDS.
8. What is meant by 'Population Explosion' ? Discuss the Indian Scenario.
9. How does Information Technology play role in dissemination of Environmental Information ?

SECTION—C

10. What is Red Data Book ? What do you mean by extinct, vulnerable and rare species ?
11. What adverse effects can solid wastes cause ? How can the solid wastes be managed ?