

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Third Year B.B.A. (Sem. V) (NEP-NCF) Examination
Research Methodology (Major – 2)
Subject Code: 2508000705020001
Course Code: DSSC-12-MJ-2 Research Methodology



TIME:2 HOURS |

MAX MARKS: 50

Instructions:

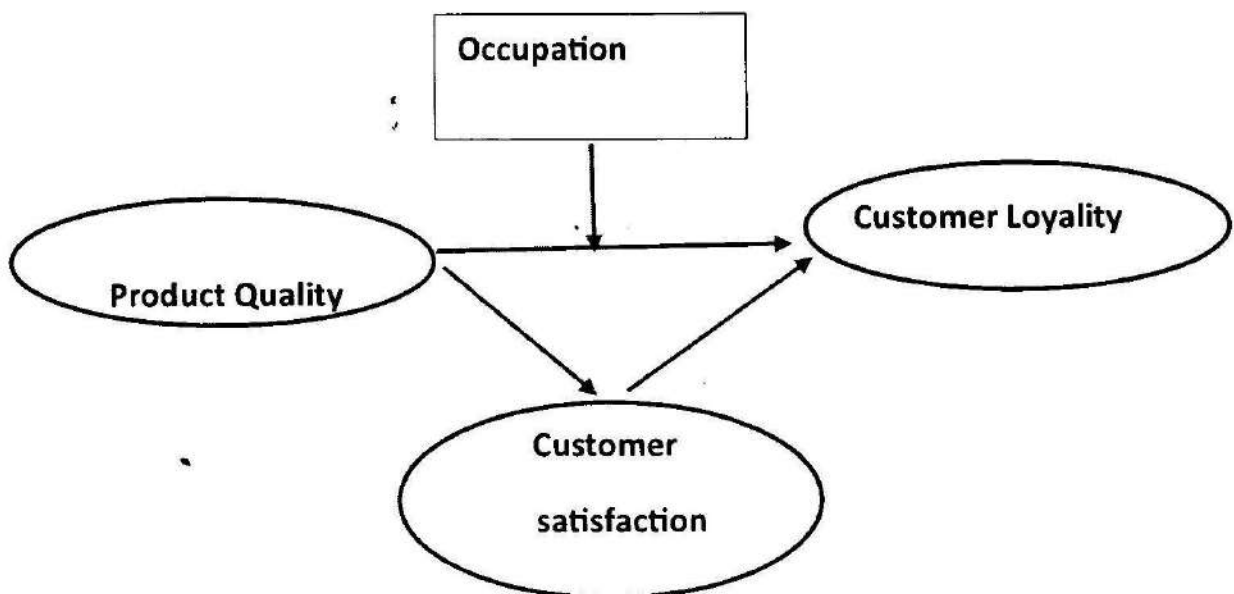
- Write to the point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagrams wherever necessary.
- All questions are compulsory to attend.

1. Answers the following questions in brief (any five) 10 marks

- Give any two differences between qualitative and quantitative research.
- List down various methods to collect primary data.
- Match the following:

	Primary Scales		Characteristics
A	Nominal scale	1.	Distance between two numbers is not fixed
B	Ordinal scale	2.	Cannot take negative values
C	Interval scale	3.	Distance between two numbers is equal
D	Ratio scale	4.	Numbers represent labels

- List down various itemized scales used to measure attitudes.
- Explain the term: 'Data Transcribing.'
- What do you mean by dichotomous questions?
- Observe the following diagram and match the given variables with their types.



	Variables		Types
V1	Occupation	T1	Independent Variable
V2	Product quality	T2	Moderating Variable
V3	Customer satisfaction	T3	Dependent Variable
V4	Customer Loyalty	T4	Mediating Variable

Explain various types of research designs giving examples.

14

OR

2 a. Explain 'Anupalabdhi' and 'Shabda' with reference to Bhartiya Knowledge Systems in Research Methodology.

07

2 b. Evaluate various survey methods based on following parameters giving suitable examples.

- Diversity of Questions
- Perceived Anonymity

3. Discuss the process of sampling giving suitable examples.

14

OR

3a. Explain following concepts:

07

- Data Cleaning
- Statistical Adjustment of the data

3 b. Discuss various non-comparative scales used for measuring attitudes of respondents.

12

4. Attempt any three of the following.

- a. Cross Sectional Research and Longitudinal Research
- b. Suitability of Observation
- c. Stratified Sampling Technique
- d. Types of Research Report
- e. Paired Comparison Scale

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
TYBBA Semester V
Subject Code: 2508000705030001
Paper: DSCC – 13 – MJ – 3 Introduction To Taxation



Time: 2 Hours

Total Marks: 50

Instructions:

1. Figures to the right indicates full marks of that questions.
2. Show necessary working notes wherever required.
3. Use simple Calculator.

Q1. Do Directed. (Any Five)

(10)

1. Define "Direct Tax".
2. Define "Previous Year".
3. What is Tax Avoidance?
4. Enlist the types of house property.
5. State whatever following statements are TRUE or FALSE.
 - (a) GST is Direct Tax?
 - (b) Exemption under Section 54EC is applicable when new investment is specified bond.
6. Mr. Sharma came to India for the first time during previous year 2024-25 and stayed in India as follow.

Month	No. Of Days Stayed
May, 2024	29
June, 2024	25
August, 2024	14
November, 2024	29
December, 2024	19
January, 2025	28
February, 2025	28
March, 2025	28
Total Days	200

You are required to determine his residential status for PY 2024-25.

7. Mr. Rahman is an employee in a company. He received Rs. 70,000 per month basic salary and 76% of basic pay as a dearness allowance. He also received annual commission of Rs. 48000. You are required to compute his gross salary.

Q2. Mr. Raja joined Y Ltd. of Surat on 1st December, 2019 in grade of 57,000 – 1000 – 63000 – 3000 – 90,000 with 3 increments at the time of joining. On 1st December, 2023 company give him 2 additional increments with regular increments. He has received following during previous year 2025-25.

(14)

1. He Received bonus at 15% on basic pay.
2. Company has provided motor car of 1400 cc for his personal as well as company use, Company has paid for maintenance of motor car including salary of driver.

3. Company contributes 15% of Basic pay in Recognized Provident Funds account of employee.
4. Interest credited in Recognized Provident Fund account by bank on 31st December, 2024 Rs. 1,87,000 which was 12.5%.
5. Company has provided residential flat for which company has to pay Rs. 14,000 monthly rent and company has also installed furniture of original Cost of Rs. 2,40,000 in this flat.

Find out Gross Salary income of Mr. Raja for PY 2024- 25.

OR

Q2(A). Ms. Rani is an employee in a company of Mumbai and receives following income as a part of salary during PY 2024-25 . [7 marks]

1. Basic salary = Rs. 20,000 per month.
2. Rs. 200 per month per child as a Children Education Allowance for her 1 child.
3. Rs. 400 per month per child as a Hostel Expenditure Allowance for her 1 child staying in hostel.
4. Rs. 4000 per month as a House Rent Allowance.
5. Annual commission = 40,000.
6. She is paying Rs. 8000 per month as rent of the house

Calculate her Gross Taxable Salary income for PY 2024-25.

Q2(B). Ms. Nataliya (Foreign citizen) though employed in a foreign country has frequently visited in India for Company's work as stated below; [7 marks]

Previous Year	No. Of Days Stayed	Previous Year	No. Of Days Stayed
2019-20	183	2022-23	265
2020-21	209	2023-24	44
2021-22	205	2024-25	67

Determine her residential status for the previous year 2024-25.

Q3. Ms. Mirza purchased and sold following capital assets. [14marks]

1. Personal painting was purchased at Rs. 2,17,000 during 2007-08.
2. Residential house was purchased at Rs. 1,37,000 during 2008-09.
3. In 2012-13 Rs. 2,75,000 paid for construction of house.
4. On 01-06-2024 she sold painting at Rs. 16,00,000 and paid Rs. 4900 as brokerage.
5. On 01-06-2024 she sold a residential house at Rs. 18,00,000 and paid 1% brokerage.
6. On 01-07-2024 she invested Rs. 15,00,000 in 5 years bond of NHAI.
7. Relevant cost inflation index numbers are as under : For year 2007-08: 129, 2008-09: 137, 2012-13: 200, 2024-25: 363.

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

OR

Q3(A). Ms. Kapoor purchased a residential house at Rs. 2,60,000 during the year 2001-02, On 09-06-2024 she sold it at Rs. 19,50,770 and paid Rs. 1,77,770 as sales expenses. On 10-07-2024 a contract was done to purchase house of Rs. 18,18,000 and paid Rs. 8,00,000

only. Index number: 2001-02 = 100, 2024-25 = 363. Find out taxable capital gain as per section 54.

(7)

Q3(B) Explain steps in Filling ITR online.

(7)

Q4. Attempts any Three from the following.

(12)

1. Shortcomings and Challenges of GST.
2. Rules of income from house property.
3. Deduction from Gross Total income.
4. Explain terms: "Goods & Services".
5. Mr. Balaji is an employee of Kabir Ltd. and he received Rs. 11,72,800 as gratuity on his retirement on 14th January, 2025. He has served the company for a total period of 31 years and 8 months. At the times of retirement his monthly salary including D.A. was Rs. 49,400. Find out taxable amount of gratuity if he is covered under Payment of Gratuity Act, 1972.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

Third Year B.B.A. (NON-NEP) (Semester- V)

Subject Code: 2108000405030002

Services Management



Time 3 Hrs

Total Marks; 70

Q-1 Explain Following in Brief. (Any Seven)

[14]

- a) List down any two differences between Goods and Services.
- b) What do you mean by Sensory Cost?
- c) In the context of service quality, what amongst the following is meant by 'Reliability'?
1. *The ability to perform the promised service dependably and accurately*
 2. *The aesthetic appeal of the service environment*
 3. *The speed of service delivery*
 4. *The knowledge level of employees*
- d) Which characteristic of services refers to the variation in service quality depending on who provides it and when?
- | | |
|--------------------------|---------------------------|
| (1) <i>Perishability</i> | (2) <i>Variability</i> |
| (3) <i>Intangibility</i> | (4) <i>Inseparability</i> |
- e) What amongst the following is Gap 3 in the GAPS Model also known as?
1. *Knowledge Gap*
 2. *Delivery Gap*
 3. *Standards Gap*
 4. *Perception Gap*
- f) Which type of Jaycustomer out of the following engages in arguments with other customers, often family members?
1. *The Vandal*
 2. *The Rulebreaker*
 3. *The Family Feuder*
 4. *d) The Belligerent*
- g) List down names of Four Public Sector Banks available in India.
- h) What amongst the following is a primary benefit of using a service blueprint?
1. *Reducing employee salaries*

2. *Identifying bottlenecks and improving service efficiency*
3. *Increasing customer complaints*
4. *Simplifying financial audits*

(i) What is Medical Insurance?

j) What do you mean by SSTs?

Q-2 Explain Classification of Services (types) along with their examples.

OR **[14]**

Q-2 a) Explain various challenges faced by service sector in India in detail.

[07]

Q-2 b) Explain various types of Insurances in detail.

[07]

Q-3 a) Explain Service Blueprint in detail.

[07]

Q-3 b) Explain service leadership and culture in detail.

[07]

OR

Q-3 a) Explain Knowledge Gap and Communication Gap in detail. Also explain various ways to minimize them also.

[07]

Q-3 b) Explain service delivery through e-channels giving suitable examples.

[07]

Q-4 Explain Complaining Behaviour of Customers in detail.

[14]

OR

Q-4 Explain Tourism Sector with respect to Services in detail.

[14]

Q-5 Explain Following in detail. (Any Two)

[14]

a) Develop Communication Mix for College

b) SERVQUAL Model

c) 7P's of Healthcare Sector in India

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BBA (NCF-NEP) Semester 5
Subject Code: 2508000705040001
Paper: ADVERTISING & BRAND MANAGEMENT



SET-4

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 in Short. (Each carries 02 Marks) (Any Five) (10)

- a. Define Advertising.
- b. State any four functions of advertising (do not explain).
- c. Classify advertising on any two bases.
- d. What is peripheral route processing?
- e. Write down the lists of brand elements.
- f. Give names of four brands produced by national or international company.
- g. List out the steps in brand management process.

Q. 2 Discuss the objectives and functions of advertising in detail. (14)

OR

- a. Write a note on setting marketing communication objectives (7)
- b. Write a note on Reinforcement of brands. (7)

Q. 3 What is Customer based brand equity? Discuss the CBBE model in detail. (14)

OR

- a. What is the importance of branding? (7)
- b. What are the different appeals used in advertising? Explain with examples. (7)

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

- a. Challenges of branding.
- b. AIDA model.
- c. Hierarchy of Effects Models.
- d. Role of advertising agency.
- e. Criteria for choosing brand elements.



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.

Q1. Answer the following (Any Five).

(10)

1. Write formula to calculate value of equity share.
2. Explain in brief cost of debt.
3. List assumptions of Gordon model of dividend policy?
4. 7% bond of face value Rs. 1500 will be redeemed after 5 years at par. Calculate the value of bond if required rate of return is 12%.
5. Give formula of valuation of equity share according to constant growth model.
6. What is capital structure?
7. The recent dividend paid on equity share is Rs. 2 per share and it will grow at 7% annually. Calculate the value of equity share if required rate of return is 15%.

Q2. Following is the details of Bina Ltd.

(14)

Sources	Amount in Rs.
Equity Share capital	20,00,000
10% Debenture	15,00,000
5% Preference share capital	5,00,000

1. Par value of debenture is Rs. 100 and it will be available in the market at Rs. 90. It will be redeemed after 5 years at 5% premium.
 2. Equity shares will be issued at Rs. 95 per share. Floatation cost is Rs. 5. Dividend to be paid next year Rs.5 per share and expected growth rate in dividend 7%.
 3. Par value of preference shares is Rs. 100, issued at 5% discount with floatation cost of Rs. 2.
- Calculate WACC if corporate tax rate is 40%.

OR

Q2 (A). Following details relate to Sanya Ltd. For the year ended 31st March 2025. (7)

Source	Book Value	Market Value
Equity share capital (Rs. 10 each)	8,00,000	Rs. 20 per share
10% Preference share capital (Rs. 100 each)	2,00,000	Rs. 75 per share
14% Debenture (Rs. 100 each)	10,00,000	Rs. 80 per share

The expected equity dividend in the next year is Rs. 2 per share, which will grow at 8% p.a. Calculate WACC under market value weights if tax rate is 40%.

Q2 (B). The most recent annual dividend paid by the company is Rs. 3 per share. An annual increase of 10% in dividend is expected over next 3 years. At the end of 3 years the dividend growth rate would slow down to 5% forever. Assuming 15% required rate of return, calculate the present value of share. (7)

Q3 (A). Two companies Euro Ltd. And Hero Ltd. Are in the same risk class and identical in all respect except that Euro Ltd. is levered and Hero Ltd, is unlevered. The levered firm has 8% debentures of Rs. 20,00,000. Assume that all MM assumptions are met. Tax rate is 35%, EBIT of both firms is Rs. 6,00,000 and equity capitalization rate of unlevered company is 10%. Calculate the value of both companies and also calculate overall capitalization rate (K_o) of both the companies by MM approach. (7)

Q3 (B). The EPA of a company is Rs. 16, market capitalization rate is 12.5% and retained earnings can be employed to yield a return of 10%. The company is considering dividend payout at 25%, 50% and 80%. Which of these payout ratios will maximize the wealth of shareholders as per Walter Model and why? (7)

OR

Q3 (A). A company wishes to determine optimal capital structure from the following information. (7)

Situation	Debt Capital	Equity Capital	After Tax Cost of Debt	Cost of Equity
A	4,00,000	1,00,000	9%	10%
B	2,50,000	2,50,000	6%	11%
C	1,00,000	4,00,000	5%	14%

Q3 (B). A textile company belongs to the risk class for which the appropriate P/E ratio is 10. It currently has 50,000 outstanding shares selling at Rs. 100 each. The firm intends to declare Ra. 8 dividend per share at the end of the current year which has just started. Given the assumptions of MM Model answer the following: (7)

1. What will be the price of shares at the end of the year if dividend is paid and if it is not paid.
2. Assuming that the firm pays dividend, has a net income of Rs. 5,00,000 and makes new investments of Rs. 10,00,000, how many new shares must be issued.

Q4. Answer Any Three:

(12)

1. Factors affecting dividend policy.
2. 9% bond of Arya Ltd. Of par value Rs. 100 is currently selling for Rs. 120. The interest is paid annually and bond has 10 years to maturity. Calculate YTM.
3. The company has 10% perpetual bond of face value Rs.2500 each. Determine the cost of debt assuming that tax rate is 40% and it is issued at 5% premium.
4. Difference between NI and NOI approach.
5. Importance of valuation.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER 5
Subject Code:2508000705040003
Paper: HUMAN RESOURCE DEVELOPMENT (NEP)



Time: 2 hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figures shown on right side Indicate full marks for that question

Q. 1 Answer in brief (Any Five) :

(10)

- a. What is Quality of Work Life Index?
- b. Enlist the Objectives of MDP.
- c. Who is an 'Actively Disengaged' Employee?
- d. Explain OD intervention of Dyads.
- e. What is 'Evolutionary Change'? Give suitable examples.
- f. Define 'Empowerment' with suitable examples.
- g. Give Bradt's Classification of Virtual Organization. Explain any one of them in brief.

Q. 2 Answer the following (Any Two) :

(16)

- a. Define 'Management Development'. Explain various On-the-job techniques of MDP.
- b. Discuss in detail the 'Kirk Patrick Model of Training Evaluation' with suitable examples.
- c. Explain the various HRD mechanism in detail.
- d. Define 'Human Resource Development'. Discuss HRD process with suitable examples.

Q. 3 What is 'Organizational Development'? Discuss the characteristics of OD and list down the assumption of OD. Explain any two OD interventions.

(12)

OR

Q. 3 What are the reasons for change in organization? Why do employees resist change? How can any organization overcome such resistance to change?

(12)

Q. 4 Write Short Notes (Any Two) :

(12)

- a. 10 Cs of Employee Engagement
- b. Advantages of Virtual Organization
- c. Forms of Empowerment
- d. Methods of Job Design

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

TYBBA (SEMESTER-V)

Subject Code: 2508000705050001



**Course Code: INTERNATIONAL MARKETING MANAGEMENT
SET-II**

TIME: 2 HOURS |

MAX MARKS: 50

Q.1 Answer the following in Short: (Any Five)

[10 Marks]

1. What do you mean by ECGC?
2. What is the FIRST Branding Decision in International Business?
3. Write down export pricing steps.
4. Describe quota as a trade barrier in International Business in brief.
5. Why do some countries insist for Certificate of Origin?
6. Write down the full form of IIFT.
7. Describe green field FDI in International Business?

Q.2 Explain different approaches in International Business (EPRG). [14 Marks]

OR

a. Discuss Domestic Business versus International Business in detail. [07]Marks]

b. Discuss the merits of Product adaptation strategy. [07 Marks]

Q.3 Explain the Shipment and Post-shipment stages of Exports Procedure.

[14 Marks]

OR

a. Write a note on Tariff Barriers. [07 Marks]

b. Explain any 7 Export Documents in detailed. [07 Marks]

Q.4 Write Short Notes: (Any three)

[12 Marks]

1. Factors Affecting International Pricing.

2. Demerits of FDI.
3. Types of foreign intermediaries in International Marketing.
4. Indirect Exporting.
5. Write down in detailed: EXW, FAS, CIF in incoterms.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

T.Y.BBA (SEMESTER V) (NCF-NEP)

Subject Code: 2508000705050002

Course Code: STRATEGIC FINANCIAL MANAGEMENT



Day: _____

TIME:2 HOURS |

MAX MARKS: 50

Q-1 Answer in brief. (Any Five)

[10 Marks]

- i. List down the techniques of financial forecasting.
- ii. What is social cost benefit analysis?
- iii. Explain the term Economic Feasibility.
- iv. Name the types of risk and explain them briefly.
- v. Enlist any four means of financing of a project.
- vi. Differentiate between equity value and enterprise value.
- vii. What is corporate restructuring?

Q-2 What is industrial sickness? Discuss the causes of industrial sickness in detail.

[14 Marks]

OR

Q-2

- a. Explain Strategic Planning process in detail.
- b. Define cost-benefit analysis. Discuss its benefits and limitations.

[07 Marks]

[07 Marks]

Q-3 GSM corporation is considering investment in a project which requires initial investment of Rs. 50 lakhs with expected cash flow after tax over three years as follow.

[14 Marks]

YEAR 1		YEAR 2		YEAR 3	
CFAT (Rs. In Lakhs)	Probability	CFAT (Rs. In Lakhs)	Probability	CFAT (Rs. In Lakhs)	Probability
10	0.4	15	0.3	20	0.2
20	0.3	25	0.4	30	0.3
30	0.2	35	0.2	40	0.4
40	0.1	45	0.1	50	0.1

You are required to answer following questions:

- a) Calculate expected CFAT year wise.
- b) Calculate expected NPV considering 5% discount rate.
- c) Determine whether the project should be accepted or not.
- d) Calculate standard deviation and variance of the project.
- e) Determine the coefficient of variation.

OR

- 3(a)** DB corporation is considering two mutually exclusive projects, project P and Q which involves initial outlay of Rs. 1,70,000 and Rs. 1,50,000 respectively. Expected net cash flow with their certainty equivalent factors are as follows. **(07)**

Year	Project P		Project Q	
	CFAT (Rs.)	CE	CFAT (Rs.)	Probability
1	90,000	0.8	90,000	0.9
2	1,00,000	0.7	90,000	0.8
3	1,10,000	0.5	1,00,000	0.6

Company uses CE approach in evaluating risky investments. The current yield on treasury bills is 5%.

- (1) Which project should be accepted?
- (2) Which project is riskier?

Q3 (b) Discuss the reasons for valuation of an Enterprise. **(07)**

Q4 Write short Notes: (any three) **(12)**

1. Significance of Strategic Financial Management
2. Project appraisal by Financial Institutions
3. Cost of Project
4. Discounted Valuation Models
5. Reasons for Corporate Restructuring

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(FIFTH SEMESTER)
Subject Code: 2508000705050003
DSE-2-MN-2-ADVANCED HUMAN RESOURCE MANAGEMENT



Time: 2 Hours |

Marks: 50

Q.1 Answer in brief (Any 5)

[10 Marks]

1. Explain e-HRM.
2. What is Knowledge and Wisdom?
3. Define Talent management.
4. What is International HRM?
5. Explain E-Performance Appraisal.
6. Briefly explain clan culture.
7. Explain cross culture training with example.

Q.2 What is politics? Explain various political activities evident in organizations. **[14 Marks]**

OR

Q.2

1. Difference between international HRM and Domestic HRM **[07 Marks]**
2. What is repatriation? Explain the problems of repatriation. **[07 Marks]**

Q.3 What is Human Resource Accounting? State its objectives. Discuss in brief various HR valuation methods. **[14 Marks]**

OR

Q.3 Discuss Essence of organizational culture along with its effect on organization.

[14 Marks]

**Q.4 Short Notes (Any 3)
Marks]**

[12

1. Explain E- Job designing
 2. Ethnocentric and Polycentric Approach to i-recruitment
 3. Corporate strategy and HR strategy
 4. Power tactics
-