



SHRI MAHAVEER COLLEGE, JAIPUR

(Affiliated to University of Rajasthan)

(To be filled in by the candidate)

(For Revaluation)

	Q.No.	Marks obtained
Name of Examination <u>BBA-2 Unit test</u>	1	
Subject <u>Marketing management</u>	2	
	3	
Paper _____	4	
	5	
Day & Date of Examination <u>29/11/2023 Wednesday</u>	6	
	7	
Session <u>2023-24</u>	8	
	9	
	10	
	11	
	12	
	Total	
	in words	

Signature of the Examiner



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Marks to be filled in by the Examiner

Q.No.	Marks obtained
1	13
2	06
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total	19
in words	Nineteen Only

Signature of the Examiner

Candidate's Roll No.:

- (i) in figures : 2238
- (ii) in words Two thousand two hundred and thirty eight

Enrol. No. _____

Day & Date of Examination Wednesday 29/11

IMPORTANT INSTRUCTIONS

WRITE YOUR ROLL NUMBER ONLY ON THE FRONT PAGE AT THE SPACE PROVIDED FOR IT AND NO WHERE ELSE.

WRITING OF ROLL NUMBER ELSE WHERE OR GIVING ANY OTHER MARK OF IDENTIFICATION ANYWHERE ELSE WILL BE TREATED AS USE OF UNFAIR MEANS

Alphabet Seal _____

All the entries have been checked

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UNIT - I

PLC - Product life cycle is ~~a process~~ ^{the time} by which a production good is delivered to the end consumer.

In other words the time by which a good is produced and consumed by the end consumer is a PLC or product life cycle.

PLC generally have these four stages, which are as follows:

1. INTRODUCTION: In first stage a business newly introduce a product into the market. This is the introduction stage which means customer have no experience with the product, & therefore generally the product sales are not the profitable for the business.

Business have Invested in research & development so that they can make a product which is sustainable and profitable for the business.

Profit margins are ~~not~~ low in the introduction stage due to high cost in the first stage due to money spent on advertisements, discounts, etc.

Company or Business use different market strategies to spread awareness about the product.
Some examples are: advertisement, product discount, high frass quality packaging, etc.

2. Growth: In this stage the product is well known in the product market. In this stage the product experienced high growth in sales and companies have their profit margin at their peak.

Business achieve their sales by no marketing or advertisement at a moderate level. In growth stage people have fairly experienced their product and started giving their opinions on the product.

Only if the product is a success story in the first stage it will reach to growth stage.

Scale effect \rightarrow In growth stage business reduce their product production cost but by ordering or producing goods in large quantities.

3. Maturity: This is the stage where the business experienced stable or minimum growth of sales and their profit margins are stable.

This stage is the stable stage for the business because their sales are at the highest among all stages and now they have to spend more on advertisement to attract more customers. The product now have many competitors in the market so to boost their sales business have to use different strategies to boost their sales some of them are product discount, buy one get one free, etc.

Profit margin \downarrow Cost \uparrow

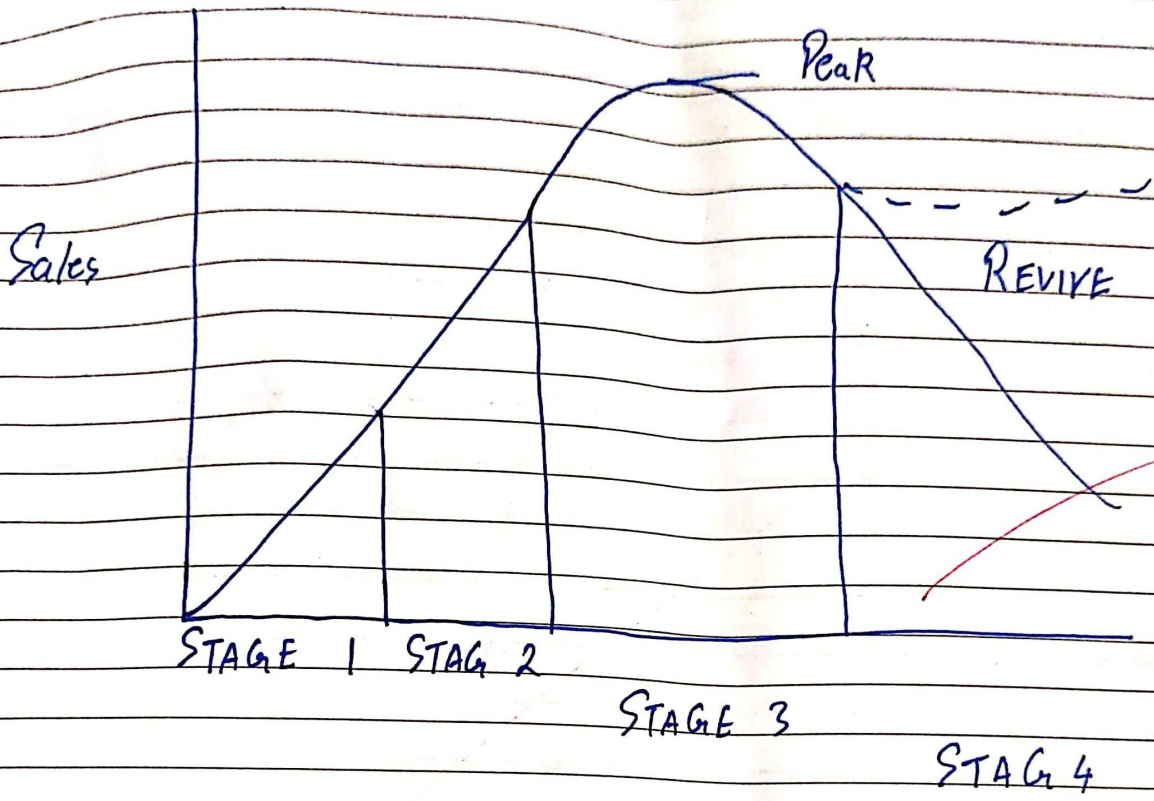
4. Decline: This is the stage where the sales start to decline usually because the product is now old and there are better alternatives in the market.

In this stage company heavily relies on advertisement or other marketing strategies to boost sales.

For once in a while a stage for every product comes where it experiences this type of decline sales.

Business now have minimum profit or loss, the sales reaches its low level.

After this stage business can either decided to revive its product or discontinue the product because of heavy losses.



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UNIT - II

2. There are many crucial things to consider while selecting channel of distribution. Some of them are:

i) ~~Deliver~~ Cost of middlemen: While choosing middlemen as a channel of distribution we should look at the cost or the commission of the middlemen. This is important because the higher the commission the lower the profit margins and costlier the good for the end consumer.

ii) Logistics: When transporting goods through logistics we should be knowing the time and cost of logistics. Logistics cost is an extra cost the businesses have to bear which lowers their profit margins and increases the risk.

Also when if delivered through third party logistics we should

be aware about the product cost, product return, unavailability, etc.

These cost make the business into more risk of losing money.

3. Product life cycle: If the product has a low shelf life then it is important to choose the right distribution channel because the delivery time affects the shelf life of the product.

This puts a high risk on the cost or loss on the business entity.

Distribution network : This is one of the biggest channel for the channel of distribution because not every business has access to the large distribution network which can reach to the customer hence the product is out of hands.

Many potential customers living in remote areas will be lost and can affect the expected sales on the product.

5. Direct Channel : If the business chooses for the direct channel they have to face extra expenses like rent, electricity bill, etc.

Direct channel like a offline store is a high risk channel because business have to put extra cost in the operation and thus reducing the profit margins.

06



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	Q.No.	Marks obtained
Name of Examination <u>BBA-II</u> <u>Pu - University</u>	1	
	2	
Subject <u>Marketing Management</u>	3	
	4	
Paper <u>II</u>	5	
	6	
Day & Date of Examination <u>5/3/24, Tuesday</u>	7	
	8	
Session <u>2023-24</u>	9	
	10	
	11	
	12	
	Total	
	in words	

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Marks to be filled in by the Examiner

Q.No.	Marks obtained
1	12
2	8
3	12
4	
5	
6	14
7	
8	02
9	
10	
11	
12	
Total	40
in words	Forty Only

Signature of the Examiner

Candidate's Roll No.:

(i) in figures : 2275

(ii) in words Two thousand two hundred twenty five

Enrol. No. _____

Day & Date of Examination 5/3/24, Tuesday

IMPORTANT INSTRUCTIONS

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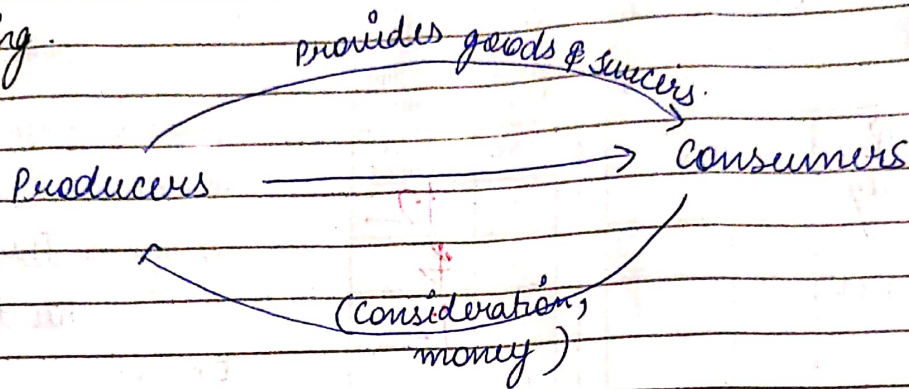
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Ans 1. Marketing.



- Marketing is a social process in which individual groups obtain the resources or activities which involves flow of goods & services from producers to consumers.
- In modern marketing concept, marketing ~~is~~ starts before the production of the product & continues even after the product is sold.

- Marketing refers to the flow of goods & services from production to consumption.

- Definition.

- In narrow sense

- Marketing refers to the activities which involves the flow of goods & services from producer to the consumer.

- In broader sense

- Marketing is° concern with providing a standard of living.

Acc to philp kottler

Marketing is° a attempt to recognize a standard of living.

- Under marketing various number of activities performed. Some of the marketing activities

- Product designing & Development
- Advertisement
- Promotion
- Selling
- Branding
- ~~At~~ After sale services
- Distribution channels, etc

→ Importance of Marketing

- Market Planning
- Product designing & Development
- Consumer Behaviour
- Information
- Standardisation & Grading
- Packaging & labelling
- Distribution
- Market Control

Study of

- Consumer needs & wants.
- Consumer satisfaction.
- Pricing Policies
- Market Planning.

Marketing helps the producers in planning the target market. It divides the individual into different groups according to their needs & wants which becomes the basis target market for the producers to sell their product.

- Product Designing & Development.

After market planning or after deciding the target market, the producers get the information about their product services according to which they can develop their product. In this the producers decide what should be the price, quality of product, where should sell the product etc.

- Consumer behaviour.

Marketing management helps the producers in knowing the consumer's behaviour. By using this information producers can fulfil the needs & wants of the consumers.

- Information.

In marketing, distribution channels or marketing intermediaries help the producers with information about the consumers. They convey the information regarding the product & their services, which helps the producers to in development & in improvement of product.

- Standardisation & Grading.

Standardisation means maintaining the quality standards of the product.

Grading means dividing the product into different groups according to their shape, size, quantity, etc.

- Packaging & labelling.

Packaging refers to the design of packet, wrapper & carton that helps in packing the product. Labelling refers to the informative part of the product. It provides or gives information to the customers about the product.

- Distribution

Marketing helps the producers in the movement of goods from producers to consumers.

Producers use some intermediaries like middleman, wholesaler, retailer, which provides the product to the ~~customer~~ consumer from producers.

- Market Control

Marketing management helps in controlling the market.

- Study of consumer's needs & wants.

Marketing management helps the producer in knowing the consumers needs & wants. Marketing studies the consumer needs & wants which helps the producer in selling their product in the market.

- Consumer satisfaction

It helps in knowing which thing or product or services ~~the~~ creates more satisfaction or provides or gives more satisfaction to the consumers.

- Pricing policies.

Marketing helps in pricing the product. Price refers to cost + profit. It helps the producers in creating the correct price of the product or suitable price of the product according to the quality & quantity of the product that can be buy ~~or~~ by the consumers.



Ans 2. Channels of distribution.

Distribution channels refers to the the distribution network that a producer uses to flow the good in the market to consumers.

Distribution channels helps the producer about the information regarding consumers behaviour, needs & wants, satisfaction level etc.

By using these information a producer can decide the target market, about the development & improvement of product, etc.

Distribution channels refers to marketing intermediaries like

- Middlemen
- Wholesalers
- Retailers
- Agents
- Brokers
- Jobbers

- Auctioneers.

→ Factors affecting the channels of distribution

- Product related factors.
- Competitive factors
- Market factors
- Environmental factors.

→ Product related factors.

The Marketers have to keep in mind about the product, what type of product it is, where, where & by whom it is usable to. Producers keep in mind all these factors while selecting the appropriate channels of distribution.

• Industrial / Consumer goods.

Producers should know that where these industrial goods are used for ex - raw material this type of goods are used to make

finished goods. So these types of goods will be used by factories, or manufacturers.
& likewise commercial consumer goods, these goods are used by consumers for final consumption.

- Perishable goods.

Goods which have a smaller or limited life span are known as perishable goods.

Producers should keep in mind about this & they should use smaller distribution channel or suitable distribution channel to provide such goods to consumers.

- Competitive factors.

Competitive factors also affects the distribution channel of an organization or a firm.

Producers should keep in mind the channels of distribution which that are used by his rivals or competitors.

They should use best or fastest & affordable distribution channels than their competitors.

→ Market factors.

Market factors affects the choice of channels of distribution. They should know about the target market, to sell their product. If a producer is selling in local market then he should use suitable channels of distribution. ~~Online shopping will never be affected by~~

→ Environmental factors.

Producers should keep in mind all factors that are related to environment while selecting the distribution channel. He should use that distribution channel which does not harm the environmental factors, & maintains sustainability for future generation.

Ans 3. Market Segmentation

- Segment - means one part of something.
- Market Segmentation refers to dividing the market into different segments which becomes the target market for the product. That helps the producer to sell their product according to the preferences of the target market.
- Market segmentation done on the basis of individuals of similar quality, ~~sex~~, age, income etc.
- In market segmentation it believes that the whole market is of heterogeneous nature.
- In market segmentation ~~not~~ homogeneous groups are divided to sell the product.

- It is also believed that the whole market can be divided into homogenous groups according to their similar sex, age, income etc.
- It is the practical form of marketing.
- In this, marketers formulate strategies & plans to sell their product into the market.

→ Basis of Market Segmentation.

- Geographical Basis
 - Cultural
 - Climate
- Demographical Basis
 - Sex
 - Age
 - Life cycle stage
 - Profession
 - Education.
 - Income.

- Mid Term Exam
- ~~Psych~~ Psychological Basis
 - Personality
 - Lifestyle.

- Market Basis.

→ Geographical Basis

When market segmentation is done on the basis of geographical basis. In this the marketer should know the culture, climate etc. season of the market. ~~For~~ For Ex - online marketer sells their product online, it will not be affected by market segmentation, but if local marketer sells the product in local market that that will be affected by the market segmentation, so, marketer should keep in mind the geographical condition of the ~~target~~ market in order to make it target market.

- Cultural conditions.

Marketers should keep in mind about the different cultures of different states in India.
For ex - A cloth manufacturer is making sarees, so he should keep in mind different requirements of rural & urban areas.

- Climate

Marketers should keep in mind the climate conditions of different places as it varies in different regions.
For ex - Soft drinks will be sell more in Mumbai & in Goa in ~~November~~ June & July.
Hot drink in north side of the country in November & December.

→ Demographic Basis.

It refers to the individuals of same characteristics. When market segmentation is done on the basis of demographic basis. It includes income, sex, age, profession, education etc.

- Sex.
Marketers should know the different sex of the target market, so that they can sell their product according to the need of the consumers.
- Age.
Marketers should keep in mind diff age of the target market. They should know which age group people are more in the target market.
- Profession.
Marketers should keep in mind the different professions of the target market.
- Education.
Marketers should keep in mind the diff education level of the target market to sell their product.

- Income.
marketers should know the different income of the society like poor, middleclass, rich. etc.

→ Psychological Basis

Under this, the marketer divides the market of individual of similar personality, & lifestyles etc.

- Personality
- Lifestyle.

→ Market Basis

Under this marketer divide the market into these categories.

- Buyers affected by the price of goods
- Buyers affected by the quality of goods
- Buyers affected by price & quality of goods.

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Advertising refers to the promotion of the product to increase or to sell the product in the market.

Advertisement is a type of promotional tool, used by the marketers & producers.





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	Q.No.	Marks obtained
Name of Examination <u>BBA-I Mid Term Exam</u>	1	
Subject <u>Fundamentals of Accounting</u>	2	
	3	
Paper <u>103</u>	4	
	5	
Day & Date of Examination <u>Thursday, 30/11/23</u>	6	
	7	
Session <u>Morning</u>	8	
	9	
	10	
	11	
	12	
	Total	
	in words	

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Marks to be filled in by the Examiner

Q.No.	Marks obtained
1	2
2	2
3	2
4	2
5	2
6	10
7	0
8	
9	
10	
11	
12	
Total	20
in words	

Signature of the Examiner

Candidate's Roll No.:

(i) in figures : 1317

(ii) in words One Thousand Three Hundred Seventeen

Enrol. No. _____

Day & Date of Examination Thursday, 30/11/23

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Q2)

Outstanding Expenses

Outstanding Expenses are the Expenses which are to be paid in future or further. These expenses are already planned.

Eg- Ryan School has to organise a Investigation Ceremon on 25th March, So they would figure out that how much Expense would be there this whole process is known as Outstanding Expenses.

Q5) There are Eight Types of Subsidiary Books

- 1) Cash Book → Three Column Cash Book, Single Column Cash Book, Double Column Cash Book, Petty Cash Book
- 2) Sales Book
- 3) Purchase Book
- 4) Purchase Return
- 5) Sales Return

2) Bills Payable

3) Bills Receivable

8) Journal Proper - ~~is~~ Primary Book of Recording

Q4)

Contra Entry -

Contra Entry is the process by which
Bank or Cash Column are effect of
an separate Entry this is called
Contra Entry

Q5)

Real Acc - Dr what Comes in
or what Goes out

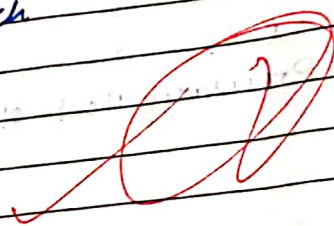
Eg-1) Purchased Goods from Ram

Purchase A/c	Dr
To Ram	

Q6)

Compound Entry-

Compound Entry is the Entry in which Multiple transactions of same Entry are there is called Compound Entry.



Q7)

Accounting-

Accounting is the process or way by which transactions / records are placed at a one place, to make it easier Accounting is done at records different account of different Company, people, business etc & it is also used by them to make a easier records

Book-Keeping	Accounting
Book Keeping is the primary book in which less transactions are there	Accounting, it is the process in which transactions/records are affiliated
They are not so easy to access	They are easy to access
We cannot move it from one to another	We can move it from one to another

(a) Capital-

The amount or Money invested by the owner into the business for the growth of business

it can be in form of Cash or Goods

This is called Capital

b) Drawing-

Drawings are the amount which are withdrawn / taken from the business by the owner for his use is called Drawing

Drawings are of Two types

- 1) Cash Withdrawal Drawings - In this the owner withdraw amount in form of Cash
- 2) Goods Withdrawal Drawings - In this the owner withdraw amount in form of Goods

c) Cash Discount & Trade Discount

1) Cash Discount -

Discount allowed by the Seller on the Final price of the Goods for Business Compensation, & is done at the time of purchase it is done for sale of Goods which are kept for a long time period.

Trade Discount-

Trade Discount is the discount which is given by Supplier, the Seller on the list price of Goods for the Business. Compensation it is given at the time of purchase, it promotes Business Sale & it is also given on the bulk orders.

1) Expenditure

Expenditure are the Expense which are to be paid or paid in future these Expenses are also there if someone has not money for paying the amount are called Expenditure

Q8)

S.No	Date	Particulars	L/F	Dr	Cr
------	------	-------------	-----	----	----

This is a format of Journal

Real Acc

Dr ~~the~~ Receiver what Comes in

Cr ~~the~~ ~~Sender~~ what Goes out

Personal Acc

Dr the Receiver

Cr the Given

Nominal Acc

Dr all expense & loss

Cr all Income & Gains



S-1

Khor

S.NO	Date	Particulars	L/P	Dr	Cr
1	1/2/22	Cash A/c Dr To Bank		200000	200000
2	2/2/22	Cash A/c Cr To Bank		40000	40000
3	3/2/22	Cash A/c Dr To Goods		10000	10000
4	4/2/22	Purchase A/c Dr To Furniture		60000	6000
5	5/2/22	Bank A/c Dr To Cash		10800	10800
6	6/2/22	Cash A/c Dr (Royal Bras) To Goods		10000	10000
7	7/2/22	Goods A/c Dr To Radheshyam			

SNO	Date	Particulars	L/F	Dr	Cr
8	8/2/22	Cash A/c Dr To Salary		40000	40000
9	9/2/22	Cash A/c Cr To Loyal Bros		3200	3200
10	10/2/22	Purchase A/c Dr To Wages		6000	6000
11	11/2/22	Cash A/c Cr To Radhakrishnan		10000	10000
12	12/2/22	Capital A/c Dr To Interest		1000	1000
13	13/2/22	Purchase A/c Dr To Shyam		3000	3000
14	14/2/22	Purchase A/c Dr To Furukhan		6000	6000

S: NO	Date	Particulars	IF	Dr	Cr
15	15/2/22	Purchase A/c Dr To Goods		25000	25000
16	16/2/22	Bank Insurance A/c Dr To Bank Insurance		3000	3000
17	17/2/22	Bank A/c Dr To Commission		4000	4000
18	18/2/22	Purchase A/c Dr To Tax		6000	6000
19	19/2/22	Purchase A/c Dr To Goods		10000	10000
20	20/2/22	Purchase A/c Dr To Ramu		5000	5000



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Name of Examination	Q.No.	Marks obtained	
Beom Part - I	1		
Mid term Exam Sem-1	2		
Subject <u>Principals of Business Management</u>	3		
Paper <u>102</u>	4		
Day & Date of Examination <u>29th Nov 2023-24, Wednesday</u>	5		
Session <u>2023-24</u>	6		
	7		
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	Total		
	in words		

Signature of the Examiner



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Marks to be filled in by the Examiner

Q.No.	Marks obtained
1	7
2	7
3	7
4	10
5	10
6	15
7	10
8	1
9	1
10	1
11	1
12	1
Total	35
in words	

Signature of the Examiner

Candidate's Roll No.:

(i) in figures 1032

(ii) in words one thousand
Thirty Two

Enrol. No. _____

Day & Date of Examination Wednesday, 29th Nov 2023-24

IMPORTANT INSTRUCTIONS

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Answers

Q1

Ans 1

Planning is the primary function of the Management. Planning is the process of what is to be done? How it's to be done. in & why # in the organisation. It is a futuristic function of the management.

Q2 Ans 2 Two importance of Planning are

1. It increase mental health of the subordinates and superiors.
2. It helps ~~the~~ in reducing the risk.

Q3

Ans 3

Two functions of Management are:-

1. Planning
2. Organisation Organising
3. Staffing
4. Directing
5. Controlling

- ★ It is Goal Oriented Process.
- ★ It is Universal or Pervasive
- ★ It is Continuous Process

Q4

Ans 4 According to Weibich & Knootz Organisation is a process for second function of management i.e. in organisation the work will be distributed among all individuals or in a each departmental.

It is In this superior or subordinate work together for the same goal.

Q5

Ans 5 Span of Management refers to the number of superiors under the one subordinates. or one Manager. span of Management has 3 Functions.
1 Environmental etc

Descriptive Questions Answers

Q6

Answer

Concepts

Management ^{plays a} very important role in an organisation, to run a firm management ~~is~~ decides all the functions. Management is very effective and efficient if we do in a proper way. It is a goal oriented process and a pervasive or a universal process each and every organisation needs management to control their organisation and ~~is~~ also for achieving objective.

Meaning

Management is a ^{process of} getting things done in a effective way or in an efficiently manner. Management has a 5 functions i.e., Planning, Organising, Staffing, directing and controlling.

Definition

According to ~~Henry Fayol~~ ~~Henry Fayol~~ Management is a process on an organisation and to complete the goals by making ~~steps~~ keeping

Coordination and flexibility. ✓

It creates such an environment which is beneficial in a future to run an organisation or a company.

Management Characteristics are

- 1 It is a Goal oriented process
- 2 It is a ~~Cont~~ Continuous process
- 3 It is a pervasive or universal function
- 4 It is a Dynamic process
- 5 It is ~~not~~ a ~~medium~~ process
- 6 It is .

IMPORTANCE OR SIGNIFICANCE OF MANAGEMENT

To Beat cut and Throat competition

Fulfillment of social responsibility

Optimum Utilisation of resources

It reduces cost of the production

It ~~thinks~~ helps in scientific and technical changes

Management of Change

Management ~~it~~ reduces unemployment problem

Management ~~is~~ systematic process. ~~or it~~:

Management increase employees

Management gives profit to organisation.

- 1 To beat cut and throat competition - When we are doing management we do for future and making goals according to that so that any problem or difficulty we are not able to face in any time and we can beat the competition easily in the market because of a goods planning, organising etc.
- 2 Fulfillment of social responsibility - Management is a process which is to be done for completing the responsibility of the society and giving them the best, when or they want to in future or demand of society, i.e. a good environment should be there, no pollution in the society.
- 3 optimum utilisation of resources - By management resources are use in a perfect manner no wastage should be there.
- 4 It reduces the cost of production - Having a proper management in an organisation or division of work it helps in reducing cost.
- 5 It helps to beat scientific and technical changes - Management is own their organisation through the way to beat



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the changes or making new techniques to beat a competition. It is easier to face all the challenges if management is there.

- 6 Management of changes. → Management helps us to accept the changes easier.
- 7 Management reduces unemployment problem → It increases the employees by dividing the work among the specialised person.
- 8 Management is a systematic process → without management there is nothing in an organisation to work for a one goal.
- 9 Management increases employee.
- 10 Management gives profit to organisations → If it works properly or in a proper effective or efficient manner it helps us to gain profit.

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Concept

Decision making is a very important in a management to ~~work~~ make the org. work in a very good process.

Decision making is the process of all level of management but mostly it handles by top management for smooth running of business.

Every decision is very meaningful and helps the organisation to work for the same goal.

Defination

Decision making is the process of subordinates and superiors who sit together and takes the decision for the organisation. It plays a very crucial role to gain profit.

PROCESS OF DECISION MAKING

Meaning

MBO is a newly concept in the organization. It stands for Management Business Organisation.

It introduces

Process of Decision Making

1. Identifying the problem
2. Disclosing the problem
3. Evaluating the specific organization solution
4. Identifying the limitation
5. ~~Evaluating~~ ^{Identifying} the ~~Right~~ ^{Best} alternative
6. ~~Identifying~~ ^{evaluating} the best alternatives.
7. Implementing of the alternatives
8. Monitoring
9. Feedback

1. Identifying the problem → In decision making we can't first step is that to identify the problem in the organisation.
2. Disclosing the problem → The problem is to be disclosed in an organisation so the employees should correct the mistake to make it right.
3. Evaluating the specific solution → All the subordinates or superior and the top level management decides the solutions to evaluate it.
4. Identifying the limitation → Now we can check that what is the limitation in our previous work so that we can't repeat again.
5. Identify the alternatives → Alternatives we choose best alternatives for our organisation so to not repeat again the same mistake.
6. Evaluate the best alternatives → Now from selecting all the alternatives we select our best alternatives, and to perform a good task.
7. Implementing the alternatives → ~~Start giving the~~ Start using the alternative which we selected. & work upon that.
8. Monitoring → To keep checking the work in an organisation.
9. Feedback.



SHRI MAHAVEER COLLEGE, JAIPUR
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(To be filled in by the candidate)		(For Revaluation)	
Name of Examination	Q.No.	Marks obtained	
<u>BCA Part-1 Mid Term</u> Mid Term	1		
	2		
Subject <u>Programming in C</u>	3		
	4		
Paper <u>101</u>	5		
	6		
Day & Date of Examination <u>28/11/2023</u>	7		
	8		
Session <u>Morning</u>	9		
	10		
	11		
	12		
	Total		
	in words		

Signature of the Examiner



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Marks to be filled in by the Examiner

Q.No.	Marks obtained
1	<u>2</u>
2	<u>2</u>
3	<u>2</u>
4	<u>2</u>
5	<u>2</u>
6	<u>10</u>
7	<u>15</u>
8	
9	
10	
11	
12	
Total	
in words	<u>35</u>

Signature of the Examiner

Candidate's Roll No.:

- (i) in figures 1414
(ii) in words One thousand four hundred fourteen

Enrol. No. _____

Day & Date of Examination 28/11/2023

IMPORTANT INSTRUCTIONS

WRITE YOUR ROLL NUMBER ONLY ON THE FRONT PAGE AT THE SPACE PROVIDED FOR IT AND NO WHERE ELSE.

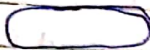
WRITING OF ROLL NUMBER ELSE WHERE OR GIVING ANY OTHER MARK OF IDENTIFICATION ANYWHERE ELSE WILL BE TREATED AS USE OF UNFAIR MEANS


Alphabet Seal _____

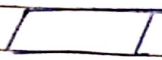
All the entries have been checked


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Signature of the invigilator-incharge


1.) flowchart is the diagrammatic representation of the program. It uses simple geometric shapes to depict process and arrows to show relationships of data flow.
Geometric shapes used in it are:


 → Start / stop.


 → process

 → Input / ~~of~~ output.

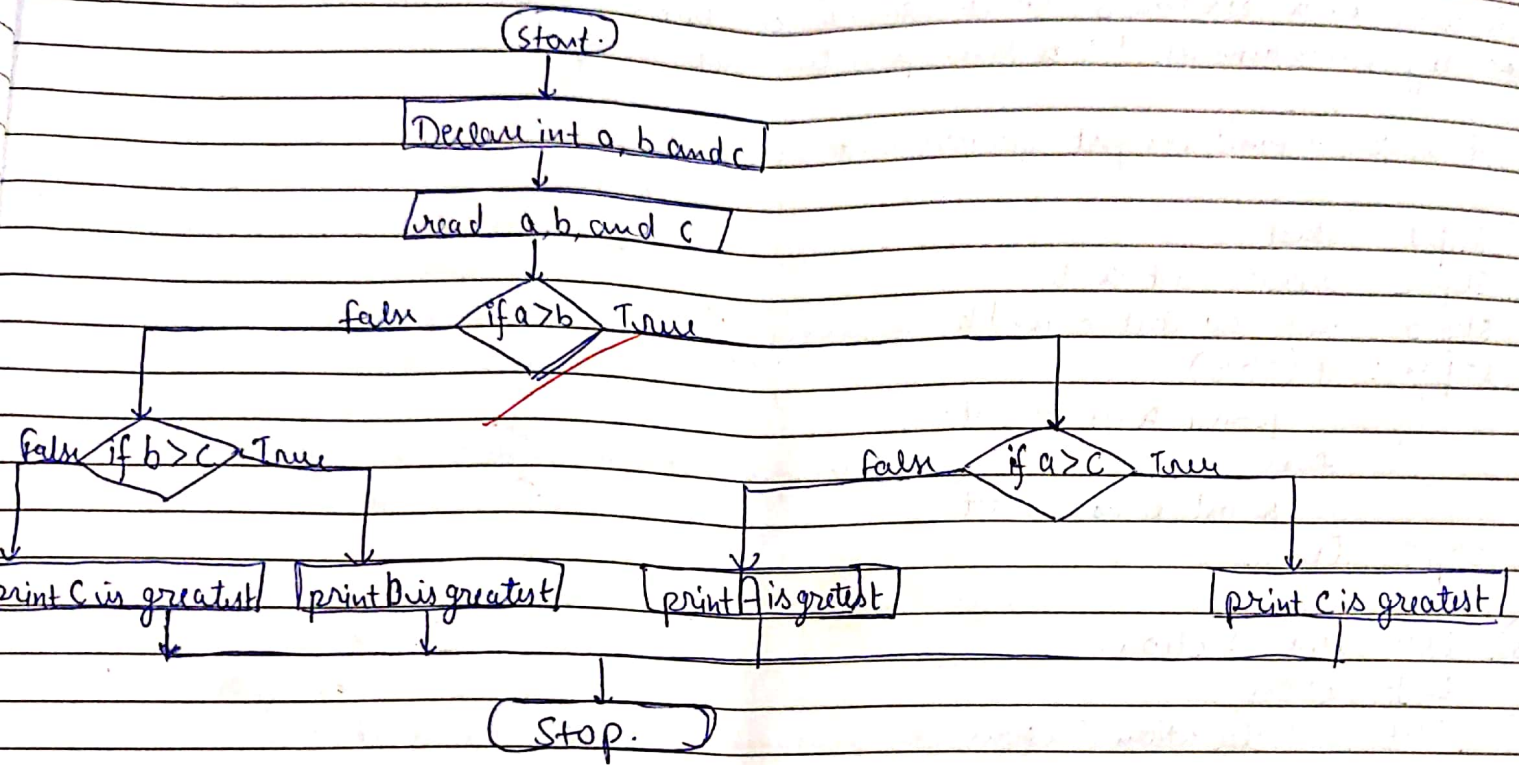
 → arrow

 → Decision Making.

 → On page connector.

 → Off page connector.

Example → find out the greatest number between 3 numbers.



2) Algorithm is a step-by-step process or instructions that are executed in a certain order to reach a desired output. This is used by programmer to solve problem efficiently.

Example - Find largest between two numbers.

Step 1: Start.

Step 2: Declare int a, b

Step 3: ~~Read~~ Read int a and b.

Step 4: if (a > b)

 print a is largest.

 else

 print b is largest

Step 5: End.

3) Declaration Section.

Link section

Global Declaration Section

main() function section

{

 Declaration part.

 Execution part

}

Sub program section.

4.) Switch() statement allows the programmer to control the flow of a particular block of code. It allows the user to choose from multiple alternative based on the value of an expression.

Syntax:

```
switch (expression) {
```

```
  case statement 1:
```

```
    // code to be executed if expression equals case 1.
```

```
    break;
```

```
  case 2:
```

```
    // code to be executed if expression equals case 2.
```

```
    break;
```

```
  case 3:
```

```
    // code to be executed if expression equal case 3.
```

```
    break;
```

```
  default:
```

```
    // code to be executed if expression does not match any case.
```

```
}
```

↳ Number of ~~case~~ alternatives can be added as many as required.

2

5.) while loop
→ number of iteration are not know before hand and loop continues as long as the condition is not matched.
→ ~~int~~ Eg: int i = 1
while (i <= 10) {
 printf("Hello");
 i++;
}

do-while loop
→ same as while loop but guarantees the execution of code atleast one time as the condition is written after loop body.
→ Eg: int i = 1
do {
 printf("Hello");
 i++;
} while (i <= 10);

6.) Programming is the foundation of modern technology and software development. It is the bridge between human and machine language.

a) Variables and data types → variable is a sort of container in memory which stores data in program it allows us to give name to memory address which makes ~~the~~ data manipulation easier. Data type tells us that what type of data is stored in variable like integer, float, character or string.

b) Control Statements → allows the user to control the flow of program's execution. It defines when and how will be the program executed based on the condition.

There are mainly 3 types of control statements:-

- 1) Conditional ~~function~~ statements
- 2) loop.

Conditional statements → like ~~if, else-if, else~~ determine when and how will be the particular block of code is executed based on the condition whether ~~to~~ true or false.

Loops → ~~are~~ allows programmer to execute a block of code multiple. It make repetitive tasks easier.

c) functions and Procedures → It is a reusable block of code that perform a particular task. It helps in breaking down complex code ~~and~~ into manageable parts.

functions → it returns value the program is executed

~~pro~~ procedure → it is similar to function but does not return value instead ~~is~~ it executes a series of action.

d) Object-Oriented Programming (OOP) → it is a powerful programming paradigm that revolves around the concept of "Objects". It promotes reusability of code and making it manageable and organized.

e) Data Structure → it is a way of storing, organizing and storing data to facilitate efficient access and manipulation.

Examples of Data structure are:

- Stack
- Queue
- Trees
- Graphs
- linked list.
- Tables.

f) Debugging → it is a crucial skill, it involves solving existing or potential errors.



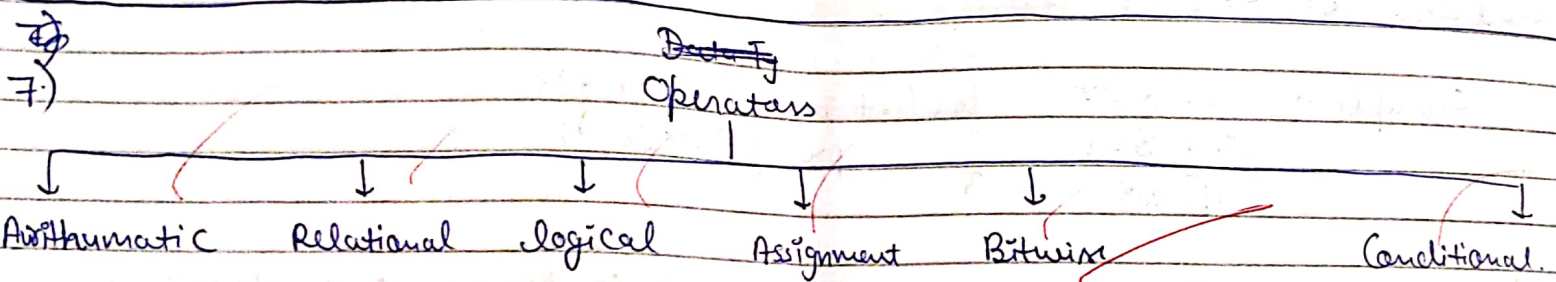
1414 - ①

g) IDE's → Stands for ~~Integrated~~ Integrated Development Environment. It is an application used by programmers to write code. It increases the efficiency of the programmer and have features like code completion, code ~~concept~~ compilation, debugging, etc.

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Some of the most commonly used IDE's are:

- 1) Visual Studio Code
- 2) Pycharm
- 3) Eclipse
- 4) NetBeans.



1) Arithmetic Operators → these operators are used to perform arithmetic/mathematical operations.

Example

Example → int a = 1.

int b = 2.

```
printf("%d + %d", a, b);
```

```
printf("%d - %d", b, a);
```

```
printf("%d * %d", a, b);
```

```
printf("%d / %d", b, a);
```

```
printf("%d %", a);
```

2) Relational operators → used to compare operands with each other. These operators can be used in ^{loops} conditional statements to determine the condition (<=, ==, >=, !=)

```
Example → int a = 5 for (int i = 1; i <= 10; i++) {  
int b = 10 printf("Hello");  
if (a > 3 }.
```

3) Logical operators → These are used to combine or complement and expression or value. (&& AND, || OR)

Example → int a = 5.

int b = 10

```
if (a == 5 && b == 10) {
```

```
printf("OK");
```

```
} else { printf("NOT OK"); }
```

Assignment Operator → This is used to assign the value of left side to the variable at left.

Example →
int a = 5;
float a = 5.00;
char a = "x";
int a[] = {10, 20, 30, 40, 50};

Bitwise operators → !, &, >>, <<.

Conditional operator → This is used as an ~~alternate~~ substitute to conditional statements ~~at~~ in some smaller cases. (~~?~~)

Eg: ~~int a~~ (Expression 1 ? Expression 2 : Expression 3)

eg: int a = 5
int b = 10
int r = (a > b) ? a : b;
printf("%d", r);

15



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(For Revaluation)

	Q.No.	Marks obtained
Name of Examination <u>BBA Part-I</u> <u>Mid Term Examination</u> <u>November 2023</u>	1	
	2	
	3	
	4	
	5	
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	8	
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	10	
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	12	
Subject <u>Legal aspects of Business</u>	Total	
Paper <u>101</u>	in words	
Day & Date of Examination <u>Tuesday, 28th November 2023</u>		
Session <u>Morning</u>		

Signature of the Examiner



SHRI MAHAVEER COLLEGE, JAIPUR

(Affiliated to University of Rajasthan)

(To be filled in by the candidate)

Marks to be filled in by the Examiner

Candidate's Roll No.:

- (i) in figures: 1221
one thousand and
- (ii) in words: Two hundred
twenty one

Enrol. No. _____

Day & Date of Examination Tuesday, 28th November 2023

IMPORTANT INSTRUCTIONS

WRITE YOUR ROLL NUMBER ONLY ON THE FRONT PAGE AT THE SPACE PROVIDED FOR IT AND NO WHERE ELSE.

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Alphabet Seal _____

All the entries have been checked

Q.No.	Marks obtained
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11	
12	
Total	
in words	<u>49</u>

Signature of the Examiner

Signature of the invigilator-incharge

Ans 1.

① Void Agreement : An agreement which is void from the very beginning is known as void agreement. It is ~~not~~ because ~~of~~ ^{a person} already know that the act is impossible to perform it is illegal. For example: Using a 2000 rupees note as we all know that the government has banned the 2000 rupees note so it is illegal to use.

Ans 2 Coercion: It is a point under free consent which means to take consent from a person by physical pressure which is illegal. It will make the contract void and illegal ~~to~~ contract.

Ans 3

Ans 4 Pledge : It is a type of bailment in which the ~~debt~~ collateral is given as a security for debt. Two persons are involved in the ~~for~~ process pledger (the person who gives the debt) and pledgee (the person who takes the debt).

Ans 5 Irrevocable agency: It is a type of agency which can't be revoked and terminated by the princ principle.

Unit - 1

Ans 6 part (1) Contract

Contract is any agreement ~~that~~ which is enforceable by law.

There are more terms of contract given by

According to Pollock, "Contract is any agreement or promise enforceable by law."

Essentials of a valid contract

Plurality of Parties	Consent	Consideration	Possibility of Performance	Capacity to Contract	Intention to create legal relations
Agreement	Free Consent	Lawful Object and Consideration	Not expressly declared	Existence of contract	Compliance of legal formalities

① Plurality of Parties: In a contract the ^{participating} parties should be two or more. In a contract a single person can't make any contract. The name of parties should be different according to circumstances.

② Agreement: Agreement consists of two ~~part~~ terms proposal and acceptance. When a proposal gets accepted an agreement forms.

③ Proposal: When one person signifies to another person his willingness to do or to abstain from doing to obtain ~~some~~ his assent to do the act or abstain. Then ~~an~~ a proposal is said to make.

④ Acceptance: When one person signifies and accepts the proposal. Then the proposal is said to be accepted.

Agreement (2a) = Proposal (2a) + Acceptance (2b)

⑤ Consent: It is derived from a Latin word "Consensus ad idem". It means to agree upon a same thing in the same manner. It means to agree upon all the conditions ~~and~~ of the proposal.

⑥ Free Consent: It means that the person should not have any of these:

① Coercion: It should not have any kind of physical force and any physical pressure.

① Under Influence: It means that the person should not be in a mental form or being tortured to make a contract.

② fraud: The person should not be get any fraud from the other party.

③ Mistake: Sometimes there is mistake from any party while making a contract.

④ Misrepresentation: There should be no ~~representation~~ misrepresentation amongst the parties.

⑤ Consideration: It means that giving something to return of some. It is a technical term derived from 'quid pro quo' which means giving in return. Something should be followed:

① Real not illusory

② Stipend ~~stipend~~ Next to be adequate but should have some value.

③ lawful object and consideration: It means that the contract should be lawful and follows some of the conditions.

④ No harm should cause to a person

⑤ No harm should cause to a personal property

⑥ No fraud

- ② ① It should be lawful
- ② ② It shouldn't be against public policy.

③ Possibility of performance: There are two types of conditions:

① Initial: In this case the person already knows that the act can't be done from the very beginning

② Subsequent: In this case the act can't be done after agreement because of change in technology or government norms.

③ Not expressly declared void: The contract should not be declared void by any means for eg. wagering document, child marriage, child labour, etc.

④ Capacity to contract: The law states that each and every person ~~should~~ ^{can} make a contract but section 11 says:

- ① He should be 18 ~~or~~ ^{or} older.
- ② He shouldn't be of unsound mind
- ③ He shouldn't be disqualified by law.

⑩ Intention to create legal relation: There should be a legal relation between the parties and should create a legal relation. There is a case law of Mr and Mrs Balfour. So, Mr and Mrs Balfour went for a vacation at Lyons. Mrs Balfour felt ill and advised to not leave the city until she is better. Her husband promised to give her a monthly allowance of £ 30 and after 6 to 7 months the allowance doesn't come then she went to court and court took Mr Balfour's side as there was no written document or any legal relation.

⑪ Certainty of contract: It means that the contract must have clarity and should have every details of the contract.

⑫ Compliance of legal formalities: Many contract doesn't have any legal formalities so it should be done before making the contract.

Ans 7 Part-b Agency

- ① Agent: He is a person who is employed to do a act or to perform in the meetings with third persons.
- ② Principle: He is the person who is employes agent and ~~also~~ let the agent do the act.
- ③ Agency: The relationship between agent and principle is known as agency.

Creation of agency

Agency by
Express

Agency by
implied

Agency by
ratification

Agency by
the force operation
of law

Agency by
necessity

Agency by
estoppel

Agency by
holding up.



① Agency by express: This agency is done by written or orally. In this case the functions of agent are very clear.

② Agency by implied: This agency is done ~~to~~ without any written or oral agreement. There are two types of it:

① Agency by necessity: In this case the person have to agent without any oral or written. Following are its essential:

① He should not be able to get instructions

② ~~The~~ The agency should be reasonable and adequate for principle.

③ This should take place only in emergency.

② Agency by estoppel: ~~Espe~~ Estoppel means denying from something. Sometimes the agent is so real by his conversations and his relation from principle then the parties automatically accepts him as an agent of the principle.

③ Agency by holding out: ~~Espe~~ More positive and affirmative than estoppel. In this the principle have already given the permission to agent in the past. So now we have to take decision.

③ Agency by ratification: In this case the agent has already given an agency to the agent and from then onwards the agent is being in the agency with the principle.

④ Agency by the law: In this case law presumes that the principle has an agent and all the part deals are done by the agent.

Termination of agency

By the principle

By law

Termination by the principle: In this case the ~~reason~~ principle is terminating the agency because:

① Revocable agency

② Insolvency

③ By the end of time

By the way : The following courses :

- ① Death of principle ~~bring~~ report
- ② Sustainability of principle or report
- ③ Measurement of principle
- ④ Day lapse of time
- ⑤ By completion of course
- ⑥ By description of the act.