

2308000701050001

B.B.A. (NCF-NEP) F.Y. (Sem - I)

Examination December-2023

ACE - Gujarati Proficiency and Life Skills - I

Seat No:

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[Time: Two hours]

[Max. marks: 25]

Student's Signature

- Q.1 નીચેના પ્રશ્નોમાંથી કોઈ પણ બે ના જવાબ ટૂંકમાં આપો. (04)
- (૧) કોશ એટલે શું?
- (૨) સમાનાર્થી શબ્દ કોને કહેવાય?
- (૩) જાતિવાચક સંજ્ઞાની ઓળખ કરાવો.
- (૪) વિચાર વિસ્તાર કરતી વખતે શું કાળજી રાખશો.
- Q.2 નામ એટલે શું? નામના પ્રકાર સમજાવો. (07)
- અથવા
- સર્વનામ એટલે શું? સર્વનામના પ્રકારો વિશે વિગતે લખો.
- Q.3 ગુજરાતી ભાષાના વિરામચિહ્નો વિશે લખો. (07)
- અથવા
- વિચાર વિસ્તાર સમજાવો. (કોઈ પણ બે)
૧. "જ્યાં જ્યાં વસે એક ગુજરાતી,
ત્યાં ત્યાં સદાકાળ ગુજરાત."
૨. "જે પોષતું તે મારતું એ કમ દીસે છે કુદરતી."
૩. "પૃથ્વી ઉછંગ ઉછરેલ
હું માનવી માનવ થાઉં તો ઘણું."
૪. "જગની સૌ કડીઓમાં સ્નેહની સર્વથી વડી."

Q.4 માંગ્યા પ્રમાણે લખો.

(અ) નીચેના શબ્દોને શબ્દકોશ મુજબ ક્રમાનુસાર ગોઠવો. (01)

ભાવના, ખોડિયાર, ગાંધર્વ, વાદળ, અતિક્રમણ

(બ) વિરુદ્ધાર્થી શબ્દ (કોઈ પણ બે) (02)

અનાવશ્યક, ઉત્થાન, દૂર્જન, ઉષા

(ક) સમાનાર્થી શબ્દ (કોઈ પણ બે) (02)

યુક્તિ, આબરુ, યોગ્ય, કાયમ

(ડ) શબ્દ એક અર્થ અનેક (કોઈ પણ બે) (02)

ચાલ, પદ, અજ, કટાર

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B.B.A (NCF-NEP) F.Y. (Semester – I)

Examination December-2023

AEC-Hindi Proficiency And Life Skills - I

Seat No:

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[Time: Two Hours]

[Max. Marks: 50]

Student's Signature

प्रश्न- १ निम्न में से किन्हीं पाँच बहुवैकल्पिक प्रश्नों का सही विकल्प चुनकर उत्तर दीजिए ।

(१०)

1. स्वरों की सहायता से उच्चरित होने वाले वर्ण को क्या कहा जाता है?
A) व्यंजन B) ध्वनि C) स्वर D) विसर्ग
2. जिन शब्दों के अर्थ में समानता हो उस शब्दों को क्या कहा जाता है?
A) विलोम शब्द B) पर्यायवाची शब्द C) समश्रुत शब्द D) अनेकार्थी शब्द
3. 'चार चाँद लगाना' मुहावरे का अर्थ होता है –
A) चाँद का घुमना B) दो-चार होना C) चाँद का चमकना D) शोभा बढ़ाना
4. जो शब्द नाम के बदले आता है, उसे क्या कहते हैं?
A) संज्ञा B) सर्वनाम C) विशेषण D) धातु
5. सर्वनाम के कितने भेद माने गए हैं?
A) पाँच B) चार C) छः D) आठ
6. जिस स्वर के उच्चारण में तिगुना समय लगे उस स्वर को कहते हैं
A) प्लुत स्वर B) दीर्घ स्वर C) संयुक्त स्वर D) ह्रस्व स्वर
7. जिन शब्दों के एक से अधिक अर्थ होते हैं, उन्हें क्या कहाँ जाता है?
A) समश्रुत शब्द B) अनेकार्थी शब्द C) पर्यायवाची शब्द D) विलोम शब्द
8. जिस विरामचिन्ह का प्रयोग आश्चर्य, हर्ष, भय और तीव्र मनोवेग प्रदर्शित करने के लिए होता है, उस विरामचिन्ह को क्या कहा जाता है?
A) विस्मय विरामचिन्ह B) प्रश्न विरामचिन्ह
C) अल्पविराम विरामचिन्ह D) उप विरामचिन्ह

प्रश्न- २ वर्ण का स्वरूप स्पष्ट करते हुए, हिन्दी वर्ण के भेदों की सविस्तार चर्चा कीजिए। (१३)

अथवा

पर्याय, विलोम, अनेकार्थी तथा समश्रुत शब्दों का स्वरूप सोदाहरण स्पष्ट कीजिए। (१३)

प्रश्न- ३ संज्ञा की परिभाषा देते हुए, उसके भेदों की चर्चा कीजिए। (१३)

अथवा

सर्वनाम की परिभाषा स्पष्ट करते हुए, उसके भेदों पर प्रकाश डालिए। (१३)

प्रश्न- ४ (अ) निम्नलिखित प्रश्नों का संक्षिप्त में उत्तर दीजिए। (०७)

१ विरामचिन्ह किसे कहते हैं?

२ विरामचिन्ह का उपयोग क्यों किया जाता है?

३ 'एक अनार, सौ बीमार' कहावत का अर्थ देते हुए वाक्य में प्रयोग कीजिए।

४ 'अंगूठा दिखाना' मुहावरे का अर्थ देते हुए वाक्य में प्रयोग कीजिए।

५ 'आस्तीन का साँप' मुहावरे का अर्थ देते हुए वाक्य में प्रयोग कीजिए।

६ 'जैसी करनी वैसी भरनी' कहावत का अर्थ देते हुए उसका वाक्य में प्रयोग कीजिए।

७. प्रश्न विरामचिन्ह का प्रयोग कब होता है?

(ब) निम्नलिखित सूक्तियों में से किन्हीं एक का भाव-पल्लवन कीजिए। (०७)

१ परहित सरिस धरम नहीं भाई।

२ मन के हारे हार है, मन के जीते जीत।

अथवा

(ब) निम्न में से किन्हीं एक विषय पर निबंध लिखिए। (०७)

१ विद्यार्थी और अनुशासन ।

२ भारतीय संस्कृति

2308000701070001

Examination December - 2023

**Bachelor of Business Administration (NCF-NEP) (First Semester
VAC-IKS-BHARATIYA KNOWLEDGE SYSTEMS
AN INTRODUCTION**

[Time: Two Hours]

[Max. Marks: 25]

Instructions:

1. નીચે દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.

Fill up strictly the following details on your answer book

- Name of the examination : **B.B.A. (Sem. I)**
 - Name of the Subject : **VAC-IKS-BHARATIYA
KNOWLEDGE SYSTEMS - AN INTRODUCTION**
 - Subject Code No : **2308000701070001**
- Sketch neat and labelled diagram wherever necessary
 - Figures to the right indicate full marks of the question.
 - All questions are compulsory.

Seat No:

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Student's Signature

પ્ર.૧. 7 – MCQ (દરેકનો ૧ માર્કસ)

(07)

Q.1. 7 – MCQ (1 Mark each)

1. ભારતીય આસ્તિક દર્શનો કેટલા છે?

How many Indian theistic visions are there?

(A) પાંચ

(B) છ

Five

Six

(C) નવ

(D) અઠાર

Nine

Eighteen

2. વાત્સ્યાયને કયા ગ્રંથની રચના કરી છે?

Which book did Vatsyayana compose?

(A) કામસૂત્ર

(B) બ્રહ્મસૂત્ર

Kamasutra

Brahmasutra

(C) વાસ્તુશાસ્ત્ર

(D) કલ્પસૂત્ર

Vastu Shastra

Kalpasutra

What is Sansarchakra?

(A) વિશ્વનું પરિભ્રમણ

Circulation of the world

(C) સંસારનો ત્યાગ

Renunciation of the world

(B) માયા

illusion

(D) જન્મ - મૃત્યુ - પુનર્જન્મ

Birth - Death - Rebirth

4. ફરજ, કર્તવ્યકર્મ એટલે કયો પુરુષાર્થ?

Duty, Kartavya Karma means which Purushartha?

(A) અર્થ

Artha

(C) મોક્ષ

Moksha

(B) ધર્મ

Dharma

(D) કામ

Kama

5. હિંદુ પરંપરામાં અંતિમ લક્ષ્ય શું છે?

What is the ultimate goal in the Hindu tradition?

(A) કામ

Kama

(C) મોક્ષ

Moksha

(B) અર્થ

Artha

(D) A અને B બન્ને

Both A and B

6. ભારતીય પરંપરા મુજબ ગૃહસ્થાશ્રમમાં કયા પુરુષાર્થનું પ્રાધાન્ય છે?

According to Indian tradition, which Purushartha is preferred in Grihastha Ashram?

(A) ધર્મ

Dharma

(C) કામ

Kama

(B) અર્થ

Artha

(D) મોક્ષ

Moksha

7. ભારતીય જ્ઞાનપરંપરા મુજબ કયો કાયદો તમામ અસ્તિત્વને નિયંત્રિત કરે છે?

According to the Indian knowledge system, which law governs all existence?

(A) પુનર્જન્મ

reincarnation

(C) નશાબંધી

Addiction

(B) લગ્ન

marriage

(D) ઉપર પૈકી કોઈપણ નહિ

None of the above

Q.2. Answer in Detail (Any 1 out of 2)

1. વૈદિક અને અવૈદિક શાસ્ત્રો વિશે સમજાવો.

Explain about Vedic and Non-Vedic scriptures.

2. વિક્રમશીલા વિદ્યાપીઠ વિશે ટૂંકમાં જણાવો.

Briefly tell about Vikramsheela Vidyapeeth

પ્ર.૩. સવિસ્તાર પ્રશ્ન (૨ માંથી કોઈ પણ ૧) (06)**Q.3. Answer in Detail (Any 1 out of 2)**

1. ભારતીય શિક્ષણ પ્રણાલીનો પ્રાચીન ઇતિહાસ સમજાવો.

Explain the ancient history of Indian education system.

2. પ્રાચીન સંસ્કૃતિ તરીકે ભારતીય સંસ્કૃતિને વિશે સમજાવો.

Explain Indian culture as an ancient culture.

પ્ર.૪. ટૂંકનોંધ લખો (૪ માંથી કોઈ પણ ૨) (06)**Q.4. Write a short note (any 2 out of 4)**

1. વસુદૈવ કુટુંબકમના ઉત્કર્ષની ચર્ચા.

A discussion of the rise of the Vasudhaiva Kutumbakam.

2. ભારતીય જ્ઞાન પરંપરાનો વિશ્વસંચાર અને વિશ્વને ભારતનું યોગદાન.

World-wide dissemination of Indian knowledge tradition and India's contribution to the world.

3. ભારતીય વાંગ્મય

Indian literature.

4. ભારતીય સંસ્કૃતિમાં રહેલી પરંપરા.

A tradition in Indian culture.

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**B. B. A. (NCP-NEP) F.Y. (Semester –I)
Examination December-2023
Fundamental of Economics**

Seat No:

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[Time: Three hours]

[Max. marks: 50]

Student's Signature

- Q.1** Answer the following: (Any Five) [10]
- Define non-economic activities
 - What is elasticity of demand?
 - Define income demand.
 - What is real cost?
 - Write two examples of variable cost.
 - Define NNP.
 - What is pure money?
- Q.2** What is micro economics? Explain limitations of micro economics. [10]
- OR**
- What is demand forecasting? Discuss criteria of a good demand forecasting. [10]
- Q.3** What is price elasticity of demand? Explain determinants of price elasticity in detail. [10]
- OR**
- A. Discuss behavior of short run average cost curves. [05]
B. Explain different types of cost in cost analysis. [05]
- Q.4** A. What is money? Explain various components of money. [05]
B. Write difference between pure money and near money. [05]
- OR**
- Define national income? Explain various methods of measurement of national income. [10]
- Q.5** Write short notes (any two) [10]
- Macro economics
 - Cross elasticity of demand
 - Basic concept of national income

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B.B.A. F.Y. (NCP-NEP) (Sem -I)

Examination December-2023

MAJOR: Accounting for Managers

Seat No:

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[Time: Two and half hours]

[Max. marks: 50]

Instructions:

1. Figures to the right indicate full marks.
2. Show necessary working notes wherever required.
3. Use simple calculator.

Student's Signature

Q.1 Do as directed. (Any Five)

10

1. Define Management Accounting.
2. Match A with B

A	B
Collection from Debtors	Cash Payments
Cash on hand in the beginning	Closing Cash Balance
Wages	Cash Receipts
Cash on hand at the end	Opening Cash Balance

3. How to calculate Proprietary Ratio?
4. Write sub-headings of Shareholder's fund in the balance sheet.
5. Calculate current ratio from the following details of X Ltd.
Current Assets- Rs. 5,00,000, Working Capital- Rs. 2,00,000
6. Y Ltd. provided following details.
Profit Volume Ratio = 30%, Total Fixed Cost = 5,00,000. Find out amount of Sales to earn a profit of Rs. 4,00,000.
7. Z Ltd. provided following details.
Fixed Cost = Rs. 6,00,000, Selling price= Rs. 100 per unit, Variable cost per unit= Rs. 40.
Find out Breakeven point in rupees.

Q.2 AB Ltd. provided following details, prepare cash budget for three months ending on 30th June, 2022 from the following:

Month	Sales (RS.)	Materials (RS.)	Wages (RS.)	Overheads (RS.)
February	1,40,000	96,000	30,000	17,000
March	1,50,000	90,000	30,000	19,000
April	1,60,000	92,000	32,000	20,000
May	1,70,000	1,00,000	36,000	22,000
June	1,80,000	1,04,000	40,000	23,000

Additional Information:

1. Sales are 10% on cash basis.
2. 50% of credit sales are collected in the next month of sales and remaining in the second month following sales.
3. Credit terms: Creditors for materials = 2 months, Wages = 1/4 month, overheads=1/2 month.
4. Cash Balance on 1st April, 2022 is Rs. 60,000.

OR

- a. Record following transactions in the Purchase and Purchase return book of BB Traders for the month April, 2023. 5

On 1st April, Purchased goods worth Rs. 1,00,000 at a trade discount 10% and 5% cash discount from ABC Traders on credit terms of 15 days.

On 5th April, Purchased machinery costing Rs. 54,000 and paid installation charges of Rs. 6000.

On 10th April, 1/4 of Goods purchased from ABC traders are returned back as it was not according to sample.

On 15th April, Goods worth Rs. 90,000 purchased from MNC traders at a trade discount 15%.

On 20th April, Goods purchased on cash Rs. 38,000.

On 25th April, Goods worth Rs. 13,000 returned to MNC traders and sent debit note.

On 30th April, Goods worth Rs. 1,50,000 purchased from XYZ traders at a trade discount 10% and 2% cash discount on credit terms of 30 days

- b. Explain "Zero Base Budgeting". 5

Q.3

- a. CB company provided following details. 5

Particulars	Rs.
Total Sales	52,00,000
Sales return	2,00,000
Debtors	10,00,000
Bills receivable	5,00,000
Credit sales	90% of Net Sales
Opening stock	10,00,000
Closing stock	12,00,000
Gross Profit	6,00,000

Calculate:

1. Stock Turnover Ratio
 2. Debtors Turnover Ratio.
- b. Following details are extracted from the records of the DB company. 5
 Selling price per unit = Rs. 150, Variable Cost per unit = Rs. 120 per unit,

Total Fixed cost = Rs. 15,00,000

Calculate:

1. Break Even Point in rupees
2. Amount of Sales to earn profit of Rs. 10,00,000
3. Margin of Safety when Actual Sales is Rs.1,00,00,000.

OR

- a. EB company provides following details.

Particulars	Rs.
Equity Share capital	20,00,000
10% Preference Share Capital	10,00,000
12% Debentures	20,00,000
10% Bank loan	20,00,000
Fictitious Assets	5,00,000
Net Profit before Interest and Tax	13,00,000
Revenue from Operations	60,20,000
Tax Rate	30%

Calculate:

1. Net Profit Ratio
2. Return on capital employed.

- b. FB company provided following details:

Year	Sales (Rs.)	Profit (Rs.)
2021	1,00,000	10,000
2022	1,20,000	14,000

Calculate:

1. Profit Volume Ratio
2. Break Even point
3. Amount of Profit when Sales is Rs. 2,00,000
4. Margin of Safety (MOS) for the year 2022.

Q.4

- a. GB Ltd. provided following details, prepare stock register using First In First Out method (FIFO) for the month March, 2023 and find out value of closing stock.

Date	Particulars	Quantity (Kg)	Rate per Kg
1/3/23	Opening Balance	5000	15
5/3/23	Purchases	7000	16
10/3/23	Issues	6000	-
15/3/23	Purchases	4000	15.5
20/3/23	Issues	9000	-

31/3/23	Shortage	500	-
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- b. Journalize the following transactions for the month June, 2023 in the books of HB Traders. 5
- On 1st June, Started business with cash Rs. 7,00,000, Furniture Rs. 3,00,000 and Stock of goods Rs. 5,00,000
- On 5th June, Opened bank account with cash Rs. 1,00,000
- On 10th June, Purchased a goods worth Rs. 1,00,000 at trade discount 10% and paid the amount by cheque.
- On 15th June, Goods purchased on 10th June, are sold to Reshma at a profit of 20% on cost.
- On 20th June, Paid salary Rs. 7000 and received a commission on sales Rs. 1000

OR

- a. IB Ltd provided following details, prepare stock register using Last In First Out method (LIFO) for the month April, 2023 and find out value of closing stock. 5

Date	Particulars	Quantity (Liters)	Rate per Liter
1/4/23	Purchases	15000	20
7/4/23	Purchases	10000	21
11/4/23	Issues	20000	-
17/4/23	Purchases	10000	22
23/4/23	Issues	12000	-
30/4/23	Shortage	2000	-

- b. Prepare three columnar cash book of JB Traders from the following transactions for the month May, 2023. 5
- On 1st May. Opening cash balance Rs. 2,00,000 and Bank overdraft Rs. 1,00,000
- On 5th May, Cash Sales Rs. 50,000 at 2% cash discount and Cash purchases Rs. 70,000 at 5% cash discount.
- On 10th May, Cash withdrawn from bank Rs. 15,000 for office use and 10,000 for personal use.
- On 15th May, Received a cheque of Rs. 50,000 from Radha on settlement of her account of 50,100.
- On 20th May, Cheque received from Radha deposited in bank is dishonored by bank due to insufficient balance in her account.
- On 25th May, Cheque issued to Mamta Rs. 60,000 on settlement of her account of Rs. 60,150.

Q.5 Write Short Notes: (Any TWO)

10

1. Difference between Financial Accounting and Management Accounting
2. Liquidity and Solvency Ratios
3. Format of Balance sheet as per company act, 2013

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Month	Sales	Materials	Wages	Overheads
February	12000	2500	1500	1000
March	15000	3000	1800	1200
April	18000	3500	2000	1400
May	20000	4000	2200	1600
June	22000	4500	2400	1800

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B.B.A. (NCF-NEP) F.Y. (Semester – I)
Examination December 2023
Minor-Business Communication

Seat No:

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[Time: Two And half hours]

[Max. marks: 50]

Student's Signature

- Q.1** Answer the following questions briefly (Any Five) **10**
1. What is Noise in the communication process?
 2. Differentiate between Interpersonal and Intrapersonal communication.
 3. Write down the principle components of non-verbal communication.
 4. Define the term 'communication'.
 5. Specify the flow of communication.
 6. How to overcome the barriers to communication?
 7. List out the steps involved in the communication.
- Q.2** Draft a letter for Maruti Electronics and Plastic Tools, Baroda, complaining to Hind Wholesale Electrical Tools Suppliers, Anand, for sending the goods in defective condition. **10**
- OR**
- Draft a letter from Bharat Sports Club, New Delhi, placing an order for various sports goods to Kiran super stores, Agra. **10**
- Q.3** Draft an office circular emphasising the need to minimise the use of mobile phones during working hours. **10**
- OR**
- Prepare the minutes of the Annual General Meeting of Pyramid Steel Corporation Ltd, New Delhi. **10**
- Q.4** In reply to an advertisement, draft a job application letter along with a resume for the post of Production Manager. **10**
- OR**
- Draft a resume for the post of Sales Executive in a reputed company. **10**

Q.5 Prepare a PowerPoint presentation on Effective Business Correspondence. **10**

OR

Imagine that you are a Marketing Executive. Compose an email that you would like to send to all your respective clients informing them about the rise in prices of your products. **10**

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F.Y B.B.A (NCP-NEP) (Semester – I)

Examination December -2023

Principles of Management (Major)

Seat No:

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[Time: Two and half Hours]

[Max. Marks: 50]

Instructions:

- All the questions are compulsory.
- Figures to the right indicate marks allotted to that question.
- Write to-the-point answers.
- Support your answer with diagrams wherever necessary.

Student's Signature

- Q.1 Answer following questions in brief: (Attempt any five) 10**
- Define management
 - What is unity of command?
 - Differentiate between internal and external planning premises.
 - What is decision making?
 - What is delegation of authority?
 - Explain functional departmentation.
 - Define direction
- Q.2 Explain Universality of management by giving suitable examples. 10**
- OR**
- Explain any five characteristics of management. 05
 - Explain management as a profession. 05
- Q.3**
- Explain the process of decision making in brief. 05
 - Differentiate between individual vs. group decision making. 05
- OR**
- Discuss various types of planning 05
 - Explain any five reasons why planning is very important in managing a business. 05
- Q.4**
- Write a note on formal vs. informal organization structures. 05
 - Discuss process of organizing in brief. 05
- OR**
- Mention various types of organizational structures. Explain matrix organization structure giving example. 05
 - Explain various external sources of recruitment. 05

- Q.5** Write short notes on any two
- a. Techniques of coordination
 - b. Features of direction
 - c. Any two methods of controlling