



RAN-2508000705050003

T.Y. BBA (Sem. V) Examination October - 2025

DSE-2 MN-2 Advance Human Resource Management NCF-NEP

Time: 2 Hours]

[Total Marks: 50

<p>सूचना : / Instructions</p> <p>(1) उपरोक्त दशविले विगतो उत्तरवली पर अवश्य लखवी. Fill up strictly the above details on your answer book</p>	<p>Seat No.:</p> <table border="1"> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table> <p>Student's Signature</p>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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- Q-1. Answer in Brief (Any 5) 10 Marks**
1. Explain Strategic HRM
 2. What is Knowledge Management in HR?
 3. Define Business Process Outsourcing.
 4. What is International HRM?
 5. Explain E- Selection.
 6. Briefly explain Flexi Time in HR.
 7. What is contingent workforce in Human Resource?
- Q.2. Discuss various sources of power along with various power tactics. 14 Marks**
- OR**
- Q.2. 1) State the difference between Strategic HRM and Traditional HRM in detail with suitable examples. 7 Marks**
- 2) Discuss creation of culture in organization. 7 Marks**
- Q.3. Explain I- Selection and I- Training and Development in detail with example of banking Sector. 14 Marks**
- OR**
- Q.3. Define HR Audit. Explain Objectives and Process of HR Audit in detail. 14 Marks**
- Q.4. Short Notes (Any 3): 12 Marks**
1. E -Performance Management.
 2. Disadvantages of HR Accounting.
 3. HR strategy for SBU strategy
 4. Difference between I-HRM and Domestic HRM

RAN-2508000705020001

B.B.A. (Sem. - V) Examination October - 2025

DSCC-12-Major -2 : Research Methodology

[Total Marks: 50

Time: 2 Hours]

सूचना : / Instructions

- (1) उपरोक्त दृशविव विगतो उत्तरवही पर अवश्य लभवी.
Fill up strictly the above details on your answer book
- (2) Write to the point answers.
- (3) Figures to the right indicate marks allotted to those questions.
- (4) Draw diagrams wherever necessary.
- (5) All questions are compulsory to attend.

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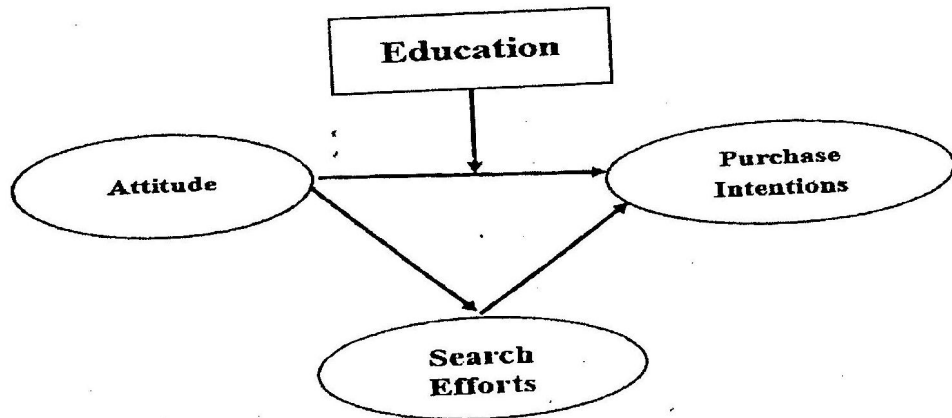
Q. 1 Answer the following questions in brief. (Any Five)

10

- a. Explain Exploratory Research Design in brief.
- b. What is difference between mail survey and e-mail survey?
- c. Match the following.

	Sampling Methods	Characteristics
A	Strata	Based on referrals
B	Snowball	Picking every i^{th} element
C	Systematic Sampling	Within heterogenous and across homogenous
D	Cluster	Within homogenous and across heterogenous

- d. List down various comparative scales used to measure attitudes-
- e. Explain why Data Cleaning is needed?
- f. What do you mean by dichotomous questions?
- g. Observe the following diagram and match the given variables with their types.



	Variables		Types
V1	Education	T1	Independent Variable
V2	Attitude	T2	Moderating Variable
V3	Search Efforts	T3	Dependent Variable
V4	Purchase Intentions	T4	Mediating Variable

- Q. 2. Explain various steps involved in business research process. 14
- OR**
- Q. 2 A. Explain 'Anupalabdhi' and 'Shabda' with reference to Bhartiya Knowledge Systems in Research Methodology. 07
- b. Evaluate various survey methods based on following parameters giving suitable examples. 07
- Diversity of Questions
 - Interviewer's Bias
- Q.3 Discuss various probabilistic and non-probabilistic sampling techniques. 14
- OR**
- a. Explain Nominal, Ordinal, Interval and Ratio Scales giving suitable examples. 07
- b. Draft a questionnaire on the topic "A Study on Preferences and Attitude of people towards Family Restaurants in Surat city." Your questionnaire must not include more than Three demographic questions. 07
- Q. 4. **Attempt any three of the following.** 12
- a. Descriptive Research Design
 - b. Suitability of Observation
 - c. Simple Random Sampling Technique
 - d. Types of Research Report
 - e. Q-Sort Scale

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T.Y.B.B.A. (NEP) (Sem. - V) Examination October - 2025

Human Resource Development

Time: 2 Hours]

[Total Marks: 50

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- Q. 1 Answer in Brief (Any Five):** 10
- Explain 'Management Games' as an off-the-job method of Management Development.
 - Enlist any 8 of the 10 Cs of Employee Engagement.
 - Draw the Lewin's 3-stage model of Change.
 - Give Bradt's Classification of Virtual Organizations. Briefly explain any one of them.
 - Enlist various Process and Structural OD Interventions.
 - What is Job Simplification? Give suitable Example.
 - Enlist any four features of HRD.
- Q. 2 Answer The Following (Any Two):** 16
- List down the objectives of HRD? Discuss the 'Principles in Designing HRD system'.
 - Define 'Management Development'. Explain MDP process in detail.
 - Discuss 'Quality of Work Life Index' with respect to its concept and dimensions.
 - Explain various Off-the-Job techniques of MDP.
- Q. 3** What is Organizational Change? Discuss the types of Organizational Change? Explain various Levels of Change in detail. 12
- OR**
- What is 'Organizational Development'? Discuss the characteristics of OD and list down the assumptions of OD. Explain any two OD Interventions. 12
- Q. 4 Write Short Notes (Any Two):** 12
- Conditions necessary for Empowerment
 - Job Enrichment
 - Types of Employee Engagement
 - Dis-advantages of Virtual Organization

RAN-2508000705040001

B. B. A. (NCF-NEP) (Sem. - V) Examination October - 2025 Advertising and Brand Management (Minor - 1)

Time: 2 Hours]

[Total Marks: 50

<p>સૂચના : / Instructions</p> <p>(1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book.</p>	<p>Seat No.:</p> <table border="1"> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Student's Signature</p> </div>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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- Q. 1. Answer in brief (Any 5) (10)**
- Define advertising.
 - Write down two slogans of existing brands.
 - Show diagrammatically the process of communication
 - Give full form of DAGMAR & IMC.
 - Define Brand.
 - What is Brand awareness?
 - List out six criteria for choosing brand elements.
- Q. 2. (07)**
- Write a note on Role of Advertising agencies. (07)
 - Explain the objectives of Advertising. (07)
- OR**
- Discuss any seven functions of Advertising. (07)
 - Explain AIDA Model with one example. (07)
- Q. 3. (14)**
- Explain all six blocks of CBBE Model in detail. (14)
- OR**
- Write a note on importance of branding to consumers (07)
 - Discuss DAGMAR approach in advertising. (07)
- Q. 4. (12)**
- Write Short Notes (Any three)**
- Source related factors in advertising
 - Challenges to branding
 - Creative strategy in Marketing communication
 - Brand Revitalisation
 - Message factors in advertisement



RAN-2508000705040002

T. Y. B. B. A. (NEP) (Sem. - V) Examination October - 2025
Advanced Financial Management

Time: 2 Hours]

[Total Marks: 50

सूचना : / Instructions

- (1) उपरोक्त दशविव विगतो उत्तरवही पर अवश्य लખवी.
Fill up strictly the above details on your answer book.

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- Q. 1. Answer the following questions in short; (ANY FIVE) (10)**
- List out any two assumptions of NOI method of capital structure.
 - Why capital structure is important?
 - What is stable dividend policy?
 - Explain importance of valuation.
 - 10%, Rs. 1000 bond will pay Rs. 100 annual interest into perpetuity. What would be the value of bond if the required rate of return were 15%?
 - What is Weighted Average Cost of Capital?
 - What is Constant Growth Model of Value of Equity? Give formula.

- Q. 2. Kolkata Ltd. wishes to determine the weighted average cost of capital for evaluating capital budgeting proposal from the following information. Following is capital Structure of company (14)**

Source of Capital	Book Value (₹)	Issue Details
Equity Share Capital	30,00,000	FV ₹ 100, Market Price ₹ 150, Flotation Cost ₹ 10, Expected Dividend for Next Year = ₹ 18, Growth (g) = 6%
Retained Earnings	5,00,000	
12% Preference Shares	10,00,000	FV ₹ 100, Issued at ₹ 90
10% Debentures	15,00,000	FV ₹ 100, Issued at ₹ 95, Redeemable at-par after 5 years

If corporate tax rate = 30%

OR

- Q. 2. a. Panjab Ltd. has the following capital structure as per the balance sheet on 31st March 2025. (07)**

Particular	Rs. In Lakhs
Equity share capital (Fully paid share of Rs. 10 each)	8
16% Preference share capital (Fully paid of Rs. 100 each)	6
Retained earning	2
12% Debenture (Fully paid of Rs. 100 each)	16

Additional Information:

- 1) The current market price of the company's equity share is Rs. 70. The dividend expected on the equity share at the end of the year is at 70% which is expected to grow @ 5% p.a. forever.
- 2) The preference shares of the company which are redeemable after 10 years are currently selling at Rs. 80 per preference share.
- 3) The debenture of the company which are redeemable after 5 years are currently quoted at Rs. 85 per debenture.
- 4) Corporate tax rate is 30%.

Calculate Cost of Equity, Cost of debenture, cost of Preference share and Cost of Retained earnings.

- b. It is expected that Biyash's dividend will grow by 8% for initial 2 years, 11% for next 3 years then after and 13% forever. Biyash paid dividend of Rs. 7 last year. What will be amount that an investor would like to pay if he expects 19% required return from equity share? (07)

- Q. 3. a. Two firms X and Y Ltd. belong to homogeneous risk class. From the following particulars, determine the value of firms under (1) NI approach (2) NOI approach: (07)

Particular	X Ltd	Y Ltd.
Total assets	30,00,000	30,00,000
Return On Assets	20%	20%
15% Debenture	Rs. 10,00,000	--
Equity capitalisation rate	20%	20%
Corporate Tax rate	50%	

- b. The following information is supplied to you about a company Kaveri Ltd: (07)
Earnings of company Rs. 1500000
Dividends paid Rs. 500000
No. of issued shares 100000
Price earnings ratio 10
Rate of return on investment 15%
- (i) Determine theoretical market price of share.
 - (ii) Are you satisfied with current dividend policy of firm? If not, what should be the optimal dividend pay-out ratio in this case?

OR

- Q. 3. a. Narmada company has 1000000 equity shares outstanding at beginning of accounting year 2025. The current market price per share is Rs. 150. The board of directors of company contemplates declaring Rs. 8 as dividend at the end of current year. The rate of capitalisation appropriate to the risk class to which the company belongs is 12%. (07)
- (i) MM approach , calculate market price per share of company where contemplated dividend is declared and not declared.
 - (ii) How many shares are to be issued by the company at the end of the accounting year on assumption that net income of year is 2 crores? Investment budget is Rs. 4 crores and the above dividends are distributed and they are not distributed

- b. Vishwamitri Ltd. expects a net operating income of Rs. 1,00,000. It has Rs. 5,00,000, 6% debentures. The overall capitalisation rate is 10%. Calculate the value of the firm and the equity capitalisation rate according to Net Operating Income approach. If the debt is increased to Rs. 7,50,000, what will be the effect on the value of the firm and the equity capitalisation rate?

Q. 4. Write short notes on ANY THREE:

(12)

1. Traditional approach of Capital Structure
2. Importance of Cost of Capital
3. Equity valuation
4. Factors affecting Dividend Policy
5. Stable Dividend Policy



RAN-2508000705030001

T. Y. B. B. A. (Sem. - V) Examination October - 2025
DSCC-13-MJ.3 - Introduction To Taxation

Time: 2 Hours]

[Total Marks: 50

सूचना : / Instructions

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Fill up strictly the above details on your answer book.
- (2) Figures to the right indicates full marks of that question.
- (3) Show necessary working notes wherever required.
- (4) Use simple calculator

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Q. 1. Do as Directed. (Any FIVE)

1. Define "Assessee".
2. Write two point of difference between Direct and Indirect Tax.
3. Enlist types of capital assets.
4. Write full form of SGST, CGST, IGST.
5. What is Perquisite?
6. Mr. B came to India for the first time on 17th Nov, 2024 and left India on 22nd March, 2025. What is his residential status for PY 2024-25?
7. Mr. Arun has joined a company in a grade of 35000-1500-41000-2000-50000 on 1/10/2021 with two increments at the time of joining. You are required to find out his total basic salary for PY 2024-25.

(10)

Q. 2.

Dr. Mohan is an employee in Apollo Hospital of Surat. Find out his taxable income from salary for the PY 2024-25 from the particular given below;

(1) Basic Salary per month Rs. 80,000. (2) Dearness Allowance is 50% of basic salary. No part of Dearness Allowance is considered for retirement benefits
(3) Annual Bonus- Rs. 60,000. (4) Total Educational Allowance for three children Rs. 7,500. (5) His employer contributes 14% of basic salary to his recognized provident fund account (6) The interest credited to recognised provident fund is Rs. 40,320 at the rate of 12%. (7) He has been provided a house in Surat by his employer for which Rent of Rs. 14,000 per month is paid by hospital with the furniture worth Rs. 4,00,000. The hospital has made the deduction of Rs. 1,000 from his salary per month for the said perquisite. (8) He has been provided a car of 1800 c.c. by the hospital. The car is used for personal as well as office purpose. The maintenance and driver's salary expenses are paid by the hospital.

(14)

OR

Q. 2: A. Ms. Tulsi is an employee in Virani Ltd. She has received following income from salary during PY 2024-25.

1. Basic Salary = Rs. 90,000 per month.
2. Annual Bonus = Rs. 1,50,000.
3. Annual Commission = Rs. 2,50,000.
4. Entertainment Allowance = Rs. 5000 per month.

(07)

5. Dearness Allowance = 70% of basic salary.
6. Children Education Allowance = Rs. 1500 per month per child for her two children.

Calculate her gross salary for PY 2024-25.

- Q. 2. B.** Mr. Kiran first time came from Mexico to India then he had stayed in India as follows:

Previous Year	No. of days stayed	Previous Year	No. of days stayed
2019-20	30	2022-23	105
2020-21	135	2023-24	80
2021-22	165	2024-25	90

Determine his residential status for the Previous Year 2024-25.

- Q. 3.** Find out tax free capital gain and taxable capital gain according to Section 54 F for the AY 2025-26 from details given below of Shri Rohan. On 30/6/24 he sold all assets except residential flat. The cost inflation index numbers are as under:
2001-02 : 100, 2003-04 : 109, 2004-05 : 113, 2006-07 : 122, 2010-11 : 167 & 2024-25 : 363.

Assets	Dt. of purchase	Purchase price (Rs.)	Sales price (Rs.)	Sales expenses (Rs.)
1. Residential Flat	1/7/25	10,00,000	--	--
2. Unlisted Debentures of private co.	1/1/05	1,68,200	2,48,200	1,900
3. Listed Debentures of private co.	1/3/04	1,32,500	2,04,000	1,600
4. Personal Jewellery	2/2/11	64,400	1,98,000	3,600
5. Unlisted Shares in a firm	10/1/02	28,000	1,25,560	4,200
6. Land situated in Surat	1/12/06	1,78,500	5,74,000	2,700

OR

- Q. 3. A.** Mr. Zaheer had purchased a residential house for Rs. 10,60,000 during the year 2004-05. He had paid Rs. 5,00,500 as additional construction expenses during the year 2007-08. On 6/6/2024, he sold the above house for Rs. 1,00,00,000 and paid 2.5% brokerage.

On 5/7/2025, he purchased another house for Rs. 30,90,000. Relevant Cost inflation index numbers are as under:

1. P Y 2004-05: 113,
2. P Y 2007-08: 129,
3. P Y 2024-25: 363.

Find out the taxable and tax-free capital gain according to Section 54 for the PY 2024-25.

- Q. 3. B.** Explain Deductions from Gross Total income.

- Q. 4.** Answer ANY Three from the following.

1. Shortcoming of GST
2. Explain Terms: Aggregate Turnover, Business and Person.
3. Explain "Tax Evasion, Tax Avoidance and Tax Planning."

4. Following are the income details of Ms. Doshi during previous year 2024-25.

Particulars	Rs.
1) Interest of foreign securities (40% of which is received for the first time in India).	1,80,000
2) Interest on debentures of Indian cos. Received abroad.	2,00,000
3) Profit from business in Ahmedabad controlled from abroad.	7,50,000

- Compute total income of Ms. Doshi if she is non-resident.
5. Mr. Sachin is serving in a private firm with salary of Rs. 50,000 p.m. He also gets 50% of basic salary as dearness allowance, out of which 50% is considered for retirement benefit. He also receives 25% of basic salary as House Rent Allowance. He pays Rs. 8000 p.m. as rent for residential house. Calculate taxable amount of House Rent Allowance.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

UDHNA CITIZEN COMMERCE COLLEGE &

SPB COLLEGE OF BUSINESS ADMINISTRATION &

SMT. DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.

TY BBA SEM-5 CERTIFICATE COURSE UNIVERSITY EXTERNAL EXAMINATION

SUBJECT: INVESTMENT & TRADING IN EQUITY

Time: 1 Hours

Total Marks: 25

Q-1 Explain Following in Short. 10

1) What is Full Form of NSE?

2) What is Full Form of RSI?

3) What do you mean by Moving Average?

4) True or False: When Short term Moving Average Crosses long term moving average from downside, it's a bullish sign.

5) True or False: Range of RSI is 0 to 100.

6) Draw inverted Hammer Candle.

7) How many Stocks are there in Nifty 50?

8) Draw Hammer Candle.

9) True or False: Above 70 mark in RSI indicates Overbought sign

10) What is Full form of BSE?

Q-2 Explain any 5 type (Total 5) of bullish and bearish candlestick patterns in detail 15

OR

Q-2 a) Draw and explain various types of Candles in detail. 08

b) Share your views about India Stock Market in detail 07

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SPB COLLEGE OF BUSINESS ADMINISTRATION &
SMT. DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.
TYBBA (Semester: V) University Examination: 2025-26**

Subject: SEC-5 Project Report Format for New Business

Time: 1 Hour

Total Marks: 25

Q-1 Answer the following: **[10]**

1. What is project report?
2. Match the following:

Location	Product segmentation
Site	Pandesara, Surat
Financial Analysis	Plot no.09, GIDC, Pandesara
Marketing Analysis	Cost Benefit analysis

3. Select correct option for the statement:
Project report is of great importance to:
a. Creditors b. Entrepreneur c. Banks and financial institutions d. All of these
4. List down the basic contents of project report.
5. State the points to be included in demographic information of customer.

Q-2 Explain in detail importance and benefits of project report. **[15]**

OR

Q-2 (A) Mention all the core contents of project report and explain in detail marketing analysis. **[08]**

Q-2 (B) Explain in detail technical analysis element of project report. **[07]**



RAN-2508000705050002

T.Y.B.B.A. (NCF-NEP) (Sem. - V) Examination October - 2025

Strategic Financial Management

Time: 2 Hours]

[Total Marks: 50

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Q. 1. Answer in brief. (Any Five) 10

1. Define Strategic Financial Management.
2. Classify projects based on purpose.
3. Define Project Management.
4. Which are the major costs of a Project?
5. What is financial risk?
6. What is Enterprise Value?
7. What is Corporate Restructuring?

Q. 2. Explain the meaning, process and techniques of Financial Restructuring. 14

OR

- Q. 2. a. Explain the process of Financial Planning. 07**
b. Discuss the discounted cash flow techniques used in project appraisal. 07

Q. 3 KGF Corporation is considering a project having investment outlay of Rs. 70,000. There is a 0.4 probability that CFAT will be Rs. 30,000 and 0.6 probability that CFAT will be Rs. 50,000 from the project in year 1. Probabilities and Expected CFAT for year 2 are as follows: 14

	CFAT (Rs.)	Probability	CFAT (Rs.)	Probability
Year 1	30,000	0.4	50,000	0.6
Year 2	20,000	0.2	40,000	0.4
	25,000	0.3	50,000	0.5
	30,000	0.5	60,000	0.1

- (1) Construct a Decision tree for the proposed investment project.
- (2) What NPV will the project yield if the worst outcome is realised?
What is the probability of occurrence of this NPV?
- (3) What NPV will the project yield if the best outcome is realised?
What is the probability of occurrence of this NPV?
- (4) Determine whether project should be accepted or not.

OR

- Q. 3. a.** ABC company is considering one of the two mutually exclusive projects P and Q which requires cash outflow of Rs. 5,00,000 and Rs. 7,00,000 respectively. 07
Current yield on government bond is 5% and risk premium is 3%. Following are the expected cash flows.

Year	Project P CFAT (Rs.)	Project Q CFAT (Rs.)
1	2,00,000	3,00,000
2	3,00,000	4,00,000
3	4,00,000	5,00,000

Which project should be selected as per NPV using risk adjusted discount rate method?

- b.** Discuss the reasons for valuation of an Enterprise. 07

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

1. Techniques of Financial Forecasting
2. Project Appraisal by financial Institution
3. Risk Analysis in project selection
4. Equity Value and Enterprise Value
5. Causes of Industrial Sickness