



Time: 2 Hours

Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Explain the following in Brief. (any five) (10)

- a. Define Targeting.
- b. Define Industrial Buying Behaviour.
- c. Define Price.
- d. List down any four differences between Traditional and digital marketing.
- e. Which of the following is NOT a part of Marketing Mix?
 - a. *Product*
 - b. *Price*
 - c. *Place*
 - d. *Publicity*
- f. List down any two advantages of Packaging
- g. What do you mean by One-Level distribution channel?

Q.2 Explain in detail the concept of Holistic Marketing with suitable examples. (14)

OR

Q.2 a. List down various steps for Industrial Buying Behaviour. Explain the first two steps in detail. (7)

Q.2 b. Explain any two pricing methods in detail. (7)

Q.3 Explain various strategies of Digital Marketing in detail. (14)

OR

Q.3 a. Explain various strategies of PCL in brief. (7)

Q.3 b. List down steps of Consumer Buying Behaviour. Explain any two steps in detail. (7)

Q.4 Explain Any Three of the following in detail. (12)

- a. Product Mix
- b. Functions of Retailer (Any Three)
- c. Any one tool of Promotion Mix
- d. Digital Landscape
- e. Characteristics of Social Media Marketing

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION Semester III
Paper Code: 2408000703020001
Paper: MAJOR-2-FINANCIAL MANAGEMENT



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks of the question.
3. Use of scientific calculators is not allowed.
4. Sketch neat and labelled diagram wherever necessary.

Q. 1 Answer in brief (Any five)

(10)

- a. What is Commercial Paper?
- b. Define Financial Management.
- c. List out duties of Treasure.
- d. What is accept – reject criteria for payback period method of Capital Budgeting?
- e. What is collection cost due to receivables?
- f. Which share is called Hybrid share? Why?
- g. What is Net Working Capital?

Q. 2 The vertex Oil Company Limited is considering to invest in a project which requires an investment of Rs. 3,00,000 and on which depreciation on straight line method is to be charged at 20%. Estimated annual income is before depreciation and tax from the proposed investment proposal are as follows:

Year 1	1,40,000
Year 2	1,60,000
Year 3	1,20,000
Year 4	1,00,000
Year 5	80,000

To evaluate the return on capital invested, calculate using the following methods and compare their results.

(14)

- a. Pay-back Period Method
- b. Average Rate of Return Method

- c. Net Present Value and Profitability Index Method (taking 9% rate of discount), the discount factor for five years being 0.917, 0.842, 0.772, 0.708 and 0.650. Assume tax to be 50%.

OR

- Q.2 a. Differentiate between profit maximization goal and wealth maximization goal of financial management. (7)
- Q.2 b. Write a detailed note on Traditional Vs Modern Phase of financial management. (7)
- Q.3 Discuss in detail features of equity shares with merits and demerits from company and investor point of view. (14)

OR

- Q.3 a. Explain any two methods for evaluating credit worthiness of Customer before getting Credit Period. (7)
- Q.3 b. Destiny Ltd. Sells its products on a gross profit of 25% on cost. The following information is extracted from its annual accounts:

Sales at 3 month's credit	4000
Raw material	1200
Wages paid – half – month in arrears	960
Manufacturing expenses paid – one month in arrears	1200
Administrative expenses paid – one half months in arrears	480
Sales promotion expenses payable half – yearly in advance	200

The company enjoys one month's credit from suppliers of raw materials. The company maintains two month's stock of raw materials and one-and-half month's finished goods. Cash balance is maintained at Rs. 1,00,000 as precautionary balance.

20% safety margin is maintained as contingencies working capital. Debtors should be taken at cost of sales.

Find out the working capital requirement for the company.

- Q.4 Attempt any three. (12)
- Managing Cash inflow techniques of cash management.
 - Term Loan.
 - Nature of financial management.
 - Capital Rationing.
 - Credit policy variables

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION Semester III
Subject Code: 2408000703030001
Paper: HUMAN RESOURCES MANAGEMENT



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Answer any Five:

(10)

- a. Define Compensation.
- b. Define HRP.
- c. Define Arbitration.
- d. What is Collective Bargaining?
- e. What is 'Globalization'?
- f. List down uses of Performance Appraisal.
- g. What is 'Skill Inventories'?

Q.2 What are the causes of Industrial Disputes? Discuss in detail functions of Trade unions.

(14)

OR

Q.2 a. Discuss Managerial functions of HRM.

(7)

Q.2 b. Explain in detail Process of Selection.

(7)

Q.3 Explain various Off-the-Job training methods in detail. Also discuss Training Evaluation with reference to Kirk Patrick model.

(14)

OR

Q.3 a. Discuss in brief determinants of Compensation.

(7)

Q.3 b. Explain the concept of Performance Appraisal. Explain in detail any three methods of Performance Appraisal.

(7)

Q.4 Write short notes (Any THREE)

(12)

- a. Essentials of Collective Bargaining.
- b. Training Need Identification process.
- c. Changing Environment of HRM.
- d. Sources of recruitment.
- e. Statutory Provision for Employee Health, Safety and Welfare.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
Bachelor of Business Administration Semester III
Subject Code: 2408000703040001
MDC - Business Statistics



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Answer the following questions (Any 5 out of 7). (10)

1. Explain Qualitative Data with example.
2. Define Model with example.
3. Find Range and relative range from the following observations:
35,42,40,38,50,44,46
4. What is positive correlation?
5. State any two differences of Correlation and Regression.
6. Explain Null hypothesis with example.
7. It is believed that the average test score in a class is 75. A sample of 8 students gives an average of 78 with a standard deviation of 4. At the 5% level of significance, test whether the sample provides enough evidence to say that the class average is different from 75.

Q.2 (A) The following theoretical distribution is obtained when 8 coins are tossed 255 times. Find mean and median of the given data. (7)

Number of heads	0	1	2	3	4	5	6	7	8
Theoretical frequency	1	8	28	56	70	56	28	8	1

(B) Find standard deviation and coefficient of standard deviation from the following observations: 150,155,160,165,170. (7)

OR

Q.2 (A) Find the model of the following frequency distribution: (7)

Class	32 – 36	36 – 40	40 – 44	44 – 48	48 – 52	52 – 56	56 – 60
Frequency	2	5	10	15	8	5	1

(B) Find mean deviation and coefficient of mean deviation of the following observations: 5,8,10,12,15,20. (7)

Q.3 (A) Find Spearman's Rank correlation coefficient using method. (7)

x	26	59	64	74	48	70	94
y	20	45	72	64	59	60	80

(B) Find the equations of regression lines form the following data (7)

x	26	28	30	31	35
y	20	27	28	30	25

OR

Q.3 (A) You are given the following data about the life of two brands of bulbs. Is there any significant difference in the mean life of two brands? Is there any significant difference in the mean life of two brands? (7)

	Mean Life	SD	Size
Brand A	2000 hours	250 hours	12
Brand B	2230 hours	300 hours	15

(B) The Amit Merchandising Company wishes to test whether it's three salesman A, B and C tend to makes of the same size or whether they differ in their selling ability as measured by the average size of their sales. The following are the weekly sales (in Rs. Thousand) record of the salesman: test, whether the three salesman's average sales differ in size. Perform one way ANOVA. (7)

	Salesman	
	A2	A3
A1		
3	6	7
4	3	3
3	3	4
5	4	6
0	-	5

Q.5 Attempt any three. (12)

1. Write a short note: Types of Graphs and Charts
2. Write a short note: Measurement of central Tendency
3. Properties of Regression coefficient
4. Twelve patients were given a particular medicine and the increases in their blood pressure were 2,6,8,10,-4,-2,0,7,1,2,2,4. Can it be said that the increasing blood pressure is the result of the medicine.
5. A study was conducted to determine if there is any association between diet type(vegetarian or non – vegetarian) and health status (healthy or unhealthy). A sample of 120 people gave the following results: Out of 60 vegetarians, 45 were healthy and 15 were unhealthy. Out of 60 non – vegetarians, 30 were healthy and 30 were unhealthy. Use Chi – square test at the 5% level of significance; test whether health status is independent of diet type.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
Bachelor of Business Administration Semester III
Subject Code: 2408000703050002
AEC-ENGLISH COMMUNICATION SKILLS - I



Time: 1 Hours
Total Marks: 25

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Answer the following questions briefly. (Any Five). (10)

- a. How does poor listening affect communication?
- b. What is appreciative listening?
- c. What is the first thing that should be done in the 'survey' step?
- d. Make the Adjective of the word-'Properly' and use it in your own sentence.
- e. I lived on Main Street when I first came to town. (Put the suitable article if necessary)
- f. Meena cooks the food yesterday. (Correct the sentence)
- g. The captain said to Rohit, "You played well". (Turn the sentence into Indirect speech)

Q.2 Write a letter of sympathy to your friend who has been hospitalized. (8)

OR

You are a sports enthusiasts. (8)

You live at 450, June building, Ahmedabad.

You want to go to Gulmarg on a skiing vacation.

Write a letter of enquiry to the director Jammu and Kashmir Tourism, asking for relevant information like the suitable time, accommodation available, gear required, cost, travel and ski assistance available, etc..

Q.3 You are a principal of a college. Your college is organising a career Counselling Fair. Write a notice encouraging students to attend the fair. Mention the benefits and include necessary details. (7)

OR

Rearrange the following passage. Give a suitable title to the passage. (7)

Recycling can significantly reduce waste in landfills. Climate change is causing rising sea levels and extreme weather. Many people are unaware of how their daily choices impact the planet. Environmental awareness is critical for sustainable living. Deforestation destroys habitats and contributes to carbon emissions. Simple actions like reducing plastic use can

make a difference. The planet faces unprecedented environmental challenges today. **Education** campaigns can teach people about eco-friendly practices. Overconsumption of resources strains the Earth's ecosystems. Governments must enforce stricter environmental regulations. Every individual has a role in protecting the environment. Renewable energy sources like solar and wind are vital for reducing emissions. Pollution affects air quality and human health globally. Together, we can build a greener future for generations to come.



TIME: 1 HOUR |

MAX MARKS: 25

Q-1 Answer the following multiple-choice questions. (any five).

(10)

1. Which grammar book was written by Panini?

- A. Ashtadhyayi
- B. Dhanurved
- C. Ayurveda
- D. Dash kumar charit

2. Dhanurveda is related to which branch of knowledge?

- A. Martial arts and Dhanurveda
- B. Agriculture
- C. Bhagavad Gita
- D. Ramayan

3. State the four pramāṇas of Nyaya philosophy

- A. Pratyaksh, Anuman, Upman, Shabd
- B. Shiksha, vyakaran, chhand, Nirukt
- C. Kathopanishad, Mahabharat, Ramayan, Puran
- D. Dharm, Arth, kam, Moksha

4. Explain the meaning of the word 'Loka'.

- A. Environment, health, welfare, life
- B. The life of the common person, culture, faith, traditions, collective memories
- C. Knowledge, science, literature, religion
- D. Architecture, dance, music, agriculture

5. Which two knowledge traditions of India are famous in the world?

- A. Yoga science and Ayurveda
- B. The Vedas and the Upanishads
- C. Darshan shastra and Dharma shastra
- D. Kamshastra and Natyashastra

6. Which folk medium of Gujarat is famous in the world?

- A. Nautanki
- B. Tamasha
- C. Jatra
- D. Garba

7. On which text is the Indian classical dance tradition based?

- A. Natyashastra
 - B. Alankarashastra
 - C. Darshan Shastra
 - D. Political Science
-

Q - 2 (A) Write a short answer to any one of the following questions. (5)

- Explain the importance of Shilpa Veda in the Indian knowledge tradition.
 - Explain the significance of the 18 Puranas in the Indian knowledge tradition.
-

Q - 2 (B) Write a short answer to any one of the following questions. (5)

- Discuss the relevance of the Indian knowledge tradition in the context of global crises like COVID-19.
 - Explain the relationship between Indian knowledge tradition and folk life through examples.
-

Q - 2 (C) Write a short answer to any one of the following questions. (5)

- Describe the damage done to the Indian knowledge tradition during the British rule.
- Describe the negative effects on the Indian knowledge tradition due to the destruction of Indian knowledge centres and texts.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
Bachelor of Business Administration Semester III
Subject Code: 2508000703070002
VAC-INDIAN ECONOMICS AND BUSINESS MODEL - I



Instructions 1) All questions are compulsory. 2) Figure to the right indicate full marks. 3) Illustrate your answer with necessary example, if required.	Seat No.: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <div style="border: 1px solid black; padding: 5px; text-align: center;">Student's Signature</div>
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Time: 1 Hour

Max Marks: 25

Q.1 MCQ (2 Marks each) (Any 5 out of 7)

[10 Marks]

1. **The king (ruler) was expected to uphold Dharma by administering justice, protecting property rights, and maintaining economic stability through fair taxation and regulation of trade and commerce as per:**
 - (a) Duty and Dharma
 - (b) Ethical Conduct
 - (c) Role of the State
 - (d) Trade and Commerce

2. **_____ refers to an economic and social ideology rooted in the dharmic traditions of India.**
 - (a) Arhashastra
 - (b) Dharmicism
 - (c) Mimansa
 - (d) Shastra

3. **_____ regulates the factors of production, which includes land, capital, labour, and physical resources.**
 - (a) Trade
 - (b) Economics
 - (c) Economy
 - (d) Politics

4. **_____ is the Alliance which are crucial for a state's security and prosperity.**
 - (a) Durga
 - (b) Kosha
 - (c) Danda
 - (d) Mitra

5. Black money can include money derived from all the below except:

- (a) counterfeiting currency
- (b) arms trafficking
- (c) sale of goods and services
- (d) evading tax payments

6. _____ is simply known as 'statecraft'.

- (a) Artha-Mimamsa
- (b) Dhan-shastra
- (c) Arthashastra
- (d) Dharmashastra

7. Communalism remains a significant issue in modern India, influenced by:

- (a) socio-economic changes
- (b) political strategies
- (c) global factors
- (d) all of the above

Q.2 Write Following Answers: (15)

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

1. Explain the Kautilya's thoughts to Arthashastra.
2. Define Black Money. Discuss the factors that influence to Bank money formation in developed and developing countries.

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

1. Discuss the Key points with respect to economics thought depicted in Shukraniti.
2. Write a brief note on Communalism.

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

1. Write a note on Economic Thoughts in context of Mahabharata.
2. Discuss the key tenets that form the base of Dharmicimism.