

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2025-JANUARY-2026

Paper Code: BBA-301
BBA(B&I)-301

Subject: Goods and Service Tax

Time: 3 Hours

Maximum Marks: 60

Note: Attempt five questions in all including Q.no. 1 which is compulsory. Internal choice is indicated.

Q1 Attempt Any Four of the following: (5x4=20)

- (a) Describe the rules relating to time of supply of goods.
- (b) Define audit under GST.
- (c) What is the role of the GST Council?
- (d) What are the essential contents of a tax invoice under GST?
- (e) What is Reverse Charge Mechanism (RCM) in GST?
- (f) What is the difference between inspection and search under GST?

Q2 Explain the concept of GST and how it differs from the earlier indirect tax regime in India. Also assess the dual GST model implemented in India. Has GST achieved its intended goals? (10)

OR

Q3 Who is liable to register under GST? Explain the process of GST registration. What are the provisions relating to cancellation of GST registration? (10)

Q4 Discuss the mechanism of input tax credit (ITC) under GST. What are the conditions and restrictions for it? (10)

OR

Q5 What are the complexities involved in determining the place of supply for services in cross-border transactions and intangible services? What are the implications of incorrect determination of the place of supply? (10)

Q6 What are the due dates for various GST returns for regular, composition, and non-resident taxpayers? Discuss the consequences of failure to file returns. (10)

OR

Q7 Explain the grounds on which an appeal to the GST Appellate Tribunal (GSTAT) may be admitted or rejected. How do procedural defects affect appealability? (10)

Q8 What are the different types of refund claims available under GST? Discuss the timeline for refund processing. What remedies are available to taxpayers in case of delay? (10)

OR

Q9 Explain the duties, responsibilities, and professional ethics expected of a GST Practitioner. What are the penalties for misconduct? (10)

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FIFTH SEMESTER [BBA] DECEMBER 2025

Paper Code: BBA303
BBA(B&I)305

Subject: Business Policy and Strategy

Time: 03:00 Hours

Maximum Marks:60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any five** of the following questions: (5×4=20)
- McKinsey's 7S Framework
 - PIMS Model
 - ETOP a Diagnosis Tool
 - Difference between Vision and Mission
 - Role of Leadership in strategy implementation
 - Concentric diversification
 - Business Policy
 - Stability Strategy
- Q2 Explain the importance of strategic decision-making in Business. What issues are faced by managers while taking strategic decisions? (10)
- OR**
- Q3 "Environment of a business is too volatile to be predicted". How far do you agree? Suggest techniques to overcome volatility in the environment with special reference to external environment. (10)
- Q4 "A strategy is a plan that managers in a business firm make to achieve superior performance relative to rivals". Elucidate this statement. (10)
- OR**
- Q5 Explain Porter's five forces model for analyzing the industry structure in detail. (10)
- Q6 Make a critical appraisal of strategic advantage of a firm and discuss the various determinants of strategic advantage. (10)
- OR**
- Q7 Critically explain the GE Nine Cell Matrix for Strategic Choice. (10)
- Q8 What is SBU? How is it created? Explain its relevance in strategy implementation. (10)
- OR**
- Q9 "Behavioural implementation of strategy deals with those aspects that have an impact on the behaviour of strategies in implementing chosen strategy". Comment and discuss the major issues involved. (10)

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FIFTH SEMESTER [BBA] DECEMBER 2025-JANUARY 2026

Paper Code: BBA305

Subject: Information Systems Management

Time: 03:00 Hours

Maximum Marks:60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any four** of the following questions. (4x5=20)
- Differentiate between data and information.
 - Define Information System Management (ISM).
 - State any two advantages of using a DBMS over a traditional file system.
 - Define primary key and foreign key.
 - What is the purpose of a feasibility study?
 - What is Cost-Benefit Analysis in system development?
 - What is an Executive Information System (EIS) used for?
 - Define Transaction Processing System (TPS).
- Q2
- Explain the components of ISM in detail. (5)
 - What are the main sources and types of information used in business decision making? (5)
- OR**
- Q3
- Describe various applications of ISM in business. (5)
 - Explain how effective information management supports better decision making. (5)
- Q4
- Discuss the concept of normalization and its importance in database design. (5)
 - Given a table Sales (SaleID, ProductName, Quantity, Price, Region): (5)
 - Display the total sales amount for each region.
 - Find the average Quantity sold per product.
 - Display the highest and lowest price for each product.
 - Show the total number of sales transactions.
- OR**
- Q5
- What is an Entity Relationship (ER) Model? Explain its main components. (5)
 - Consider a table Student (StudentID, Name, Course, Marks, City). (5)
 - Display names of students who scored more than 75 marks.
 - Retrieve all students who are from 'Delhi' or 'Mumbai'.
 - Display the distinct courses offered in the Student table.
 - Arrange the students in descending order of Marks.
- Q6 A company is planning to implement a new Inventory Management System. Estimated details are as follows:
- Development Cost: ₹8,00,000
 - Annual Maintenance: ₹50,000
 - Expected Savings per Year: ₹2,50,000
 - System life: 5 years
- Calculate the Payback Period of the project. (5)
 - Identify and explain two qualitative benefits that may justify implementation even if payback is slightly longer. (5)

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FIFTH SEMESTER [BBA] DECEMBER 2025-JANUARY 2026

Paper Code: BBA-309

Subject: Marketing Analytics

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write Short notes on **any four** from the following: (5x4=20)
- (a) Explain marketing Analytics.
 - (b) What is price skimming?
 - (c) What is Email marketing?
 - (d) Explain Digital Advertising.
 - (e) What is Demand Forecasting?
 - (f) How to analyse consumer sentiments using analytics?
 - (g) How to calculate customer value?
 - (h) Explain customer Loyalty and trust.
- Q2 What is Marketing Analytics? How to do Exploratory data analysis by use of pivot tables. (10)
- OR**
- Q3 What is Catalogue Marketing? Illustrate with help of example. (10)
- Q4 Explain methods of Demand Forecasting. What is it use for marketers? Discuss. (10)
- OR**
- Q5 Explain Price Analytics and its importance in pricing. Explain the concept of Markdown pricing and for what products we go for markdown pricing. (10)
- Q6 How retail outlets are designed? Explain the steps involved and using place analytics. Illustrate with an example. (10)
- OR**
- Q7 Explain media selection Model. Discuss with an example. (10)
- Q8 How to measure customer sentiments and emotions? Any use of marketing analytics in this case. (10)
- OR**
- Q9 How revenue management is done in marketing analytics? Explain with an example. (10)

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