



ARKAJAIN
University
Jharkhand

4th Semester End Term Examination: May - 23.

Subject : Business Law
Course : BBA
Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- **Part-A** is containing 12 multiple choice questions.
- **Part- B** containing SIX questions out of which FOUR questions are to be answered.
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PART - A

Multiple Choice Questions

[12x1=12]

- i) Contract with a minor is:
a) Voidable
b) Void
c) Illegal
d) None of these
- ii) An agreement is:
a) Offer plus acceptance
b) Offer
c) Contract
d) None of these
- iii) An offer made by words is called:
a) Express agreement
b) Implied agreement
c) Formal agreement
d) None of these
- iv) A minor in a person who has not attained the age of years
a) 18
b) 21
c) 25
d) 35
- v) Parties in a bill of exchange are:
a) 5
b) 3
c) 4
d) 6

- vi) In the absence of consent the contract is:
- | | |
|-------------|----------|
| a) Voidable | b) Void |
| c) Valid | d) Legal |
- vii) Consideration may be:
- | | |
|-----------|-----------------|
| a) Past | b) Present |
| c) Future | d) All of these |
- viii) Agreement against public policy is:
- | | |
|------------|-------------|
| a) Void | b) Voidable |
| c) Illegal | d) Valid |
- ix) Agreement in restraint of marriage is:
- | | |
|----------|-------------|
| a) Void | b) Voidable |
| c) Legal | d) Illegal |
- x) A Partnership is regulated by:
- | | |
|--------------------------------|------------------|
| a) Agreement | b) Contract |
| c) Indian Partnership Act 1932 | d) None of these |
- xi) Consideration must move at the desire of:
- | | |
|---------------------|-----------------|
| a) The Promisee | b) The Promisor |
| c) Any other person | d) All of these |
- xii) The maximum parties to a contract can be:
- | | |
|--------|------|
| a) 2 | b) 4 |
| c) Any | d) 8 |

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What are the main features of Consumer Protection Act 1986? Explain.
3. What is Partnership and Explain its characteristics.
4. What is Consideration? Explain the rules regarding consideration.
5. Distinguish an offer from and invitation to offer.
6. What is the difference between a Pledge and a Bailment? Explain.
7. An agreement entered into by a minor cannot be enforced at law. Comment.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. What is a contract? Explain the essentials elements of a Valid Contract.
9. What is meant by a contract of Sale? How is sale distinguished from an agreement to sell?
10. Explain the term offer? What are the rules regarding a valid offer?
11. Explain Rights and Duties of a partner under Indian Partnership Act 1932.



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4th Semester End Term Examination: May - 23.

Subject : E-Commerce
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PART - A

Multiple Choice Questions

[12x1=12]

1. i) E-Commerce stands for _____.
- a) Electrical Commerce
 - b) Electronic Commerce
 - c) Entertainment Commerce
 - d) Electro Chemical Commerce
- ii) _____ describes e-commerce.
- a) Doing business offline
 - b) Doing business electronically
 - c) Surfing online
 - d) Both a & b
- iii) _____ is NOT a function of E commerce.
- a) Warehouse
 - b) Finance
 - c) Marketing
 - d) None of the above
- iv) _____ is a function of E commerce.
- a) Marketing
 - b) Supply Chain
 - c) Finance
 - d) All of the above
- v) _____ mainly deals buying and selling, especially on a large scale.
- a) Shopping
 - b) Retailing
 - c) Distribution
 - d) Commerce

- vi) E-commerce has _____ scope than E-Business or Digital Business.
 - a) Higher
 - b) Wider
 - c) Narrower
 - d) More
- vii) _____ is a system of interconnected electronic components or circuits.
 - a) Marketplaces
 - b) Metamarkets
 - c) Electronic Markets
 - d) Electronic Network
- viii) _____ are markets connected through modern communications networks and powered by high-speed computers.
 - a) Marketplaces
 - b) Metamarkets
 - c) Electronic Markets
 - d) Electronic Network
- ix) _____ is NOT an example of E-Commerce Platform.
 - a) Amazon Pantry
 - b) Reliance SMART
 - c) Flipkart Plus
 - d) DMart Ready
- x) Social networking is _____.
 - a) Group-centric
 - b) Individual-centric
 - c) Organization-centric
 - d) Society-centric
- xi) _____ is part of the four main types for e-commerce.
 - a) B2B
 - b) P2P
 - c) C2A
 - d) All of the above
- xii) Companies like Flipkart, Shopclues and Myntra belongs to the _____ Ecommerce (EC) segment.
 - a) B2B
 - b) P2P
 - c) B2C
 - d) C2B

PART - B

Answer any FOUR out of SIX

2. What do you understand by E-Commerce?
3. What are the advantages of E-Commerce?
4. What are the disadvantages of Ecommerce?
5. Write Short Notes on B2C
6. Write Short Notes on E-Governance
7. Differentiate between Internet and Intranet.

[4x7=28]

PART - C

Answer any TWO out of FOUR

8. Describe the various Security threats in E-commerce.
9. Describe the various E-Commerce business models .
10. What are the main features of the IT Act 2000
11. Describe some of the features of E-Commerce application in Banking

[2x15=30]



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4th Semester End Term Examination: May - 23.

Subject : Strategic Management

Roll No:

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Which of the following are the most responsible for the success or failure of an organization?
a) Stakeholders
b) CEO
c) Strategists
d) Human Resource
- ii) Which of the following is not included in the Porter's Five Forces Model?
a) Potential development of substitute product
b) Bargaining power of stockholders
c) Bargaining power of suppliers
d) Rivalry among the competitors
- iii) Which of the following is not a stage of strategy formulation?
a) Formulation framework
b) Decision stage
c) Matching stage
d) Evaluation stage

- iv) In the Structure Conduct Performance Model, performance indicators:
- Changes in the firm
 - Resource Optimization
 - Value Creation
 - None of the above
- v) Strategic management audit is known as _____.
- Environmental scanning
 - Strategy formulation
 - Strategy control
 - Strategy evaluation
- vi) Pricing Strategy is a component of _____ in the Structure Conduct Performance Model:
- Structure
 - Conduct
 - Performance
 - None of the above
- vii) In SWOT Analysis, strength is a _____ internal factor:
- Important
 - Positive
 - Negative
 - None of the above
- viii) There are exactly _____ stages in the diagnosis of Gap Analysis:
- 2
 - 3
 - 4
 - 5
- ix) A programmed strategy is suitable for:
- Stable environment with defined rules
 - Unstable environment with no rules
 - Both a & b
 - None of the above
- x) According to _____ "Strategic Management is a stream of decisions and actions which leads to the development of an effective strategy or strategies to achieve corporate objectives"
- Jauch & Glueck.
 - Porter
 - Peter Drucker
 - Philip Kotler
- xi) Which of these is not a type of GAP?
- Performance GAP
 - Strategy GAP
 - Manpower GAP
 - Profit GAP
- xii) Unstable Government in a country is a:
- Threat
 - Opportunity
 - Strength
 - None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

- What is meant by corporate level, Business unit level and Functional level strategy?
- Discuss the Strategic Management Process.

5. Write Short Notes on:

- SCP Model
 - GAP Analysis
6. Explain Diversification.
7. Explain the SWOT Analysis of any company of your choice.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Explain Make in India impact on Economy.
- Discuss the Porters 5 Force Model.
- What is BCG Matrix? Explain the pitfalls of BCG Matrix in detail.
- Differentiate Between:
 - Red Ocean vs Blue Ocean Strategy
 - Strategy Formulation vs Strategy Implementation
 - Strategic Management vs Strategic Planning



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Subject : Taxation

Course : BBA

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) How many heads of income are there to compute Gross Total Income of an assessee?
 - a) Three
 - b) Four
 - c) Five
 - d) Six
- ii) According to the Income tax act how many sub heads are included under person?
 - a) 7
 - b) 6
 - c) 5
 - d) 4
- iii) Annual value of self-occupied house is
 - a) Municipal Valuation
 - b) Fair Rent
 - c) Whichever is less a & b
 - d) Zero
- iv) The HRA paid to an employee residing in Agra is exempt up to the lower of actual HRA, excess of rent paid over 10% of salary or:
 - a) 40% of Salary
 - b) 50% of Salary
 - c) 60% of Salary
 - d) 70% of Salary
- v) Every year the residential status of an assessee.
 - a) May change
 - b) Will certainly change

vi) Unlisted shares are treated as long term capital asset if they are held for more than _____ months preceding the date of its transfer?

- a) 12
b) 24
c) 36
d) 48

vii) Capital Assets includes?

- a) Land
b) Jewellery
c) Shares
d) All the above

viii) Which of the following is not a part of Goods and Service Tax (GST) act?

- a) SGST
b) CGST
c) DCGST
d) IGST

ix) Goods and Service Tax (GST) act has replaced which of the following taxes?

- a) Value added tax
b) Entertainment Tax
c) Service Tax
d) All the above

x) Income from subletting of house property is taxable under the head

- a) Income from house property
b) Income from other sources
c) Income from Capital Gain
d) Income from Salary

xi) Which of the following income is not considered under Income from other sources?

- a) Dividend
b) Interest on securities
c) Income from lottery winnings
d) Pension

xii) HRA is

- a) Fully Taxable
b) Partly Taxable
c) Fully Exempted
d) None of these

PART - B

[4x7=28]

Answer any FOUR out of SIX

- What is gross total income? Explain in details.
- What do you mean by "Transfer of capital assets"? Kindly divide the capital assets on their holding period.
- Distinguish between "tax planning and tax evasion".
- Anwar sold a house property on 30th November 2021 for Rs. 9,50,000. He had acquired this property from Rahim under a will on 01.06.1999 and spent Rs. 39800 on its improvement in 2002-03. Compute Anwar's income under the head 'capital gain' for the assessment year 2022-23. Fair market value on 01.04.2001 was Rs. 40000 and Anwar spent Rs. 20,000 during the same year on its improvement. The cost inflation index are as under: 2001-02---100, 2002-03---105, 2021-22---317.
- From the following information compute the taxable value of the house:

Municipal value	1,50,000 p.a
Fair Rent	1,80,000 p.a
Standard Rent	1,60,000 p.a
Actual Rent	20,000 p.m
Municipal tax paid by the owner	20% of M.V
Interest on loan	30,000
Unrealised rent	40,000. Conditions of rule 4 are satisfied

7. What is GST? Explain in details.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. From the following information find out the income from salary of Mr. Sharma:-

<input type="checkbox"/> Basic pay	40,000 p.m
<input type="checkbox"/> D.A 30% of basic pay	
<input type="checkbox"/> Percent wise fixed commission	20000 p.a
<input type="checkbox"/> Medical allowance	5000 p.m
<input type="checkbox"/> Family allowance	1000 p.m
<input type="checkbox"/> Tiffin allowance	400 p.m
<input type="checkbox"/> Uniform allowance	2000 p.a (actual exp. 600)
<input type="checkbox"/> Children education allowance	400 p.m (for 1 child)
<input type="checkbox"/> Tribal Area Allowance	300 p.m
<input type="checkbox"/> Under ground allowance	500 p.m
<input type="checkbox"/> H.R.A	8000 p.m
<input type="checkbox"/> Rent paid by Mr. Sharma	10,000 p.m

(Kindly show the working properly)

9. What are the different categories into which the assesses are divided with regards to residence? Give a brief account of each of them.

10. Write Short Notes on:-

- Ordinarily resident
- Tax Management
- Deduction under section 80(C)

- The following are the incomes of Mr. Mishra for the previous year 2022-2023.
 - Profit from business in Iran received in India Rs. 5000
 - Income from house property in Iran received in India 500
 - Income from house property in Pakistan deposited in a bank there Rs.1000
 - Profit of business established in Pakistan deposited in a bank there Rs. 20000 (out of Rs. 20000 a sum of Rs. 10000 is brought into India) this business is controlled from India.
 - Accrued in India but received in England Rs.2000
 - Profit earned from business in Kanpur Rs.6000
 - Income from agriculture in England - it is all spent on the education of children in London Rs. 5000
 - Past untaxed foreign income brought into India during the previous year Rs.10000
- From the above particulars ascertain the taxable income of Mr. Mishra if Mr. Mishra is (1) a resident (2) a not ordinarily resident (3) a non-resident



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PART - A

Multiple Choice Questions

[12x1=12]

1. i) _____ is the process of seeking and attracting a pool of people from which qualified candidates for job vacancies can be selected.
 - a) Selection
 - b) Advertisement
 - c) Compensation
 - d) Recruitment
- ii) Retailer is a person who sells the goods in -- -- .
 - a) Large quantities.
 - b) Small quantities.
 - c) Both a & b
 - d) None of these
- iii) All the store activities like Sales Promotion, pricing policy, information about the product and even the name of the store is conveyed by the use of _____.
 - a) Kiosks
 - b) Layout
 - c) Signage
 - d) Fixture

iv) _____ have been used to display and sell merchandise for decades. They are also called the silent sellers of the merchandise.

- a) Mannequins
- b) Store Ambience
- c) Lighting
- d) Music

v) Customized products and services for customers and interaction to individual customers are part of

- a) Retail Management
- b) Customer Relationship Management
- c) Supply Chain Management
- d) Information System

vi) First step in analysis of customer value is to

- a) Identify customers value attributes
- b) Assessing attributes importance
- c) Assessing company's performance
- d) Assessing competitors' performance

vii) The light fixture is set into a hollow opening in the ceiling with the lights focusing downwards.

- a) Track Lights
- b) Cabinet Lighting
- c) Clove Lighting
- d) Recessed Lighting

viii) Each different item of merchandise is called a _____

- a) SKU (Stock Keeping Unit)
- b) Variety
- c) Assortment
- d) SBU (Strategic Business unit)

ix) The layout that has parallel aisles with merchandise on shelves on both sides of the aisles is _____.

- a) Racetrack
- b) Free flow
- c) Loop
- d) Grid

x) A store that stocks particular type of merchandise

- a) EBO (Exclusive Brand outlet)
- b) Department store
- c) Hypermarket
- d) Supermarket

xi) McDonalds and KFC are good examples of _____.

- a) Distributors
- b) Franchising
- c) Merchants
- d) Retailers

xii) Retailing creates -- --.

- a) Time utility.
- b) Place utility.
- c) Ownership utility.
- d) All of these.

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Write a short note on non-Store retailing.
3. "Communication plays a very important role in retail". Explain the Retail Communication mix
4. Throw some light on how do malls trick the customers into spending more.
5. Explain the various factors influencing retail business in India.

6. Explain Store Planning and importance of Location Planning in retail.
7. Write a note on Franchising with relevant examples.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Describe the concept Retail Life Cycle and discuss its applicability in the organized retail sector.
9. What are the various elements of Visual Merchandising? Explain them in brief
10. "Customer service should not be a department. It should be the entire company." With context to the above quote explain the various strategies for servicing the retail customers and to make them spend more.
11. What are the various pricing strategies followed by a retailer.