



ARKAJAIN
University
Jharkhand

6th Semester End Term Examination: May - 23.

Subject : Business Ethics **Roll No:**
Course : BBA
Full Marks : 70 **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.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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PART - A

Multiple Choice Questions

[12x1=12]

- i) The practices of a corporate for which it is accountable in relation to other parties is called _____
a) Social responsibility b) Code of Ethics
c) Values d) Culture
- ii) What does BE stands for:
a) Business ethics b) Business environment
c) Business eligibility d) None of these
- iii) Which moral philosophy seeks the greatest good for the greatest number of people?
a) Consequentialism b) Utilitarianism
c) Egoism d) Ethical formalism
- iv) Which of the following is a consideration in meeting the minimal standard for a firm to be considered an ethical business?
a) Meeting the requirement of the public disclosure test.
b) Considering the legality of a decision when choosing the means of Solution.

- c) Meeting the requirements of deontology.
 d) Meeting the requirement of utilitarianism.
- v) The only social responsibility of any corporate is to focus on how business decisions affect their company operations.
 a) True
 b) False
 c) Can't Say
 d) None of these
- vi) Which of the following is the application of ethics to situational problems and opportunities experienced by those in Organization?
 a) Business utilitarianism
 b) Business ethics
 c) Situational ethics
 d) None of these
- vii) Which of the following is the study and practice of decisions about what is good, or right?
 a) Business
 b) Consequences
 c) Law
 d) Ethics
- viii) Stakeholders of the company includes:
 a) Suppliers
 b) Customer
 c) Shareholder
 d) All of the above
- ix) If manager is focusing on end result only which ethical theory does the manager focussing upon
 a) Deontological
 b) Teleological
 c) Virtue based
 d) None of the above
- x) To be successful, business ethics training programs need to:
 a) Focus on personal opinions of employees.
 b) Be limited to upper executives.
 c) Educate employees on formal ethical frameworks and models of ethical decision making.
 d) Promote the use of emotions in making tough ethical decisions.
- xi) Organisation can begin the process of establishing organizational ethics programs by developing
 a) Ethics training programs.
 b) Codes of conduct.
 c) Ethics enforcement mechanisms.
 d) All of the above
- xii) _____ refers struggling to make a decision with no clear right decision available. This is an example of
 a) A no-win situation
 b) An ethical dilemma
 c) A consequential dilemma
 d) A win-win situation

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What are the four principles of code of ethics. Explain
3. With the help of diagram explain how organization shape their ethical conduct.
4. What are the stages that create one's personality from Value.
5. List down the importance of business ethics.
6. Explain value & compliance based code of ethics.
7. 'Ethics is greater than Law'. Elaborate

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain any five characteristics of business ethics with relevant examples.
9. With reference to any organization of your preference, give a detailed description of their various CSR activities .
10. With proper reference to real world explain hedonism & egoism.
11. What are the three elements of Indian ethos? Explain with proper examples.



6th Semester End Term Examination: May - 23.

Subject : Event Management

Roll No:

Course : BBA

Time : 3 Hours.

Full Marks : 70

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Which of the following is/ are the need for Event Management?
 - a) Optimum utilization of Resources
 - b) Objective Oriented
 - c) Only A
 - d) Both A & B
- ii) It involves proper churning of the original ideas. This enables the team to come up with a suitable theme around which the event is to be centered.
 - a) Canvassing
 - b) Conceptualization.
 - c) Culmination
 - d) Customizing
- iii) Why should you research into whether or not there are other similar corporate events happening around the same time as yours?
 - a) Because you can look into what they are doing and emulate it
 - b) Because you can suggest teaming up with them to make
 - c) Because hosting your event at the same time could affect its attendance
 - d) Because you'll know it's a good time to host your

- xii) Determining where a special event should be held, what the focus should be, and its location helps answer the event planner's questions during which stage of the event planning process?
- a) Research
 - b) Planning
 - c) Coordinating
 - d) Design

PART - B

Answer any FOUR out of SIX [4x7=28]

2. What is Event Management? Explain the need for Event Management.
3. Who are the key decision makers in event management? Explain.
4. What are corporate events? Explain different types of corporate events.
5. What is brainstorming? Explain the advantages and disadvantages of brainstorming.
6. What are the steps in developing record keeping system?
7. Explain 5 C's of Event Management.

PART - C

Answer any TWO out of FOUR [2x15=30]

8. How does manager organize the events and assign responsibilities to the various people involved in the event?
9. Elaborate on the importance of public relation. What are the types of media used in Public Relations?
10. What are the permissions, licenses and policies required for planning and conducting an event? Explain in detail.
11. Suppose you have been given an opportunity to organize AAGAAZ, a Cultural Fest of Arka Jain University? As an Event Manager, Elaborate the strategies, process and creative ideas to make the Event a successful one.

- iv) The event cycle
- a) Pre event-proposal-post event-event day
 - b) Pre event-During event-Post event
 - c) Post event-pre event-final
 - d) None of these
- v) Which of these is not an event management company
- a) WOW events
 - b) Wiz craft
 - c) Avian we
 - d) 360 degree

vi) When businesses and organizations playing recorded music in public (whether live or via CDs, radio/ TV broadcasts, background music systems or other sources) usually need to obtain _____

- a) IPRS
- b) Excise License
- c) Premise Licence.
- d) PPL

vii) You've found a venue online that you think would be suitable. What should you do?

- a) Book it immediately so you have a backup at all times
- b) Compare its renting price with others and go with the cheapest
- c) Visit the venue to further determine its suitability
- d) Compare its location with others and select

viii) Responsibility for setting up and dismantling the physical setup for the whole event is given to _____

- a) Infrastructure manager
- b) Logistic manager
- c) Security manager
- d) Event coordinator

ix) Which of the following is not an example of negative impacts derived from the hosting of an event?

- a) Noise Pollution
- b) Overcrowding
- c) Litter
- d) Generation of Civic Pride

x) What might you do to ensure that your event meets good health and safety standards?

- a) Send guests an email saying they should be careful when they attend
- b) Put up safety notices throughout the venue so people are reminded
- c) Hire a safety inspector to be present on the day of an event
- d) Carry out a risk assessment of the venue and whenever new arrangements are made

xi) _____ is planned and sustained effort to establish and maintain mutual understanding between an organization and its public

- a) Commercial App
- b) Direct Selling
- c) Public Relation
- d) E-mail Marketing



1315
6th Semester End Term Examination: May - 23.

Subject : Sales & Distribution Management. Roll No:

Course : BBA

Full Marks : 70 Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Which of the following is an advantage of using a commission form of sales compensation?
 - a) The salesperson will be highly motivated
 - b) The salesperson will regularly collect sales data
 - c) Accounts will be serviced on a regular basis
 - d) Accounts will be more productive
- ii) To maximize the performance of their field sales forces, companies should _____
 - a) Review staff expense accounts
 - b) Re-train staff in sales techniques
 - c) Develop a strong marketing plan
 - d) Develop a strong advertising plan
- iii) To determine which customer accounts to call on, a firm needs to evaluate _____.
 - a) Territory allocation
 - b) commission schedules
 - c) Geographic proximity
 - d) Reference checks

PART - B

[4x7=28]

Answer any FOUR out of SIX

2. "Companies give more importance to training of sales force". Elaborate the statement.
3. What is distribution management? State the role of intermediaries in distribution management.
4. What do you understand by sales quota. Explain the 2 methods of sales quota.
5. Differentiate between intensive, selective & exclusive distribution network.
6. Explain briefly sales force evaluation & control.
7. Write short note on importance of sales analysis

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain role & importance of different types of middlemen.
9. Suggest on the following issues:
Assume you are Sales manager for Nestle Pvt Ltd.
 - a) How will you stay updated on the target market?
 - b) How will you handle customer rejections/complaints?
10. Discuss merits & demerits of various transportation modes. Which factors influence selection of mode of transport?
11. Define sales territory. Explain the process of designing a sales territory.

- iv) Qualifying a prospect means _____.
 - a) Identical with checking references for an applicant
 - b) Determining which applicant to hire
 - c) Conducting an exit interview
 - d) Determining if a prospect is interested in a product
- v) Which of the following areas of training for sales managers is most frequently neglected?
 - a) Forecasting and budgeting techniques
 - b) Accounting principles
 - c) Marketing principles
 - d) Management principles
- vi) Sales performance evaluations are necessary to _____.
 - a) Ensure management meets its goals
 - b) Supplement and enhance training
 - c) Provide feedback to salespeople
 - d) Keep salespeople on their toes
- vii) With respect to a distribution channel, the number of intermediary levels within the channel indicates the _____ of the channel.
 - a) Width
 - b) Depth
 - c) Length
 - d) Similarity
- viii) The difference between transactional selling and relationship selling is
 - a) In transaction, selling buyers must pay cash
 - b) In relationship selling, buyers and sellers must be related
 - c) In transaction selling, sellers provide greater service
 - d) In relationship selling, sellers work to provide value to their customers
- ix) The most important objectives of _____ is to convince customers to make a purchase.
 - a) Direct marketing
 - b) Personal selling
 - c) Advertising
 - d) Publicity
- x) Target return objective that sets a specific level of profit is _____.
 - a) Sales oriented
 - b) Status-quo
 - c) Quota oriented
 - d) None of these
- xi) McDonalds and KFC are good examples of _____.
 - a) Distributors
 - b) Franchising
 - c) Merchants
 - d) Retailers
- xii) Personal selling is the least expensive tool in the marketing communication mix.
 - a) True
 - b) False



6th Semester End Term Examination: May - 23.

Subject : Training & Development
Course : BBA
Full Marks : 70
Roll No:
Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Which of the following is method of on the job training
- a) Group discussion
 - b) Job instruction
 - c) Role play
 - d) Case Study
- ii) _____ is a theoretical learning in classrooms
- a) Development
 - b) Training
 - c) Education
 - d) Teaching
- iii) _____ is application oriented
- a) Training
 - b) Education
 - c) Learning
 - d) None of the above
- iv) _____ is tangible in nature
- a) Development
 - b) Training
 - c) Both a & b
 - d) Neither a nor b
- v) _____ seeks to examine the goals of the organisation and the trends that are likely to affect these goals.

- a) Organisational Support
- b) Organisational analysis
- c) Person analysis
- d) Key skill abilities analysis

vii) Which of these is the benefit of needs assessment?

- a) Assessment makes training department more accountable

b) Higher training costs

c) Loss of business

d) Increased overtime working

viii) Which of the following is a learning principle?

a) Recognition of individual differences

b) Schedules of learning

c) Transfer of learning

d) All of the above

ix) Which of these is a hindrance to effective training?

a) Career planning workshop

b) Aggregate spending on training is inadequate

c) Mentoring

d) Career counselling

x) Demonstration type of training method is used to train

a) Workers

b) Supervisors

c) Managers

d) All of the above

xi) How does training and development offer competitive advantage to an organisation?

a) Removing performance deficiencies

b) Deficiency is caused by a lack of ability

c) Individuals have the aptitude and motivation to learn

d) None of the above

xii) Which among below is related to training need assessments?

a) Organisational Support

b) Person analysis

c) Both b & c

d) Organisational analysis

xiii) Rearrange the steps in training programme.

a) What should be the level of training

b) What principles of learning

c) Who are the trainees?

d) What methods and techniques?

e) Where to conduct the programme?

f) Who are the trainers?

a) abcdef

b) dcafb

c) cadfbc

d) cfdabe

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Explain the Importance of Training employees in any Organization.
3. Describe any two on-the-job Methods of Training.
4. Describe any two Off-the-Job Methods of Training.
5. Differentiate between Training, Development & Education.
6. What are the steps involved in the Process of Training?
7. What key qualities a Trainer should have?

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Describe the CIRO Model of Training Evaluation.
9. Describe the various On-the-Job and Off-the-Job Methods of Training
10. Describe the KIRKPATRICK Model of Training Evaluation.
11. Explain any one theory of Learning.

Assets realized as follows:

Buildings - Rs.35,000; Machinery - Rs.51,000; Stock - Rs.39,000;

Sundry Debtors - Rs.58,500; Cash - Rs.2,500.

The expenses on liquidation amounted Rs.1,000.

The liquidator's remuneration was agreed at 2.5% on the assets (excluding assets. Given as security) realized including cash and 2% on the amount paid to the unsecured creditors.

You are required to prepare the liquidators final statement of account.

1. Jay Ltd. and Vijay Ltd. agreed to amalgamate and form a new company Ajay

Ltd. The Balance Sheets of two companies as on 31st December, 2016 are as follows: 10

Balance Sheet of Jay Ltd.

Liabilities		Assets	
Share Capital:		Land & Buildings	50,000
6,000 shares of ` 10 each	60,000	Plant & Machinery	20,000
General Reserve	5,000	Furniture	10,000
Profit & Loss A/c	15,000	Stock	20,000
Sundry Creditors	40,000	Debtors	10,000
		Cash at Bank	10,000
	1,20,000		1,20,000

Balance Sheet of Vijay Ltd.

Liabilities		Assets	
Share Capital:		Land & Buildings	30,000
3,000 shares of ` 10 each	30,000	Plant & Machinery	5,000
General Reserve	10,000	Furniture	1,000
Profit & Loss A/c	10,000	Stock	14,000
Sundry Creditors	10,000	Debtors	6,000
		Cash at Bank	4,000
	60,000		60,000

Ajay Ltd. is to take over the assets and liabilities of both the companies at their book values. Prepare the opening Balance Sheet of the Ajay Ltd.



ARKAJAIN
University
Jharkhand

13/5/23
CEVEJ

6th Semester End Term Examination: May - 23.

Subject : Company Accounts and Audit

Roll No:

Course : BBA

Full Marks : 70

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Premium received on Issue of share is shown on :
 - a) Liability side of-balance Shcct
 - b) Asset side of Balance Shcct
 - c) Credit side of P & L A, /c
 - d) Debit side of P & L
- ii) Redeemable Preference shares can be redeemed out of _____.
 - a) The sale proceeds of Investments
 - b) The proceeds of a fresh issue of shares
 - c) Share premium
 - d) The proceeds of issue of debentures
- iii) The first item in order of payment to be made by liquidator is:
 - a) Secured creditors
 - b) Preferential creditors
 - c) Liquidation expenses
 - d) Preferential creditors

- iv) If the Assets of A Ltd having Book Value of Rs 10,00,000 are taken over at Rs 12,00,000 and Liabilities having a book value of Rs 5,00,000 are taken over at Rs 4,00,000 than Purchase Consideration payable would be
- Rs 5,00,000
 - Rs 8,00,000
 - Rs 6,00,000
 - Rs 7,00,000
- v) Hitesh Ltd.'s purchase consideration is Rs.12,345 and Net Assets Rs.3,568, then.....
- Goodwill Rs. 8,777
 - Capital Reserve Rs. 8,777
 - Goodwill Rs. 15,913
 - Capital Reserve Rs. 15,913
- vi) Which of the following statement is correct?
- The amount of Goodwill or Capital Reserve is found out in the books of purchasing company only
 - The amount of Goodwill or Capital Reserve is found out in the books of vendor company only.
 - Goodwill = Net Assets - Purchase price
 - The face value of shares of purchasing company will be taken in to account while calculating purchase consideration.
- vii) Shares are to be valued on _____.
- Mergers
 - Sale of shares
 - Gift tax
 - All of the above
- viii) Under net asset method, value of a share depends on _____.
- Net assets available to equity shareholders
 - Net assets available to debentures holders
 - Net assets available to preference shareholders
 - None of the above
- ix) While deciding net asset value, fictitious assets _____.
- Should be considered
 - Should not be considered
 - Added to total assets
 - None of the above
- x) Yield value depends on _____.
- Future maintainable profit
 - Paid-up equity capital
 - Normal rate of return
 - None of the above
- xi) If the ABC Limited and DEF Limited are taken over by a new company XYZ Limited
- ABC Ltd. and DEF Ltd. are known as the "Purchasing Companies"
 - ABC Ltd. and XYZ Ltd. are known as the "Purchasing Companies"
 - XYZ Ltd. and DEF Ltd. are known as the "Purchasing Companies"
 - XYZ Ltd. is known as the "Purchasing Company"
- xii) On amalgamation, Share issue Expenses A/c appearing on Assets side of the balance sheet of the vendor company
- Is closed by debit to company A/c
 - Is closed by debit to Equity Shareholders A/c
 - Is closed by debit to Profit & Loss A/c
 - Is closed by credit to Equity Shareholders

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Distinguish between holding company and subsidiary company.
- What do you mean by valuation of shares?
- Explain in brief different methods of winding-up of company
- What do you mean by amalgamation? Explain with journal entries the accounting treatment for Amalgamation in try books of transferor and transferee.
- Explain the format of Consolidated Balance Sheet of a holding subsidiary company with an imaginary figure.
- Briefly explain the Journal Entries for issue, forfeiture and reissue of forfeited of shares.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- A limited company invites applications for the 50,000 equity shares of Rs.10 each payable as follows; on application Rs. 3, on allotment Rs. 4, on first call Rs. 2 and on final call the balance. Applications were received for 55,000 shares and allotments were made on the following basis:
 - To applicants for 35,000 shares in full.
 - To applicants for 20,000 shares - 15,000 shares.
 Excess money paid on application was utilized towards allotment money. A shareholder who was allotted 1,500 shares out of the group applying for 20,000 shares failed to pay the allotment money and money due on calls. These shares were forfeited. 1,000 forfeited shares were reissued as fully paid on receipt of Rs. 8 per share. Show the journal entries in the books of company.
 - Illustrate the computation of purchase consideration under intrinsic value method with an example.
 - X Ltd, went into liquidation on 31st March 2015 when the following Balance Sheet was prepared.
- | Liabilities | Rs. | Assets | Rs. |
|------------------------------|----------------|-------------------|----------------|
| Share Capital: | | Goodwill | 50,000 |
| 19500 Equity shares of Rs.10 | | | |
| Each | 195,000 | Building | 48,000 |
| Sundry Creditors: | | Machinery | 65,500 |
| Partly Secured Creditors | | | |
| (Secured on Building) | | | |
| | | Stock | 56,800 |
| Unsecured Creditors | 55,310 | Sundry Debtors | 64,820 |
| Preferential Creditors | 99,790 | Cash | 2,500 |
| Bank Overdraft (Unsecured) | 24,200 | Profit & Loss A/c | 98,680 |
| | 12,000 | | 386,300 |
| | 386,300 | | 386,300 |