

**2408000702010001**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)**  
**(SECOND SEMESTER)**  
**MAJOR-1- ECONOMICS FOR MANAGERS**

[Time: As Per Schedule]

[Max. Marks: 50]

**Instructions:**

- 1. Fill up strictly the following details on your answer book**
  - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
  - b. Name of the Subject : **MAJOR-1- ECONOMICS FOR MANAGERS**
  - c. Subject Code No : **2408000702010001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Substantiate your answer with suitable examples wherever required.

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Student's Signature

**Q.1 Answer in brief. (Any Five)**

**10**

1. What are the basic conditions of equilibrium of a firm in perfect competition?
2. Define Managerial Economics.
3. State the characteristics of oligopoly market.
4. What is an Iso-cost Line?
5. What do you mean by Opportunity Cost?
6. Define Inflation.
7. What is meant by marginal rate of technical substitution?

**Q.2** Discuss in detail Nature and Scope of Managerial Economics. **14**

**OR**

**(A)** What do you mean by Perfect Competition? Explain Short-run equilibrium of the firm with suitable diagram. **7**

**(B)** Discuss Features of Monopoly market. Also explain long-run equilibrium of firm in Monopoly market. **7**

**Q.3** List out features of Monopolistic Competition Market. Elaborate in detail equilibrium of firm in short-run and long-run under Monopolistic Market. **14**

**OR**

**(A)** Discuss the Law of Variable Proportion with suitable diagram. **7**

**(B)** Define Iso-Quant curve along with its properties. **7**

**Q.4 Write Short Notes (Any Three)** **12**

1. Causes of Inflation

2. Types of Price Leadership

3. Expansion Path

4. Effects of Inflation

5. Equi-Marginal Principle

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**2408000702020001**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)**  
**(SECOND SEMESTER)**  
**MAJOR-2-ORGANIZATIONAL BEHAVIOR**

[Time: As Per Schedule]

[Max. Marks: 50]

**Instructions:**

**1. Fill up strictly the following details on your answer book**

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
- b. Name of the Subject : **MAJOR-2-ORGANIZATIONAL BEHAVIOR**
- c. Subject Code No : **2408000702020001**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All the questions are compulsory.

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Student's Signature

**Q.1 Answer in brief: (Any Five)**

**10**

1. How knowledge of OB will help manager to achieve organizational effectiveness?
2. Explain the term 'Perception'.
3. What do you mean by Conflict?
4. Explain what is Locus of Control?
5. Write down four usefulness of groups in the organization.
6. Write down the difference between Functional and Dysfunctional conflict.
7. What do you mean by Attitude? Write down any 2 characteristics of attitude.

**Q.2 (a) Explain any 7 Conflict Resolution Strategies in detail.**

**7**

**(b) Explain Process of formation of Group in detail.**

**7**

**OR**

Explain in detail Factors affecting Perception.

**14**

- Q.3** (a) Discuss in detail Process of development of Conflict. **7**  
(b) Explain Determinants of Personality in detail. **7**

**OR**

Discuss in detail Contributing Discipline of OB. **14**

**Q.4 Write Short Notes on: (Any Three) **12****

1. Factors responsible for Job Satisfaction.
2. Transactional Analysis.
3. Personality Traits.
4. Types of Groups.
5. Intra personal goal conflict.

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**2408000702030001**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)**  
**(SECOND SEMESTER)**  
**MINOR - MANAGEMENT OF MSMES**

[Time: As Per Schedule]

[Max. Marks: 50]

**Instructions:**

**1. Fill up strictly the following details on your answer book**

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
- b. Name of the Subject : **MINOR - MANAGEMENT OF MSMES**
- c. Subject Code No : **2408000702030001**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

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Student's Signature

**Q.1 Answer in brief (Any Five)**

**10**

1. Define MSME.
2. What kind of management structure is found in MSMEs?
3. Why do MSMEs require less capital?
4. MSMEs are called supporting units. Explain with an example.
5. What do you mean by intellectual property?
6. "MSMEs have high potential to create employment opportunities" - Explain.
7. List down any four benefits provided by the government to registered MSMEs.

**Q.2**

Write a detailed note on the characteristics of MSMEs and list down the objectives of MSMEs.

**14**

**OR**

- a. Give a detailed explanation of the evolution of MSMEs. **7**
- b. What is an intellectual property right? Discuss in detail the concept of a trademark. **7**

**Q.3** Discuss in detail advantages of MSMEs. **14**

**OR**

a. Explain in detail the role of MSMEs in economic development. **7**

b. Explain in detail the concept of patent with examples. **7**

**Q.4 Write Short Notes (Any Three) 12**

1. Scope and trends of MSMEs in India
2. Role of government in promoting MSMEs
3. Copyright
4. Counterfeit Goods and IP
5. Trademark Infringement

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**2408000702050001**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(NCF-NEP) (SECOND SEMESTER)**  
**AEC - ADVANCED COMMUNICATION**  
**SKILLS IN GUJARATI - I**

[Time: As Per Schedule]

[Max. Marks: 25]

**Instructions:**

**1. Fill up strictly the following details on your answer book**

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
- b. Name of the Subject: **AEC - ADVANCED COMMUNICATION SKILLS IN GUJARATI - I**
- c. Subject Code No: **2408000702050001**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

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Student's Signature

**Q.1 ટૂંકામાં ઉત્તર આપો. (કોઈ પણ પાંચ)**

**10**

૧. પ્રત્યાયનનો અર્થ સમજાવો.

૨. સંસ્થાકીય પત્ર એટલે શું?

૩. પ્રમાણપત્રનો ઉદ્દેશ શું હોય છે?

૪. પત્રોના મુખ્ય પ્રકાર કયા છે?

૫. ભારતીય સંસ્કૃતિ અને પાશ્ચાત્ય સંસ્કૃતિ વચ્ચે તફાવત દર્શાવો.

૬. સંવાદ લેખન અને પત્રલેખન વચ્ચેનો તફાવત સમજાવો.

૭. નીચે અનુક્રમે આપેલ રૂઢિપ્રયોગ અને કહેવતનો અર્થ સમજાવો. –

૧. અબોલા લેવા

૨. વાતનું વતેસર કરવું

**Q.2 ટૂંકી નોંધ લખો.**

(અ) તમારા મિત્રને જન્મદિવસની ઉજવણી માટે આમંત્રણ આપતો પત્ર લખો. **5**

(બ) "આજનું ભારત અને આવતીકાલનું ભારત" વિષય પર સંવાદ લખો. **5**

(ક) તમારું વીજબિલ વધુ આવ્યું છે, તેના માટે વીજવિભાગમાં ફરિયાદ કરતો પત્ર લખો. **5**

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**2408000702050002**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(NCF-NEP) (SECOND SEMESTER)**  
**AEC-ADVANCED SKILLS IN HINDI:**  
**THEORY & PRACTICE**

[Time: As Per Schedule]

[Max. Marks:25 ]

**Instructions:**

1. Fill up strictly the following details on your answer book
  - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
  - b. Name of the Subject: **AEC-ADVANCED SKILLS IN HINDI: THEORY & PRACTICE**
  - c. Subject Code No: **2408000702050002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

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Student's Signature

**Q.1 निम्नलिखित प्रश्नों के उत्तर संक्षिप्त में दीजिए ( किन्ही पांच)**

**10**

1. संप्रेषण का अर्थ समझाइए ।
2. पत्र की भाषा कैसी होनी चाहिए?
3. सामाजिक पत्र का अर्थ बताइए?
4. संप्रेषण के दो प्रकार बताइए ।
5. निमंत्रण पत्र किसे लिखा जाता है?
6. पत्र के प्रथम भाग में कौन सी वस्तुएं होती हैं ?
7. संप्रेषण के गुण बताइए ।

**Q.2 (अ) आपके इलाके के 'केमिस्ट' की दुकान में नकली दवाइयाँ बेची जा रही हैं । इसकी**

**08**

शिकायत करते हुए जिल्ला स्वास्थ्य अधिकारी को पत्र लिखिए ।

(ब) आप 'बुक फेयर' देखने गए । वहाँ आपने क्या क्या किया, इसका वर्णन करते हुए

**07**

हुए अपने पिता जी को पत्र लिखिए ।

## अथवा

(अ) अपने चाचा-चाची को पत्र लिखकर अपने घर में होने वाले किसी समारोह के लिए आमंत्रित कीजिए ।

08

(ब) किसी भी एक विषय पर निबंध लिखिए:

07

1. आतंकवाद - एक वैश्विक समस्या
2. भारतीय संस्कृति पर पाश्चात्य पभाव

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**2408000702070001**  
**EXAMINATION APR-MAY - 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(NCF-NEP) (SECOND SEMESTER)**  
**VAC-VALUE EDUCATION IN BHARATIYA**  
**KNOWLEDGE SYSTEM**

[Time: As Per Schedule]

[Max. Marks: 25]

**Instructions:**

1. नीचे दशविव विगतो उत्तरवडी पर अवश्य लभवी.

Fill up strictly the following details on your answer book

- Name of the examination : **B.B.A. (NCF-NEP) (SEM. II)**
  - Name of the Subject : **VAC-VALUE EDUCATION IN BHARATIYA KNOWLEDGE SYSTEM**
  - Subject Code No : **2408000702070001**
- Sketch neat and labelled diagram wherever necessary
  - Figures to the right indicate full marks of the question.
  - All questions are compulsory.

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Student's Signature

**English Version**

**[Max. Marks: 25]**

**Q.1.**

**7 – MCQ (2 Marks each) (Any 5 out of 7)**

**(10)**

- How did the animals react when they discovered the blue jackal's true identity?
  - They celebrated his honesty
  - They decided to punish him
  - They felt sorry for him
  - They ignored the revelation
- What did the Brahmin do at the host's house?
  - Worship
  - HOM- Havan
  - Yogna
  - Sacrifice

3. What is the moral of the story "The Brahmin and the Crooks":
- (A) The true nature of a man cannot be hidden for long
  - (B) The truth is always than a lie
  - (C) Even animals value cleanliness
  - (D) Untruth spoken repeatedly appears to be truth
4. How many cows did Gautam give to Jabal?
- (A) 100
  - (B) 400
  - (C) 1000
  - (D) 500
5. What became a reality for Satyakama at the moment the Master declared those words?
- (A) Becoming a wealthy landowner
  - (B) Losing his identity
  - (C) Gaining fame in the forest
  - (D) Living a mundane life
6. According to the story, what was the taste of water in the pitcher?
- (A) Salty
  - (B) Dirty
  - (C) Salt
  - (D) Clean
7. What did Uddalaka suggest to guide Shvetaketu in the right direction?
- (A) Send him on a pilgrimage
  - (B) Encourage him to marry
  - (C) Study under a knowledgeable guru
  - (D) Engage in rigorous physical exercises

**Q.2. Write Following Answers (15)**

**Q.2. (a) Write a short note (Any 1 out of 2) (05)**

1. Explain the essence of the story of Shwetaketu.
2. Describe me about satisfaction and self-improvement.

**Q.2. (b) Answer in Detail (Any 1 out of 2) (05)**

1. Write a note on the significance of sanitization as expressed in 'Dirty Bath Water'.
2. Describe the story of "Satya Kama" from the Dogya Upanishad.

**Q.2. (c) Explain Subhashit (Any 1 out of 2) (05)**

1. अपि स्वर्णमयी लंका न मे लक्ष्मण रोचते।  
जननी जन्मभूमिश्च स्वर्गादपि गरीयसी॥
2. कुलस्यार्थं त्यजेदेकम् ग्रामस्यार्थं कुलं त्यजेत्।  
ग्रामं जनपदस्यार्थं आत्मार्थं पृथिवीं त्यजेत्॥

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પ્ર.૧. 7 – MCQ (દરેકનો ૨ માર્ક્સ) (૭ માંથી કોઈ પણ ૫) (10)

1. જ્યારે પ્રાણીઓને વાદળી શિયાળની સાચી ઓળખ મળી ત્યારે તેઓ એ કેવી પ્રતિક્રિયા આપી?
  - (A) તેઓ એ તેમની પ્રામાણિકતાની ઉજવણી કરી
  - (B) તેઓ એ તેને સજા કરવાનું નક્કી કર્યું
  - (C) તેઓને તેના માટે દિલગીરી થઈ
  - (D) તેઓ એ સાક્ષાત્કારની અવગણના કરી
2. એક દિવસ બ્રાહ્મણ યજમાનનાં ઘરે શું ક્રિયા કરવા લાગ્યો?
  - (A) પૂજા
  - (B) હોમ
  - (C) યજ્ઞ
  - (D) બલી ચડાવવાની ક્રિયા
3. “બ્રાહ્મણ અને તારા” વાર્તાની નૈતિકતા શું છે?
  - (A) માણસનો સાચો સ્વભાવ લાંબા સમય સુધી છુપાવી શકાતો નથી
  - (B) સત્ય હંમેશા અસત્ય કરતાં હોય છે
  - (C) પ્રાણીઓ પણ સ્વચ્છતાને મહત્વ આપે છે
  - (D) વારંવાર બોલવામાં આવેલું અસત્ય સત્ય જણાય છે

4. ગૌતમે જાબાલને કેટલી ગાયો આપી?
- (A) 100 (B) 400  
(C) 1000 (D) 500
5. ગુરુએ તે શબ્દો જાહેર કર્યા તે ક્ષણે સત્યકામ માટે શું વાસ્તવિકતા બની?
- (A) શ્રીમંત જમીન માલિક બનવું  
(B) તેની ઓળખ ગુમાવવી  
(C) જંગલમાં ખ્યાતિ મેળવવી  
(D) સાંસારિક જીવન જીવવું
6. વાર્તા પ્રમાણે ઘડાનું પાણી કેવું થઈ ગયું?
- (A) ખારું (B) ગંદું  
(C) મીઠું (D) ચોખ્ખું
7. ઉદ્દાલકા એ શ્વેતકેતુને યોગ્ય દિશામાં માર્ગદર્શન આપવા માટે શું સૂચવ્યું?
- (A) તેને તીર્થયાત્રા પર મોકલો  
(B) તેને લગ્ન કરવા પ્રોત્સાહિત કરો  
(C) જાણકાર ગુરુની નીચે અભ્યાસ કરો  
(D) સખત શારીરિક વ્યાયામમાં વ્યસ્ત રહો

પ્ર.૨. નીચેના જવાબો લખો (15)

પ્ર.૨. (અ) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)

1. શ્વેતકેતુ ની વાર્તા નો સાર જણાવો.
2. સંતોષ અને સ્વાધ્યાય વિશે જણાવો.

પ્ર.૨. (બ) સવિસ્તાર પ્રશ્ન (૨ માંથી કોઈ પણ ૧) (05)

1. 'ડર્ટી બાથ વોટર' માં વ્યક્ત થયેલી સ્વચ્છતાના મૂલ્યવર્ધન વિશે નોંધ લખો
2. છાંદોગ્ય ઉપનિષદની “સત્યકામ” ની વાર્તા જણાવો.

પ્ર.૨. (ક) સુભાષિત સમજાવો (૨ માંથી કોઈ પણ ૧) (05)

1. અપિ સ્વર્ણમયી લંકા ન મે લક્ષ્મણ રોચતે।  
जननी जन्मभूमिश्च स्वर्गादपि गरीयसी॥
2. कुलस्यार्थे त्यजेदेकम् ग्रामस्यार्थे कुलंत्यज्येत्।  
ग्रामं जनपदस्यार्थे आत्मार्थे पृथिवीं त्यजेत्॥

\*\*\*\*\* END \*\*\*\*\*

**2508000702010003**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)**  
**(SECOND SEMESTER)**  
**MAJOR-1-PRINCIPLES OF MARKETING**

[Time: As Per Schedule]

[Max. Marks: 50]

**Instructions:**

1. Fill up strictly the following details on your answer book
  - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
  - b. Name of the Subject: **MAJOR-1-PRINCIPLES OF MARKETING**
  - c. Subject Code No: **2508000702010003**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Write to-the-point answers

Seat No:

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Student's Signature

**Q.1 Answer following questions in brief. (Any Five)**

**10**

- a. Define '*Marketing Management*' and its objectives.
- b. What are the different philosophies of marketing?
- c. Explain the term '*Target Market*' in marketing.
- d. What do you understand by the terms '*needs*' and '*wants*'?
- e. Define the term '*Sales Promotion*' along with two examples.
- f. What are the key functions of 'Packaging'?
- g. Explain the difference between '*Consumer Market*' and '*Industrial Market*.'

**Q.2** Discuss nature and scope of marketing in detail. **14**

**OR**

a. What are the major components of a promotional mix? Explain with examples. **07**

b. Describe the importance of packaging in product marketing. **07**

**Q.3** Discuss the concept of 'Pricing' and explain the various factors affecting pricing decisions. **14**

**OR**

a. Explain the concept of Product-Mix with an example of your choice. **07**

b. Discuss various phases of Product Life Cycle in brief. **07**

**Q.4** Write short notes (Any Three) **12**

a. Labelling

b. Concept of Customer Satisfaction

c. IMC

d. Functions of Wholesalers in the Distribution Process

e. Factors affecting Industrial Buying Behaviour

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**2508000702030004**  
**EXAMINATION APRIL 2025**  
**BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)**  
**(SECOND SEMESTER)**  
**MINOR-FINANCIAL ACCOUNTING**

[Time: As Per Schedule]

[Max. Marks:50]

**Instructions:**

**1. Fill up strictly the following details on your answer book**

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
  - b. Name of the Subject : **MINOR-FINANCIAL ACCOUNTING**
  - c. Subject Code No : **2508000702030004**
2. Sketch neat and labelled diagram wherever necessary.
  3. Figures to the right indicate full marks of the question.
  4. All questions are compulsory.

Seat No:

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Student's Signature

**Q.1 Do as directed (Any Five)**

**10**

- 1) Define Management Accounting.
- 2) State whether following statements are TRUE or FALSE.
  - (a) Cheque received from customer is recorded in debit side of cash book in bank column.
  - (b) Cheque issued to supplier is recorded in credit side of cash book in cash column.
- 3) Define Ledger.
- 4) Explain "Purchase Book".
- 5) A company has provided following data, find out Current Ratio. Working Capital = Rs. 5,00,000, Current Assets = Rs. 12,00,000.
- 6) X ltd provided following details.  
Gross Profit = 5,00,000. Revenue from Operations = 20,00,000,  
Operating Expenses= Rs. 3,00,000. Find out Operating Ratio.

- 7) A company has provided following data, find out Margin of Safety.  
 Selling Price = Rs. 10 per unit, Variable Cost= Rs. 6 per unit,  
 Profit = Rs. 50,000

**Q.2** A company has provided you following information related to Material "S" for the month April, 2024. **14**

Prepare stock register using

- (a) First In First Out (FIFO) Method and  
 (b) Weighted Average Method.

Date	Particulars	Quantity (Ltr.) with Rate per Ltr.
1/4/24	Opening Balance	14,000 Ltr at Rs. 11 per Ltr.
4/4/24	Purchases	9,000 Ltr. at Rs. 12 per Ltr.
6/4/24	Issues	15,000 Ltr.
15/4/24	Purchases	9,000 Ltr. At Rs. 10 per Ltr.
20/4/24	Issues	15,000 Ltr.
25/4/24	Shortage	1,000 Ltr.

**OR**

- a) Journalize the following transactions in the books of Mr. Khan for the Month of March,2025. **7**

1	Started new business with cash of Rs. 67,000 and Stock Rs. 90,000.
2	Opened bank account with balance of Rs. 10,000
8	Purchased Goods costing Rs. 78,000 from Shyam at Trade Discount of 10% and Cash Discount of 5%. Paid Half amount in cash and Half in cheque.
15	Purchased Furniture of Rs. 15,000 and Paid Rs. 500 for

	its Installation
22	Paid Rent Rs. 6,000 and College fees of Son Rs. 9,000
25	Paid Insurance premium of Rs. 600
28	Sold Goods of Rs. 56,000 to Mohan at 5% Trade Discount.

b) Draw up proforma of Balance sheet as per Company Act, 2013.

7

**Q.3** Prepare cash budget ending on 30<sup>th</sup> June, 2025 from the following:

14

Month	Sales	Materials	Wages	Overheads
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 next month of sale and remaining in the second month following sale.
- 3) Credit terms: Creditors= 2 months, Wages = ¼ month, overheads= 1/2 month.
- 4) Cash Balance on 1st April, 2025 is Rs. 60,000.

**OR**

a) Following details are taken from annual reports of Ambika Ltd for the year ended on 31<sup>st</sup> March, 2025.

7

<b>Particulars</b>	<b>Rs.</b>
Revenue from operations	40,00,000
Cost of goods sold	60% of Sales
Profit Before Interest and taxes	15,00,000
Equity Share Capital	20,00,000
9% Preference Share Capital	20,00,000
Reserves and Surplus	5,00,000
10% Debentures	12,00,000
12% Bank Loan	15,00,000
Tax Rate	30%
Stock as on 1-4-2024	5,00,000
Stock as on 31-3-2025	7,00,000
Trade Receivables	10,00,000
Operating Expenses	6,00,000

**Calculate:**

- 1) Return on capital employed
- 2) Inventory Turnover ratio
- 3) Net Profit Ratio
- 4) Gross Profit Ratio.

b) Sarika Ltd is providing you following details related to cost:

7

Sales units = 15,000,

Fixed expenses =Rs. 34,000,

Sales Value= 1,50,000,

Variable cost per unit = Rs. 6

Calculate:

- (1) P/V Ratio
- (2) BEP
- (3) Sales when Profit 36000
- (4) New BEP when selling price is increased by 20%.

**Q.4 Write Short Notes: (Any THREE)**

**12**

- 1) Zero Base Budgeting.
- 2) Limitations of Financial Accounting.
- 3) Difference between Cost and Management Account.
- 4) Explain: Contribution and Margin of Safety.
- 5) Solvency Ratios.

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