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47631/E0310

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V Semester B.B.A. (NEP) Degree Examination, March/April - 2024

**DIGITAL MARKETING**

(Regular)

Time : 2 Hours

Maximum Marks : 60

**Instructions to Candidates:**

- 1) Mention questions number correctly.
- 2) Section 'D' is Compulsory.

**SECTION - A**

**I. Answer any Five questions. Each question carries 2 marks. (5×2=10)**

1. Define Digital marketing.
2. Define Professional E-mail marketing.
3. What do you mean by search Engine optimization?
4. What is Google Adwords?
5. Define Social Media marketing.
6. Define SNAPCHAT marketing.
7. Define youtube Advertising.

**SECTION - B**

**II. Answer any Four questions. Each question carries 5 marks. (4×5=20)**

8. Explain the benefits of Digital marketing.
9. Explain the E-mail marketing platforms.
10. Explain the types of search Engine optimization in Digital marketing.
11. Explain the structure of Google Adwords Account structure.
12. Explain the elements of social media.
13. Explain the types of Instagram Ads.

**[P.T.O.]**



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**SECTION - C**

**III. Answer any TWO questions. Each question carries 12 marks. (2×12=24)**

14. Explain the Building a content creation framework.
15. Explain the methods of search Engine optimization.
16. Explain the Advantages & Disadvantages of Cost Per Click (CPC) of Google Adwords.
17. Explain the features of Social Media Automation tools.

**SECTION - D**

**(Compulsory)**

**IV. Answer the following question. (1×6=6)**

18. Explain the methods of measuring you youtube Ad performance.
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V Semester B.B.A. 5 (NEP) Degree Examination, March/April - 2024

**CONSUMER BEHAVIOUR**

**(Regular/Repeater)**

**Time : 2 Hours**

**Maximum Marks : 60**

**Instructions to Candidates:**

- 1) Section 'D' is compulsory.
- 2) Write the question numbers correctly.

**SECTION - A**

**I. Answer any Five questions.**

**(5×2=10)**

1. Define consumer behaviour.
2. Define consumer perception.
3. Define consumer Attitude.
4. What is the role of family in purchasing behaviour of consumer.
5. Define consumerism.
6. Differentiate between buyers and users.
7. Define consumer satisfaction.

**SECTION - B**

**II. Answer any Four questions.**

**(4×5=20)**

8. Explain the needs and importance of study of consumer behaviour.
9. What is Group? Explain various types of consumer reference groups.
10. Explain diffusion process in consumer decision making process.
11. Discuss the determinants of culture and sub culture that influence consumer behaviour.
12. Explain the sources of consumer dissatisfaction
13. Explain the reasons for growth of consumerism in India.

**[P.T.O.]**



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**SECTION - C**

**III. Answer any Two questions.**

**(2×12=24)**

14. Explain the process of consumer formation and change.
15. Explain the various models of consumer decision making.
16. Explain consumer research process.

**SECTION - D**

**(Compulsory)**

**IV. Answer the following question.**

**(1×6=6)**

17. Explain with examples how to enhance consumer satisfaction.
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V Semester B.B.A (NEP) Degree Examination, March /April - 2024

INCOME - TAX - I

Paper : 5.2

Time : 2 Hours

Maximum Marks : 60

*Instructions to Candidates :*

- 1) Calculators are allowed
- 2) Show the working notes wherever necessary.
- 3) Part - D is compulsory.

**PART - A**

Answer any **Five**. Each carries **2** marks.

(5×2=10)

1. What is Direct Tax?
2. What is Casual income?
3. Who is Non-Resident?
4. Mention any two prerequisites of Income from salary.
5. What is unrealised Rent?
6. Mention 3 deductions available u/s 16
7. What is TDS?

**PART-B**

Answer any **Four**. Each carries **5** marks.

(4×5=20)

8. Miss: Anusha who was born and brought up in India went to USA for further studies on 10-March-2021 and came back to India on 1-March-2023.

Find out her residential status and show the no of days of stay year wise

9. Mrs: Jabeena received Rs. 3,00,000 as Gratuity on her retirement on 30-9-2023. She was working in a private firm. At the time of retirement she was getting per month Rs. 13,750 salary. She has served for 25 years and 10 months.

She is not covered by payment of Gratuity Act 1972. Compute the exempted Gratuity and Taxable Gratuity u/s 10(10)

**[P.T.O.]**





10. Mr. Bhuvan provides following details of his salary

- Basic salary : Rs. 1,00,000 p.m.
  - Dearness Allowance: 50% of Basic salary
- His monthly contribution to LIC is Rs. 19,000  
He also paid profession Tax of Rs. 2,000 p.a.

Compute the amount of TDS to be made per month.

11. Write any 3 deductions u/s 80 c to 80u along with their meaning and maximum amount of deduction available for individuals.

12. Find out the exempted House Rent Allowance u/s 10(13A) in the following cases for the previous year ending 31-3-23.

Particulars	V	J
	Goa	Delhi
• Basic Salary p.m.	10,000	15,000
• D.A.[eligible for retirement benefit]	5,000	5,000
• H.R.A. received p.m	3,000	5,000
• Actual Rent paid p.m.	2,500	4,500

13. Write a note on Exempted incomes u/s 10 of Income Tax Act 1961.

#### PART - C

Answer any Two. Each carries 12 marks.

(2×12=24)

14. Mr. Ganesh of Bangalore (population more than 25 lakhs) is an employee of a private firm. He gave the following information for the previous year ending 2022-23.

- a) Basic salary Rs. 6,000 p.m.
- b) Dearness Allowance Rs. 2,000 p.m. [Considered for retirement benefit]
- c) Bonus equal to 4 months basic salary
- d) City compensatory allowance at Rs. 500 p.m.
- e) He was provided with rent free furnished in Bangalore owned by the company. The furniture of the cost of Rs. 87,800 were provided.
- f) Employer contribution to R.P.F 15% of salary
- g) He uses a big car provided by the company. All expenses are paid by company. The car is used for both purposes.
- h) Rs. 8,000 interest at the rate of 15% per annum was credited on RPF balance.
- i) He has paid Rs. 150 per month as professional Tax

Compute Salary Income for the A-Y 2023-24.



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15. Miss Divya Owns 3 houses. The details are as follows.

- a) The first house of the annual rental value of Rs. 4,000 was occupied by him for his own residence. He paid interest on loan taken for construction of house Rs. 6000 for the year.
- b) The second house of the municipal value of Rs. 5,000 was let out at Rs. 400 p.m. He paid ground rent Rs. 100 and municipal tax Rs. 600 and fire insurance premium Rs. 200.
- c) The third house of the fair rent of Rs. 1600 p.a. and municipal value of Rs. 1500 was let out at Rs. 1400 p.annum.

The annual charge and Municipal taxes paid amounted to Rs. 1,425 and Rs. 100 respectively.

Compute her Income from House properly for the A.Y 2023-24.

16. The following are the incomes of shri : Shiva for the previous year 2022-23.

- a) Income from agriculture in Nepal.
- b) Salary received in India for the services rendered in Iran.
- c) Income from business in Taiwan controlled from India Rs. 20,000.
- d) Income from Agriculture in Kerala Rs. 10,000
- e) Profit on sale of building situated in Hubli but amount received in singapore. Rs. 30,000.
- f) Income from property in England but received in Germany. Rs. 18,000.
- g) Profit from sale of Machinery in France Rs. 12,000
- h) Income from house property in Dubai Rs. 33,000 (1/3 received in India)
- i) Income from profession in southkorea but not controlled from India Rs. 15,000
- j) Past untaxed income brought into India Rs. 30,000

Compute taxable income of Shri : shivu if he is

- a) Resident
- b) Not ordinarily resident
- c) Non-Resident.

[P.T.O.]



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**PART - D**

**(Compulsory)**

17. The following two house properties belongs to Mr. Roshan. Compute the annual value of the same **(1×6=6)**

<b>Particulars</b>	<b>House - I</b>	<b>House - II</b>
• Municipal Value	38,000	22,000
• Fair Rent	35,000	24,000
• Actual Rent	42,000	25,000
• Standard Rent	36,000	-
• Unrealised Rent	2,000	-
• Municipal Taxes (10% of Municipal Value)	-	-

Municipal Taxes of II house are paid by tenant.

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**V Semester B.B.A. (NEP) Degree Examination, March/April - 2024**  
**PRODUCTION AND OPERATION MANAGEMENT**  
**(Regular)**

**Time : 2 Hours**

**Maximum Marks : 60**

**Instructions to Candidates :**

- 1) **Mention question number correctly.**
- 2) **Simple calculator is allowed.**

**SECTION -A**

**Answer any FIVE of the following questions. Each question carries 2 marks.(5×2=10)**

1. What is plant layout?
2. What is meant by production management?
3. What is scheduling?
4. What is quality management?
5. What is production system?
6. What is surplus in waste management?
7. What is corrective maintenance?

**SECTION -B**

**Answer any FOUR of the following questions. Each question carries 5 marks.**

**(4×5=20)**

8. What are the responsibility of production management?
9. What are the various basic principles of layout?
10. Explain how classification of inventories is done.
11. Explain strategic and tactical decision.
12. What are the various types of maintenance.
13. From the following data compute EOQ. Consumption of material A-6250 units per year  
Expenses of placing and receiving the consignment Rs.5 per order and cost of storing the  
inventory per unit per annum Re. 1.

**[P.T.O.]**



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**SECTION - C**

Answer any TWO of the following questions. Each question carries 12 marks.

(2×12=24)

14. Explain the objectives and stages of production planning and control.
15. Explain the organization of physical facilities.
16. Construct  $\bar{X}$  and R chart for the following data and comment.

Sample Number	Observations		
1	32	36	42
2	28	32	40
3	39	52	28
4	50	42	31
5	42	45	34
6	50	29	21
7	44	52	35
8	22	35	44

( Given  $A_2 = 0.58$ ,  $D_3 = 0$  and  $D_4 = 2.115$  )

**SECTION - D**

**(Compulsory)**

Answer the following question.

(1×6=6)

17. Explain factors influencing plant location.
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**V Semester All U.G. Courses Degree Examination, March/April - 2024**  
**COMPUTER SCIENCE**  
**Cyber Security (SEC)**  
**(Regular)**

**Time : 1½ (90 Minutes)**

**Maximum Marks : 50**

***Instructions to Candidates:***

1. Check for complete printing of 50 questions.
2. The last page of the question paper may be used for rough work.
3. Each question has four multiple choice answer and choose the correct one.
4. Darken the appropriate circle with the ball pen.
5. Damaging/overwriting using whitener on the OMR sheets are strictly prohibited.
6. No candidates will be allowed to leave the examination Hall till the end of the session and without handing over his/her answer sheet to the invigilator.
7. Candidates should ensure that the invigilator has verified all the entries and that the invigilator has affixed his/her signature in the space provided on the OMR.

**[P.T.O.]**



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(50×1=50)

**Answer All the questions. Each carries 1 mark.**

1. What is Cyberspace?
  - A) A Physical Computer Network.
  - B) A virtual space for online communication .
  - C) A type of computer virus
  - D) An offline storage system.
  
2. Who invented World Wide Web?
  - A) Bill Gates
  - B) Steve Jobs
  - C) Tim Berners Lee
  - D) Larry Page
  
3. What does DNS stands for?
  - A) Dynamic Network System
  - B) Domain Name System
  - C) Data Network Security
  - D) Digital Naming Service



4. What does TCP/IP stand for?
- A) Total Control Protocol/Internet Protocol.
  - B) Transmission Control Protocol/Internet Protocol
  - C) Technical Control Protocol/Internet Process
  - D) Transferable Communication Protocol/Internet Process
5. What is the primary goal of cyber security?
- A) Ensuring data accuracy.
  - B) Preventing Unauthorized access and protecting systems.
  - C) Maximizing Processing Power
  - D) Facilitating data sharing.
6. Which protocol is fundamental to Internet communication and allows data packets to be routed across the network?
- A) HTTP
  - B) FTP
  - C) TCP/IP
  - D) SMTP



7. What does the World Wide Web (WWW) consists of ?
- A) A collection of text documents.
  - B) A global system of interconnected documents and resources.
  - C) A type of computer virus
  - D) A hardware component of the internet
8. What does URL stands for?
- A) Universal Resource Locator
  - B) Unified Resource Locator
  - C) Uniform Resource Locator
  - D) Ultimate Resource Locator
9. What does the term "HTML" stands for?
- A) Hyper Text Markup Language
  - B) Hypnotic Text Markup Language
  - C) High-Tech Multimedia Language
  - D) Hyper Link Text Management Language
10. Which Protocol is used for secure data transfer over the web?
- A) HTTP
  - B) FTP
  - C) HTIPS
  - D) TCP





11. What is Cybercrime?

- A) Legal Computer activities
- B) Any Legal Act committed using computer
- C) Illegal Act committed using a computer
- D) Computer programming.

12. Which cybercrime is an illegal modification of data?

- A) Cyber Stalking
- B) Phishing
- C) Data Diddling
- D) Denial of Service Attack.

13. Which type of cybercrime involves sending a large number of emails to crash a victim's email account?

- A) Cyber Stalking
- B) Phishing
- C) Email Bombing
- D) Cyber Defamation

14. What does morphing involves in cyber crime?

- A) Changing smoothly from one image to another
- B) Hacking social media accounts
- C) Creating fake documents
- D) Gathering confidential data

[P.T.O.]



15. How can victims report cyber crimes in India according to the content?
- A) Contacting the nearest cyber cell or Police station
  - B) Filing a complaint through the National Cyber Crime Reporting Portal
  - C) Both A and B
  - D) None of the above
16. What type of attacks involve intrusion into computer system to gain unauthorized access?
- A) Phishing
  - B) Ransomware
  - C) Hacking
  - D) Identity theft
17. What is the Primary demand made by ransomware attackers?
- A) Payment in cash
  - B) Payment in cryptocurrency
  - C) Providing access to more devices
  - D) Deleting victim's data
18. How does a computer virus spread according to the content?
- A) Through physical contact
  - B) Through social media links
  - C) Through email and text message attachments
  - D) Through Wi-Fi connections.



19. What elements are recorded in the modus operandi files of cybercrime?
- A) Software vulnerabilities
  - B) Social Engineering techniques
  - C) Details like entry point, means, object, time, state, tate, transport and trademark
  - D) Cyber security best practices.
20. What is CERT-In?
- A) A computer security software.
  - B) A cyber security incident response team
  - C) A social engineering technique
  - D) An online consumer complaints platform.
21. The primary purpose of social networks.
- A) Online shopping
  - B) Business promotion
  - C) Global connectivity and communication
  - D) None of the above.
22. The social media platform which is primarily focussed on professional networking and job searching.
- A) Facebook
  - B) Instagram
  - C) Twitter
  - D) Linked In.



23. What is "Hashtag" used for in social media?
- A) To Separate Paragraphs
  - B) To mark the beginning of a post
  - C) To categorize and link content
  - D) - To hide content from certain users
24. The security measure helps to protect social media accounts from unauthorized access.
- A) Using weak passwords
  - B) Enabling two-factor authentication(2FA)
  - C) Sharing login credentials with friends
  - D) Logging in from public computers.
25. The primary function of YouTube as a social media platform is
- A) Sharing short text updates
  - B) Posting Photos and Videos
  - C) Networking with Professionals
  - D) Live streaming music concerts
26. The primary purpose of social media monitoring.
- A) Creating engaging content
  - B) Managing advertising campaigns
  - C) Tracking and analysing online conversations
  - D) None of the above



27. The symbol commonly used to represent a Hashtag.
- A) @
  - B) #
  - C) \$
  - D) %
28. What is the key characteristic of viral content on social media?
- A) Limited sharing
  - B) Slow engagement
  - C) Rapid and widespread sharing
  - D) Exclusivity
29. Which of the following is an example of a social media platform?
- A) Microsoft Excel
  - B) Amazon Web Services
  - C) Facebook
  - D) Adobe Photoshop
30. What is the term for using social media platforms for promoting products or services?
- A) Social Networking
  - B) Social Engineering
  - C) Social Media Marketing
  - D) None of the above



31. What is the primary focus of E-commerce?
- A) Physical retail stores
  - B) Online Communication
  - C) Buying and selling goods and services electronically
  - D) Traditional payment methods
32. Which of the following is an element of E-commerce security?
- A) Secure payment gateways
  - B) Confidentiality, Integrity and Availability.
  - C) Both A and B
  - D) None of the above
33. What is recommended as best practice for E-Commerce security?
- A) Publicly sharing sensitive customer information.
  - B) Using weak and easily guessable passwords.
  - C) Regularly updating security measures.
  - D) Ignoring customer feedback.
34. What are some common modes of digital payments?
- A) Banking cards
  - B) UPI
  - C) E-wallets
  - D) All of the above.





35. What does USSD stands for ?
- A) Unrestricted System for Secure Digitalization
  - B) Unstructured Supplementary Service Data
  - C) Unified Secure System for Digital Payments
  - D) None of the above
36. Which organization provides guidelines on digital payments in India?
- A) United Nations.
  - B) Reserve Bank of India (RBI)
  - C) World Health Organization
  - D) All of the above.
37. What does the payment settlement Act 2007, regulates?
- A) Payment and Settlement Systems in India
  - B) Social Media Platforms
  - C) E-Commerce Websites
  - D) All of the above.
38. What is a common threat to E-commerce security?
- A) Physical theft
  - B) Digital Marketing
  - C) Effective Communication
  - D) Unauthorized access and data breaches.



39. What is a significant advantage of E-commerce ?
- A) Limited product variety
  - B) Restricted accessibility
  - C) Global reach and accessibility
  - D) Slow transaction processing.
40. Which is a common fraud related to digital payments?
- A) Transparent Transactions
  - B) Secure Authentication
  - C) Unauthorized Access
  - D) Verified Transactions
41. What is the term for a self replicating malicious program that spreads throughout computer files ?
- A) Worm
  - B) Trojan Horse
  - C) Virus
  - D) Phishing



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42. What is the primary focus of End point Device Security?

- A) Cloud Computing
- B) Securing Physical Devices
- C) Social Media Management
- D) Satellite Communication

43. Why is mobile phone security important?

- A) To improve battery life
- B) To prevent phone calls
- C) To protect personal and sensitive information
- D) To increase processing speed.

44. What is a key aspect of a password policy?

- A) Sharing passwords openly
- B) Same password used for all accounts
- C) Memorizing complex passwords
- D) Regularly changing passwords

[P.T.O.]



45. What does security Patch Management involve?
- A) Ignoring software updates
  - B) Regularly updating and applying patches
  - C) Uninstalling security softwares
  - D) Disabling firewalls
46. What is the significance of a Host firewall?
- A) Enhancing device aesthetics
  - B) Controlling incoming and out going network traffic
  - C) Reducing battery consumption
  - D) Improving processing speed.
47. Why is an Antivirus software important?
- A) To create a digital Art
  - B) To control network traffic
  - C) To improve device battery life
  - D) To protect against and remove malicious software.
48. What is the purpose of configuring basic security policies and permissions?
- A) Enhancing device security by restricting access
  - B) Simplifying device usage
  - C) Granting unlimited access to all users
  - D) Increasing device processing speed



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49. Why is data backup important in cyber security?
- A) To increase device storage capacity
  - B) To slow down data transfer speed
  - C) To prevent data from being accessed
  - D) To recover lost data in case of a cyber incident.
50. What should be considered when downloading third - party software?
- A) Ignoring software reviews
  - B) Downloading from untrusted sources
  - C) Verifying the softwares legitimacy and source
  - D) Downloading without any permission.

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[P.T.O.]