

Dezyne École College
Bachelor of Business Administration (B.B.A.) — Part II, Semester IV
Company Law
SET A

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. Define 'Company' as per the Companies Act, 2013. What makes it a distinct legal entity?

Q2. What is a 'Memorandum of Association'? Name its six clauses.

Q3. What is a 'Prospectus'? Who is required to issue it?

Q4. Define 'Promoter'. What is his role in formation of a company?

Q5. What is 'Share Capital'? Name any two types of share capital.

Q6. Who is a 'Director'? State the minimum number of directors for a private and public company.

Q7. What is an 'Annual General Meeting' (AGM)? When must it be held?

Q8. Define 'Quorum' in context of a company meeting.

Q9. What is 'Winding Up' of a company? Name the three modes of winding up.

Q10. What is 'Prevention of Oppression and Mismanagement' under the Companies Act?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. What do you mean by a Company? Explain the essential characteristics of a company. Distinguish between a Public Limited Company and a Private Limited Company.

Q2. What is a Prospectus? Discuss its contents and the legal requirements for issuing a prospectus. What are the consequences of misstatement in a prospectus?

Q3. Explain in detail the process and formalities involved in forming (incorporating) a company. What documents are required to be filed with the Registrar of Companies?

Q4. What is a Memorandum of Association? Explain its clauses. How is it different from Articles of Association?

Q5. Who are the members of a company? How is membership acquired? Explain the rights and liabilities of a member.

Q6. What do you mean by Director? Discuss the qualification and disqualification of a Director. Also explain the maximum and minimum number of directors for a Public Limited Company.

Q7. What is a meeting? Explain the different types of meetings a company must hold during a financial year and their purpose.

Q8. Define Winding Up of a company. Enumerate and explain the different modes of winding up under the Companies Act.

Q9. Explain the different rights available to shareholders in a company. How does the law protect their interests?

Q10. Write notes on any two: (a) Clauses of Memorandum of Association (b) Kinds of Share Capital (c) Prevention of Oppression and Mismanagement.

SET B

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. Distinguish between a 'Public Company' and a 'Private Company' in two points each.

Q2. What is 'Articles of Association'? Why is it critical for a company?

Q3. Define 'Debenture'. How is it different from a Share?

Q4. What are 'Key Managerial Persons' (KMP) under the Companies Act, 2013?

Q5. What is 'Minority Shareholder'? State any two rights granted to protect them.

Q6. Define 'Board of Directors'. What is the difference between a Director and the Board?

Q7. What is an 'Extraordinary General Meeting' (EGM)? Who can call it?

Q8. What is a 'Resolution'? Name the two main types of resolutions.

Q9. Define 'Liquidator'. What are his basic duties?

Q10. What is 'Voting'? Name any two methods of voting in a company meeting.

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. Classify and explain the different types of companies under the Companies Act. Give examples for each type.

Q2. Explain the importance of Memorandum of Association in the life of a company. Discuss when and how it may be altered.

Q3. Who is a Promoter? Discuss his legal position and duties in relation to the company he promotes.

Q4. Who are the members of a company? Distinguish between a member and a shareholder. How is membership terminated?

Q5. How are directors appointed by a company in a General Meeting? Discuss the powers and duties of a Director under the Companies Act.

Q6. Define 'Key Managerial Person'. Who are the different key managerial persons recognised in a company under the Companies Act, 2013?

Q7. What do you understand by Quorum? Must a quorum be present throughout a meeting? What is the procedure if quorum is never formed?

Q8. What do you mean by minority shareholders? What are the provisions available in the Companies Act to protect the rights of minority shareholders?

Q9. Differentiate between winding up and dissolution of a company. Discuss the duties of a company Liquidator in detail.

Q10. Write notes on any two: (a) Company Secretary (b) Debentures (c) Mortgage and Charges.

SET C

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. What is a 'One Person Company' (OPC)? State any two features.

Q2. Define 'Registered Office' of a company. Why is it important?

Q3. What is 'Doctrine of Ultra Vires'? Give one example.

Q4. What is a 'Mortgage'? Distinguish between a fixed charge and a floating charge.

Q5. Define 'Statutory Meeting'. When is it held and for what purpose?

Q6. What is 'Minutes of a Meeting'? Why are they maintained?

Q7. What is 'Majority Power' in a company? State the rule in Foss v. Harbottle briefly.

Q8. Define 'Compulsory Winding Up'. Under what circumstances can a court order it?

Q9. What is a 'Proxy'? Who can appoint a proxy in a company meeting?

Q10. What is meant by 'Lifting of Corporate Veil'? Give one circumstance.

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. Explain the concept of 'Lifting of Corporate Veil'. Under what circumstances do courts pierce the corporate veil? Give relevant case examples.

Q2. Explain the different contents of Articles of Association. Why is it critical and important to the company? How can it be altered?

Q3. What are the different sources of finance available for companies in India? Explain each in detail with their merits and demerits.

Q4. Discuss the position of directors in a company. Explain the methods of appointment of directors and the circumstances under which a director vacates office.

Q5. What is an Annual General Meeting? Describe the secretarial procedure for holding an Annual General Meeting. What business is transacted at an AGM?

Q6. Discuss the consequences of omission, misrepresentation, and fraud in connection with a prospectus. Under what circumstances may a director be absolved from liability?

Q7. What do you mean by Annual General Meeting? Discuss in detail the different types of meetings that a company must conduct during a financial year.

Q8. Write short notes on any two: (a) Quorum (b) Voting (c) Resolution (d) Minutes of Meeting.

Q9. What are the different kinds of share capital? Explain Equity Shares and Preference Shares. Also explain the concept of Mortgages and Charges on company assets.

Q10. Differentiate between Memorandum of Association and Articles of Association. Which is supreme and why? Explain the doctrine of indoor management.

Dezyne École College
Bachelor of Business Administration (B.B.A.) — Part II, Semester III
Cost & Management Accounting
SET A

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. Define 'Cost Accounting'. How does it differ from Financial Accounting?

Q2. What is a 'Cost Sheet'? Name the four components of total cost.

Q3. Define 'Economic Order Quantity' (EOQ). What is its significance?

Q4. What is 'Labour Turnover'? Name the three methods of measuring it.

Q5. Define 'Management Accounting'. State any two of its objectives.

Q6. What is 'Marginal Costing'? How does it differ from Absorption Costing?

Q7. Define 'Process Costing'. In which industries is it used?

Q8. What is 'Contract Costing'? Name two industries that use it.

Q9. What is 'Operating Costing'? Give two examples of industries using it.

Q10. Define 'Cost Control'. How does it differ from 'Cost Reduction'?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. What is meant by Cost Accounting? Explain briefly the objects and advantages of Cost Accounting. Also describe the pre-requisites for the installation of a cost accounting system.

Q2. Explain the FIFO and LIFO methods of pricing material issues. Prepare a stores ledger account using FIFO and LIFO methods from the following data: Purchases: Jan 3 — 2,000 units @ Rs.1.00; Jan 5 — 3,000 units @ Rs.1.40; Jan 10 — 2,000 units @ Rs.1.50; Jan 20 — 3,000 units @ Rs.1.80. Issues: Jan 4 — 500 units; Jan 7 — 2,000 units; Jan 15 — 3,000 units; Jan 25 — 2,500 units.

Q3. What earning will a workman receive under the following incentive schemes if he executes a piece of work in 120 hours as against 150 hours allowed? His hourly rate is Rs. 2 and he gets a dearness allowance of Rs. 8 per day of 8 hours worked. Calculate wages under: (a) Halsey Premium Plan (50% bonus), (b) Rowan Plan.

Q4. From the following cost information related to a production department for an output of 4,000 units — Direct Material: Rs.18,000; Direct Wages: Rs.24,000; Direct Expenses: Rs.3,000; Works Overhead (60% variable, 40% fixed): Rs.6,000; Administration Overhead (100% fixed): Rs.4,400; Distribution Overhead (50% fixed, 50% variable): Rs.800; Selling Overhead (50% fixed, 50% variable): Rs.1,600. It is estimated to manufacture 10,000 units next year with 10% increase in

material price and 5% increase in wage rate. Find the total cost and selling price if profit desired is 20% on sales.

Q5. The production of a company passes through three distinct processes. Prepare process accounts from the following data: [Process A: Input 4,000 units at Rs.13,560; Materials Rs.12,000; Direct Labour Rs.16,000; Mfg. Expenses Rs.2,000; Other Works Expenses Rs.3,500; Normal Wastage 2% @ Rs.0.25 per unit; Output 3,850 units. Process B: Materials Rs.10,000; Direct Labour Rs.5,000; Mfg. Exp. Rs.3,400; Other Works Exp. Rs.2,005; Normal Wastage 4% @ Rs.0.50; Output 3,600. Process C: Materials Rs.9,000; Direct Labour Rs.4,900; Mfg. Exp. Rs.3,590; Other Works Exp. Rs.2,004; Normal Wastage 2.5% @ Rs.0.60; Output 3,500]. Also work out the sale price per unit to realise 20% profit on selling price.

Q6. What is Management Accounting? Explain its scope and discuss the relationship among Financial Accounting, Cost Accounting, and Management Accounting. How does Management Accounting assist managerial decision-making?

Q7. From the following data, prepare a Reconciliation Statement: Profit as per cost accounts Rs.25,000; Works overhead under-recovered Rs.9,600; Selling & distribution overhead recovered less Rs.6,000; Administration overhead recovered in excess Rs.3,000; Closing stock in cost accounts Rs.40,000; Closing stock in financial accounts Rs.34,000; Depreciation in financial books Rs.30,000; Depreciation in cost books Rs.32,000; Preliminary expenses written off Rs.16,000; Donation paid Rs.6,000; Interest and dividends received Rs.2,000; Transfer fee Rs.1,000; Loss as per financial accounts Rs.10,600.

Q8. What is Marginal Costing? From the following data, prepare a Marginal Cost Statement and calculate: (i) P/V Ratio, (ii) Break-Even Point (in units and value), (iii) Margin of Safety. [Sales: Rs.2,00,000; Variable Cost: Rs.1,20,000; Fixed Cost: Rs.40,000; Units sold: 10,000].

Q9. A machine costing Rs.2,00,000 is expected to run for 10 years with a scrap value of Rs.20,000. Installation charges Rs.6,000. Repairs for 10 years Rs.25,000. The machine runs 3,000 hours per year. Power consumption: 15 units per hour @ Rs.2 per unit. The machine occupies 1/5th of the department area. Foreman devotes 30% time for this machine. Rent & rates: Rs.5,000 per month; Lighting & heating: Rs.1,200 per month; Foreman salary: Rs.4,000 per month; Insurance: 2% per annum; Oiling & greasing: Rs.900 per month. Calculate the Machine Hour Rate separately for fixed expenses and machine expenses.

Q10. Write short notes on any two of the following: (a) Maximum Stock Level, (b) Minimum Stock Level, (c) Re-order Level, (d) Economic Order Quantity.

SET B

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. What is 'Installation of Costing System'? State any two pre-requisites.

Q2. What is 'Weighted Average Cost' method of pricing material issues? Give its formula.

Q3. Define 'Re-order Level'. How is it calculated?

Q4. What is 'Halsey Premium Plan'? Write its formula for bonus calculation.

Q5. What is 'Financial Performance Appraisal'? Name any two tools used for it.

Q6. Define 'Labour Turnover Rate'. Write the formula for the 'Flux Method'.

Q7. What is 'Absorption of Overhead'? Name any two methods of absorption.

Q8. What is a 'Contract Account'? Name three key items recorded in it.

Q9. Define 'Normal Wastage' in process costing. How is it treated in process accounts?

Q10. What is 'Management Information System (MIS)'? State its role in managerial decision-making.

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. 'Cost Accounting is better understood as a cost control and cost reduction exercise and not merely a cost ascertainment process.' Discuss this statement in detail, explaining how Cost Accounting helps in managerial decision-making.

Q2. Enter the following transactions in the Store Ledger account of material Y using the Weighted Average Cost method (average cost to be calculated correct to 2 decimal places): July 1 — Opening stock 100 units @ Rs.10; July 2 — Issued 25 units to Dept A; July 7 — Received 425 units @ Rs.11; July 10 — Issued 200 units to Dept B; July 12 — Returned 10 units from Dept A; July 15 — Returned 20 units to vendor; July 17 — Received 110 units @ Rs.12.50; July 25 — Received 100 units @ Rs.10; July 29 — Issued 200 units to Dept B; July 30 — Received 100 units @ Rs.11.

Q3. What are the objectives of introducing an incentive scheme in a factory? What factors would you take into consideration for selecting a suitable wage incentive scheme? Also calculate wages under Emerson's Efficiency Plan given: Standard Time 8 hours; Standard Production 100 units; Time Rate Rs.20 per hour; Actual output: 60, 70, 85, 95, 100, 110 units.

Q4. A machine shop contains four newly purchased machines costing: A — Rs.20,000; B — Rs.25,000; C — Rs.30,000; D — Rs.40,000, each occupying equal space. Annual expenses: Rent Rs.10,000; Rates & water Rs.4,200; Light & fuel Rs.7,150; Power: A — Rs.5,100, B — Rs.5,000, C — Rs.12,000, D — Rs.14,500; Administrative Exp. Rs.9,500; Running Exp. Rs.20,000. Prepare Machine Hour Rate for each machine assuming 45 hours/week, 50 weeks/year, 80% utilisation, life 10 years, no scrap value.

Q5. What is meant by Analysis and Interpretation of Financial Statements? Explain the following tools used in financial analysis: (a) Ratio Analysis — giving examples of Liquidity, Profitability and Solvency ratios; (b) Comparative Financial Statements; (c) Common-size Statements.

Q6. What is meant by 'Contract Costing Method'? Is it desirable to take into account profit on incomplete contracts at the date of Balance Sheet? If so, why and to what extent? Prepare a specimen Contract Account format explaining all relevant entries.

Q7. What is Marginal Costing? How is it useful for managerial decision-making? From the following data, prepare a statement showing: (i) Contribution, (ii) P/V Ratio, (iii) Break-Even Point, (iv) Margin of Safety. [Product A: Selling price Rs.50, Variable cost Rs.30, Units sold 5,000. Fixed Costs Rs.60,000].

Q8. Components A and B are used weekly as follows: Normal usage 150 units; Maximum usage 225 units; Minimum usage 75 units; Reorder quantity: A = 1,200 units, B = 1,800 units; Reorder period: A = 4 to 6 weeks, B = 2 to 4 weeks. Calculate for each component: (a) Re-order level, (b) Minimum level, (c) Maximum level, (d) Average stock level.

Q9. What do you understand by the term 'Overhead Control'? Explain classification and departmentalisation of overhead control in detail with examples.

Q10. Write short notes on any two of the following: (a) Techniques of Material Control, (b) Absorption of Overhead, (c) Operating Costing.

SET C

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. What is 'Management Accounting'? State its scope in brief.

Q2. What is 'Perpetual Inventory System'? Name two advantages.

Q3. What is 'P/V Ratio' (Profit Volume Ratio)? Write its formula and state its significance.

Q4. What is 'Idle Time'? How is idle time cost treated in cost accounts?

Q5. What is 'Primary Distribution' of overheads? Give an example.

Q6. What is 'Secondary Distribution' of overheads? Name one method used.

Q7. Define 'Abnormal Wastage' in process costing. How is it treated?

Q8. What is 'Work-in-Progress'? How is it valued in process costing?

Q9. What is 'Cost-plus Contract'? State one advantage and one disadvantage.

Q10. What is 'Bin Card'? How does it differ from a Stores Ledger?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. What is meant by Cost Accounting? What are its advantages? Describe the pre-requisites for the installation of a cost accounting system. Also distinguish between Cost Accounting and Financial Accounting.

Q2. Ms. Truth, a textile dealer in Warangal, commenced business on 1 January 2022. Textile materials used include two types M and N. During six months ended 30th June 2022, purchases were: Jan 4 — 500 m of M @ Rs.20; Jan 6 — 800 m of N @ Rs.30; March 18 — 1,150 m of M @ Rs.24; April 16 — 1,500 m of N @ Rs.32; May 26 — 400 m of M @ Rs.19. Issues: Jan 7 — 350 m of M; Jan

12 — 600 m of N; March 28 — 710 m of M; April 22 — 1,430 m of N; June 6 — 790 m of M. Write the complete stores ledger card using (a) LIFO (b) FIFO methods.

Q3. The Cost Accountant of Adarsh Ltd. has computed labour turnover rates for the quarter ended 31st March as 20%, 10% and 6% respectively under Flux Method, Replacement Method and Separation Method. If the number of workers replaced during the quarter is 80, find out: (i) Workers left and discharged, and (ii) Workers recruited and joined including replacements. Also explain the causes and effects of labour turnover.

Q4. What is Management Accounting? Discuss its relationship with Financial Accounting and Cost Accounting. Also prepare a specimen 'Managerial Report' showing comparison of budgeted vs actual performance for a manufacturing company with appropriate variances highlighted.

Q5. From the following information given by a manufacturing company, prepare process accounts: [Process I: Direct Material Rs.30,000; Direct Wages Rs.22,500; Closing Stock Rs.7,500. Process II: Direct Material Rs.7,500; Direct Wages Rs.15,000; Closing Stock Rs.8,750. Process III: Direct Material Rs.7,500; Direct Wages Rs.15,000; Closing Stock Rs.21,300.] Finished goods sold for Rs.1,30,000. Closing finished stock Rs.5,612. Company policy: 20% on transfer price or 25% on cost price while transferring from Process I to II; 20% on cost price from Process II to III and Process III to finished stock.

Q6. The Maharashtra Construction Company undertook construction of a building at a contract price of Rs.12 Lakhs commencing 1st April 2018. For the year ended 31st March 2019: Material sent to site Rs.3,00,000; Wages Rs.4,40,000; Architect fees Rs.55,500; Office & Admin overhead Rs.1,51,000; Uncertified work Rs.55,000; Materials at site (year-end) Rs.10,000; Cash received Rs.9,45,000 (90% of work certified); Materials destroyed by fire Rs.5,000; Plant & Machinery Rs.2,00,000 (purchased 1 July 2018, life 10 years, scrap Rs.20,000); Supervisor's salary Rs.60,000. Prepare the Contract Account for the year ended 31st March 2019.

Q7. What is the purpose of reconciling cost and financial accounts when two accounts are separately maintained? State the causes responsible for disagreement in profit. Prepare an imaginary reconciliation statement with at least eight items.

Q8. Write short notes on any two of the following: (a) Labour Turnover, (b) Functional Classification of Overheads, (c) Machine Hour Rate, (d) Departmentalisation of Overheads.

Q9. What is Marginal Costing? How does it differ from Total Absorption Costing? A company provides the following data — Fixed Cost: Rs.1,00,000; Variable Cost per unit: Rs.40; Selling Price per unit: Rs.60; Actual Sales: 8,000 units. Calculate: (i) Contribution per unit, (ii) P/V Ratio, (iii) Break-Even Point in units and in value, (iv) Margin of Safety, (v) Profit at actual sales. Also prepare a Marginal Cost Statement.

Q10. Write short notes on any two of the following: (a) Installation of Costing System, (b) Methods of Wage Payments, (c) Contract Costing.

Dezyne École College
Bachelor of Business Administration (B.B.A.) — Part II, Semester III
Economic Environment
SET A

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

- Q1.** What is Economic Environment? Name any four components.
- Q2.** Define Economic Planning.
- Q3.** What is Real Income?
- Q4.** What do you mean by Mixed Economy?
- Q5.** What is Foreign Direct Investment (FDI)?
- Q6.** Define Rural Industrialization.
- Q7.** What is Privatization?
- Q8.** What is EXIM Policy?
- Q9.** Define Fiscal Policy.
- Q10.** What is the First Five Year Plan's main objective?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

- Q1.** Define Economic and Non-Economic Environment. Explain the components of Economic Environment in detail.
- Q2.** What is NITI Aayog? Explain its objectives and functions in detail.
- Q3.** What do you understand by LPG Reforms 1991? Explain Liberalization, Privatization, and Globalization.
- Q4.** Discuss the salient features of the New Industrial Policy 1991.
- Q5.** What is the difference between FDI and FPI (Foreign Portfolio Investment)? Explain in detail.
- Q6.** What are the objectives of planning in India? Discuss any four objectives in detail.
- Q7.** Define Monetary Policy. Who frames it in India? Explain its objectives and tools (Bank Rate, CRR, Repo Rate, SLR).
- Q8.** Discuss the role of small-scale and cottage industries in India and problems faced by them.
- Q9.** Explain Fiscal Policy in detail. What are its components and types?

Q10. Write a detailed note on the achievements of economic planning in India.

SET - B

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

Q1. What is Nominal Income? How is it different from Real Income?

Q2. Define Planning Commission of India. When was it set up?

Q3. What is Capitalist Economy?

Q4. Name any four objectives of planning in India.

Q5. What is Horizontal FDI? Give an example.

Q6. Define Cottage Industries. Give two examples.

Q7. What is the meaning of Globalization?

Q8. What is Expansionary Fiscal Policy?

Q9. Define Five Year Plan. Which country first introduced it?

Q10. What is Public Debt?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. Discuss the need for economic planning in India. What strategy was adopted in the first and second five year plans?

Q2. What is the role of NITI Aayog in Indian Development Planning? How is it different from the Planning Commission?

Q3. What is Globalization? Explain the impact of Globalization on the Indian Economy.

Q4. Explain the objectives and need for the New Industrial Policy 1991.

Q5. Explain the types of FDI. What are the routes through which FDI flows into India?

Q6. What is Rural Industrialization? What role does it play in National Development?

Q7. Write a detailed note on EXIM Policy (Foreign Trade Policy 2023-28) — its features and importance.

Q8. Discuss the poverty removal steps in India. What is the Below Poverty Line (BPL) concept?

Q9. Explain the difference between Fiscal Policy and Monetary Policy.

Q10. Write a detailed note on Five Year Plans in India from First to Fifth Plan — their objectives and outcomes.

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

- Q1.** What is Savings Trend in an economy?
- Q2.** What is Socialist Economy?
- Q3.** Define GDP and Per Capita Income.
- Q4.** What are the types of Investment?
- Q5.** What is Vertical FDI? Give an example.
- Q6.** What is Disinvestment in PSUs?
- Q7.** Name any four sectors where FDI is completely prohibited in India.
- Q8.** What is Contractionary Fiscal Policy? When is it used?
- Q9.** What is the main objective of the Twelfth Five Year Plan?
- Q10.** What is Bank Rate? How does it function as a monetary tool?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

- Q1.** Explain the objectives of economic planning in India. Why is planning important for a developing country like India?
- Q2.** What is the composition of NITI Aayog? Explain its major initiatives and challenges faced by it.
- Q3.** Explain the steps taken under Liberalization, Privatization, and Globalization (LPG) reforms of 1991.
- Q4.** Discuss the impact of New Industrial Policy 1991 on the Indian economy.
- Q5.** Explain the role of different financial institutions in providing rural credit in India.
- Q6.** Discuss the government measures to resolve problems faced by cottage industries in India.
- Q7.** Discuss the objectives and importance of EXIM Policy. What are the key features of the Foreign Trade Policy 2023?
- Q8.** Write a detailed note on Five Year Plans in India from Sixth to Twelfth Plan — their objectives and outcomes.
- Q9.** Define Fiscal Policy. Explain its components — Government Receipts, Government Expenditure, and Public Borrowing.
- Q10.** Discuss the classification of MSMEs in India. What is the role of small-scale industries in the Indian economy?

Dezyne École College
Bachelor of Business Administration (B.B.A.) — Part II, Semester III
E-Commerce
SET A

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL 10 questions. Each answer should not exceed 50 words.

- Q1. Define E-Commerce. How is it different from traditional commerce?
- Q2. What is an E-Marketplace? Give two business examples.
- Q3. What is a Business Model in E-Commerce? Name any two types.
- Q4. Define B2C E-Commerce and give one real-life example.
- Q5. What is an online catalogue? State its importance for businesses.
- Q6. What do you mean by 'push technology' in digital marketing?
- Q7. Define Digital Signature. Why is it important for online business?
- Q8. What is Electronic Data Interchange (EDI)?
- Q9. Distinguish between a credit card and a debit card.
- Q10. What is post-sales service in the context of E-Commerce?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

- Q1. Explain the concept and scope of E-Commerce. Discuss the costs and benefits of E-Commerce for businesses operating as sellers and for consumers as buyers.
- Q2. What is an E-Marketplace? Describe the types of E-Markets with suitable examples. How does an online marketplace benefit small businesses in India?
- Q3. Explain the Shop Model, Membership Model, and Market Portal Model of E-Commerce business. Compare their suitability for different types of businesses.
- Q4. Define B2C E-Commerce. Explain the advantages, the online catalogue system, and the customer ordering process in a B2C business setup.
- Q5. What are the major opportunities and challenges of E-Commerce in India? Also discuss the role of post-sales service in building customer loyalty online.
- Q6. Explain the role of website design in E-Commerce. Discuss the design principles, push and pull technology, and the importance of email communication in an online business.
- Q7. What is an Electronic Payment System? Discuss its special features and describe various types including credit card, debit card, ATM, bank transfer, and e-cash.

Q8. Explain the concept of e-Cash and Electronic Purse. Discuss the benefits and risks associated with using electronic payment systems for online transactions.

Q9. What is a Digital Signature? Explain its working mechanism and its significance in maintaining the security and authenticity of E-Commerce transactions.

Q10. Describe the role of online marketing and advertisement in E-Commerce. How can a startup business use digital advertising to grow its customer base?

SET B

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL questions. Each answer should not exceed 50 words.

Q1. Why is E-Commerce important for modern businesses? Give two reasons.

Q2. What are E-Business issues? Give two examples relevant to companies.

Q3. What is the Market Portal Business Model? Give an example.

Q4. Define the concept of B2C online ordering system.

Q5. What is 'pull technology'? How does it help businesses attract customers?

Q6. List any four advantages of E-Commerce for a buyer.

Q7. What is e-Cash? Mention one advantage for businesses.

Q8. Define Electronic Data Interchange (EDI) and state one business use.

Q9. What is an Electronic Purse? Give one example.

Q10. What risks are involved in using online payment systems?

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

Q1. Explain the meaning and concept of E-Commerce. Discuss in detail the advantages it offers to sellers and buyers, along with its limitations for small businesses.

Q2. What is E-Business? Describe the major issues and challenges companies face when shifting from traditional business to e-business. Illustrate with Indian examples.

Q3. Explain online marketing and advertisement in E-Commerce. How do businesses use social media, email marketing, and web portals to advertise their products and services?

Q4. Define B2C E-Commerce. Explain the features of an online ordering system and catalogue management. How do companies like Amazon and Flipkart implement B2C models?

Q5. Discuss the current opportunities for businesses in E-Commerce. What challenges do entrepreneurs face while starting an online business? How can post-sales service give a competitive advantage?

Q6. Explain the principles of effective E-Commerce website design. Discuss the role of design, pull technology, email campaigns, and user experience in increasing online sales.

Q7. What is an Electronic Payment System? Explain the development of checks and bank transfer in digital payments. How do payment gateways help online businesses?

Q8. Explain the concept of e-Cash and Electronic Purse from a business perspective. What are the key benefits and risks of adopting e-payment for a retail business?

Q9. Explain Digital Signature and its role in E-Commerce security. Discuss how it ensures authenticity, non-repudiation, and integrity in online business contracts.

Q10. What is the Membership Business Model in E-Commerce? Discuss how subscription-based businesses like Netflix or Amazon Prime use this model to generate revenue.

SET C

PART A — Short Answer Questions (2 Marks Each) [Total: 20 Marks]

Answer ALL questions. Each answer should not exceed 50 words.

Q1. Define E-Commerce. Name two popular Indian e-commerce companies.

Q2. What is the need for E-Commerce in today's business environment?

Q3. What is a Shop Model in E-Commerce?

Q4. Distinguish between E-Commerce and E-Business.

Q5. What is an online ordering system? Why is it important for retailers?

Q6. Define push technology and give a business example.

Q7. What is a credit card? How is it used in online transactions?

Q8. Define ATM and state its role in electronic payments.

Q9. What is EDI? State one benefit for businesses.

Q10. What do you mean by post-sales service? Give one example.

PART B — Long Answer Questions (10 Marks Each) [Total: 50 Marks]

Attempt any FIVE questions. Each answer should not exceed 400 words.

- Q1.** Explain the concept, scope, and costs of E-Commerce. Why is E-Commerce essential for businesses in a competitive market? Discuss its advantages and disadvantages.
- Q2.** Describe the types of E-Markets in detail. How does an E-Marketplace provide opportunities to small and medium enterprises (SMEs) in India?
- Q3.** Explain the Market Portal Model and online advertising strategies used in E-Commerce. How do portal websites generate business revenue through advertising?
- Q4.** What is B2C E-Commerce? Explain the advantages of selling online, the catalogue management system, and customer ordering process with a suitable example.
- Q5.** Discuss the opportunities available in E-Commerce for Indian businesses. What challenges do they face? Explain how effective post-sales service can reduce customer churn.
- Q6.** Explain the role and principles of website design in E-Commerce. Why is a well-designed website important for business success? Discuss push and pull technology with examples.
- Q7.** Describe the Electronic Payment System. Explain the types of payment instruments: credit card, debit card, ATM, bank transfer, and how they are used in online business.
- Q8.** What is e-Cash? Explain the concept of Electronic Purse. Discuss the benefits of adopting electronic payments for a retail business and the risks involved.
- Q9.** Explain Digital Signature in detail. Discuss its importance for online contracts, government transactions, and securing E-Commerce deals. How does it work?
- Q10.** Write a comprehensive note on online marketing and digital advertisement. What strategies can a BBA entrepreneur adopt to market a new product online effectively?