



# GOVERNMENT BBA COLLEGE (SELF FINANCE)

Shri K.K. Shastri Educational Campus, Khokhra Road, Maninagar (East)

Ahmedabad-380008

Phone: 079-26462660

Website : WWW.GBBAMANINAGAR.ORG

EMAIL : PRINCIPALGBBA@GMAIL.COM

No.GBBA/NOTICE/2025/220

Date : 31/12/2025

## SEMESTER: 4

### Instructions:

1. It is compulsory to submit assignment of all the subjects for Internal Evaluation.
2. This information should be mentioned in the front page of your assignment;
  - Full Name (Surname, Name, Father's Name)
  - Roll Number
  - Class & Division
  - Semester
  - Subject
  - College name
  - Submitted to (Sign & Date)
  - Submitted by (Sign & Date)
3. Students must sign at the top portion of each page of the assignment.
4. Deadline for Assignment submission will declare afterwards.

(Dr. Ishwar Rathod)  
Co-Ordinator

Government B.B.A. College (Self-Financed)  
Maninagar, Ahmedabad



(Dr. Yogesh Yadav)  
Principal

Government B.B.A. College (Self-Financed)  
Maninagar, Ahmedabad

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**(Self-Finance & Affiliated to Gujarat University)**

**SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.**

**SUBJECT CODE: INDIAN FINANCIAL SYSTEM**

**(DSC-C-241)**

**SEMESTER: IV**

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**-Ms. GARIMA JAIN**

1. List and explain money market instruments.
2. Explain tools for managing liquidity.
3. List and explain functions of capital market.
4. Explain the following terms:
  - (a) Free Pricing Regime.
  - (b) FPO.
  - (c) Private Placement.
5. Write a short note on Stock Exchanges (BSE & NSE).
6. Discuss participants of depository.
7. Rating methodology and limitations of credit rating agencies.
8. Benefits and types of mutual funds.
9. Process of venture capital financing.
10. Discuss Book building process, (ASBA)

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**SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.**

**SUBJECT CODE: MARKETING MANAGEMENT**  
**(DSC-C-242)**  
**SEMESTER: IV**

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- Ms. AHTISHA SHAIKH

1. Define Marketing research? Explain the importance and process of MR.
2. Explain the application of MR in detail.
3. Explain classification of marketing research design in brief.
4. Explain meaning, characteristics and 7p's of service marketing.
5. Write determinants of service quality and the reasons for growth of services in India.
6. Define advertising along with its objectives and types.
7. Explain 5M's of advertising in detail.
8. What is broadcast media? Explain its pros and cons.
9. What is media selection? Explain the types of traditional support media.
10. Explain newspaper media along with its Pros and cons.

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**SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.**

**SUBJECT CODE: HUMAN RESOURCE MANAGEMENT**

**(DSC-C-243)**

**SEMESTER: IV**

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**- Ms. RAJUL UPADHYAY**

1. What is industrial Relation? What are the objectives of Industrial Relation?
2. Explain the Grievance procedure in detail.
3. Briefly discuss the components of Employee compensation.
4. What is Incentive? Explain the objective of Executive Compensation.
5. Discuss the Importance of Incentive..
6. Explain the meaning and types of Fringe Benefits.
7. What is Employee Welfare? Discuss the intramural and Extramural of Employee Welfare.
8. Explain any two mode of workers participation in management.
9. Write a note on “Scope of HR Audit”
10. Explain Hr Challenges in detail.

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**SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.**

**SUBJECT CODE: COMPANY ACCOUNTS**  
(DSC-M-244)  
**SEMESTER: IV**

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-Ms. BHOOMIKA VASVANI

**Q.1** Define Bonus issue. Write down procedure of issue of Bonus Shares. Give the latest example of a company who has given Bonus shares to shareholders in India.

**Q.2** Explain Meaning and Purpose of Amalgamation. Give the latest example of Amalgamation in India.

**Q.3** Explain meaning of Valuation of Shares. Mention factors affecting Valuation of Shares.

**Q.4** Write Meaning of Corporate Social Responsibility. Also mention Advantages of CSR. Give names of top 5 companies who are giving highest contribution in CSR activities in India.

**Q.5** Explain Meaning and Benefits of Cloud Accounting.

**Q.6** The issued share capital of ABC Ltd. consists of 10,000 Equity Shares of Rs. 100 each, Rs. 80 paid up. It has Rs. 4,00,000 in the Reserve Fund. The Directors recommended to capitalize the reserve of Rs. 2,00,000 and utilise the amount in making partly paid shares fully paid up.

Assuming that the scheme is accepted, give journal entries.

**Q.7** Yash Ltd. was incorporated on 1-4-2020 to purchase a running business of a firm from 1-1-2020. From the information given below for the year ending on 31-12-2020, determine profit prior to incorporation and post incorporation.

The total sales of the year ending on 31-12-2020 was Rs. 15,00,000, out of which sales from 1-1-2020 to 1-4-2020 amounted to Rs. 3,00,000. Gross Profit is 40% of Sales.

**Other Informations:**

<b>Particulars</b>	<b>Rs.</b>
Rent -	80,000
Salaries of Employees-	1,20,000
Interest on Debentures -	45,000
General expenses -	32,000
Audit fees -	20,000
Directors' fees -	25,000
Preliminary expenses -	22,000
Sales Commission -	45,000

**Q.8** From the following particulars furnished by Pioneer Ltd., prepare the Balance Sheet as at 31st March, 2019 as required by Schedule-III of the Companies Act, 2013:

<b>Particulars</b>	<b>Debit ₹</b>	<b>Credit ₹</b>
Equity Capital	-	10,00,000
Calls in arrears	1,000	
Land	2,00,000	
Building	3,50,000	
Plant and Machinery	5,25,000	
Furniture	50,000	
General Reserve	-	2,10,000
Loan from State Financial Corporation	-	1,50,000
Inventory :		
Finished Goods	2,00,000	
Raw Material	50,000	
Provision for Taxation		68,000
Trade Receivable	2,00,000	
Advances (Short term)	42,700	
Proposed Dividend	-	60,000
Corporate Dividend Tax	-	12,000
Profit and Loss Statement- Surplus	-	86,700
Cash Balance	30,000	
Cash at Bank	2,47,000	
Loans (Unsecured)		1,21,000
Trade payables (For Goods and Expenses)		1,88,000
	<b>18,95,700</b>	<b>18,95,700</b>

(1) 2,000 equity shares were issued for consideration other than cash.

(2) Trade receivables of Rs. 52,000 are due for more than six months.

(3) The cost of assets,:

Building - Rs. 4,00,000

Plant and Machinery - Rs. 7,00,000

Furniture - Rs. 62,500

(4) The balance of Rs. 1,50,000 in the loan account with State Finance Corporation is inclusive of Rs. 7,500 for interest accrued but not due.

**Q.9** D Ltd. and V Ltd. decided to amalgamate on 31-3-2021 for which D Ltd. takes over the business of V Ltd. Their Balance Sheets on that date were as follows :

<b>Particulars</b>	<b>Note</b>	<b>D Ltd.</b>	<b>V Ltd.</b>
<b>I. EQUITY AND LIABILITIES :</b>			
<b>(1) Shareholder's Funds :</b>			
(a) Share Capital :			
Equity Shares of Rs. 10 each		3,00,000	1,80,000
11% Preference Shares of Rs. 100 each		1,32,000	1,02,000
(b) Reserves and Surplus			
General Reserve		30,000	15,000
Export Profit Reserve		18,000	12,000
Investment Allowance Reserve		-	6,000
Profit and Loss Account		45,000	30,000
<b>(2) Non Current Liabilities</b>			
(a) Long Term Borrowings :			
14% Debentures (Rs. 100 each)		30,000	21,000
<b>(3) Current Liabilities</b>			
(a) Trade Payables : Creditors		27,000	21,000
(b) Other Current Liabilities		12,000	9,000
<b>Total</b>		<b>5,94,000</b>	<b>3,96,000</b>
<b>II. ASSETS</b>			
<b>(1) Non Current Assets</b>			
(a) Fixed Assets		3,79,500	2,16,000
(b) Non Current Investment		42,000	30,000
<b>(2) Current Assets</b>			
(a) Inventories - Stock		67,500	72,000
(b) Trade Receivable : Debtors		75,000	57,000
(c) Cash and Cash Equivalents :			
Cash and Bank Balance		30,000	21,000
<b>Total</b>		<b>5,94,000</b>	<b>3,96,000</b>

D Ltd. took over the business of V Ltd. on 1st April, 2021.

D Ltd. paid the purchase price as follows :

(a) 21,000 Equity Shares of Rs. 10 each fully paid to equity shareholders of V Ltd.

(b) 14% Preference shares of Rs. 100 each to make payment to preference shareholders of V Ltd. at a premium of 10%.

(c) Debentures of V Ltd. were converted into equal number of debentures of D Ltd.

(d) The Statutory reserves of V Ltd. are still to be retained for two more years.

If the amalgamation is in the nature of purchase, prepare Balance Sheet of D Ltd.

**Q.10** Prepare a Balance Sheet of a company with imaginary figures as per the Company Act, 2013

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**SUBJECT CODE: BUSINESS COMMUNICATION**  
**(AEC-245)**  
**SEMESTER: IV**

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**-Mr. AJAY ZALA**

1. What is the Purpose of Business Communication?
2. Is Barrier present in conversation? Explain.
3. Discuss- Physical and Semantic Barriers in detail.
4. What is a Psycho-Sociological Barriers? Explain in detail.
5. Explain the cultural barrier in detail.
6. Write down the Dimensions of communication.
7. State Idioms and Phrases commonly used in the corporate world (Any Three).

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**SUBJECT CODE: BUSINESS ANALYTICS**

**(SEC-246)**

**SEMESTER: IV**

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**-Mr. TUSHAR SUTHAR**

1. State the difference between Population study and Sample study in brief.
2. What is Probability Sampling method? Explain Stratified Sampling in brief.
3. What is Non-Probability Sampling method? Explain any Two method of non-probability sampling method.
4. State difference between Primary Data and Secondary Data.
5. For studying a characteristic, the observation of a population 2, 4, 6, 8, 10, 12. How many random samples of size 2, without replacement can be taken? Making a list of all the samples and verify following results:
  - (i)  $E(\bar{y}) = \bar{Y}$
  - (ii)  $V(\bar{y}) = \left(\frac{N-n}{N}\right) \frac{S^2}{n}$
  - (iii)  $E(s^2) = S^2$ .
6. Explain the following terms:
  - a) Nominal
  - b) Ordinal
  - c) Ratio
  - d) Interval
7. What are the methods for collecting Primary Data? Explain any two of them in brief.

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**SUBJECT CODE: ECONOMICS DEVELOPMENT OF INDIA**

**(VAC-247)**

**SEMESTER: IV**

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**-Ms. RICHA MAKWANA -**

1. Explain the concept of Growth.
2. Explain the characteristics of developing countries.
3. Write a note on poverty.
4. Explain the role of agriculture in Indian economy.
5. Explain the problems related to employment.
6. Explain the programs for poverty alleviation.
7. Explain the concept of Kautilya's Economic Thought.
8. Explain the concept of Growth.