



**J.D. BIRLA INSTITUTE**  
(Affiliated to Jadavpur University)  
Departments of Science, Commerce & Management  
Office: 11 Lower Rawdon Street Kolkata-700020

**END SEMESTER EXAMINATION, 2019**

**3<sup>rd</sup> Year (Sem-V) BBA**

**Subject: PROJECT MANAGEMENT**

**Paper: Theory (BBA 501)**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.
  - a) Define Project Management according to H. Kerzer.
  - b) Describe the difference between 'Process' and 'Project'?
  - c) 'A ship is travelling from London to New York' – write the perspective of Project Management. (2+2+6=10)
2.
  - a) What is Pure Project Organization?
  - b) Discuss the advantages and disadvantages of Pure Project Organization.
  - c) Define successful structure of Project Management. (2+4+4=10)
3.
 

Briefly explain the characteristics of Project Management. (10)
4.
  - a) What do you mean by 'Project Partening'?
  - b) Discuss the types of 'Project Partening' arrangements'. (2+8=10)
5.
  - a) Define Monitoring. Identify the key factors that need to be considered when setting up a Monitoring System.
  - b) Briefly describe three types of Reporting. (2+2+6=10)
6.
  - a) In the context of project execution define Control. What is the purpose of Control?
  - b) Briefly describe three different types of Control Processes. (2+2+6=10)

7. A small project is composed of nine activities whose time estimates are listed in the following table:

| Activity | Estimated Duration (Weeks) |             |             |
|----------|----------------------------|-------------|-------------|
|          | Optimistic                 | Most likely | Pessimistic |
| 1-2      | 1                          | 7           | 13          |
| 1-6      | 2                          | 5           | 14          |
| 2-3      | 2                          | 14          | 26          |
| 2-4      | 2                          | 5           | 8           |
| 3-5      | 7                          | 10          | 19          |
| 4-5      | 5                          | 5           | 17          |
| 6-7      | 5                          | 8           | 29          |
| 5-8      | 3                          | 3           | 9           |
| 7-8      | 8                          | 17          | 32          |

[P.T.O]

- a) Draw the Network Diagram.
- b) Determine the Critical Path and Expected Project Duration after estimating the earliest and latest event time for all nodes.
- c) What is the probability that the project will be completed in 40 days?

(2+4+4=10)

8.

Write short notes on any two:

- a) Project Life Cycle
- b) Net Present value (NPV)
- c) Aspects of Project
- d) Matrix Organization

(5+5=10)



**J.D. BIRLA INSTITUTE**  
 (Affiliated to Jadavpur University)  
 Departments of Science, Commerce & Management  
 Office: 11 Lower Rawdon Street Kolkata-700020

**END SEMESTER EXAMINATION, 2019**  
**3<sup>rd</sup> Year (Sem-V) BBA**  
**Subject: ENTERPRISE RESOURCE PLANNING**  
**Paper: Theory (BBA 502)**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.

How does an ERP system achieve business Integration? How does Information integration result in increased productivity?

(5+5=10)

2.

Discuss the life cycle model in ERP with the help of a diagram. Explain with the help of a case study the success story of ERP with any organization of your choice.

(6+4=10)

3.

“Supply Chain design, planning, and operations decisions play a significant role in the success or failure of a firm” – in this context, explain the key issues in Supply Chain Management.

(10)

4.

Differentiate between cycle view and push pull view of supply chain. Explain the challenges in achieving strategic fit in supply chain.

(5+5=10)

5.

What are the categories of e-Commerce? Give examples of each. Discuss some business models of B2C e-Commerce with examples.

(2+3+5=10)

6.

Comment on the customer’s perspective and merchant’s perspective of e-Commerce security dimensions. Diagrammatically explain how credit cards are used in e-Commerce transactions.

(5+5=10)

7.

Comment on the characteristics of data in the data warehouse. Describe the structure of a data warehouse with diagram.

(4+6=10)

8.

What are the tasks solved by data mining? What are the technologies used in data mining? What are the key features of OLAP?

(4+3+3=10)



**J.D. BIRLA INSTITUTE**  
 (Affiliated to Jadavpur University)  
 Departments of Science, Commerce & Management  
 Office: 11 Lower Rawdon Street Kolkata-700020

**END SEMESTER EXAMINATION, 2019**

**3<sup>rd</sup> Year (Sem-V) BBA**

**Subject: INTERNATIONAL BUSINESS MANAGEMENT**

**Paper: Theory (BBA 503)**

**TIME: 2hrs**

**FULL MARKS: 50**

**Answer any five questions; each question carries equal marks.**

1.

Azim Premji of Wipro had once remarked, "The important thing about outsourcing or global sourcing is that it becomes a very powerful tool to leverage talent, improve productivity and reduce work cycles".

- How do you relate the above statement with the operations of an international business?
- "Business firms of a country go to other countries because of certain competitive advantages". Justify the statement with suitable examples.

(5+5=10)

2.

The beginning stage of internationalization in business is importing and exporting. Yet the Internet Age has greatly affected how easily these operations can occur. An international venture is otherwise very crucial.

- Discuss the above with suitable examples.
- Explain the other stages of internationalization.

(6+4=10)

3.

Multinational corporations (MNCs) are blamed of exercising immense control. They are said to control the politicians, media, pattern of consumption, entertainment and also the thought process. Some social activists blame MNCs of destroying our planet and creating biases among people.

- Give your views about MNCs in India taking clue from the above paragraph.
- Enumerate the different approaches of international business.

(6+4=10)

4.

There are various factors that contribute to the growth of multinational corporations (MNCs). These factors help in market expansion.

- Discuss the role of market superiorities, financial superiorities and technological superiorities in the growth of MNCs.
- Name different types of MNCs.

(8+2=10)

5.

The private sector and foreign direct investment (FDI) have the capacity to fuel an economy and the presence of an advertising agency is often the first thing to attract these investments.

- What is meant by foreign direct investment (FDI)?
- What are the different forms of foreign direct investment (FDI)?
- Explain the statement given in this question in light of India.

(2+3+5=10)

[P.T.O]

6.

The Business Process Outsourcing (BPO) industry is one of the best example of what Peter Drucker once said, "Do what you do best. Outsource the rest".

- a) In light of the above, describe contract manufacturing.
- b) Why is a BPO highly desirable?

(5+5=10)

7.

Discuss Ricardo's Comparative Advantage Theory as a basis for international trade. Explain with the help of an example and a suitable diagram the gains from trade before and after the trade break-out.

(7+3=10)

8.

Critically examine the current dynamics of any one of the following insofar as international business relations among the member countries and with rest of the world are concerned:

NAFTA, EU, SAARC, BRICS, ASEAN, SAFTA and OPEC.

(10)



**J.D. BIRLA INSTITUTE**  
 (Affiliated to Jadavpur University)  
 Departments of Science, Commerce & Management  
 Office: 11 Lower Rawdon Street Kolkata-700020

**END SEMESTER EXAMINATION, 2019**  
**3<sup>rd</sup> Year (Sem-V) BBA**  
**Subject: STRATEGIC BUSINESS MANAGEMENT**  
**Paper: Theory (BBA 504)**

TIME: 2hrs

FULL MARKS: 50

*Answer any five questions; each question carries equal marks.*

1.  
Portfolio matrices display a quick synopsis of SBUs – define an SBU. Illustrate and compare the two matrices which are used to analyze business portfolios.  
(2+8=10)
2.  
No matter how well a corporate level strategy is formulated, if execution of functional level strategies fails, all efforts go in vain - define functional level strategies and their importance.  
(10)
3.  
'If you fail to plan, you plan to fail' – elucidate. Illustrate the strategic management process chart.  
(5+5=10)
4.  
Strategic decisions generate reactions from affected stakeholders – who are these stakeholders and how might they be affected? Using example, explain cost leadership, and how a firm can attain cost leadership status.  
(5+5=10)
5.  
'The best corporate level strategy for large Indian companies is to remain moderately diversified, and simultaneously attempt to concentrate on their core competencies'. Discuss.  
(10)
6.  
Write short notes on any two:  
  - a) Grand strategy matrix
  - b) Type of concentric diversification
  - c) Strategic surveillance
  - d) Strategic choices at the corporate level  
(5+5=10)
7.  
'In order to formulate good strategies, managers need to analyze their industries'. Elucidate this statement in the light of Porter's Five Forces Model with special reference to the automobile industry.  
(10)
8.  
Read the following case and state and explain the grand strategies used by the company during the process. Using a method other than those described above, can the case slippage problem be solved?

[P.T.O]

The JAW Bottling Company has recently introduced a new beer to the market called HEAVY. It is extra high in calories. It has been developed specifically for those people that enjoy feeling full after only one beer. The materials handling supervisors at JAW Bottling have been receiving complaints from lift truck drivers that cases of the new HEAVY beer are slipping off pallets during intra-plant movement and truck deliveries. Thus far the JAW engineering department has tried to eliminate or reduce case slippage through the use of the following methods:

- a) Top case clamp on the fork truck
- b) Strapping cases to pallet
- c) Plastic wrapper around cases
- d) The use of a large size pallet with a retainer strip nailed along the edges

(5+5=10)



**J.D. BIRLA INSTITUTE**  
 (Affiliated to Jadavpur University)  
 Departments of Science, Commerce & Management  
 Office: 11 Lower Rawdon Street Kolkata-700020

**END SEMESTER EXAMINATION, 2019**

**3<sup>rd</sup> Year (Sem-V) BBA (Hons)**

**Subject: ENTREPRENEURSHIP**

**Paper: Theory (BBA 505)**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.
  - a) What are the common sources of new ideas for entrepreneurs? Explain.
  - b) How does brainstorming and reverse brainstorming help unlock creativity while developing a business idea?  
(6+4=10)
2.
  - a) In an ever-changing business environment, it is very difficult to accurately predict the future. In such a situation, is a business plan useful? Give reasons for your answer.
  - b) A patent confers certain exclusive rights on the patentee. In the context of this statement, elucidate the concept of the patent and its attributes.  
(4+6=10)
3.
  - a) The main problems of the MSME sector in India are related to financing issues. Do you agree with the statement? Give reasons for your answer.
  - b) What are the contemporary methods of MSME financing favoured by financial institutions in India?  
(3+7=10)
4.
  - a) A new entry involves considerable risk for the entrepreneur. Analyse any one strategic alternative which may help you to restrict the risk involved.
  - b) How can a first mover utilize the lead time available for securing the future prospects of the business?  
(6+4=10)
5.
  - a) Identify and explain an entrepreneurial growth strategy suitable for an existing product entering a new market.
  - b) What are the options available to an entrepreneur who wants to diversify in an area related to the existing business?  
(6+4=10)
6.
  - a) How does subcontracting help the MSME sector in India? Discuss.
  - b) What is the importance of global ancillarisation for small business and entrepreneurship in India? What are the challenges to global ancillarisation?  
(4+6=10)
7.
  - a) Explain the concept of industrial cluster. Outline the methodology of cluster development as prescribed by UNIDO.
  - b) Enumerate the features of SIDBI – Cluster Development Programme (CDP).  
(5+5=10)
8.
  - a) Distinguish between technology development and technology transfer.
  - b) Explain the role of technology in entrepreneurial development and general welfare.  
(4+6=10)





**J.D. BIRLA INSTITUTE**

(Affiliated to Jadavpur University)

Departments of Science, Commerce & Management

Office: 11 Lower Rawdon Street Kolkata-700020

**END SEMESTER EXAMINATION, 2019**

**3<sup>rd</sup> Year (Sem-V) BBA**

**Subject: CORPORATE TAXATION**

**Paper: Theory (BBA 506)**

**TIME: 2hrs**

**FULL MARKS: 50**

**Answer any five questions; each question carries equal marks.**

1.

- a) Mr. Suman owns a residential house property. It has two equal residential units- Unit 1 and Unit 2 .While Unit 1 is self occupied by Suman for his residential purpose ,Unit 2 is let out (rent being Rs 6500 per month, rent for 2 months could not be recovered).Municipal value of the property is Rs130000,standard rent is Rs 125000 and Fair rent is Rs 140000 Municipal taxes imposed @11% which is paid by Suman. Other expenses for the previous year 2016-17 being repairs Rs250, Insurance Rs 600, interest on borrowed capital (borrowed during 1997) for constructing the property: Rs 62000.

Find the income of Suman for Assessment year 2017-18 on the assumption that Income of Suman from other sources is Rs 180000.

- b) X takes a loan of Rs 35000@15 percent per anum for constructing a house on June 1, 2011. Construction of the house is completed on January 20, 2017. Calculate the interest allowed as deduction under section 24 for different financial year starting from 2016-17 if the date of repayment of loan is i) 31/1/2023 ii) 30/6/2019.

(6+4=10)

2.

- a) Mr. X purchases a house property for Rs 26000 on May 10, 1962.He gets the first floor of the house constructed in 1967-68 by spending Rs 40000.He dies on September 12, 1978. The property is transferred to Mrs. X by his will. Mrs. X spends Rs 30000 and Rs 26700 during 1979-80 and 1985-86 respectively for renewal/ reconstruction of the property. Mrs. X sells the house property for Rs 2150000 on March 15, 2017 (brokerage paid by Mrs. X is Rs 11500).The fair market value of the house on April 1, 1981 is Rs 160000. (CII for 1985-86 is 133, for 2016-17 is 1125)

- b) Y purchases a house-property for Rs 76000 on June 30, 1967. The following expenses are incurred by him for making addition/alteration to the house property:

- i. Cost of construction of first floor in 1975-76 : Rs 110000  
ii. Cost of construction of second floor in 1983-84: Rs 340000  
iii. Alteration/reconstruction of the property in 1992-93: Rs 290000

Fair Market value of the property on April 1, 1981 is Rs 450000. The house property is sold by Y on June 15, 2016 for Rs 9950000 (expenses incurred on transfer: Rs 10000).

(CII for 1983-84 is 116, for 1992-93 is 223 and for 2016-17 is 1125)

(5+5=10)

[P.T.O]

3.

- a) Discuss certain Tax Planning points in respect of residential status.  
b) Compute taxable income and tax liability of Sen for the AY 2017-18:

| Particulars  | Rs.      |
|--|----------|
| Income from Business   | 850000   |
| Loss from self occupied House Property                       | 75000    |
| Long term capital gains                                      | 10000    |
| Interest on fixed deposit with SBI                           | 20,000   |
| Dividend from an Indian Company                              | 8000     |
| Life Insurance premium paid on own life(policy value 200000) | 15000    |
| Purchase NSC   | 50,000   |
| Paid Medical insurance premium by cheque                     | 10000    |
| Donation to Bharat Sevashram Sangha                          | 4000     |
|  | (3+7=10) |

4.

X owns the following assets as on April 1,2016 :

| Assets              | Written Down Value as on<br>1/4/2016 | Rate of Depreciation (per<br>cent) |
|---------------------|--------------------------------------|------------------------------------|
| Furniture           | 20170                                | 10                                 |
| Building            | 900500                               | 10                                 |
| Building            | 210000                               | 5                                  |
| Plant and Machinery | 6355000                              | 15                                 |
| Plant and Machinery | 205000                               | 40                                 |
| Maruti Car          | 45000                                | 15                                 |

During the previous year 2016-17, the following assets were purchased by X:

| Date of Purchase  | Assets              | Costs(Rs) | Rate of Depreciation<br>(per cent) |
|-------------------|---------------------|-----------|------------------------------------|
| September 15,2016 | Three Calculators   | 14000     | 15                                 |
| June 20,2016      | Plant (second hand) | 190000    | 15                                 |
| November 30,2016  | Foreign made car    | 165000    | 15                                 |
| June 6,2016       | Patent right        | 200000    | 25                                 |
| July 16 2016      | Trade Marks         | 50000     | 25                                 |

Calculate amount of depreciation allowable for the AY 2017-18 assuming that trademarks are put to use after 6 months and other assets are put to use within one week from the date of purchase.

(10)

5.

- a) Y, a foreign national (not being a person of Indian Origin) ,came to India for the first time from UK on July,11 2010. He stayed here for a stretch of 3 years and then left for USA on July 11, 2013.He returned to India on April 10, 2014 and remained here till August 17, 2014, when he went back to UK. He again came back to India on January 30, 2017 and continued to stay in India thereafter. Determine his residential status for AY 2017-18.  
b) What is the difference between Indian and Foreign Income as per Income tax act? Explain their taxability for individuals who are Resident but not ordinarily resident in India.

(6+4=10)

- 6.
- a) What are the conditions to be satisfied for a goods to be classified as “excisable goods” as per The Central Excise Act, 1944?
  - b) What are the basic conditions for levying excise duty under the Central Excise Act, 1944?  
(5+5=10)

- 7.
- a) What do you understand by Goods and Service Tax? Explain the advantages of GST with examples.
  - b) What is input tax credit in VAT?
  - c) Distinguish between zero rated goods and tax free sale.

(5+3+2=10)

8.

Answer ***any two***:-

- a) Define the different categories of ‘person’ as per Income Tax Act.
- b) What are the basic conditions and additional conditions for an individual and HUF to determine their residential status in India?
- c) Explain the difference between Tax Planning, Tax avoidance and Tax evasion.
- d) What do you understand by agricultural income? Explain its taxability.

(5+5=10)