

Roll. No.

Question Booklet Number

O.M.R. Serial No.

--	--	--	--	--	--	--	--

401167

BBA (SEM.-IV) (NEP) EXAMINATION, 2024
BUSINESS ADMINISTRATION

F010402T - A : Specialised Accounting

F010402T - B : Consumer Behaviour

Paper Code

F	0	1	0	4	0	2	T
---	---	---	---	---	---	---	---

Question Booklet
Series

C

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. Booklet is in two Sections : Section-A (1-50) & Section-B (51-100). Candidate should select 37 and 38 questions respectively from both Sections. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct/ answer and mark the same in the OMR Answer-Sheet as per the direction.

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आदेश कदा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही उत्तर करना है, प्रश्न-पुस्तिका पर नहीं। प्रश्न-पुस्तिका दो खण्डों : खण्ड-अ (1-50) तथा खण्ड-ब (51-100) में है। परीक्षार्थी को प्रत्येक खण्ड से क्रमशः 37 और 38 प्रश्न करने हैं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छंटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

SECTION-A: SPECIALISED ACCOUNTING

1. When stock is destroyed the _____ of loss is difficult.

- (A) computation
- (B) reduction
- (C) deduction
- (D) allocation

5. Average clause is a _____ in the insurance company

- (A) reserve
- (B) fund
- (C) provision
- (D) none of the above

2. Business concern often suffer _____ due to different reasons, such as fire, theft, flood, strike, etc.

- (A) Normal losses
- (B) Abnormal losses
- (C) Natural losses
- (D) None of the above

6. Fire insurance policies contain an " _____ " to discharge under insurance.

- (A) Total clause
- (B) Net clause
- (C) Gross clause
- (D) Average clause

3. A set of _____ is to be followed to file a claim with the insurance company.

- (A) rule
- (B) policies
- (C) procedure
- (D) none of the above

7. Fire insurance policies contain an "average clause" to discourage _____.

- (A) Over insurance
- (B) Fire insurance
- (C) Under insurance
- (D) None of the above

4. Salvage value of stock to be _____ from book value of stock.

- (A) added
- (B) deducted
- (C) corrected
- (D) none of the above

8. Net claim on under insurance is equal to loss of stock x value of stock on the date of fire :

- (A) Policy value
- (B) Total value
- (C) Total sales
- (D) none of the above

9. The _____ has distinguished the 'dissolution of partnership' from 'dissolution of firm'.

- (A) Companies Act, 1956
- (B) Banking Regulation Act, 1949
- (C) Indian Partnership Act, 1932
- (D) Insurance Act, 1938

10. Dissolution of a firm leads to :

- (A) Continuing of business with the remaining partners
- (B) Closure of business
- (C) Merger with another firm
- (D) None of the above

11. Amount advanced by partner over and above the capital is paid :

- (A) Before paying outside debts
- (B) After paying outside debts
- (C) Along with outside debts
- (D) Last along with capital

12. The nominal account prepared to close the account of business is :

- (A) Revaluation account
- (B) Realization account
- (C) Profit & Loss appropriation account
- (D) None of the above

13. Realization account is closed by transfer of profit/loss to :

- (A) Cash account
- (B) Balance sheet
- (C) Capital accounts
- (D) Profit and loss account

14. Realization account Dr. To partner's capital a/c; this entry is recorded when

- (A) Profit is transferred
- (B) Unrecorded liability is discharged
- (C) Asset taken over
- (D) Both (A) and (B)

15. Realization account Dr. To asset a/c, this entry is written :

- (A) To open the asset account
- (B) To close the asset account
- (C) To transfer the profit on asset account
- (D) None of the above

16. _____ of the Indian Partnership Act, 1932 states that when the partnership between all the partners of a firm comes to an end, it is called dissolution of the firm.

- (A) Section 5
- (B) Section 39
- (C) Section 50
- (D) Section 93

17. The claim lodged by the business to _____ on happening the event is known as insurance claim.
- (A) Banking company
(B) Joint stock company
(C) Insurance company
(D) None of the above
18. The account prepared to find out the stock as on the date of fire is known as _____ trading accounts.
- (A) statement
(B) memorandum
(C) consolidated
(D) joint
19. The clause through which the insurance claim due to loss of stock is reduced to the proportion that the policy value is _____.
- (A) Total clause
(B) Minimum clause
(C) Maximum clause
(D) Joint clause
20. The _____ is less than the value of stock it is called under insurance.
- (A) Endowment policy
(B) Life policy
(C) Accident policy
(D) Insurance policy
21. Investment in government debentures, bonds etc. come under _____
- (A) Variable income bearing securities
(B) Temporary income bearing securities
(C) Fixed income bearing securities
(D) None of the above
22. A ledger maintained where separate investment account prepared for a particular scrip is known as _____.
- (A) Investment ledger
(B) Purchase ledger
(C) Sales ledger
(D) None of the above
23. When bonus shares are received, the average cost of the existing shares are _____.
- (A) Reduced
(B) Increased
(C) Equal
(D) None of the above
24. Bonus shares are issued by _____ free reserves.
- (A) Generalizing
(B) Capitalizing
(C) Equalizing
(D) None of the above

25

Gross profit on short sales are calculated as

- (A) Gross profit x operating ratio
- (B) Short sales x gross profit ratio
- (C) Short sales x net profit ratio
- (D) Short sales x operating ratio

26.

The amount of insurance to be paid at regular intervals is :

- (A) policy
- (B) claim
- (C) commission
- (D) premium

27.

At the time of calculating insurance claim, the average clause is _____ if the value of stock at the date of fire was more than the policy value.

- (A) applicable
- (B) obtainable
- (C) receivable
- (D) payable

28.

Short sales is the difference between _____ and actual sales of dislocated period.

- (A) net sales
- (B) gross sales
- (C) standard sales
- (D) total sales

29

If a partner takes over some assets for value on dissolution, realization account should be

- (A) Debited
- (B) Credited
- (C) Both (A) and (B)
- (D) None of the above

30.

In the case of dissolution of the firm, the account opened for closing various items in the balance sheet is called _____

- (A) Deficiency account
- (B) Revaluation account
- (C) Realization account
- (D) None of the above

31.

A partnership which can be dissolved at any time by giving notice to other partners is known as _____

- (A) Particular partnership
- (B) Partnership at will
- (C) General partnership
- (D) None of the above

32.

Liabilities to third parties are paid _____

- (A) First
- (B) Second
- (C) Third
- (D) Lastly

33. Bonus shares are issued out of _____

(A) capital reserve

(B) free reserve

(C) share premium

(D) none of the above

34. Right shares are issued to _____ shareholders.

(A) previous

(B) existing

(C) future

(D) none of the above

35. Investment account is _____ Account.

(A) Personal

(B) Nominal

(C) Real

(D) Revenue account

36. Sale of right is a _____ receipt in case of right issue.

(A) Revenue

(B) Capital

(C) Deferred revenue

(D) None of the above

37. Brokerage is _____ in the cost of investment in the books of purchase of investment.

(A) Added

(B) Deducted

(C) Increased

(D) Subtracted

38. Interest accrued up to the date of sale of investments added to _____ Price

(A) Ex-interest

(B) Cum-interest

(C) Inclusive Interest

(D) None of the above

39. The insurance indemnifies the insured any loss of profit arising from interruption of the normal activity :

(A) Loss of profit insurance

(B) full insurance

(C) total insurance

(D) fire insurance

40. The claim lodged by the business to the insurance company on happening of the event of loss is called :

(A) Insurance policy

(B) Insurance claim

(C) Insurance premium

(D) None of the above

41. When a fixed asset is destroyed, the loss of such asset on the date of fire can be ascertained from :

(A) record

(B) accountant

(C) books of accounts

(D) none of the above

42 Double insurance is common in insurance

- (A) Life
- (B) Fire
- (C) Marine
- (D) None of these

43 Commission of an insurance company is shown in Schedule

- (A) 1
- (B) 3
- (C) 4
- (D) None of the above

44 To ascertain profit in life insurance business _____ is prepared

- (A) Revenue account
- (B) Profit and Loss account
- (C) valuation balance sheet
- (D) None of the above

45 _____ of an insurance company are shown in Schedule 9

- (A) Loan
- (B) Fixed asset
- (C) Cash & bank balance
- (D) None of the above

46 _____ is the party who undertakes the risk in insurance

- (A) Insurer
- (B) Assurer
- (C) Underwriter
- (D) All of the above

47

The party whose risk is covered in insurance is known as

- (A) Insurer
- (B) Insured
- (C) Underwriter
- (D) None of the above

48

The amount given to the policyholder due to his liability of paying further premium is called

- (A) Annuity
- (B) Bonus
- (C) Surrender value
- (D) Claim

49

_____ is an arrangement between two insurance companies whereby one transfers a part of risk to other

- (A) Reinsurance
- (B) Subinsurance
- (C) Shared policy
- (D) None of these

50

Depreciation on bank property, directors fees, and auditors fees are examples of Schedule

- (A) 13
- (B) 14
- (C) 15
- (D) 16

SECTION-R : CONSUMER BEHAVIOUR

51. How do companies measure customer satisfaction?
- (A) By ignoring customer feedback
 - (B) By conducting surveys and feedback forms
 - (C) By avoiding customer complaints
 - (D) By deleting negative comments on social media
52. What is the term for when a customer's expectations are met or exceeded by a product or service?
- (A) Customer dissatisfaction
 - (B) Customer frustration
 - (C) Customer delight
 - (D) Customer anger
53. Which factor does NOT typically influence customer satisfaction?
- (A) Product quality
 - (B) Price
 - (C) Brand reputation
 - (D) Customer complaints
54. What is the purpose of customer feedback in improving customer satisfaction?
- (A) To ignore customer concerns
 - (B) To understand areas for improvement and make necessary changes
 - (C) To delete negative comments
 - (D) To increase customer frustration
55. What is the term for when a customer continues to purchase from a company due to high satisfaction?
- (A) Customer churn
 - (B) Customer loyalty
 - (C) Customer dissatisfaction
 - (D) Customer complaints
56. How can companies improve customer satisfaction?
- (A) By ignoring customer feedback
 - (B) By providing high-quality products and excellent customer service
 - (C) By increasing prices
 - (D) By hiding product details
57. What best describes the primary focus of industrial buying behavior?
- (A) Purchasing goods for personal use
 - (B) Purchasing goods for resale
 - (C) Purchasing goods for use in production or operations
 - (D) Purchasing goods for entertainment
58. How does the nature of demand differ between industrial and consumer markets?
- (A) Industrial markets have higher demand than consumer markets
 - (B) Industrial demand is more derived from consumer demand
 - (C) Industrial demand is less predictable than consumer demand
 - (D) Industrial markets have lower demand than consumer markets

59. Which stage involves placing an order with the chosen supplier?
- Evaluation of alternatives
 - Problem recognition
 - Purchase decision
 - Post-purchase evaluation
60. What is the term for the process of reordering products or services without going through all the stages of the buying process?
- Straight rebuy
 - Modified rebuy
 - New task
 - Reverse rebuy
61. Which stage involves determining the criteria for evaluating potential suppliers and products?
- Problem recognition
 - Evaluation of alternatives
 - Purchase decision
 - Post-purchase evaluation
62. What is the term for a situation where the buyer purchases a product or service for the first time?
- Straight rebuy
 - Modified rebuy
 - New task
 - Reverse rebuy
63. What is the purpose of models in consumer behavior?
- To confuse consumers
 - To simplify and understand the complex processes of consumer decision-making
 - To complicate consumer choices
 - To hide information from consumers
64. Which of the following is NOT a commonly used model in consumer behavior?
- Maslow's Hierarchy of Needs
 - Howard-Sheth Model
 - ABC Model
 - Fishbein Model
65. What does the AIDA model stand for?
- Awareness, Interest, Desire, Action
 - Attention, Interest, Desire, Action
 - Action, Interest, Desire, Attention
 - Awareness, Interest, Decision, Action
66. Which model suggests that consumers go through a series of cognitive and affective steps before making a purchase decision?
- ABC Model
 - Howard-Sheth Model
 - Fishbein Model
 - AIDA Model
67. How do marketers use models in consumer behavior?
- By ignoring models and relying solely on intuition
 - By developing marketing strategies based on insights provided by models
 - By making decisions randomly without any guidance
 - By complicating consumer choices with irrelevant information

68. How do normative reference groups influence consumer behavior?
- By setting standards for behavior and consumption
 - By providing financial support
 - By encouraging impulsive buying
 - By promoting advertisements
69. Which statement best describes the impact of family on consumer behavior?
- Families have no influence on consumer behavior
 - Families play a significant role in shaping consumer preferences, attitudes and behaviors
 - Families only influence consumer behavior during holidays
 - Families are only influential in rural areas
70. What is the primary factor that influences an individual's social class?
- The number of friends they have
 - Their level of education
 - Their occupation and income
 - Their favorite hobbies
71. How does culture influence consumer behavior?
- By providing guidelines for acceptable behavior and consumption patterns
 - By enforcing strict rules against purchasing goods
 - By limiting access to products and services
 - By encouraging impulsive buying
72. Which of the following is NOT an element of culture?
- Language
 - Religion
 - Social class
 - Social media
73. How does social media influence consumer behavior?
- By discouraging online shopping
 - By providing information and recommendations about products and brands
 - By limiting access to product reviews
 - By banning advertisements
74. What is the term for the process through which individuals acquire the values, beliefs, and behaviors of a culture?
- Cultural diffusion
 - Cultural adaptation
 - Cultural socialization
 - Cultural integration
75. Which of the following is an example of a reference group?
- Family members
 - Co-workers
 - Celebrities
 - All of the above

76. What is the primary function of the family in consumer behavior?

- (A) Providing emotional support
- (B) Influencing purchasing decisions
- (C) Planning vacations
- (D) Watching television together

77. How do reference groups influence consumer behavior?

- (A) By providing financial support
- (B) By setting norms and values that influence purchasing decisions
- (C) By offering free products
- (D) By promoting advertisements

78. Which of the following is NOT a type of reference group?

- (A) Aspirational group
- (B) Dissociative group
- (C) Personal group
- (D) Normative group

79. What is the term for when individuals try to imitate the behaviors and attitudes of their reference group?

- (A) Conformity
- (B) Rebellion
- (C) Individuality
- (D) Isolation

80. How does the family influence consumer socialization?

- (A) By discouraging shopping trips

(B) By teaching children about brands and products

(C) By not allowing children to watch advertisements

(D) By preventing children from using social media

81. Which type of reference group do individuals desire to become a part of in the future?

- (A) Aspirational group
- (B) Dissociative group
- (C) Normative group
- (D) Personal group

82. How do marketers use knowledge of reference groups in their strategies?

- (A) By ignoring reference groups
- (B) By creating advertisements that appeal to individual preferences only
- (C) By showcasing how their products are used by desirable reference groups
- (D) By promoting products only through family members

83. What is the term for when individuals distance themselves from reference groups with unfavorable characteristics?

- (A) Aspiration
- (B) Dissociation
- (C) Association
- (D) Collaboration

- 84 How do social norms influence consumer behavior?
- By encouraging conformity to group expectations
 - By promoting individuality
 - By discouraging purchasing decisions
 - By enforcing strict regulations on advertising
- 85 What is the term for the process of learning the norms and values of a culture?
- Cultural assimilation
 - Cultural rejection
 - Cultural isolation
 - Cultural adaptation
- 86 Which factor is NOT typically considered as part of social influences on consumer behavior?
- Reference groups
 - Social class
 - Culture
 - Individual income
- 87 How do marketers use knowledge of social and cultural influences in their strategies?
- By ignoring social and cultural factors
 - By tailoring marketing messages and products to specific cultural and social groups
 - By only focusing on individual preferences
 - By avoiding advertisements
- 88 What is the primary purpose of consumer communication?
- To confuse consumers
 - To provide information about products and services
 - To discourage consumers from purchasing
 - To hide product details
- 89 How do companies typically communicate with consumers?
- Through silence
 - Through advertisements, promotions, and marketing messages
 - Through secret messages
 - Through written letters only
- 90 What is the term for the process of conveying a message from a sender to a receiver? <https://www.csjmuonline.com>
- Communication breakdown
 - Communication process
 - Communication delay
 - Communication barrier
- 91 Which of the following is NOT a channel of communication used by companies to reach consumers?
- Television
 - Radio
 - Social media
 - Telepathy

92. What is the term for the practice of purchasing products or services from a few selected suppliers on a regular basis?
- (A) Single-sourcing
 - (B) Multiple-sourcing
 - (C) Sole-sourcing
 - (D) Collaborative sourcing
93. How do relationships between buyers and sellers typically differ in industrial markets compared to consumer markets?
- (A) Relationships are less important in industrial markets
 - (B) Relationships are more transactional in industrial markets
 - (C) Relationships are less long-term in industrial markets
 - (D) Relationships are more collaborative in industrial markets
94. Which factor is NOT typically considered in industrial buying decisions?
- (A) Price
 - (B) Product quality
 - (C) Brand image
 - (D) Personal preferences
95. What is the first stage in the industrial buying process?
- (A) Evaluation of alternatives
 - (B) Problem recognition
 - (C) Purchase decision
 - (D) Post-purchase evaluation
96. Which stage involves identifying a need for a product or service within the organization?
- (A) Evaluation of alternatives
 - (B) Problem recognition
 - (C) Purchase decision
 - (D) Post-purchase evaluation
97. In the stage of evaluation of alternatives; what are industrial buyers typically comparing?
- (A) Brands and prices
 - (B) Suppliers and prices
 - (C) Brands and product features
 - (D) Suppliers and product features
98. What is the term for the process of negotiating terms and conditions with chosen suppliers?
- (A) Contracting
 - (B) Post-purchase evaluation
 - (C) Vendor selection
 - (D) Purchase decision
99. What is the final stage in the industrial buying process?
- (A) Problem recognition
 - (B) Evaluation of alternatives
 - (C) Purchase decision
 - (D) Post-purchase evaluation
100. In which stage do industrial buyers assess the performance of the chosen supplier and product?
- (A) Problem recognition
 - (B) Evaluation of alternatives
 - (C) Purchase decision
 - (D) Post-purchase evaluation

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.

6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.

7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.

8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.

9. There will be no negative marking.

10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.

11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.

12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Imp't. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।

6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।

7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।

8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।

9. निगेटिव मार्किंग नहीं है।

10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।

11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।

12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।