

EXAM FILE

FIRST INTERNAL EXAMS

(2023-24)

ODD SEM





Institute of Applied Medicines & Research

Affiliated to CCS University Meerut, Approved by BCI, UP State Medical Faculty,
Recognized by NCTE, Govt. of India, Approved by AICTE, Ministry of HRD, Govt. of India

Dated: 28 September, 2023

NOTICE

This is to inform all the Faculty members that the First Sessional Examination of BBA is scheduled from 5th October 2023. The Question paper format along with the descriptive instructions is enclosed herewith. You are requested to go through these instructions, prepare the question paper in accordance to the question paper format.
For any query regarding Sessional examination, feel free to contact Exam Cell members.

NOTE:

- A. Coverage of Units:** First Three units.
- B. Ques. Paper Format:** Question paper format is enclosed herewith. For each paper kindly send **SEPARATE FILES** clearly mentioning the Subject name and Subject code.
- C. Submission of Ques. paper:** By mailing Q.P.(s) to examcell@iamr.ac.in on or before 14th October 2023 by 12:00 p.m.


Exam Cell Controller
Ms Surbhi Roy

to:
Hon'ble Chairman Ma'am (for kind info. please)
Hon'ble Secretary Sir (for kind info. please)
Group Director Sir (for kind info.)
Dean Academics (for kind info.)
Group C Director (for kind info.)
Head of Department (for kind info.)
Faculty members (for kind info. please)
Office File





INSTITUTE OF APPLIED MEDICINES AND RESEARCH Ghaziabad

Internal Examination - Rules and Regulations

Code of Conduct:

- Students must observe absolute silence at all times during examinations.
- Students sitting for examinations must adhere to the school rules and regulations with regards to attire, hairstyle, accessories etc.
- Students must be in their school shirt and pants for their examination.
- The Teacher-Invigilator reserves the right to expel any student who is guilty of improper conduct from the classroom or any other examination venue and he may be refused entry for subsequent papers.
- Students who are caught cheating or deemed to have committed a dishonest act will be dealt with severely.
- A student who is absent for examinations (or class tests) must produce a valid medical certificate from an authorized medical doctor to cover the period of absence. Otherwise, he will be given zero marks for the paper(s) that he has missed. A letter of excuse from parents/guardians is NOT acceptable.
- Students who report more than 10 minutes after the examination has commenced may not be allowed to sit for the examination.
- Students who are late will not be given extra time.
- All students must be in their seats 10 minutes before the commencement of the examination.
- Electronic gadgets and communication devices capable of displaying, storing, capturing and/or transmitting visual, audio or verbal information, such as mobile phones, cameras, tablets, smart watches/glasses are not allowed.
- Students, whose papers begin in the later part of the morning or in the afternoon, are required to report to school at least half an hour before the paper commences.
- Students must switch off their mobile phones and keep them in their bags, which are to be placed at the back of the school hall or in front of the classroom, before the start of the examination.

Internal Examination - Rules and Regulations



Questions Paper Moderation Committee – BBA



INSTITUTE OF APPLIED MEDICINES AND RESEARCH Ghaziabad

- Students must inform the invigilator immediately if: they are issued the wrong question paper, OR they are issued a question paper that does not contain the number of pages or question specified in the cover page, OR they are issued a question paper not scheduled to take place at that time or day.
- Students are not allowed to remove any writing paper, used or unused, from the examination venue. During the examination
- Students caught in possession of unauthorized materials (such as notes, files etc.), other than those used for the examination, are deemed to have committed a dishonest act.
- Students found in possession of any electronic or communication devices such as mobile phones, smart watches/glasses, tablets, etc will be deemed to have committed a dishonest act.
- Students who communicate with each other, verbal or non-verbal, are deemed to have committed a dishonest act.
- Students are to raise their hands and clarify with the invigilator if there are any queries.
- Students are not allowed to borrow stationery items from each other.
- Students are not allowed to go to the toilet, unless absolutely necessary.
- Students are to use dark blue or black ink when writing their answers. Pens /pencils of other color may be used for maps and diagrams only.
- Pen with erasable ink, correction tape and correction fluid are not to be used.
- Students are not to leave any sheet of the answers in such a position that another student can read from.
- Students must stop writing immediately when told to do so by the invigilator at the end of the paper.
- Students are to label all question numbers correctly beside each question they attempted.

Internal Examination - Rules and Regulations After the Examination

- At the end of each paper, students are to remain quiet and ensure that all scripts are handed in as instructed by the invigilator.
- No student is allowed to take any writing paper, used or unused, out of the examination venue. Students are reminded to leave quietly and do not disturb the other students who might still be sitting for their papers, in other classrooms.
- Students are not allowed to leave the examination venue until all scripts are collected and accounted for, at the end of the examination.



Questions Paper Moderation Committee – BBA

COURSE: BBA 1st Semester

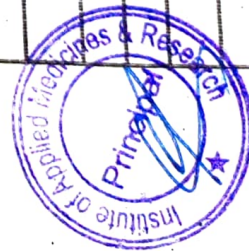
Date	Day	Timing	Subject	Paper Code
25-Oct-23	Wednesday	10:00am to 11:30	Fundamental of Management	BBA-101
25-Oct-23	Wednesday	01:00pm to 02:30pm	Organizational Behavior	BBA-102
26-Oct-23	Thursday	10:00am to 11:30	Managerial Economics	BBA-103
26-Oct-23	Thursday	01:00pm to 02:30pm	Accounting and Financial Analysis	BBA-104
27-Oct-23	Friday	10:00am to 11:30	Business Law	BBA-105
27-Oct-23	Friday	01:00pm to 02:30pm	BOE	BBA-106

COURSE: BBA III Semester

Date	Day	Timing	Subject	Paper Code
25-Oct-23	Wednesday	10:00am to 11:30	Advertising Management	BBA 301
25-Oct-23	Wednesday	01:00pm to 02:30pm	Team Building and Leadership	BBA 302
26-Oct-23	Thursday	10:00am to 11:30	Indian Economy	BBA 303
26-Oct-23	Thursday	01:00pm to 02:30pm	Customer Relationship Management	BBA 304
27-Oct-23	Friday	10:00am to 11:30	Management Information System	BBA 305
27-Oct-23	Friday	10:00am to 11:30	Income Tax Law & Practice	BBA 306

COURSE: BBA V Semester

Date	Day	Timing	Subject	Paper Code
25-Oct-23	Wednesday	10:00am to 11:30	Arithmetic Aptitude	BBA 501
25-Oct-23	Wednesday	01:00pm to 02:30pm	Aptitude Reasoning	BBA 502
26-Oct-23	Thursday	10:00am to 11:30	General Business Awareness	BBA 503
26-Oct-23	Thursday	01:00pm to 02:30pm	General English	BBA 504
27-Oct-23	Friday	10:00am to 11:30	M1(R.Mkt) F1(C.D.T& Indirect Tax)	BBA 505
27-Oct-23	Friday	01:00pm to 02:30pm	M2(S.Mkt) F2(FIIM)	BBA 506



(Exam Cell)

First Internal Examination (Odd Semester)

ROOM NO. -01				Examination: Oct - 2023	
BBA I	BBA II	BBA I	BBA I	BBA II	BBA I
AADIL KHAN	AASHISH	ABHAY CHAUDHARY	ADITYA SHARMA	ANKUR	ANMOL
AAKASH	ABHISHEK BISHT	ABHAY SHARMA	AKSH CHOUDHARY	ANSHIKA	ANSH SHARMA
AASHUTOSH SINGH	ADARSH SINGH	ABHINAV SHARAN	AKSHITA SHARMA	ARYAN AHLAWAT	ANSH VERMA
AAYAN ALI	AKASH TYAGI	ABHISHEK SHARMA	AMAN PAL	ARZOO	ANSHIKA CHAUHAN
AAYUSH NEHRA	ANIKET(SK)	ADITYA BALIYAN	AMAN VERMA	ASHISH YADAV	APEKSHA SAINI
ABDUS SAMAD MASOOD	ANIKET	ADITYA CHOUDHARY	AMIT KUMAR	AYUSH TYAGI	ARADHYA SHARMA



INSTITUTE OF APPLIED MEDICINES & RESEARCH

First Internal Examination (Odd Semester)

ROOM NO. -02

Examination: Oct - 2023

BBA I	BBA II	BBA I	BBA I	BBA II	BBA I
ARCHIT TEOTIA	BADSHAH SINGH	ASMIT KUMAR	CHHAVI RANI	GAURAV RAWAT	DEEPANSHU KUMAR
ARUN KUMAR	CHETNA TYAGI	ATUL KUMAR	CHIRAG KOLI	GOURAV	DHRUV
ARYAN CHOUDHARY	DEEPANSHU VERMA	AYUSH SHARMA	DAKASH	GUNJAN CHAUDHARY	DISHA
ARYAN CHOUDHARY	DEVANSHU SRIVASTAVA	AYUSH TYAGI	DEEPAK RAJ KUSHAWAH	HARSH SHARMA	DISHA
ARYAN GAUTAM	DHRUV SHARMA	BHAWNA SHAKYA	DEEPANKAR	HIMANSHI	DIVYANSH PRATAP SINGH
ASHU PAL	GAURAV KUMAR	CHETAN	DEEPANSHU CHODHARY	JAYANT DAGAR	FARMAN



First Internal Examination (Odd Semester)

ROOM NO. -03					Examination: Oct - 2023	
BBA I	BBA II	BBA I	BBA I	BBA I	BBA II	BBA I
GAURAV	KARTIK THAKUR	HARSHITA	IRAM SAIFI		MAYANK SHARMA	KARTIK TYAGI
GAURAV SHARMA	KHUSHI JAIN	HEMANT KATIYAR	ISHANT SINGH		MOHD BILAL	KASHISH
GAURAV SHRAMA	KOMAL PUNDIR	HEMANT KUMAR	JAINESH GOYAL		MOHIT TAYAL	KAUSHAR SULTAN
GEETIKA CHAUHAN	KUMKUM TYAGI	HIMANSHI	JIGYASHA SHARMA		MUSKAN	KHUSHI
GOVIT KUMAR	LAVI CHOUDHARY	HIMANSHU MEGHAL	JYOTI KUMARI		NANDANI DIXIT	KHUSHI
GUNGUN TYAGI	MANASHVI BHARADWAJ	IFFAT ALI	KARAN SINGH		NAVNEET VERMA	KHUSHI TYAGI



INSTITUTE OF APPLIED MEDICINES & RESEARCH

First Internal Examination (Odd Semester)

ROOM NO. -04					Examination: Oct - 2023	
BBA I	BBA II	BBA I	BBA I	BBA I	BBA II	BBA I
KHUSHI VERMA	NIHARIKA	MAHI TYAGI	MOHD AZHARUDDIN		PRANJAL	MUSKAN
KUMKUM	NISHA	MAHI VATS	MOHD SOHAIL		PREETI PAL	MUSKAN SAINI
KUSHAGRA GOEL	NISHANT	MANASVI	MUKUL		PRIYANSHU	NADEEM
LAKSHYA CHOUDHARY	NISHU VERMA	MANI TYAGI	MUKUL TYAGI		PURVI TYAGI	NIHAR MALIK
LOVELEEN BHATIA	PARAS SINGH	MANPREET	MUSHARRAF		RAJAT TYAGI	NISHANT NAGAR
MAHI PINDWAR	POOJA TYAGI	MEGHA VERMA	MUSKAN		RANI	NISHKARSH TYAGI



First Internal Examination (Odd Semester)

ROOM NO. -05					Examination: Oct - 2023	
BBA I	BBA II	BBA I	BBA I	BBA I	BBA II	BBA I
NITIN	RISHABH BANIWAL	RAJ CHIKARA	SALMAN KHAN	TIYA VERMA	SHIVANI	
PINKY JHA	RITIK	RAJ KUMAR	SAMARTH BHARDWAJ	VAHUDEV BADAL	SHIVANI PAL	
PRAFUL SHRIDHAR	SHALU TYAGI	RASHI KASANA	SAMRIT KUMAR	VARSHA SOLANKI	SHIVANI SHARMA	
PRASHANT TYAGI	SHIVANI	RITIKA TYAGI	SANIA NOORI	VIDHI SISODIA	SHRADDHA DAHIYA	
PRASHANT YADAV	SHUBHAM CHAUDHARY	RIYA	SANJANA	VIPASHA	SHUBHAM	
PRERNA TYAGI	SHUBHAM MITTAL	ROHAN	SARTHAK SHARMA	VISHAL JAINAR	SHUBHI OBEROI	
PRIYA VEER BHAN	SIDDHI KUMARI	RUPAL JOSHI	SAURAV THAKUR	VISHAL KUMAR	SIDDHI SHARMA	
PRIYANSHU MALIK	SONIA	SAKSHAM SHARMA	SHAHJAD AHMAD	VIVEK PAL	SINGH ARYAN BRIJESH KUMAR	
PRIYANSHU PAL	TANNU	SAKSHI YADAV	SHARAD SHARMA	YASH CHOUDHARY	SNEHA VERMA	



Name: Roll No:

INSTITUTE OF APPLIED MEDICINES & RESEARCH

(BBA-106) Business organization and ethics

FIRST SESSIONAL EXAMINATION 2023

BBA, Semester 1st

Time: 1.30 Hrs.

Max. Marks: 25

SECTION A

ATTEMPT ALL THE QUESTIONS:

(1X5=5)

- Q1 Role of profit in business.
- Q2. Merits of sole proprietorship.
- Q3. State 'modern businesses'.
- Q4 What is the principle of organization?
- Q5. What are the sources of finance?

SECTION- B

ATTEMPT ANY TWO QUESTIONS OUT OF THREE: (5 X 2=10)

- Q6 Differentiate between business and profession.
- Q7 What is the mean by plant layout? What are the types of plant layout?
- Q8. Differentiate between sole proprietorship and partnership.

SECTION- C

ATTEMPT ANY TWO QUESTIONS OUT OF FIVE: (5 X 2=10)

- Q9 What is business organisation? Elaborate the characteristics and objective of business organization.
- Q10. Define essential element to establishing a new business unit.

Q11: Meaning of partnership and partnership deed.

Q12. Discuss the characteristics, merits and limitation of cooperative firm of business organization.

Q13 what do you mean by size of business unit? How would you measure the size of business unit?



Name: Roll No:

INSTITUTE OF APPLIED MEDICINES & RESEARCH

(BBA-306) Income Tax Law and Practice
FIRST SESSIONAL EXAMINATION 2023

BBA, 3rd Semester

Max. Marks: 25

Time: 1.30 Hrs.

SECTION A

ATTEMPT ALL THE QUESTIONS:

(1X5=5)

Q1. Define Assessee.

Q2. Explain Person.

Q3. Write short note on Casual Income.

Q4. Give any two examples of Non-agriculture Income.

Q5. How do you define the term Income-Tax?

SECTION-B

ATTEMPT ANY TWO QUESTIONS OUT OF THREE: (5 X 2=10)

Q6. Define Assessment Year and Previous Year with example.

Q7. Name the 5 heads of Income.

Q8. How to calculate Gross Total Income and Total Income?

SECTION-C

ATTEMPT ANY TWO QUESTIONS OUT OF FIVE: (5 X 2=10)

Q9. Distinguish between Tax Evasion, Tax Avoidance and Tax Planning.

Q10. Define Agriculture Income as per Income Tax Act 1961.

Q11. Tax Liability depends upon the residential status of an assessee.

Explain in detail.

Q12. During the previous year 2019-20, X, a foreign citizen stayed in India for just 69 days. Determine his residential status for the assessment for 2020-21 on the basis of following information: 1. During 2016-17 X was present in India for 366 days 2. During 2013-14 and 2012-13 X was in Japan for 359 and 348 days respectively and for the balance period in India 3. Mrs. X is resident in India for the assessment year 2020-21.

Q13. Which one of the following is agricultural income and non-agricultural income under the Income Tax Act, 1961?

(a) Interest on arrear of rent in respect of agricultural land.

(b) Income from sale of seeds

(c) Income from sale of trees of forest which are of spontaneous growth

(d) Rent received for agricultural land



Name: Roll No:

INSTITUTE OF APPLIED MEDICINES & RESEARCH
(BBA-M2) Service marketing (506)

BBA, Semester 5th

- Q10. Write the consumer buying process in service marketing?
Q11. What is the basic difference between Service Marketing and Product Marketing?
Q12. What are the stages involved in new service development.

SECTION A

ATTEMPT ALL THE QUESTIONS:

(1X5=5)

Q1. Define service marketing?

Q2. What is segmentation. Why it is important?

Q3. Discuss positioning in service marketing?

Q4. Why is consumer behavior important?

Q5. What do you mean by perceived risk?

Q13. Short notes:-

- a. Customer Expectations
- b. Customer Perception

SECTION- B

ATTEMPT ANY TWO QUESTIONS OUT OF THREE: (5 X 2=10)

Q6. Explain seven P's of service marketing?

Q7. Discuss the classification of services?

Q8. Why the role of consumer behavior in Service Industry?

SECTION- C

ATTEMPT ANY TWO QUESTIONS OUT OF FIVE: (5 X 2=10)

Q9. Discuss the challenges of service marketing?



Name:

Roll No:

**INSTITUTE OF APPLIED MEDICINES & RESEARCH
(BBA III) FINANCIAL INSTITUTION AND INVESTMENT
MANAGEMENT (506 F2)**

FIRST SESSIONAL EXAMINATION 2023

BBA 5th Semester

Time: 1.30 Hrs.

Max. Marks: 25

SECTION A

ATTEMPT ALL THE QUESTIONS:

(1X5=5)

- Q1. Name of the two indices of India?
- Q2. Define financial Market?
- Q3. What are the functions of a Financial Market?
- Q4. Define IPO?
- Q5. Name the classes of investors who can bid for the shares?

SECTION- B

ATTEMPT ANY TWO QUESTIONS OUT OF THREE: (5 X 2=10)

- Q6. Highlight the difference between Primary Market and Secondary Market?
- Q7. What do you mean by Shares? Explain the difference between Equity Shares and Preference Shares?
- Q8. What are the methods of raising finance in Primary Market?

SECTION- C

ATTEMPT ANY TWO QUESTIONS OUT OF FIVE: (5 X 2=10)

Q9. What is the Full form of SEBI? State the main objectives of SEBI?

Q10. What are the main functions and powers of SEBI?

Q11. What do you mean by Stock Exchange? State the main functions of the stock Exchange.

Q12. What is Money Market? Explain the main instruments of Money Market?

Q13. What is capital market? Explain the main features and instrument of capital market?



Charan Singh University, Meerut

(To be Prepared in Duplicate)

One sheet must be prepared Room-wise & Code-wise)

Different Sheets
are to be used for
different codesThe Centre of Exam. IAMR(1) Date 28-Oct-23on Business Org. and ethics Room No. 1(2) Day SaturdayCourse BBA, BDE Code No. BBA-106(3) Time 12:00 - 1:30I promise that I shall not use unfair means & I swear an oath that I have nothing in my possession, which
will render me liable for a case of unfair means.

Roll No.	Question Booklet Series	Question Booklet No.	OMR Sheet No.	Full Signature of the Candidate in English
Naail <u>MR. Anwar</u>				<u>Am</u>
<u>AAKASH</u>	<u>MR. SHYAMVEER</u>			<u>Am</u>
<u>Yashvish Singh</u>	<u>Brijesh Singh</u>			<u>Am</u>
<u>Aman Ali</u>	<u>Farooq Ali</u>			<u>Am</u>
<u>Aditya Kumar</u>	<u>Mr. Dinesh</u>			<u>Am</u>
<u>Abhay Chaudhary</u>	<u>Mr. Jitendra</u>			<u>Am</u>
<u>Abhay Sharma</u>	<u>Mr. Krishan Lal</u>			<u>Am</u>
<u>Abhishek Sharma</u>	<u>Mr. Shikha Sharma</u>			<u>Am</u>
<u>Aditya Barua</u>	<u>Mr. Navin Kumar</u>			<u>Am</u>
<u>Aditya Kumar</u>	<u>Mr. Dinesh</u>			<u>Am</u>
<u>Aditya Sharma</u>	<u>Mr. Arvind Sharma</u>			<u>Am</u>
<u>AKSH Chaudhary</u>	<u>Mr. Dharmendra</u>			<u>Am</u>
<u>Aman Pal</u>	<u>Mr. Hanishan Pal</u>			<u>Am</u>
<u>Asit Kumar</u>	<u>Vinod Yadav</u>			<u>Am</u>
<u>Anmol</u>				<u>Am</u>
<u>Ansh</u>	<u>Mr. Sanjay</u>			<u>Am</u>
<u>Ansh Verma</u>	<u>Mr. Sanjeev Verma</u>			<u>Am</u>
<u>Arshika Chaudhary</u>				<u>Am</u>
<u>Apeksha</u>	<u>Mr. Adesh Saini</u>			<u>Am</u>

DETAILS OF STUDENTS

Total Student in the room	Students Appeared	Students Absent
<u>24</u>	<u>19</u>	<u>5</u>

Signature of Supdt. of the Centre
(With Seal)

Signature of the invigilators

(1) Am(2) Am

Different Sheets
are to be used for
different codes

(3) Time 12:00 - 4:30

Signature of Supdt. of the Centre
(With Seal)

Different Sheets
are to be used for
different codes

(1) _____
(2) _____



#

Different Sheets
are to be used for
different codes

-(3) Time

(2)

PROFORMA No. : -7A

Different Sheets
are to be used for
different codes


Centre of Exam. 9amr Group (1) Date 28 Oct

n. BBN ML⁹ Lem Room No. 03 (2) Day _____

Course Income Tax 306 Code No. 306 (3) Time _____

[illegible]

Total Student in the room	Students Appeared	Students Absent
09	09.	—



(1) 

(2) 