



SARVAJANIK UNIVERSITY

Enrolment No



S-2026 Date: 11-04-26 Time: 08:30 AM to 10:30 AM
Keep it blank Regular / Backlog Exam

B.B.A. (Hons)- SEMESTER- V EXAMINATION

Course Code: BMBA21401

Total Marks: 50

Course Name: FINANCIAL MANAGEMENT

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Here you can add your own instructions for students

		Marks												
Q.1	Answer the following in short (Attempt any five out of six) (5 × 2 Marks)	10												
A	Meaning of Financial Management													
B	What is Cash flow after Tax?													
C	Debtors Period= 30 Days Stock Period= 40 Days Creditors Period= 20 Days Find Out Operating cycle & Cash Cycle													
D	Cost Associated With Receivable management													
E	Formula of Contribution													
F	Stock 20,000 Debtors 40,000 Cash and Bank balance 60,000. Creditors 20,000. Find out Net Working capital													
Q.2	C Ltd. is considering investing in a project. The expected original investment in the project will be Rs. 2,00,000, the life of project will be 5 year with no salvage value. The expected net cash inflows after depreciation but before tax during the life of the project will be as following. <table><tr><td>Year</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr><tr><td>Rs.</td><td>85,000</td><td>1,00,000</td><td>80,000</td><td>80,000</td><td>40,000</td></tr></table>	Year	1	2	3	4	5	Rs.	85,000	1,00,000	80,000	80,000	40,000	10
Year	1	2	3	4	5									
Rs.	85,000	1,00,000	80,000	80,000	40,000									

	The project will be depreciated at the rate of 20% on original cost. The company is subjected to 30% tax rate. You are required to calculate payback period and the average rate of return.																													
OR																														
Q.2	What is Capital Budgeting? Explain Importance of Capital Budgeting.	10																												
Q.3	Calculate the operating cycle from the following figures:	6																												
(A)	<table><tr><td></td><td>(in Lakhs)</td></tr><tr><td>Annual sales</td><td>1,000</td></tr><tr><td>Manufacturing expenses</td><td>240</td></tr><tr><td>Purchase of materials</td><td>400</td></tr><tr><td>Opening stock:</td><td></td></tr><tr><td>Raw materials</td><td>80</td></tr><tr><td>Work-in-progress</td><td>20</td></tr><tr><td>Finished goods</td><td>60</td></tr><tr><td>Closing stock:</td><td></td></tr><tr><td>Raw materials</td><td>120</td></tr><tr><td>Work-in-progress</td><td>60</td></tr><tr><td>Finished goods</td><td>20</td></tr><tr><td>Opening balance of sundry debtors</td><td>40</td></tr><tr><td>Closing balance of sundry debtors</td><td>40</td></tr></table> The company obtains a credit for 60 days from the suppliers. All goods are sold for credit. Assume 360 days in the year.		(in Lakhs)	Annual sales	1,000	Manufacturing expenses	240	Purchase of materials	400	Opening stock:		Raw materials	80	Work-in-progress	20	Finished goods	60	Closing stock:		Raw materials	120	Work-in-progress	60	Finished goods	20	Opening balance of sundry debtors	40	Closing balance of sundry debtors	40	
	(in Lakhs)																													
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Work-in-progress	60																													
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Opening balance of sundry debtors	40																													
Closing balance of sundry debtors	40																													
(B)	Factor Effect on working capital (4 Point with explanation)	4																												
OR																														
Q.3	The Board of Directors of Nanak Engineering Company Private Ltd. request you to prepare a statement showing the working Capital Requirements for a level of activity of Rs. 1,56,000 units of production. The following information's are available for your calculations:	6																												
(A)	<table><tr><td></td><td>Cost Per Unit (Rs.)</td></tr><tr><td>Raw materials</td><td>90</td></tr><tr><td>Direct labour</td><td>40</td></tr><tr><td>Over-heads</td><td>75</td></tr><tr><td>Total</td><td>205</td></tr></table>		Cost Per Unit (Rs.)	Raw materials	90	Direct labour	40	Over-heads	75	Total	205																			
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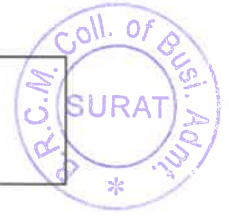
	<table><tr><td>Profit</td><td>60</td></tr><tr><td>Selling price</td><td>265</td></tr></table> Raw materials are in stock, on average one month. Materials are in process, on average 2 weeks. Finished goods are in stock, on average one month. Credit allowed by suppliers, one month. Time lag in payment from debtors, 2 months. Lag in payment of wages, 1.5 weeks. Lag in payment of overheads is one month. 20% of the output is sold against cash. Cash in hand and at bank is expected to be Rs. 60,000. It is to be assumed that production is carried on evenly throughout the year; wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month.=48 Week per year	Profit	60	Selling price	265																																
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Selling price	265																																				
(B)	Function of Financial Manager	4																																			
OR																																					
Q.4	From the information below, prepare a cash budget for a company for April, May, and	6																																			
(A)	June 2025 in a columnar form. <table><tr><td>Month</td><td>Sales</td><td>Purchases</td><td>Wages</td><td>Exp.</td></tr><tr><td>Jan. (actual)</td><td>80,000</td><td>45,000</td><td>20,000</td><td>5,000</td></tr><tr><td>Feb. (actual)</td><td>80,000</td><td>40,000</td><td>18,000</td><td>6,000</td></tr><tr><td>Mar. (actual)</td><td>75,000</td><td>42,000</td><td>22,000</td><td>6,000</td></tr><tr><td>Apr. Budget</td><td>90,000</td><td>50,000</td><td>24,000</td><td>6,000</td></tr><tr><td>May Budget</td><td>85,000</td><td>45,000</td><td>20,000</td><td>6,000</td></tr><tr><td>Jun. Budget</td><td>80,000</td><td>35,000</td><td>18,000</td><td>5,000</td></tr></table> You are further informed that: 10% of <u>purchases</u> and 20% of <u>sales</u> are for cash. The <u>average collection period</u> of the company is half a month and <u>credit purchases</u> are paid off regularly after one month. Wages are paid half monthly and the rent of Rs 500, excluded in <u>expense</u>, is paid monthly. Cash and bank balance on April 1 was Rs 15,000, and the company aims to keep it below this figure at the end of every month. The excess cash is placed in fixed deposits.	Month	Sales	Purchases	Wages	Exp.	Jan. (actual)	80,000	45,000	20,000	5,000	Feb. (actual)	80,000	40,000	18,000	6,000	Mar. (actual)	75,000	42,000	22,000	6,000	Apr. Budget	90,000	50,000	24,000	6,000	May Budget	85,000	45,000	20,000	6,000	Jun. Budget	80,000	35,000	18,000	5,000	
Month	Sales	Purchases	Wages	Exp.																																	
Jan. (actual)	80,000	45,000	20,000	5,000																																	
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Jun. Budget	80,000	35,000	18,000	5,000																																	

(B)	Public Deposit Advantage from investor Point of view 4 Point with explanation	4																																			
Q.4 (A)	Create a Cash Budget for Instant & Co. using details below for the month of July, August and September 2025. <table><tr><th>Months</th><th>Sales (₹)</th><th>Purchases (₹)</th><th>Wages (₹)</th><th>Expenses (₹)</th></tr><tr><td>April</td><td>40000</td><td>22500</td><td>10000</td><td>2500</td></tr><tr><td>May</td><td>40000</td><td>20000</td><td>9000</td><td>3000</td></tr><tr><td>June</td><td>37500</td><td>21000</td><td>11000</td><td>3000</td></tr><tr><td>July</td><td>45000</td><td>25000</td><td>12000</td><td>3500</td></tr><tr><td>August</td><td>42500</td><td>22500</td><td>10000</td><td>3000</td></tr><tr><td>September</td><td>40000</td><td>17500</td><td>9000</td><td>2500</td></tr></table> Additional Information: On July 01, cash balances are taken Rs.7500/-. Credit purchases are settled after one month. Cash Purchases are 10% of the Total Purchases. Cash sales are 20% of the Total Sales. The Collection period is of 15 days in a month. The monthly expenses include Rent of Rs. 250/-. Payment of Wages every 15 days.	Months	Sales (₹)	Purchases (₹)	Wages (₹)	Expenses (₹)	April	40000	22500	10000	2500	May	40000	20000	9000	3000	June	37500	21000	11000	3000	July	45000	25000	12000	3500	August	42500	22500	10000	3000	September	40000	17500	9000	2500	6
Months	Sales (₹)	Purchases (₹)	Wages (₹)	Expenses (₹)																																	
April	40000	22500	10000	2500																																	
May	40000	20000	9000	3000																																	
June	37500	21000	11000	3000																																	
July	45000	25000	12000	3500																																	
August	42500	22500	10000	3000																																	
September	40000	17500	9000	2500																																	
(B)	Different type of bank credit 4 Point with explanation	4																																			
Q.5	Any two out of Three	10																																			
1	A firm's details are as under: Sales (@ 100 per unit) ₹ 24,00,000 Variable cost 50% Fixed cost ₹ 10,00,000 It has borrowed ₹ 10,00,000 @ 10% p.a. and its equity share capital is ₹ 10,00,000 (₹ 100 each). Consider tax @ 50 %. CALCULATE: Operating leverage Financial leverage Combined leverage Comment on leverage																																				
2	The selected financial data of A B C Companies For the year ended 31 March 2025 were as follows																																				

	Particulars	A	B	C		
	Variable cost %	66.66%	75	50		
	Interest Expenses	200	300	1000		
	Degree of operating leverage	5	6	6		
	Degree of Financial Leverage	3	4	2		
	Income Tax Rate	35%	35%	35%		
	Prepare Income Statement Comment on All Leverage					
3	Advantage and disadvantage of equity share 5 Point with explanation					

Enrolment No. _____
SARVAJANIK UNIVERSITY

S-2026 Date: 13-04-26 Time: 08:30 AM to 10:30 AM
Regular / Backlog Exam



BBA (Hons) - SEMESTER– IV EXAMINATION

Course Code: BMBA21402

Total Marks: 50

Course Name: Production and Operations Management

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

- Q.1** **Answer the following questions in short (5 x 2)** **10**
- 1 What are the Inputs of Production.
 - 2 Give two examples of Continuous production system.
 - 3 Explain Operation process flow chart?
 - 4 Define Inventory.
 - 5 Explain MPS.
- Q.2** **Answer Any Two.** **10**
- A. Explain responsibilities of production manager.
 - B. Discuss Interaction of operations management with other departments.
 - C. Explain two types of production system in detail with examples.
- Q.3** Write detail note on Lead time of purchasing. **10**
- OR**
- Explain VED and FSN methods of inventory control.
- Q.4** Explain importance and steps involved in Method Study **10**
- OR**
- Explain importance and steps involved in Time Study
- Q.5** **Answer Any Two.** **10**
- A. Explain Capacity adjustment and its types.
 - B. Explain MPS.
 - C. Explain method of Statistical Quality Control.



Enrolment No.....

Sarvajani University



S-2026 Date: 15-04-26 Time: 08:30 AM to 10:30 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA21403

Total Marks: 50

Course Name: Indian Ethics and CSR

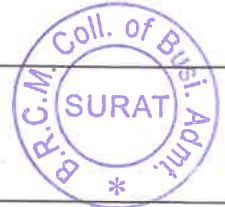
Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- | | | |
|------------|---|-----------------|
| Q.1 | Answer the following in short (5 × 2 Marks) | 10 Marks |
| | A. Define ethics. | |
| | B. What is ethics programme? | |
| | C. Define CSR. List out the drivers of CSR. | |
| | D. What is the meaning of “right to decide” in international ethics? | |
| | E. Give the meaning of integrity pact. | |
| Q.2 | 1. Discuss Utilitarianism theory of ethics. | 05 Marks |
| | 2. Explain the features of good ethics program. | 05 Marks |
| | OR | |
| Q.2 | 1. Discuss the reasons of ethical problem in business. | 05 Marks |
| | 2. Explain egoism theory of ethics. | 05 Marks |
| Q.3 | 1. Differentiate code of conduct and code of ethics. | 05 Marks |
| | 2. Explain the functions of ethics committee. | 05 Marks |
| | OR | |
| Q.3 | 1. Describe the principles of social and ethical accounting. | 05 Marks |
| | 2. Explain whistle blower policy with its process. | 05 Marks |
| Q.4 | 1. Explain relevant differences and variety of outlook in international ethics. | 05 Marks |
| | 2. Discuss cultural dimension of international business ethics. | 05 Marks |
| | OR | |
| Q.4 | 1. Describe different ethical guidelines for MNCs. | 05 Marks |
| | 2. Explain international codes of ethics. | 05 Marks |
| Q.5 | 1. Explain Ackerman’s model of CSR. | 05 Marks |
| | 2. Discuss tripple bottom line approach of CSR. | 05 Marks |
| | OR | |
| Q.5 | Discuss the stakeholder’s approach and CSR in detail. | 10 Marks |



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S-2026 Date: 06-04-26 Time: 08:30 AM to 09:45 AM

Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA21482

Total Marks: 25

Course Name: Data analysis for Business Decisions

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly

Q.1 Answer the following questions in short (3 x 2) Marks

- a. A soft drink company intends for its bottles to contain 500 ml of liquid. A random sample of 16 bottles is collected from the production line. The mean volume of these bottles is found to be 492 ml with a standard deviation of 12 ml. At a 5% level of significance, does the sample mean differ significantly from the intended volume? 2
- b. A management student analyses the relationship between Advertising Expenditure and Sales Volume for a group of 12 retail stores. The sample correlation coefficient is found to be 0.45. Test the hypothesis that there is no correlation between advertising and sales in the population at a 5% level of significance. 2
- c. A manufacturer of precision components claims that the standard deviation of the diameter of a certain part is 0.05 mm. A quality control manager takes a random sample of 20 parts and finds a sample standard deviation of 0.07 mm. Test the claim at a 5% level of significance. 2

- Q.2 a. Two person A and B are working in a certain district. From a sample survey conducted by the Head office, the following results were obtained. State whether there is any significant difference in the average sales between the two persons. 3

	Person	
	A	B
Number of samples	20	18
Average sales	170	205
Standard Deviation	20	25

- b. A company organized a 10-day training program for its sales executives. To evaluate the training, the daily sales (in thousands) of 10 executives were recorded before and after the training. The table below shows the increase in their daily sales after the program. Test whether the training program was effective. 3

Executive No.	1	2	3	4	5	6	7	8	9	10
Increase in Sales	5	-3	2	8	10	-1	4	6	3	1

OR

- Q.2 a. Test for breaking strength were carried out on two lots of 5 and 9 steel wires respectively. The variance of one lot was 230 and that of the other was 492. Is there a significant difference in their variability? 3
- b. A fertilizer company packs its product in bags with a target weight of 50 kg. The quality control team randomly selects 10 bags and records the following weights (in kg): 50.2, 49.8, 50.5, 49.5, 50.1, 50.3, 49.7, 50.4, 50.2, 49.3 Is there a significant difference between the sample mean and the target weight? 3

- Q.3 a** A mobile manufacturing company believes that customers prefer its four colours in the ratio **5:3:1:1**. A survey of **400 customers** shows the following preferences: Test whether the company's belief about the preference ratio is correct. **3**

Category	Black	Silver	Blue	Gold
Number of units	180	140	45	35

- b** The following table lists the age distribution for a sample of 100 persons arrested four drunk driving. Test that proportion of people arrested four drunk driving is same for all age group. **3**

Age	16-25	26-35	36-45	46-55	>55
Arrests	32	25	19	16	8

OR

- Q.3 a** A survey of 500 consumers was conducted to see if there is a relationship between Age Group and Preferred Shopping Platform. Based on the table below, test the hypothesis of independence of both variables **3**

Age Group	Online Shopping	In-Store Shopping	Total
Below 30	160	40	200
Above 30	190	110	300
Total	350	150	500

- b** The National Public Transport survey conducted on modes of transportation used to commute to work. 79.6% of the respondents said that they drive alone, 11.1% car pool, 5.1% use public transit and 4.2% depend on other modes of transportation. Recently again 1000 randomly selected workers were asked of their mode of transportation to commute to work. Following table show the survey result. Test that whether the current pattern of use of transportation modes is different from that of previous result? **3**

Mode of transportation	Drive alone	Car pool	Public Transit	Other
Number of workers	812	102	57	29

- Q.4 a.** A survey was conducted on the sales of three local tea brands (A, B, and C) to check for consumer preference. A total of 150 customers were observed, and their choices are recorded below. Test whether there is a significant difference in preference. **5**

Brand I (X_1)	Brand II (X_2)	Brand III (X_3)
0	5	18
4	8	19
8	13	11
15	6	13

- b.** Fill in the blanks for following One Way ANOVA table **2**

Source	SS	df	MSE	Statistic
Between	*	3	5	*
Within	15	3	*	
Total	*			

OR

- Q.4 a.** Test the significance of differences between field types and treatments for the data given below. **7**

	Treatment			
Field	A	B	C	D
P	38	40	41	39
Q	45	42	49	36
R	40	38	42	42



Sarvajani University

S-2026 Date: 16-04-26 Time: 08:30 AM to 10:30 PM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA22404

Total Marks: 50

Course Name: Statistics for Business Decisions

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

Q:1 Answer the following in short (5 x 2 marks) Marks

- 1 The sale last week of the shop is 12, 15, 20, 18, 25, 30, 28. Find the average sale of the shop. 2
 - 2 Which are the Measures of Dispersion? 2
 - 3 Calculate the 3-yearly moving averages for the following sales data: 2
- | Year | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|------|------|------|------|------|------|------|------|
| Sale | 40 | 45 | 50 | 42 | 55 | 60 | 58 |
- 4 A bag contains 4 Creamy wafer packs and 6 Onion wafer packs. If two packs are drawn at random, what is the probability that both are creamy wafer pack? 2
 - 5 In a Binomial Distribution, if $n = 10$ and $p = 0.4$, find the Mean and Variance. 2

Q:2 a A marketing manager wants to see if increasing the digital advertisement budget leads to higher sales or not. Using Karl Pearson's formula find the correlation coefficient from the following data between advertisement and sale. 5

Advertisement	10	12	15	18	20	22	25	30	32	35
Sale	50	55	60	72	80	85	95	110	120	130

b Find the correlation coefficient between profit and sale of the company. 5

Profit \ Sales	100-200	200-300	300-400	400-500	Total (fx)
10-20	15	5	—	—	20
20-30	3	12	5	—	20
30-40	—	4	16	5	25
40-50	—	—	3	12	15
Total (fy)	18	21	24	17	80

OR

Q:2 a Share price of two different companies is given below. find the correlation coefficient between both shares using Karl Pearson's Method. 5

Share 1	85	70	92	75	55	60	88	80	68	95
Share 2	12	10	15	11	8	9	14	13	7	16

b Two managers evaluate 10 employees on their leadership potential (scores out of 100). Using Spearman's Rank Correlation Method find that both managers have used same parameter? 5

Manager 1	82	70	95	60	50	75	88	65	92	55
Manager 2	85	75	98	58	55	80	85	62	90	60

- Q:3 a** A company tracks the number of training hours (X) given to 10 employees and their corresponding efficiency scores (Y). Find the regression line and estimate the score for an employee with 22 hours of training.

Training Hours (X)	10	15	18	20	25	30	35	40	45	50
Efficiency Score (Y)	49	70	74	80	90	113	116	131	144	150

- b** The following data shows the production of a factory (in tons) for 7 years. Fit a parabolic trend equation and estimate the production for the year 2027.

Year(X)	2020	2021	2022	2023	2024	2025	2026
Production (Y)	10	12	15	20	28	35	45

OR

- Q:3 a** The two regression lines are given by $4x + 5y - 400 = 0$ and $2x + y - 140 = 0$. Obtain 1) the estimate of y when $x = 60$ and of x when $y = 30$. 2) find the means of both variables. 3) find r

- b** Find seasonal variation for the following time series.

Year	Monsoon	Winter	Summer
2022	29	32	35
2023	30	38	42
2024	35	40	45
2025	39	42	50

- Q:4 a** A batch of electronic components is checked by three different quality inspectors. The probability that Inspector 1 detects a defect is $3/5$, Inspector 2 is $2/3$, and Inspector 3 is $1/4$. If a defective component is present, find the probability that it is detected by the team.

- b** A beverage bottling plant fills bottles with a target of 500 ml. Due to machine variability, the actual volume follows a normal distribution with a Mean 502 ml and a Standard Deviation 4 ml. 1) What is the probability that a randomly selected bottle contains less than the advertised 500 ml? 2) If the company rejects bottles containing more than 510 ml, what percentage of production is rejected? 3) Out of a batch of 10,000 bottles, how many are expected to contain between 498 ml and 506 ml?

OR

- Q:4 a** A construction firm submits bids for three independent government projects: A, B, and C. The probabilities of winning the tenders are $P(A) = 0.6$, $P(B) = 0.4$, and $P(C) = 0.5$. What is the probability that the firm wins at least one project?

- b** A multinational corporation uses a standardized aptitude test for recruitment. The scores of 5,000 applicants are normally distributed with mean 75 and a Standard Deviation 8. 1) If the passing score is set at 65, how many applicants failed the test? 2) The company wants to interview the top 10% of applicants. What is the minimum score required to be called for an interview? 3) What is the probability that a candidate scored between 70 and 85?

- Q:5 a** A telemarketing firm knows that 10% of people called will actually make a purchase. If 500 sales team leads are assigned to monitor groups of 12 calls each, 1) how many team leads will report that exactly 2 customers made a purchase? 2) How many team leads will report exactly 1 purchase? 3) What is the total number of purchases expected to be reported across all 500 leads?

- b** On an average 2 accidents took place in the city last month. Find i) Prob of 0 accidents, ii) Prob of exactly 3 accidents and iii) Prob of more than 1 accidents. ($e^{-2} = 0.1353$)

OR

- Q:5 a** Assuming 30% of people are addicts of alcohol. 100 investigators examine groups of 10 individuals each. 1) How many investigators will report exactly 4 as addicts? 2) How many investigators will report exactly 2 as addicts? 3) How many investigators will report that more than 8 individuals are addicts?

- b** A bank branch records the number of complaints received per day over 150 working days. Fit a Poisson distribution to the data. ($e^{-0.8} = 0.4493$)

No. of Complaints (x)	0	1	2	3	4	5 or more
No. of Days (f)	72	45	20	8	3	2



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S-2026 Date: 17-04-26 Time: 08:30 AM to 09:30 AM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER- 4 EXAMINATION

Course Code: BMBA24405

Total Marks: 25

Course Name: English Language and Literature

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q.1 Answer the following in short (4 × 1 Marks)

4 Marks

- A. What did Shaw do with the money he received for his lecture? Why did he do this?**
- B. What does 'dreary' mean? Use this word in the sentence of your own.**
- C. Examine how the narrator in 'The Thief' feels at the train station, particularly after missing the train.**
- D. Give an adjective of the word, 'teem'.**

Q.2 Comment on the significance of the line, 'Mother, the holidays have come.' With reference to the title 'Homecoming'.

7 Marks

OR

Q.2 How did G.B.Shaw become an effective debater?

7 Marks

Q.3 What is the central theme of the poem 'Success is counted Sweetest'?

7 Marks

OR

Q.3 What are the qualities of mercy and how does Shakespeare make a distinction between mercy and justice?

7 Marks

Q.4 What is 'A Simple Philosophy' by Seathl?

7 Marks

OR

Q.4 'The great moments of heroism and sacrifice are rare.' Explain this with reference to 'On the Rule of the Road'.

7 Marks



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S-2026 Date: 18-04-26 Time: 08:30 AM to 09:30 AM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA25206

Total Marks: 25

Course Name: Digital Marketing

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Answer the following in short (4 × 1 Marks) 04

- a. List down different tools of digital marketing?
- b. What do you mean by social media marketing?
- c. List down two famous blogging platforms.
- d. What do you mean by digital metrics?

Q.2 Discuss at length the digital marketing plan. 07

OR

Q.2 Discuss unique skills required for success in the field of digital marketing. 07

Q.3 Explain the concept of Display Advertising. Discuss different types of display ads with examples. 07

OR

Q.3 Explain the concept of Ad Rank in digital marketing. Explain why Ad Rank is important for advertisers. 07

Q.4 Discuss at length unique features of Instagram. 07

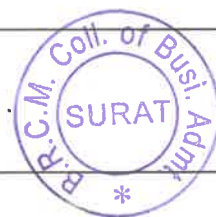
OR

Q.4 What do you mean by blog? Discuss how blogging is different from other social media platforms. Also discuss different ways to promote your blog. 07



Sarvajani University

S-2026 Date: 20-04-26 Time: 08:30 AM to 09:30 AM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA26407

Total Marks: 25

Course Name: Constitutional Values, Fundamental Rights and Duties

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Marks

Q.1 Answer the following in short (4 × 1 Marks)

04

- A. In which year was the Constitution of India enforced?
- B. What type of Constitution does India have—rigid or flexible or both?
- C. State any one freedom guaranteed under the Right to Freedom of Speech and Expression under Article 19.
- D. State any one Fundamental Duties.

Q.2 Enumerate the characteristics of the Constitution.

07

OR

Q.2 Discuss equality of opportunity in matters of public employment.

Q.3 Write a detailed note on the provisions relating to Citizenship.

07

OR

Q.3 Describe the provisions relating to the Union and its territory.

Q.4 Discuss the directive principle of State policy.

07

OR

Q.4 Discuss 'State' under Article 12 of the Indian Constitution.