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Roll No. _____

O.M.R. Serial No. :

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Question Booklet Number

BBA (IV Semester) Examination, 2025-26
(NEP Back Paper)

F010402T - A : Specialized Accounting

F010402T - B : Consumer Behaviour

Paper Code							
F	O	1	O	4	O	2	T

Question Booklet Series

C

Time : 1 : 30 Hours]

[Maximum 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 Section : **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.

(Remaining instructions on the last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल 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 गये हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

Rough Work

F010402T - A : Specialized Accounting

- | | |
|------------------------------|------------------------------------|
| 1. Insurance contract is: | 5. Premium received in advance is: |
| (A) Agreement | (A) Liability |
| (B) Sale | (B) Asset |
| (C) Loan | (C) Income |
| (D) None | (D) None |
| 2. Banking regulation is by: | 6. Discounting of bills gives: |
| (A) RBI | (A) Income |
| (B) IMF | (B) Expense |
| (C) WTO | (C) Loss |
| (D) None | (D) None |
| 3. Solvency ratio measures: | 7. Loan is: |
| (A) Stability | (A) Asset |
| (B) Profit | (B) Liability |
| (C) Loss | (C) Expense |
| (D) None | (D) None |
| 4. Reinsurance means: | 8. Deposit is: |
| (A) Risk sharing | (A) Liability |
| (B) Profit | (B) Asset |
| (C) Loss | (C) Income |
| (D) None | (D) None |

9. Profit of bank depends on:
- (A) Interest
 - (B) Expenses
 - (C) Both
 - (D) None
10. Bank balance sheet shows:
- (A) Assets
 - (B) Liabilities
 - (C) Both
 - (D) None
11. Claims outstanding are:
- (A) Liability
 - (B) Asset
 - (C) Income
 - (D) None
12. Bonus paid is:
- (A) Expense
 - (B) Income
 - (C) Asset
 - (D) None
13. Commission paid is:
- (A) Expense
 - (B) Income
 - (C) Asset
 - (D) None
14. Reserve for unexpired risk is:
- (A) Liability
 - (B) Asset
 - (C) Income
 - (D) None
15. General insurance deals with:
- (A) Life
 - (B) Property
 - (C) Both
 - (D) None
16. Life insurance deals with:
- (A) Property
 - (B) Life
 - (C) Goods
 - (D) None

17. Claim paid is:
- (A) Expense
 - (B) Income
 - (C) Asset
 - (D) None
18. Insurance premium is:
- (A) Income
 - (B) Expense
 - (C) Asset
 - (D) None
19. Bank income includes:
- (A) Interest
 - (B) Commission
 - (C) Both
 - (D) None
20. SLR means:
- (A) Statutory liquidity ratio
 - (B) Sales ratio
 - (C) None
 - (D) Both
21. CRR is:
- (A) Cash reserve
 - (B) Capital reserve
 - (C) None
 - (D) Both
22. NPA means:
- (A) Non-performing asset
 - (B) Net profit asset
 - (C) None
 - (D) Both
23. Rebate on bills discounted is:
- (A) Income
 - (B) Liability
 - (C) Expense
 - (D) None
24. Interest on loans is:
- (A) Expense
 - (B) Income
 - (C) Asset
 - (D) None
25. Banking company prepares:
- (A) Balance sheet
 - (B) P&L
 - (C) Both
 - (D) None

26. Legacy is:
- (A) Donation
 - (B) Expense
 - (C) Loss
 - (D) None
27. Entrance fee is:
- (A) Capital/Revenue
 - (B) Expense
 - (C) Asset
 - (D) None
28. Subscription received in advance is:
- (A) Asset
 - (B) Liability
 - (C) Income
 - (D) None
29. Joint venture ends when:
- (A) Work complete
 - (B) Profit
 - (C) Loss
 - (D) None
30. Insurance claim relates to:
- (A) Loss
 - (B) Profit
 - (C) Asset
 - (D) None
31. Proforma invoice is:
- (A) Actual invoice
 - (B) Dummy invoice
 - (C) Receipt
 - (D) None
32. Goods sent on consignment are:
- (A) Sales
 - (B) Not sales
 - (C) Expense
 - (D) None
33. Loading means:
- (A) Profit element
 - (B) Loss
 - (C) Expense
 - (D) None

34. Consignment stock belongs to:
- (A) Consignee
 - (B) Consignor
 - (C) Buyer
 - (D) None
35. Memorandum JV A/c is:
- (A) Temporary
 - (B) Permanent
 - (C) Real
 - (D) None
36. Joint venture account is:
- (A) Nominal
 - (B) Real
 - (C) Personal
 - (D) None
37. Abnormal loss is:
- (A) Expected
 - (B) Unexpected
 - (C) Profit
 - (D) None
38. Normal loss is:
- (A) Avoidable
 - (B) Unavoidable
 - (C) Profit
 - (D) None
39. Del credere commission covers:
- (A) Bad debts
 - (B) Profit
 - (C) Loss
 - (D) None
40. Consignee earns:
- (A) Salary
 - (B) Commission
 - (C) Profit
 - (D) None
41. Consignor sends goods to:
- (A) Buyer
 - (B) Consignee
 - (C) Bank
 - (D) None
42. Consignment involves:
- (A) Sale
 - (B) Transfer of goods
 - (C) Ownership transfer
 - (D) None

43. Co-venturers share:

- (A) Profit
- (B) Loss
- (C) Both
- (D) None

44. Joint venture is:

- (A) Long-term
- (B) Short-term
- (C) Permanent
- (D) None

45. Subscription outstanding is:

- (A) Asset
- (B) Liability
- (C) Income
- (D) None

46. Capital fund is:

- (A) Liability
- (B) Asset
- (C) Owner fund
- (D) None

47. Income & Expenditure A/c shows:

- (A) Cash
- (B) Profit/Loss
- (C) Assets
- (D) None

48. Receipts & Payments A/c is:

- (A) Nominal
- (B) Real
- (C) Summary of cash
- (D) None

49. Main source of income for NPO:

- (A) Sales
- (B) Subscription
- (C) Profit
- (D) None

50. Non-trading organizations are formed for:

- (A) Profit
- (B) Service
- (C) Trade
- (D) None

F010402T - B : Consumer Behaviour

51. A company changes specifications while reordering a machine. This is:
- (A) New task
 - (B) Straight rebuy
 - (C) Modified rebuy
 - (D) Consumer purchase
52. A bank focuses on improving customer service experience. This relates to:
- (A) Service marketing
 - (B) Industrial production
 - (C) Manufacturing
 - (D) Accounting
53. A hospital evaluates different suppliers before buying equipment. This stage is:
- (A) Production planning
 - (B) Supplier selection
 - (C) Export planning
 - (D) Accounting
54. A firm buys new software for the first time. This is:
- (A) New task buying
 - (B) Straight rebuy
 - (C) Modified rebuy
 - (D) Consumer buying
55. A company purchases raw materials regularly from the same supplier. This is:
- (A) Straight rebuy
 - (B) Modified rebuy
 - (C) New task
 - (D) Consumer purchase
56. Service marketing focuses on :
- (A) Machinery
 - (B) Customer experience
 - (C) Raw materials
 - (D) Production cost
57. Customer satisfaction in services depends on:
- (A) Service quality
 - (B) Production level
 - (C) Factory size
 - (D) Export value
58. Banking and education are examples of:
- (A) Services
 - (B) Goods
 - (C) Machines
 - (D) Raw materials

59. Services are characterized by:
- (A) Intangibility
 - (B) Perishability
 - (C) All of the above
 - (D) None of the above
60. Service marketing mainly deals with:
- (A) Intangible products
 - (B) Tangible goods
 - (C) Machines
 - (D) Raw materials
61. Supplier selection involves:
- (A) Choosing the best supplier
 - (B) Producing goods
 - (C) Advertising
 - (D) Accounting
62. Industrial buying process begins with:
- (A) Problem recognition
 - (B) Production
 - (C) Exporting
 - (D) Accounting
63. Industrial buyers focus mainly on:
- (A) Quality and price
 - (B) Colour
 - (C) Fashion
 - (D) Style
64. Modified rebuy occurs when:
- (A) Product is exported
 - (B) No changes are made
 - (C) Some changes are made in order
 - (D) Product is manufactured
65. Straight rebuy occurs when:
- (A) Product is reordered without change
 - (B) New product is purchased
 - (C) Product is redesigned
 - (D) Product is exported
66. A new task buying situation occurs when:
- (A) Buying a product for the first time
 - (B) Reordering same product
 - (C) Buying cheaper product
 - (D) Buying imported product
67. Derived demand means demand derived from :
- (A) Export demand
 - (B) Consumer demand
 - (C) Government demand
 - (D) Financial demand

68. Industrial demand is:
- (A) Derived demand
 - (B) Direct demand
 - (C) Independent demand
 - (D) Seasonal demand
69. Industrial markets differ from consumer markets because:
- (A) They involve larger purchases
 - (B) They involve smaller purchases
 - (C) They involve only individuals
 - (D) They involve only families
70. The person who controls information flow is:
- (A) Buyer
 - (B) User
 - (C) Gatekeeper
 - (D) Seller
71. The person who actually uses the product is called:
- (A) User
 - (B) Buyer
 - (C) Influencer
 - (D) Gatekeeper
72. The buying center includes:
- (A) Users and influencers
 - (B) Machines
 - (C) Buildings
 - (D) Advertisements
73. The industrial buying process involves:
- (A) Several participants
 - (B) One person only
 - (C) Machines
 - (D) Factories only
74. Industrial buyers include :
- (A) Individuals only
 - (B) Children
 - (C) Families
 - (D) Companies and institutions
75. Industrial buying behaviour refers to:
- (A) Purchase by organizations
 - (B) Purchase by individuals
 - (C) Household buying
 - (D) Personal shopping

76. A customer recommends a good product to others. This shows:
- (A) Negative feedback
 - (B) Positive word of mouth
 - (C) Production promotion
 - (D) Industrial marketing
77. A person buys organic food due to cultural beliefs. This reflects:
- (A) Cultural influence
 - (B) Production influence
 - (C) Accounting influence
 - (D) Industrial influence
78. A company studies customer complaints after purchase. This stage relates to:
- (A) Post purchase behaviour
 - (B) Need recognition
 - (C) Information search
 - (D) Advertising
79. A consumer compares several smartphone brands before buying. This stage is:
- (A) Need recognition
 - (B) Evaluation of alternatives
 - (C) Post purchase behaviour
 - (D) Production analysis
80. A teenager buys a sneaker brand because friends use it. This is:
- (A) Family influence
 - (B) Reference group influence
 - (C) Cultural influence
 - (D) Economic influence
81. Consumer satisfaction leads to:
- (A) Brand loyalty
 - (B) Factory expansion
 - (C) Tax increase
 - (D) Import growth
82. Social influence includes:
- (A) Tax systems
 - (B) Production systems
 - (C) Accounting rules
 - (D) Culture and reference groups
83. Personal influence includes:
- (A) Friends and family
 - (B) Machines
 - (C) Buildings
 - (D) Finance

84. Cultural values affect:
- (A) Machinery
 - (B) Factory design
 - (C) Buying patterns
 - (D) Accounting
85. Reference groups can influence:
- (A) Attitudes and behaviour
 - (B) Production machines
 - (C) Factory workers
 - (D) Accounting reports
86. Dissatisfied consumers may:
- (A) Complain or switch brands
 - (B) Increase production
 - (C) Reduce taxes
 - (D) Build factories
87. Consumer satisfaction refers to:
- (A) Reducing costs
 - (B) Increasing production
 - (C) Increasing imports
 - (D) Meeting consumer expectations
88. Word of mouth communication is:
- (A) Personal communication
 - (B) Industrial communication
 - (C) Accounting communication
 - (D) Production communication
89. Advertising is part of:
- (A) Consumer communication
 - (B) Production planning
 - (C) Accounting
 - (D) Manufacturing
90. Communication process involves:
- (A) Factory and machine
 - (B) Sender, message and receiver
 - (C) Export and import
 - (D) Profit and loss
91. After buying a product, consumers may experience
- (A) Satisfaction or dissatisfaction
 - (B) Production increase
 - (C) Export increase
 - (D) Import increase
92. Evaluating different brands is called:
- (A) Evaluation of alternatives
 - (B) Need recognition
 - (C) Production planning
 - (D) Accounting

93. Searching for product information is called:
- (A) Information search
 - (B) Production analysis
 - (C) Accounting
 - (D) Manufacturing
94. Consumer decision making begins with:
- (A) Purchase decision
 - (B) Need recognition
 - (C) Evaluation of alternatives
 - (D) Post purchase behaviour
95. Opinion leaders influence:
- (A) Government policies
 - (B) Consumer decisions
 - (C) Production levels
 - (D) Accounting systems
96. Social class is determined by:
- (A) Income, education and occupation
 - (B) Production capacity
 - (C) Advertising budget
 - (D) Export level
97. Culture mainly affects:
- (A) Production level
 - (B) Consumer values and behaviour
 - (C) Import duties
 - (D) Factory operations
98. Family influence on buying behaviour is considered:
- (A) Social influence
 - (B) Economic influence
 - (C) Political influence
 - (D) Industrial influence
99. A reference group is:
- (A) A production unit
 - (B) A group influencing consumer behaviour
 - (C) A financial institution
 - (D) A manufacturing firm
100. Consumer decision making refers to:
- (A) Manufacturing goods
 - (B) Process of selecting products
 - (C) Importing goods
 - (D) Exporting goods

Rough Work

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 :

Example :

Question :

- Q. 1 (A) ● (C) (D)
- Q. 2 (A) (B) ● (D)
- Q. 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.
- Impt. 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.**

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C तथा D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

- प्रश्न 1 (A) ● (C) (D)
- प्रश्न 2 (A) (B) ● (D)
- प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ.एम.आर. 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. ओ.एम.आर. 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, कैल्कुलेटर, 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 : प्रश्न-पुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्न-पुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।