

Roll No.

BBA-503

**B. B. A. (Fifth Semester)
EXAMINATION, Dec., 2012**

Paper Third

MARKETING RESEARCH

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the *five* questions. Each question carries 15 marks.

1. Correlate marketing and research. Describe various applications of research in introduction of a new product in market.

Or

Describe the following :

- (i) Research Design
- (ii) Research Process

2. What are the various methods of data collection ? Differentiate between primary data and secondary data.

Or

Discuss probability and non-probability sampling. Can sampling be made error free ? How ?

Roll No.

BBA-504

**B. B. A. (Fifth Semester)
EXAMINATION, Dec., 2012**

**Paper Fourth
DIRECT TAXES**

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all questions. All questions carry equal marks.

1. (i) Define a person.
- (ii) What is profit in lieu of salary ?
- (iii) What is real rental value ?
- (iv) What is short term capital gains ?
- (v) What is deemed profit ?

Or

- (i) What is site restoration fund ?
 - (ii) What is balancing charge ?
 - (iii) What is MAT ?
 - (iv) Which deduction is given under section 80 G ?
 - (v) What are the bonus shares ?
2. What is tax avoidance ? Differentiate between tax evasion and tax planning ? -Which of these is illegal ?