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B.B.A. – I (Semester – I) (CGPA Pattern) Examination, 2015
PRINCIPLES OF MANAGEMENT

Day and Date : Monday, 16-11-2015

Max. Marks : 70

Time : 10.30 a.m. to 1.00 p.m.

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select correct alternative from the given alternatives. 7
- 1) What is a Mission statement ?
 - a) Objective of an organisation
 - b) Short-term plan of an organisation
 - c) Goal of an organisation
 - d) The reason or purpose for the existence of organisation
 - 2) The need of planning exists at _____ level of management
 - a) Top
 - b) Middle
 - c) Lower
 - d) All levels
 - 3) Establishing standard is the first step in _____ process.
 - a) Staffing
 - b) Planning
 - c) Directing
 - d) Control
 - 4) The last need in need-hierarchy theory of Motivation is
 - a) Self-esteem needs
 - b) Physiological needs
 - c) Security needs
 - d) Self-actualisation need



- 5) _____ is the art of knowing What you want to do and then seeing that it is done in the best and cheapest way.
- a) Staffing
 - b) Planning
 - c) Management
 - d) Controlling
- 6) _____ is the act of increasing the skill and knowledge of an employee for doing a particular job.
- a) Selection
 - b) Recruitment
 - c) Planning
 - d) Training
- 7) Which of the following is a Non-financial incentive
- a) Appreciation
 - b) Bonus
 - c) Incentives
 - d) Stock-option

B) Fill in the blanks.

7

- 1) _____ is the obligation of an individual to perform certain activities which are assigned to him.
- 2) _____ is the simple and oldest type of organisation structure.
- 3) Project is a _____ type of plan.
- 4) Management is an art as well as _____
- 5) Theory 'X' people are having _____ attitude towards work.
- 6) _____ leadership style is also called as authoritative or directive leadership style.
- 7) Middle level management act as a link between _____

2. Write short notes (**any 2**)

14

- a) Power and Authority.
- b) Functions of Management.
- c) Training.

3. Write short notes (**any 2**).

14

- a) Maslow's need hierarchy theory of motivation.
- b) Ingredients of leadership.
- c) Importance of planning.



4. What is motivation ? Explain various financial and Non-financial incentives of motivation. **14**

OR

Explain the term planning and Discuss the steps in planning process. **14**

5. What is leadership ? Explain in detail the different leadership styles. **14**

OR

What is controlling ? State and explain the various steps in control process. **14**



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| Seat No. | |
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**B.B.A. – I (Semester – I) (CGPA Pattern) Examination, 2015
BUSINESS COMMUNICATION (Paper – I)**

Day and Date : Wednesday, 18-11-2015
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

Instructions : 1) **All** questions are **compulsory**.
2) Figures to the **right** indicates **full** marks.

1. A) Fill in the blanks with correct alternative : **7**

- 1) Communication is a word of latin origin which means _____
 - a) Communis
 - b) Communicase
 - c) Communicate
 - d) Communion
- 2) _____ barrier arise from limitations of language or symbols in communication.
 - a) Noise
 - b) Semantic
 - c) Physical
 - d) Linguistic
- 3) _____ is used when the same message is to be conveyed to a large number of people.
 - a) Office note
 - b) Office order
 - c) Memorandum
 - d) Circular letter
- 4) When a report is prepared and presented at regular intervals, it is called _____ report.
 - a) Informal
 - b) Formal
 - c) Periodic
 - d) Statutory
- 5) The process of converting thoughts or ideas into signs or symbols is called _____
 - a) Decoding
 - b) Uncoding
 - c) Encoding
 - d) Coding
- 6) A _____ is a description of an event carried back to someone who was not present on the scene.
 - a) Letter
 - b) Report
 - c) Communication
 - d) Feedback



- 7) A _____ letter is written by a company for the sale of its product or for the publicity.
- | | |
|--------------|-------------|
| a) Complaint | b) Circular |
| c) Enquiry | d) Sales |

B) Fill in the blanks : 7

- 1) The Word ‘memo’ is derived from the latin Word _____
- 2) Disturbance during transmission of a message on telephone is an example of _____ barrier.
- 3) The process of putting some ideas and thoughts into some form of a logical way is called _____
- 4) An official record of the proceedings of a meeting is called _____
- 5) _____ type of communication is used for mass publicity.
- 6) _____ reports are prepared in a prescribed form.
- 7) _____ contain information relating to the name of the firm and its address.

2. Write short notes (**any 2**) : 14

- a) Communication Process.
- b) Merits and limitations of oral communication.
- c) Planning and layout of business letter.

3. Write in brief on the following (**any 2**) : 14

- a) Explain Agenda of a meeting with suitable example.
- b) Explain any four Errors that commonly occurs in business communication.
- c) Explain Minutes by drafting the minutes of an Annual General Meeting.

4. What are various barriers to communication ? How can these barriers be overcome ? 14

OR

Write an application letter for the post of sales Manager in ‘XYZ Pvt Ltd’ along with resume. 14

5. What is letter of Enquiry ? Write an Enquiry letter to ‘Golden Laptop’, Pune, for enquiry about various offers they have on purchase of Laptops. 14

OR

What are reports ? Discuss the different types of Reports. 14



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**B.B.A. – I (Semester – I) Examination, 2015
(CGPA Pattern)
FINANCIAL ACCOUNTING**

Day and Date : Friday, 20-11-2015

Max. Marks : 70

Time : 10.30 a.m. to 1.00 p.m.

- Instructions :** 1) **All questions are compulsory.**
2) **Figure to the right indicate full marks.**
3) **Use of calculator is allowed.**

1. A) Multiple choice questions :

7

- 1) Money value of reputation of business is known as
a) copyright b) goodwill c) patents d) trademark
- 2) Accounts must honestly prepared and must disclose all material information is known as
a) disclosure concept b) entity concept
c) cost concept d) dual aspect concept
- 3) Wages paid for installation of machinery should be debited to
a) Wages a/c b) Machinery a/c
c) Cash a/c d) Goods a/c
- 4) Cash column of cash book can never _____ balance.
a) credit b) debit c) zero d) none of these
- 5) _____ is a process of transferring journal entries to ledger.
a) Journalisation b) Ledger posting
c) Casting d) Recording
- 6) Bank reconciliation statement is prepared by
a) trader b) banker c) seller d) student
- 7) The trial balance shows only _____ accuracy.
a) arithmetical b) accounting c) historical d) financial



B) State whether the following statement are **True** or **False** :

7

- 1) Prepaid insurance is nominal account.
- 2) Double entry system is very unscientific.
- 3) Bank of Maharashtra is nominal account.
- 4) Narration is not necessary in ledger.
- 5) Cheque deposited in the bank increases the bank balance in the cash book.
- 6) If trial balance does not agree there is no need to open and operate suspense account.
- 7) In straight line method of depreciation the amount of depreciation remain constant every year.

2. Attempt **any two** :

A) Mr. Shrinath maintains a columnar petty cash book on imprest system. The imprest amount is Rs. 850. From the following information show how his petty cash book would appear for the week ended 7th Sept. 2011.

7

| Date | Particulars |
|---------------|---|
| Sept. 1, 2011 | Balance in hand Rs.125. Postage Rs. 28. Stationery Rs. 35. Refreshment expenses Rs.20 |
| Sept. 3, 2011 | Travelling and conveyance expenses Rs. 34. Miscellaneous expenses Rs. 5. Refreshment expenses Rs. 25. |
| Sept. 4, 2011 | Repairs charges Rs. 170. |
| Sept. 5, 2011 | Paid for postage Rs. 21. Refreshment expenses Rs. 22. Travelling expenses Rs. 32. |
| Sept. 6, 2011 | Stationery expenses Rs. 47. Refreshment expenses Rs.12. |
| Sept. 7, 2011 | Miscellaneous expenses Rs. 12. Paid for postage Rs. 7 Repairs charges Rs. 75. |



- B) Prakash Trading company purchased machine worth Rs. 77,600 and installed at a cost Rs. 2,400 on 1st Oct. 2006. 7

On 1st April 2007, an additional machine costing Rs. 40,000 was purchased. The machine purchased on 1st April 2007, having become obsolete and was sold for Rs. 22,000 on 1st Oct. 2009, and new machinery worth Rs. 60,000 was purchased on 1st Nov. 2009.

The depreciation was provided annually on 31st Mar. @ 10% p.a. on original cost of machine.

Show Machinery Account for the year 2006-07 to 2009-10.

- C) Define Accounting and its importances. 7

3. Attempt **any two** :

- A) Explain fundamental accounting assumptions. 7
B) Objectives of accounting. 7
C) Explain different types of subsidiary books. 7

4. A) Explain bank reconciliation statements and its importance. 14

OR

- B) Journalize the following transactions. 14

| Date | Particulars |
|---------------|--|
| Jan. 1, 2004 | Mr. Kishor started business with cash Rs. 15,000 and goods worth Rs.5,000. |
| Jan. 2, 2004 | Paid into bank Rs. 2,000. |
| Jan. 5, 2004 | Cash purchases Rs. 1,500. |
| Jan. 14, 2004 | Purchased goods from Swami & Co. worth Rs. 1,000. Less 2% trade discount. |
| Jan. 15, 2004 | Cash sales Rs. 2,000. |
| Jan. 18, 2004 | Issued cheque to Swami & Co. for Rs. 900 in full settlement. |
| Jan. 20, 2004 | Credit sales worth Rs. 1,000 to Madhav less 5% trade discount. |
| Jan 14, 2004 | Withdrawn for private use Rs. 100. |



5. A) Explain various accounting concepts.

14

OR

B) From the following Trial balance of Mr. Kapil, you are required to prepare Trading, Profit and Loss a/c for the year ended 31st Mar. 2010 and Balance Sheet as on that date.

Trial Balance as on 31st March, 2010.

| Particulars | Debit | Credit |
|-----------------------------------|-----------------|-----------------|
| | Rs. | Rs. |
| Opening stock | 58,000 | |
| Wages and salary | 6,500 | |
| Carriage inward | 2,500 | |
| Purchases and sales | 63,000 | 1,26,000 |
| Bill Receivable and Bill payables | 600 | 1,000 |
| Rent | 3,500 | |
| R.D.D. | | 800 |
| Sundry debtors and creditors | 15,000 | 16,000 |
| Returns | 1,000 | 500 |
| Machinery | 12,000 | |
| Travelling expenses | 3,000 | |
| Cash at bank | 1,000 | |
| Buildings | 25,000 | |
| Office expenses | 2,700 | |
| Advertisement (for 3 years) | 3,000 | |
| Drawings | 2,500 | |
| Capital | | 30,000 |
| Insurance | 600 | |
| General reserves | | 25,600 |
| Total | 1,99,900 | 1,99,900 |

Adjustments :

- 1) Closing stock cost Rs. 25,000, Market value at Rs. 30,000.
- 2) Prepaid insurance Rs. 100.
- 3) Goods of Rs. 3,000 were taken over by kapil for personal use.
- 4) Provide depreciation on machinery by 10% and building by 20%.
- 5) Outstanding expenses rent Rs. 500.
- 6) Provide reserve for doubtful debt at 5% on sundry debtors.

14



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**B.B.A. – I (Semester – I) Examination, 2015
BUSINESS ECONOMICS (Micro) (CGPA Pattern)**

Day and Date : Monday, 23-11-2015
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

- N. B. :** I) **All questions are compulsory.**
II) **Give diagrams and schedule wherever necessary.**
III) **Figures to the right indicate full marks.**

1. A) Select the correct alternatives :

7

- 1) Micro and macro economics these two terms were first presented by
 - a) J. M. Keynes
 - b) Ragnar Frisch
 - c) Prof. Benham
 - d) J. S. Mill
- 2) Prof. Alfred Marshall utility analysis is based on _____ approach.
 - a) Cardinal
 - b) Ordinal
 - c) Both a) and b)
 - d) None of these
- 3) Normally demand curve slopes _____ towards left to right.
 - a) upward
 - b) downward
 - c) forward
 - d) backward
- 4) A functional relation between inputs and outputs is known as _____ function.
 - a) demand
 - b) supply
 - c) production
 - d) consumption
- 5) When _____ we know that the firms are earning just normal profits.
 - a) $AC = AR$
 - b) $MC = AC$
 - c) $MC = MR$
 - d) $AR = MR$
- 6) The concept of quasi-rent is given by
 - a) Alfred Marshall
 - b) David Ricardo
 - c) Joan Robinson
 - d) J. M. Keynes

SLR-TAPI – 4



7) Rent is a payment for the use of _____ in production.

- a) land
- b) labour
- c) capital
- d) enterprise

B) True and False :

7

- 1) Micro Economics study aggregate unit.
- 2) Perfectly inelastic demand curve is horizontal straight-line.
- 3) At satiety point total utility is maximum.
- 4) An opportunity cost means opportunity lost.
- 5) Innovation theory of profit propounded by Joseph Schumpeter.

6) Average revenue means $AR = \frac{TR}{Q}$.

7) Risk bearing theory of profit presented by prof. F. B. Hawley.

2. Write short answers (any 2) :

14

- a) Explain the features of business economics.
- b) State and explain the law of demand.
- c) Explain the modern theory of rent.

3. Write short notes (any two) :

14

- a) Distinguish between fixed cost and variable cost.
- b) Explain the law of diminishing marginal utility.
- c) Significant of elasticity of demand.

4. Long type question :

14

A) Discuss "Interest is a reward for parting liquidity" Prof. Keynes.

OR

B) What is oligopoly ? Explain its features and the kinked demand curve.

5. Long type question :

14

A) What is price elasticity ? Explain the types of price elasticity.

OR

B) Critically examine the innovation theory of profit.



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**B.B.A. – I (Sem. – I) (CGPA Pattern) Examination, 2015
BUSINESS ORGANIZATION AND SYSTEM**

Day and Date : Thursday, 26-11-2015
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select the appropriate alternative from given alternatives. 7
- 1) Partnership firm consists _____ members for non-banking business.
a) 10 b) 15 c) 20 d) 50
 - 2) _____ acts as signature of the company.
a) Trade Mark b) Brand Name
c) Common Seal d) Symbol
 - 3) The trade is conducted between two countries is called _____ trade.
a) Internal b) External c) Special d) General
 - 4) Wholesaler is the link between manufacturer and
a) Company b) Producer
c) Retailer d) None of these
 - 5) Manufacturing industries belong to _____ type of industries.
a) Secondary b) Primary
c) Genetic d) None of these
 - 6) _____ transport provides door to door delivery of goods.
a) Road b) Water c) Air d) Railway
 - 7) Airtel company wants to merge with vodafone company is example of _____ merger.
a) Horizontal b) Vertical
c) Both d) None of these



B) Fill in the blanks :

7

- 1) Movement of either people or goods from one place to another is know as
- 2) SEZ stands for
- 3) _____ firm have a personal touch with customers and employees.
- 4) _____ buys/purchase goods in small quantities.
- 5) FDI stands for
- 6) A joint stock company has _____ succession.
- 7) _____ industries provide services to primary and secondary industries.

2. Write short note (**any two**) :

14

- a) Effects of industrial revolution.
- b) Sole proprietorship
- c) SEZ

3. Write short note (**any two**) :

14

- a) Wholesale trade
- b) Partnership firm
- c) Merger and it's types.

4. What is joint stock company and explain it's merits and demerits.

14

OR

What is business ? Explain in detail the scope of business.

5. Discuss various factors to be considered for setting up new business unit.

14

OR

What is retail trade ? Explain its functions and types.



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**B.B.A. – I (Semester – II) (CGPA Pattern) Examination, 2015
BUSINESS ENVIRONMENT (New)**

Day and Date : Tuesday, 17-11-2015

Max. Marks : 70

Time : 10.30 a.m. to 1.00 p.m.

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative : 7
- 1) Business environment determines _____ of business.
a) strength and weakness b) survival and growth
c) opportunities and threats d) all of the above
 - 2) Which of the following changes the technological environment of business ?
a) E-commerce b) customs
c) Traditions d) Acts
 - 3) _____ is a specific and organised set of beliefs and practices.
a) Economy b) Technology
c) Religion d) Law
 - 4) Globalisation promotes _____ trade.
a) Local b) Regional
c) National d) International
 - 5) Which of the following instruction is responsible for establishment of legal environment of business ?
a) Legislature b) Executive
c) Judiciary d) All of the above
 - 6) Abolition of licenses and permits is a feature of _____ policy.
a) Liberalisation b) Nationalisation
c) Both a) and b) d) None of the above
 - 7) _____ environment determines social behavior of people.
a) Cultural b) Natural
c) Technical d) Legal



- B) State whether the following statements are **True** or **False** : **7**
- 1) Nationalisation promotes private enterprises.
 - 2) A prime of object of public enterprises is profit.
 - 3) Business environment determines survival and growth of business.
 - 4) State regulation is necessary for healthy competition among business.
 - 5) Advance technology maximises cost and minimises output.
 - 6) Business environment changes local to global.
 - 7) Age structure of population is a part of demographic environment of business.

2. Write short answer (**any two**) : **14**
- a) Features of technology.
 - b) Demerits of business environment.
 - c) Significance of demographic environment.

3. Write short answer (**any two**) : **14**
- a) Features of business environment.
 - b) Globalisation policy of India.
 - c) Significance of cultural environment.

4. What is privatization ? Explain the objectives of privatisation policy of India. **14**
- OR

What are the components of political and legal environment ? Explain its impact on growth of business.

5. Define technology. Explain the importance of advance technology in business environment. **14**
- OR

What is social environment ? Explain the need for state regulation.



1. B) State **True** or **False**. **7**
- 1) Face to Face communication is one of the objective of communication.
 - 2) Public relation refers to direct contacts and dealings with the public.
 - 3) Conflict refers to settlement of arguments.
 - 4) Teleconferencing do not allow to use audio, video and data services.
 - 5) Rumar is a part of Grapevine.
 - 6) The objective of Interview is to select the most suitable candidate for a job.
 - 7) Upward communication is also called as a lateral communication.
2. Write short notes (**any 2**) : **14**
- a) Principles of effective oral communication.
 - b) Public Relations.
 - c) Presentation.
3. Write short notes (**any 2**) : **14**
- a) Audio-Visual aids in business communication.
 - b) EPBAX.
 - c) Types of Interview.
4. What is oral communication ? Explain the various medias of oral communication. **14**
- OR
- Explain the various communication channels in organisation. **14**
5. Explain various ways of modern office communication used in business organisation. **14**
- OR
- Define speech. Explain the various techniques of effective speech. **14**
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**B.B.A. (Semester – II) (New CGPA Pattern) Examination, 2015
COST ACCOUNTING**

Day and Date : Saturday, 21-11-2015

Max. Marks : 70

Time : 10.30 a.m. to 1.00 p.m.

- Instructions :** 1) **All** questions are **compulsory**.
2) Figures to **right** indicate **full** marks.
3) **Use** of calculators is **allowed**.

1. A) Choose correct alternative from the given alternatives : **7**
- 1) If Rs. 10 is spend on producing 10 units and Rs. 15 for producing 15 units, then fixed cost per unit
 - a) Rs. 0
 - b) Rs. 1
 - c) Rs. 2
 - d) None of these
 - 2) Direct material is
 - a) Fixed cost
 - b) Variable cost
 - c) Semi variable cost
 - d) None of these
 - 3) Labour turnover is measured by
 - a) Replacement method
 - b) Separation method
 - c) Flux method
 - d) All of these
 - 4) Directors remuneration and expenses form part of
 - a) Production overheads
 - b) Administrative overheads
 - c) Selling overheads
 - d) Distribution overheads
 - 5) Margin of safety is the difference between
 - a) Sales – break even sales
 - b) Sales – contribution
 - c) Contribution – fixed cost
 - d) None of these



- 6) When preparing a production budget the quantity to be produced equals
- Sales quantity + op.stock + clo.stok
 - Sales quantity – op.stock + clo.stock
 - Sales quantity – op.stock – clo.stock
 - Sales quantity + op.stock – clo.stock
- 7) An example of fixed cost is
- Direct material cost
 - Works managers salary
 - Depreciation
 - Chargeable expenses

B) Fill in the blanks :

7

- Costing is a techniques of _____
- Material control covers three stages _____, _____ and _____
- Inventory turnover ratio = $\frac{\text{cost of material consumed during the year}}{\text{cost of } \underline{\hspace{2cm}} \text{ held during the period}}$
- Two types of idle time are _____
- In the time wages system, wages are paid according to the _____
- Cost pertaining to cost centre may be broadly divided in to two portion i.e. _____
- Marginal costing is _____ to the management for cost control.

2. Attempt **any two** :

14

- Explain the elements of cost. 7
- Define cost-accounting and its advantages. 7
- Labour force was at the beginning 900 and at the end 1100. During the period 15 persons quit and 25 persons are discharged. 150 workers were engaged out of them 20 persons were appointed in the vacancy caused. Calculate labour turn over ratio. 7

3. Attempt **any two** :

14

- Calculate earnings as per Rowan plan with the help of following data 7
 Standard time : 8 hours
 Time taken : 6 hours
 Hourly rate : Rs. 1 per unit
- Cost unit. 7
- Cost centre. 7



4. The following are the figures about receipts and issues of material in 'X' Ltd. during March 1998 :

14

| Date | Particulars |
|-------------|--|
| 4-3-1998 | Received from vendor 500 units @ Rs. 2.00 each |
| 18-3-1998 | Received from vendor 350 units @ Rs. 2.10 each |
| 19-3-1998 | Issued 600 units |
| 24-3-1998 | Received from vendor 600 units @ Rs. 2.20 each |
| 25-3-1998 | Issued 450 units |
| 26-3-1998 | Received from vendor 500 units @ Rs. 2.30 each |
| 28-3-1998 | Issued 510 units |
| 29-3-1998 | Issued 100 units |

Prepare Store Ledger Accounts on the basis of LIFO method.

OR

Thomas Cook Ltd. Talegaon provided following cost-data for a 60% working capacity, from which you are required to prepare a flexible budget for the production at 80% and 100% capacity level.

| | |
|--|------------|
| Current production | 600 units |
| Selling price (fixed per unit) | Rs. 300 |
| Process material cost per unit | Rs. 100 |
| Production wages per unit | Rs. 40 |
| Prime cost expenses | Rs. 10 |
| Total works overheads (40% fixed) | Rs. 40,000 |
| Total office, selling and distribution overheads (50% fixed) | Rs. 30,000 |

5. The expenditure incurred in the manufacturing and selling of product 'X' for three months ended 31st March 2014 is given below :

14

| Particulars | Rs. |
|----------------------|------------|
| Direct material cost | 30,000 |
| Engineers fees | 1,000 |
| Power and fuel | 7,000 |
| Wages payable | 2,000 |
| Office salary | 5,000 |
| Trade discount | 500 |

SLR-TAPI – 8

-4-



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| Chargeable expenses | 4,000 |
| Haulage | 3,000 |
| General on cost | 1,000 |
| Catalogue expenses. | 1,500 |
| Process and operating wages | 13,000 |
| Time keeping expenses | 2,000 |
| Electricity charges | 2,000 |
| Donation | 1,000 |
| Tendering expenses | 1,000 |
| Commission on sales | 2,500 |

Tons manufactured and sold 1000 units.

Prepare Cost Sheet of modern manufactures, malad showing the cost for each element, the total cost per ton and profits if the sales are made Rs. 100 per ton.

OR

You are given following cost data :

| | |
|---------------------|--------------|
| Total sales | Rs. 4,00,000 |
| Total variable cost | Rs. 2,00,000 |
| Total fixed cost | Rs. 1,00,000 |

Total unit sold 1,00,000 units

Calculate :

- i) Contribution per unit
 - ii) BEP – units and sales
 - iii) Margin of safety
 - iv) Profit
 - v) Units to be sold to earn profit of Rs. 1,40,000.
-



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**B.B.A. – I (Semester – II) (New CGPA Pattern) Examination, 2015
MANAGEMENT OF BUSINESS SERVICES**

Day and Date : Tuesday, 24-11-2015
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

***Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.*

1. A) Choose the correct alternative : **7**
- 1) _____ feature of service is responsible to add 'Physical Evidence' in marketing mix.
a) Inseparability b) Heterogeneity
c) Simultaneity d) Intangibility
 - 2) _____ hotels are located on highways.
a) Residential b) Motels
c) Resorts d) International
 - 3) _____ is the non-paid form of communication.
a) Direct marketing b) Publicity
c) Sales promotion d) Advertisement
 - 4) Insurance services in India are regulated by _____
a) TRAI b) RBI
c) LIC d) IRDA
 - 5) Nationalisation of Banks in India was undertaken in _____
a) 1964 & 1980 b) 1991 & 1999
c) 1956 & 1972 d) 1935 & 1954
 - 6) _____ products are also called as generic products.
a) Potential b) Augmented
c) Core d) Expected



7) In _____ method of pricing, company considers basic cost incurred on manufacturing and distribution of product as a base to calculate final price.

- a) Demand based
- b) Cost plus
- c) Differential pricing
- d) Relationship pricing

B) Elaborate the following terms : 4

- a) IRDA
- b) NEP
- c) TRAI
- d) RBI.

C) Match the pairs : 3

‘A’

- 1) Product
- 2) Perishability
- 3) Transportation and telecommunication

‘B’

- 1) Storage of services
- 2) Insurance and Banking
- 3) Bundle of satisfaction
- 4) Infrastructure services

2. Write short notes (**any 2**) : 14

- a) Types of Hotels.
- b) Problems in service marketing.
- c) Physical evidence in services.

3. Write short notes (**any 2**) : 14

- a) Computerisation in Banking.
- b) Types of Insurance.
- c) TRAI – its roles and functions.

4. Explain the product and pricing of Banking services. 14

OR

4. Explain the factors to be considered in deciding Hotel location. 14

5. Define service. Explain how goods differ from services. Also explain the classification of services. 14

OR

5. Explain the pricing and promotion of telecommunication services. 14



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**B.B.A. – I (Semester – II) (New CGPA Pattern) Examination, 2015
BUSINESS INFORMATICS**

Day and Date : Friday, 27-11-2015
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select the correct alternatives.

7

- 1) Computer can work on multiple applications without any delay is known as
 - a) Dilligence
 - b) Accuracy
 - c) Versatility
 - d) Continuity
- 2) Plotters are useful in applications such as
 - a) Financial Accounting
 - b) Computer Aided Design
 - c) Word Processing
 - d) Marketing
- 3) Executive support system works at _____ level or management information system.
 - a) Middle
 - b) Strategic
 - c) Lower
 - d) Operational
- 4) Daizy wheel is the type of _____ printer.
 - a) Non-impact
 - b) Impact
 - c) Drum
 - d) None of the above
- 5) Personal computer is an example _____ computer.
 - a) Super
 - b) Micro
 - c) Macro
 - d) Heavy
- 6) The contents of _____ remain unchanged even after the power is turned off and on again.
 - a) RAM
 - b) ROM
 - c) Memory
 - d) Computer
- 7) _____ is an example of application software.
 - a) Windows XP
 - b) Linux
 - c) MS-Word
 - d) Unix



B) Fill in the blanks :

7

- 1) The combination key for find a alphabet, word, sentence in MS-Word is
- 2) ERP stands for _____
- 3) HTTP stands for _____
- 4) Graphics softwares are _____ purpose application software.
- 5) In MS-Excel there are _____ columns.
- 6) WWW stands for _____
- 7) Output printed through a printer is referred to as _____

2. Write short notes (**any 2**) :

14

- a) Various types of computer.
- b) Difference between DBMS V/s RDBMS.
- c) World Wide Web.

3. Write short notes (**any 2**) :

14

- a) Types of software.
- b) Functions of DBMS.
- c) Types of E-Commerce.

4. a) Define MIS. Explain major types of information systems in an organisation.

14

OR

b) Write a detail note on MS-Word.

14

5. a) Define computer. Explain it's various components in detail.

14

OR

b) Write a detail note on MS-Powerpoint.

14



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**B.B.A. – I (Semester – II) Examination, 2015
BUSINESS ENVIRONMENT (Old)**

Day and Date : Tuesday, 17-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Choose correct alternatives :

8

- 1) Freedom of enterprise does not exist in
 - a) Socialist system
 - b) Capitalist system
 - c) Mixed system
 - d) All the above
- 2) After Independence Govt. of India accept _____ model of economic development.
 - a) American
 - b) Japanese
 - c) Soviet
 - d) French
- 3) Because of technology jobs get more
 - a) Intelligent
 - b) Complicated
 - c) Rich
 - d) Poor
- 4) The business organisation should try to supply goods of _____ quality to it's customers.
 - a) Good
 - b) Low
 - c) Inferior
 - d) Sub-standard
- 5) The pillars of Indian Constitution are
 - a) Two
 - b) Three
 - c) Four
 - d) Five
- 6) Globalization is the expansion of economic activities across _____ boundaries of nation States.
 - a) Political
 - b) Natural
 - c) Cultural
 - d) Traditional

P.T.O.



- 7) Modern economics are _____ economics.
 - a) closed
 - b) open
 - c) unlimited
 - d) restricted
- 8) Right of equality is _____ right.
 - a) cultural
 - b) fundamental
 - c) social
 - d) individual

- 1. B) State the following statements **true** or **false** : **8**
 - 1) Religion is the factor of economical environment.
 - 2) Profit is the prime object of private enterprise.
 - 3) Technology is not ever changing.
 - 4) Right of equality is Fundamental Duty.
 - 5) Free trade policy is not necessary for globalisation.
 - 6) National Income, Budget policy, Monetary Policy are the factors of economical environment.
 - 7) Air pollution is the result of power generation.
 - 8) Population size is one of the element of demographic environment.
- 2. Write short answer : **16**
 - a) Factors of demographic environment
 - b) Impact of technology on business
- 3. Write short answer : **16**
 - a) Constitution of India
 - b) LPG.
- 4. a) What is business environment ? Explain the micro and macro factors of environment. **16**

OR

 - b) Describe the impact of cultural factors of business environment. **16**
- 5. a) Define economic environment. Explain the factors of economic environment. **16**

OR

 - b) Define technological environment. Explain the features of technology. **16**



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**B.B.A. – I (Semester – II) (Old) Examination, 2015
BUSINESS COMMUNICATION (Paper – II)**

Day and Date : Thursday, 19-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

***N.B. : 1) All questions are compulsory.
2) Figures to the right indicate full marks.***

1. A) Select correct alternative.

8

- 1) _____ interview is undertaken by supervisor, if employees disobey the rules and regulations of the organisation.
a) Exit b) Reprimand c) Appraisal d) Grievance
- 2) _____ is a meeting for exchanging the information and holding an academic discussion.
a) Discussion b) Conference
c) Symposium d) Seminar
- 3) _____ refers to an oral communication in which small number of people meet and discuss an issue.
a) Group Discussion b) Interview
c) Workshop d) Training
- 4) _____ refers to transmission of messages through electronic media via telecommunication links.
a) Telephone b) E-mail c) Fax d) Cellphone
- 5) _____ communication exists between the employees of same rank as equal status in organisation.
a) Vertical b) Upward c) Horizontal d) Cross
- 6) _____ is the practise of managing the flow of information between organisation and public.
a) Customer care b) Interview
c) Public relations d) Conference
- 7) In _____ type of grapevine a single person is actively involved in passing information to everyone.
a) Cluster b) Gossip chain
c) Single strand d) Probability

P.T.O.



- 8) _____ is the process of speaking to a group of people in a structured manner to inform to persuade or to entertain them.
- a) Conference
 - b) Press conference
 - c) Seminar
 - d) Public speaking

B) State whether True or False : **8**

- 1) Face to face communication is one of the objective of communication.
- 2) Public Relations refer to direct contacts and dealing with the Public.
- 3) E-mail is the costliest mode of communication.
- 4) Conflict refers to settlement of arguments.
- 5) Rumour is not a part of grapevine.
- 6) Fax is an acronym for Facsimile.
- 7) Extempo speeches are also called as Impromptu speeches.
- 8) Workshop is a period of practical work on a particular subject in which people learn about a subject.

2. Write short notes : **16**

- A) Grapevine.
- B) Group Discussions.

3. Write short notes :

- A) Audio visual Aids in business communication.
- B) Extempo Speeches.

4. Define speech. Explain various techniques of effective speech. **16**

OR

4. What are various formal and informal channels of communication in business organisation ? **16**

5. What is oral communication ? Explain various medias of oral communication. **16**

OR

5. What is interview ? Explain steps involved in conducting interviews and preparation for giving interviews. **16**



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B.B.A. – I (Semester – II) Examination, 2015
COST ACCOUNTING (Old)

Day and Date : Saturday, 21-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

- N. B :** 1) **All questions are compulsory.**
2) **Figures to right indicate full marks.**
3) **Use of calculators is allowed.**

1. A) Select the correct alternative :

8

- 1) Cost accounting is a _____ reporting system.
 - a) Internal
 - b) External
 - c) Government
 - d) Financial
- 2) Payment to other parties is called as
 - a) Out of pocket cost
 - b) Book cost
 - c) Future cost
 - d) Postponable cost
- 3) Variable cost per unit remains _____
 - a) Constant
 - b) Flexible
 - c) a) and b)
 - d) None of the above
- 4) Purchase order is a
 - a) Request to the supplier to supply materials
 - b) Request to the supplier to verify the stock
 - c) Acknowledgement of goods
 - d) None of these
- 5) The function of Receiving Department is to
 - a) Check the quality
 - b) Check the quantity received
 - c) Prepare goods received note
 - d) All of the above



- 6) In ABC analysis 'A' class items require
- a) Loose control b) Tight control
c) Moderate control d) None of the above
- 7) Issue of material under _____ method is from oldest lots.
- a) FIFO b) LIFO c) Average d) None of the above
- 8) Under Halsey Plan, bonus % is
- a) 110 b) 115 c) 50 d) 30

B) Fill in the blanks :

8

- 1) Cost which is unaffected by change in output is called as _____
- 2) A tonne of coal is cost _____
- 3) The card which shows time spent by a worker is called _____ card.
- 4) _____ labour cannot be readily identified.
- 5) Under _____ system wages are paid at a fixed rate.
- 6) Factory Cost = Prime Cost + _____
- 7) Cost which can be controlled is _____ cost.
- 8) Overheads incurred in connection with factory is called _____ overheads.

2. Solve **any two** :

16

- a) Opportunity Cost.
- b) The following are the particulars as regards a worker who worked on Job No 722 and 933

| Job No. | Time allowed | Time taken |
|---------|--------------|------------|
| 722 | 26 hours | 20 hours |

His normal and basic rate of wages was Rs. 8 per day of 8 hours and his dearness allowances was Rs. 12 per week of 48 hours.

Calculate the amount payable to him.

- a) On time basis
- b) On Halsey plan (bonus at 50% of time saved)
- c) Find out the economic order quantity (EOQ) from the following particulars
- Annual usage Rs. 1,20,000
- Cost of placing and receiving one order Rs. 60
- Annual carrying cost 10% of inventory.



3. Solve **any two** :

16

- a) Discuss briefly the limitations of Cost Accounting.
- b) What is the meaning of Time Keeping and Time Booking ?
- c) Assuming that the cost structure and selling prices remain the same in year 2005 and 06 find out
 - a) Profit volume ratio b) Fixed cost
 - c) Break Even Sales d) Profit when sales are of Rs. 1,00,000

| Year | Sales | Profit |
|------|----------|--------|
| 2005 | 1,20,000 | 9,000 |
| 2006 | 1,40,000 | 13,000 |

4. A company is expecting to have Rs. 25,000 cash in hand on 1st April 2000 and it requires you to prepare an estimate of cash position during the three month, April to June 2000. The following information is supplied to you.

16

| Months | Sales (Rs.) | Purchase (Rs.) | Wages (Rs.) | Expenses (Rs.) |
|--------|-------------|----------------|-------------|----------------|
| March | 70,000 | 40,000 | 8,000 | 6,000 |
| April | 92,000 | 52,000 | 9,000 | 7,000 |
| May | 1,00,000 | 60,000 | 10,000 | 8,000 |
| June | 1,20,000 | 55,000 | 12,000 | 9,000 |

Other information :

- 1) Period of credit allowed by suppliers – two months.
- 2) 25% of sale is for cash and the period of credit allowed to customers for credit sale is one month.
- 3) Delay in payment of wages and expenses – one month.
- 4) Income tax of Rs. 25,000 is to be paid in June 2000.

OR

The following transactions took place in respect of an item of material :

| Date | Receipts (Quantity) | Rate (per unit) | Issue Quantity |
|-----------|---------------------|-----------------|----------------|
| 2-9-2008 | 200 | 2.00 | – |
| 10-9-2008 | 300 | 2.40 | – |
| 15-9-2008 | – | – | 250 |
| 18-9-2008 | 250 | 2.60 | – |
| 20-9-2008 | 0 | – | 200 |

Record the above transactions in the Store Ledger pricing the issues at :

- a) Weighed Simple average rate b) Simple average rate.



5. Define overhead costs. Distinguish between fixed, semi-variable and variable overhead costs giving an example of each.

16

OR

Following information has been obtained from the cost records of Aditya Chemicals Ltd. For 2006

| Particulars | Rs. |
|---------------------------------|------------|
| Finished goods on 1-1-2006 | 50,000 |
| Raw material on 1-1-2006 | 10,000 |
| Work in progress on 1-1-2006 | 14,000 |
| Direct labour | 1,60,000 |
| Purchases of raw material | 98,000 |
| Indirect labour | 40,000 |
| Heat, light and power | 20,000 |
| Factory insurance and taxes | 5,000 |
| Repairs to plant | 3,000 |
| Factory supplies | 5,000 |
| Depreciation – factory building | 6,000 |
| Plant | 10,000 |
| Raw material on 31-12-2006 | 13,000 |
| Work in progress on 31-12-2006 | 78,000 |
| Finished goods on 31-12-2006 | 1,70,000 |

Prepare a statement of cost for the year ended 2006.



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**B.B.A. – I (Semester – II) (Old) Examination, 2015
MANAGEMENT OF BUSINESS SERVICES**

Day and Date : Tuesday, 24-11-2015

Max. Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

Instructions: 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternative. 8
- 1) Crop insurance is an example of _____ insurance.
a) Motor b) General c) Fire d) Life
 - 2) _____ is a characteristic of service indicating that it has no physical attributes.
a) Intangibility b) Perishability
c) Variability d) Inseparability
 - 3) Pure services without any accompanying
a) Goods b) Services c) Both d) None of these
 - 4) _____ has now surpassed the manufacturing sector in term of contribution to GDP in developed, developing countries.
a) Agriculture b) Service c) Manufacturing d) None of these
 - 5) Supply of electricity is a type of
a) Trade service b) Public service
c) Social service d) Personal service
 - 6) _____ is any paid form of non-personal communication through the media about service that has an identified sponsor.
a) Advertising b) Sales promotion
c) Personal selling d) Word-of mouth publicity
 - 7) Business card are categorized under _____ in marketing mix of services.
a) Product b) Process
c) Physical evidence d) Price
 - 8) Insurance service in India are regulated by
a) RBI b) LIC c) TRAI d) IRDA



- B) State whether the following statements are **true** or **false**. **4**
- 1) Life insurance prevents death.
 - 2) Reserve Bank acts as a Banker's Bank.
 - 3) The services can be patented.
 - 4) Role of IRDA is very important in telecommunication services.

- C) Match the pairs. **4**
- | | |
|-------------------------------|---------------------------------|
| 1) Tele communication service | 1) Franchising |
| 2) Augmented product | 2) Highways |
| 3) Distribution channel | 3) Fax |
| 4) Motel | 4) Benefits beyond expectations |
| | 5) Core and basic expectations |

2. Write short answer. **16**
- a) Explain the classification of services.
 - b) Explain the problems of service marketing.

3. Write short answers. **16**
- a) Explain 4P's of hotel services.
 - b) Types of insurance services.

4. Long answers. **16**
- Explain 7P's in service marketing.
- OR
- Explain how government control and protect interest of customer in insurance.

5. Long answer. **16**
- Define service. Explain the salient features of services with examples.
- OR
- Explain in detail 4P's of telecommunication services. Explain the role and functions of TRAI.
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**B.B.A. – I (Semester – II) Examination, 2015
BUSINESS INFORMATICS (Old)**

Day and Date : Friday, 27-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicates full marks.*

1. A) Select the correct alternatives :

8

- 1) _____ printer uses a series of nozzles to spray drops of ink directly.
a) Laser b) Inkjet c) Dot matrix d) None of the above
- 2) Which of the following cannot be considered an element of multimedia computer ?
a) CD-ROM b) Speaker c) Printer d) None of the above
- 3) _____ is one of the word processing program from following.
a) MS-Access b) MS-Outlook c) MS-Word d) None of the above
- 4) Computer is a combination of input, process and _____
a) Devices b) Output c) Machines d) None of the above
- 5) Business to business, business to consumers are the models of _____
a) E-commerce b) MIS c) ERP d) None of the above
- 6) Output is printed through a printer referred as _____
a) Softcopy b) Hardcopy c) Legalcopy d) None of the above
- 7) _____ is typically measured in terms of Kilobytes, megabytes or gigabytes.
a) Monitor b) Memory c) Printer d) None of the above
- 8) _____ gives access to the internet and provides related services.
a) Protocols b) Internet service provider
c) E-mail d) None of the above

P.T.O.



B) Fill in the blanks :

8

- 1) _____ keypad supports quick entry of numeric data.
- 2) FTP stands for _____
- 3) Operating system is type of _____ software.
- 4) HTML stands for _____
- 5) There are maximum _____ number of columns in an worksheet of microsoft excel.
- 6) DBMS stands for _____
- 7) MIS stands for _____
- 8) Volatile memory is also called as _____ memory.

2. Write short notes :

16

- a) Characteristics of computer
- b) Internet service provider.

3. Write short notes :

16

- a) Types of application software
- b) World Wide Web.

4. a) Define computer. Explain It's various components in detail.

16

OR

b) Define DBMS. Explain functions and advantages of DBMS.

16

5. a) Define MIS. Explain major types of information system in organisation.

16

OR

b) What is Internet ? Explain various internet applications in business.

16



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B.B.A. – II (Semester – III) Examination, 2015
BUSINESS STATISTICS
(New CGPA Pattern)

Day and Date : Monday, 16-11-2015
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

- Instructions :** 1) **All questions carry equal marks.**
2) **All questions are compulsory.**
3) **Use of calculator is allowed.**

1.a) Choose the correct alternative :

7

- 1) Index number of base year is _____
a) 100 b) 0 c) 1 d) 5
- 2) There are _____ lines of regressions.
a) One b) Two c) Three d) Four
- 3) If X and Y are perfectly positively correlated then $r =$ _____
a) 0 b) -1 c) 1 d) 0.1
- 4) Correlation coefficients lies between _____
a) 0 to 1 b) -1 to 1 c) -1 to 0 d) 0 to x
- 5) The mean of 85,70,10,75,500,8,42,250,40,36 is _____
a) 111.6 b) 130 c) 100 d) 99
- 6) The class limit of 20-24 are _____
a) 20&24 b) 24 c) 4 d) 5
- 7) There are _____ measures of central tendency.
a) 1 b) 2 c) 3 d) 4

P.T.O.



b) State whether following statements are **True** or **False** :

7

- 1) Mode of 11,10,12,13,11,10,13,16,13,13,11 is 11.
- 2) Mode = 3 Median – 2 Mean.
- 3) $r = b_{xy} + b_{yx}$.
- 4) Class width of class 20–24 is 5.
- 5) CV is relative measure of dispersion.
- 6) Median can be obtained from histogram.
- 7) Perfect correlation is always 0.

2. Answer **any two** :

- a) For a particular distribution mean is 24.3 and mode is 31.2. Find out Median.
- b) The average income of the factory workers was Rs. 270. The mean income of 70 male workers was Rs. 300. Find the mean income of 30 female workers.
- c) Explain different methods of sampling. **(7+7)**

3. Answer **any two** :

a) Following are the marks obtained by 24 students in a test :

39 54 33 45 26 31 12 33
25 48 59 34 23 46 44 37
17 35 21 43 57 36 32 36

Prepare frequency table with classes

10 – 20, 20 – 30 and so on.

Also find out median from it.

- b) What is Dispersion ? Write a note on absolute and relative measures of dispersion.
- c) Define mean deviation about mean and state its merits and demerits. **(7+7)**



4. Define Index Number. Explain problems in construction of Index number. 14
 Calculate Fisher’s Price and Quantity Index number :

| Commodity | Base Year | | Current Year | |
|-----------|-----------|----------|--------------|----------|
| | Price | Quantity | Price | Quantity |
| A | 40 | 10 | 42 | 9 |
| B | 55 | 5 | 50 | 8 |
| C | 17 | 13 | 25 | 10 |
| D | 22 | 9 | 24 | 5 |

OR

Explain the lines of regression. Given $40X - 18Y - 214 = 0$ and $8X - 10Y = -66$ are the lines of regression of X on Y and Y on X respectively.

Find out :

- A) Means of X and Y
- B) Correlation Coefficient
- C) Estimate X when Y = 10. 14

5. Find out Correlation coefficient between X and Y by using Karl Pearsons Coefficient of Correlation (KPCC). Also estimate age of Husband when age of Wife is 25 : 14

| | | | | | | | | | | |
|-----------------------------|----|----|----|----|----|----|----|----|----|----|
| Age of Husband (X) : | 10 | 12 | 14 | 15 | 16 | 17 | 18 | 10 | 14 | 15 |
| Age of Wife (Y) : | 17 | 16 | 15 | 12 | 10 | 9 | 8 | 15 | 13 | 12 |

OR

Define Histogram. Draw Histogram for the data given below and also locate mode : 14

| | | | | | |
|-------------------|--------|---------|---------|---------|---------|
| C.I. | 0 – 10 | 10 – 20 | 20 – 30 | 30 – 40 | 40 – 50 |
| Frequency: | 2 | 7 | 10 | 5 | 1 |





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**B.B.A. – II (Semester – III) Examination, 2015
New (CGPA Pattern)
MARKETING RESEARCH**

Day and Date : Wednesday, 18-11-2015

Max. Marks : 70

Time : 2.30 p.m. to 5.00 p.m.

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct answer from the possible choice. 7
- 1) A mean median and mode are all examples of
 - a) Measure of correlation
 - b) Measure of variation
 - c) Measure of central tendency
 - d) None of this
 - 2) Marketing research is a function which links the customer and public to the marketer through
 - a) Computer
 - b) Information
 - c) Cable
 - d) Connection
 - 3) _____ sampling implies equal probability to every unit in the population.
 - a) Random
 - b) Judgment
 - c) Snowball
 - d) Convenience
 - 4) _____ refers to the task of drawing inferences from collected facts after analysis.
 - a) Report writing
 - b) Data editing
 - c) Interpretation
 - d) Research design
 - 5) _____ implies that the objective of survey should be achieved with minimum cost and effort.
 - a) Measurability
 - b) Economy
 - c) Goal oriented
 - d) Practicality
 - 6) _____ Sampling deals with dividing population into homogeneous subgroups and then randomly sample is drawn.
 - a) Judgment
 - b) Cluster
 - c) Quota
 - d) Stratified Random
 - 7) _____ is a process of examining data to detect errors and to collect them when possible.
 - a) Statistical Analysis
 - b) Sampling
 - c) Editing
 - d) Classification



B) Fill in the blanks : 7

- 1) _____ Questions have only two alternatives.
- 2) All items in any field of enquiry constitute _____.
- 3) The type of observation made as per set plan is called _____.
- 4) _____ is a statistical tool of analysis with the help of which research determines relationship between two or more than two variables.
- 5) The process of collecting data from small parts of population is called _____.
- 6) A problem well defined is _____.
- 7) Method of sapling used for public opinion survey is called _____.

2. Write short answers : (**any 2**) 14

- a) Describe the steps in sampling design.
- b) Explain observation method.
- c) Describe the contents in report writing.

3. Write short notes on : (**any 2**) 14

- 1) Questionnaire Types
- 2) Determining Sample size
- 3) Primary Data.

4. Define Marketing Research. Write in detail the Research process. 14

OR

Explain the sources of secondary data. How evaluation of secondary data is done ?

5. What is sample design ? Explain the different types of sampling design. 14

OR

Explain the different processing operations used in marketing research.



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**B.B.A. – II (Semester – III) (CGPA Pattern) Examination, 2015
(New)**

FOUNDATION OF HUMAN SKILLS

Day and Date : Friday, 20-11-2015

Max. Marks : 70

Time : 2.30 p.m. to 5.00 p.m.

N.B. : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select the correct alternative.

7

- 1) _____ people mixed up with others easily.
 - a) Introverts
 - b) Extroverts
 - c) Both
 - d) None of these
- 2) The term persona is a _____ term.
 - a) Latin
 - b) Greek
 - c) English
 - d) None of these
- 3) _____ stress is long term.
 - a) Chronic
 - b) Short
 - c) Acute
 - d) None of these
- 4) _____ is a desirable objective.
 - a) Goal
 - b) Mission
 - c) Vision
 - d) None of these
- 5) _____ are used everyday to make good impression on others.
 - a) Manners
 - b) Language
 - c) Culture
 - d) None of these
- 6) A comfortable life is _____ value.
 - a) Terminal
 - b) Instrumental
 - c) Both
 - d) None of these
- 7) _____ is an ability to do something which is learnt through practice.
 - a) Art
 - b) Management
 - c) Skill
 - d) None of these



B) State **true** or **false**. **7**

- 1) Psychological factors does not form attitude.
- 2) Happiness is the terminal value.
- 3) If your mind is not working, you are not reading.
- 4) Work stressors are one of the source of stress.
- 5) Forgiving is the instrumental value.
- 6) Body language does not reveal your emotions.
- 7) Role models do not have importance in learning.

2. Write short note on **(any 2)** : **14**

- 1) SMART goals
- 2) Formation of attitude
- 3) Effective listening.

3. Write short note on **(any 2)** : **14**

- 1) Types of values
- 2) Effective writing
- 3) SWOT analysis.

4. What are Etiquettes ? Explain the classification of etiquettes. **14**

OR

Define Stress. Explain the sources and managing stress.

5. What is Goal Setting ? Explain the importance of goals and why goal setting fails. **14**

OR

What is Positive attitude ? Explain how to develop it and what obstacles are there to develop it.



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**B.B.A. – II (Semester – III) (CGPA Pattern) Examination, 2015
MANAGEMENT OF SME (New)**

Day and Date : Monday, 23-11-2015
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

N.B. : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select the correct alternatives : 7
- 1) Small Industries Development Bank of India was set up in the year _____
a) 1966 b) 1975 c) 1980 d) 1990
 - 2) Tax holidays is a _____ assistance to promote small enterprises.
a) Financial b) Technical c) Marketing d) None of these
 - 3) A seeding of new idea is known as the stage of _____
a) Idea germination b) Idea incubation
c) Idea preparation d) Idea verification
 - 4) _____ form of business organization is based on democratic principles.
a) Sole trading b) Partnership
c) Joint Stock Co. d) Co-operative
 - 5) _____ method is well known for creative problem solving and ideas generation.
a) Group discussion b) Survey
c) Brain storming d) Sampling
 - 6) _____ capital is specially for financing to high technology, risk and rewards.
a) Venture b) Share c) Debenture d) Securities
 - 7) A cost of production and profitability is a component of _____ feasibility of project.
a) Technical b) Marketing
c) Financial d) None of these



B) State whether the following statements are **true** or **false** : **7**

- 1) Small enterprises are not useful to promote rural development.
- 2) Joint Stock Co. is famous for large scale enterprise.
- 3) SIDBI is an apex institution in promotion and development of small enterprises.
- 4) Small enterprises have no problem of sickness.
- 5) MIDC is set up to develop well planned industrial areas in the state.
- 6) Idea generation is starting point for new venture.
- 7) Small enterprises generate more employment.

2. Write short notes (**Any two**) : **14**

- a) Tax benefits to small enterprises.
- b) Financial feasibility of project.
- c) Characteristics of small enterprises.

3. Write short notes (**Any two**) : **14**

- a) Classification of small enterprises.
- b) Sources of originating ideas.
- c) Small Industries Development Bank of India (SIDBI).

4. What are the objectives of different schemes of the government ? Explain technical assistance to promote small enterprises. **14**

OR

Discuss the various steps to start new venture.

5. Describe the role of Maharashtra Industrial Development Corporation in Industrial growth. **14**

OR

Define small enterprises. Explain its role in growth and development of Indian economy.



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**B.B.A. – II (Semester – III) (CGPA Pattern) Examination, 2015
IT IN MANAGEMENT (NEW)**

Day and Date : Thursday, 26-11-2015.
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose correct alternative. 7
- 1) A device connected to a network that shares resource, with other nodes is called
a) client b) server c) host d) none of these
 - 2) _____ is an organisation that provides services for accessing, using or participatory in the Internet.
a) TPS b) DSS c) ISP d) KWS
 - 3) _____ means transmission of computerised data from one to another.
a) Internet b) Transfer
c) Data communication d) None of these
 - 4) Mozilla Firefix is an example of
a) Web page b) Web browser
c) Web site d) None of these
 - 5) Data communication system within a building or campus is
a) LAN b) WAN c) MAN d) None of these
 - 6) In _____ topology, there is a central controller or hub.
a) Star b) Mesh c) Ring d) Bus
 - 7) _____ is a output device.
a) Keyboard b) Barcode c) Printer d) Mouse

- B. State **True** or **False**. 7
- 1) Fiber-optic cable transmit data as pulses of light.
 - 2) In Networking, a client provides resources for the server.
 - 3) The Internet is an example of LAN.



- 4) Internet is network of networks.
- 5) MAN stands for Metroline Area Network.
- 6) Domain name extension for commercial organisation is “.mil”.
- 7) Physical components of computer are called as hardware.

2. Write short notes **[Any 2]**. **14**
- i) Types of software
 - ii) Use of IT in Business
 - iii) LAN and WAN
3. Write short notes **[Any 2]**. **14**
- i) Uses of Internet
 - ii) Characteristics of MIS
 - iii) Uploading and Downloading.
4. Define Network Topology. Explain various types of topology. **14**
- OR
- Define IT. Explain IT application in Banking Industry. **14**
5. What is meant by Data Communication ? Explain various data communication channels in detail. **14**
- OR
- Explain IT application in Hotel industry. **14**
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**B.B.A. – II (Sem. – III) (Old) Examination, 2015
BUSINESS STATISTICS**

Day and Date : Monday, 16-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

- Instructions :** 1) **All questions are compulsory.**
2) **Use of calculator is allowed.**
3) **All questions carry equal number of marks.**

1. A) Choose the correct alternative : **10**
- 1) When population under investigation is infinite we should use _____
 - a) Sample Method
 - b) Census Method
 - c) Either Census method or Sample Method
 - d) None of these
 - 2) In Inclusive Method of classification
 - a) Upper limit is included
 - b) Upper limit is not included
 - c) Lower limit is included
 - d) Both a) and b)
 - 3) To find number of observations less than any given value _____ is used.
 - a) Frequency
 - b) Total frequency
 - c) Cumulative frequency
 - d) None
 - 4) Ascending arrangement of data is required to compute
 - a) Mean
 - b) Median
 - c) Mode
 - d) None
 - 5) The mean of 1, 3, 5, 6, 10, x is 6. The value of x is
 - a) 10
 - b) 11
 - c) 12
 - d) None
 - 6) In case of unemployment index and the purchasing power of the common man, the correlation is
 - a) positive
 - b) negative
 - c) zero
 - d) none
 - 7) b_{yx} is called regression coefficient of
 - a) x on y
 - b) y on x
 - c) both
 - d) none



- 8) Index number for the base period is always taken as
 a) 200 b) 50 c) 1 d) 100
- 9) Which index is based on current year quantities ?
 a) Laspeyre's Index b) Paasche's Index
 c) Fisher's Index d) Kelly's Index
- 10) If the sum of n observations is 510 and mean is 17 then n is
 a) 21 b) 30 c) 15 d) 510

B) Fill in the blanks :

6

- 1) The data collected by conducting a survey is called _____ data.
- 2) The average of the lower limit and upper limit of a class is known as _____
- 3) Best measure of dispersion is _____
- 4) The product of two regression coefficients is a square of _____
- 5) The median of the series 3, 18, 7, 20, 11, 12, 9, 12, 11 is _____
- 6) From _____ graph median can be located.

2. A) Following are the marks obtained by 30 students in a test

38 55 32 44 26 30 12 34 26 50 58 35 22 47 45 38
 16 36 20 47 45 38 16 36 20 44 56 33 35 36.

Prepare a frequency table with class 10-20, 20-30 and so on and obtain cumulative frequencies.

B) Define mean, median and state their merits and demerits.

(8+8)

3. A) Using coefficient of variation, find which of the following subjects shows consistency in marks

A : 53 27 61 39 7 95 80 16 5 56

B : 21 16 78 83 41 43 57 95 4 2

B) Write a short note on scatter diagram and interpret when $r = +1$, $r = -1$ and $r = 0$.

(8+8)



4. Define Index number. Explain general problems in the construction of Index number. Obtain Laspeyre’s Paasche’s and Fisher’s Index number from the following data :

16

| Commodity | Year | | | |
|-----------|-------|----------|---------|----------|
| | Base | | Current | |
| | Price | Quantity | Price | Quantity |
| A | 5 | 15 | 8 | 14 |
| B | 6 | 18 | 9 | 16 |
| C | 2 | 13 | 7 | 12 |
| D | 3 | 11 | 11 | 17 |

OR

4. Explain lines of regression. From the following data, find both regression lines and estimate age of husband when age of wife is 25.

Age of husband : 18 19 20 21 22 23 24 25 26 27

Age of wife : 17 17 18 18 18 19 19 20 21 22

5. Draw histogram and locate mode. Also obtain mean and median.

16

Class : 0-20 20-40 40-60 60-80 80-100 100-120 120-140 140-160 160-180 180-200

f : 1 7 12 20 30 40 35 18 7 5

OR

5. Define range and standard deviation. Write a note on relative measures of dispersion and absolute measures of dispersion. Obtain range and SD for the following data

Class : 0-5 5-10 10-15 15-20 20-25

f : 13 17 15 25 10



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**B.B.A. II (Semester – III) (Old) Examination, 2015
MARKETING RESEARCH**

Day and Date : Wednesday, 18-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Choose the correct alternative from the given alternatives : 8
- 1) _____ is a function which links consumer, customer to marketer through information.
a) Marketing management b) Marketing research
c) Data analysis d) Sampling
 - 2) _____ reports are also called as problem solving reports.
a) Informational b) Examinational
c) Analytical d) None of these
 - 3) _____ is the complete enumeration of all items in the population.
a) Census survey b) Sample survey
c) Sampling unit d) Sample size
 - 4) _____ is a process of summarizing raw data and displaying it in compact form for further analysis.
a) Editing b) Classification
c) Coding d) Tabulation
 - 5) In _____ sampling method entire groups are selected randomly instead of selecting individual units.
a) Stratified random b) Cluster
c) Multistage d) Judgement
 - 6) _____ means explanation or finding out the meaning.
a) Research format b) Data analysis
c) Sampling design d) Interpretation



- 7) In _____ observation, the subjects do not know that they are being observed.
- | | |
|-----------------|----------------|
| a) Unstructured | b) Undisguised |
| c) Structured | d) Disguised |
- 8) _____ specifies the methods and procedures for conducting a particular study.
- | | |
|--------------------|-----------------------|
| a) Research design | b) Marketing research |
| c) Questionnaire | d) Interpretation |

B) Fill in the blanks :

8

- 1) _____ questions has only two answers in the form of 'Yes/No' 'true/false'.
- 2) A problem well defined is _____
- 3) _____ is any finite /infinite collection of individuals.
- 4) _____ is an oral presentation of research findings.
- 5) In _____ sampling maps are used as sampling frame.
- 6) _____ is the first hand information collected by researcher.
- 7) _____ refers to no. of items to be selected from population to constitute a sample.
- 8) A _____ is a proposition /assumption which researcher wants to verify.

2. Write short notes :

16

- 1) Applications of Marketing research.
- 2) Statistics in research.

3. Write short notes :

16

- 1) Oral reporting.
- 2) Designing a questionnaire.

4. Define Marketing research. Explain the steps involved in Marketing Research process.

16

OR

What is sampling ? Explain the various types of sampling.

16

5. What is secondary data ? Explain the various sources of secondary data.

16

OR

Explain the various processing operations used in Marketing Research.

16



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**B.B.A. – II (Semester – III) (Old) Examination, 2015
FOUNDATION OF HUMAN SKILLS**

Day and Date : Friday, 20/11/2015

Total Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternative.

8

- 1) _____ is synonymous with proficiency.
a) Ability b) Skill
c) Technology d) None of these
- 2) _____ strength is an ability to exert force against external objects.
a) Explosive b) Static c) Trunk d) Dynamic
- 3) _____ is a life long process.
a) Knowing self b) Knowing others
c) People d) None of these
- 4) _____ are evaluative statements.
a) Values b) Attitudes
c) Both d) None of these
- 5) _____ values developed early in life may be resistant to change.
a) Social b) Power c) Personal d) Cultural
- 6) _____ represent judgement.
a) Values b) Attitudes
c) Both d) None of these
- 7) _____ gives better first impression.
a) Etiquettes b) Body language
c) Skills d) None of these



8) _____ can be acute or chronic.

- a) Stress
- c) Skill

- b) Disability
- d) None of these

1. B) State whether **True** or **False**. **8**

- 1) Hearing is listening.
- 2) Knowing self helps to take better decisions.
- 3) Attitude doesn't undergo changes.
- 4) Equality is terminal value.
- 5) Paralinguistic is a part of body language.
- 6) Banging keys while typing is a good professional etiquette.
- 7) Reading letters of others is a good manner.
- 8) Physical stress has both positive and negative effects.

2. Write short notes : **16**

- A) Sensory ability.
- B) SMART Goals.

3. Write short notes : **16**

- A) Sources of values
- B) Positive attitude and its advantages.

4. A) Define human skills. Explain listening and reading skill in detail. **16**

OR

B) What is body language? Explain parts uses and how to improve body language. **16**

5. A) What is Manner ? Why to practice good manners and how to get respect from others ? **16**

OR

B) Define stress. Explain consequences and sources of stress. **16**



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**B.B.A. – II (Semester – III) (Old) Examination, 2015
MANAGEMENT OF S.M.E.**

Day and Date : Monday, 23-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

N. B. : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternative :

8

- 1) Trade fare and exhibition is _____ assistance to promote small enterprises.
a) Marketing
b) Technical
c) Financial
d) None of these
- 2) Small Industries Development Bank of India (SIDBI) was set up in the year _____
a) 1965
b) 1985
c) 1990
d) 1995
- 3) _____ method is used to generate ideas.
a) Sampling
b) Census
c) Brain storming
d) Demand forecasting
- 4) A partnership is well known for _____ liability.
a) Limited
b) Unlimited
c) Short period
d) Long period
- 5) A ability to bring something new into existence is known as _____
a) Planning
b) Management
c) Controlling
d) Creativity
- 6) Which of the following institution is an apex institution to promote and develop small enterprises ?
a) District Industrial Centre (DIC)
b) Maharashtra Industrial Development Corporation (MIDC)
c) Small Industries Development Bank of India (SIDBI)
d) None of these



7) The analysis of plant location, factory building, is known as _____ feasibility.

- a) Market
- b) Technical
- c) Financial
- d) Commercial

8) The need for promotional schemes to small enterprises arises for _____

- a) To promote entrepreneurship
- b) To correct regional imbalances
- c) To provide competitive strength
- d) All of these

B) State whether the following statements are **true** or **false** : **8**

- 1) Venture capital is for high risk projects.
- 2) Joint stock company is well known for limited liability.
- 3) Duty drawback scheme is financial assistance to small enterprises.
- 4) MIDC was set up in the year 1962.
- 5) Small enterprises are based on labour intensive technique.
- 6) Subsidy is a single lump sum incentive to promote small enterprises.
- 7) Small enterprise have no competition with large enterprises.
- 8) Small enterprises are responsible for imbalanced regional development.

2. Write short note : **16**

- a) Small Industries Development Bank of India (SIDBI).
- b) Features of Co-operative Society.

3. Write short note : **16**

- a) Technical Consultancy Organisation (TCO).
- b) Role of small enterprises in Indian economy.

4. What are the objectives of promotional schemes for SME ? Explain marketing assistance scheme. **16**

OR

What are the sources of idea generation ? Explain brain storming method.

5. Describe the characteristics of SME. Explain its problems with global challenges. **16**

OR

Discuss the various steps to start new venture.



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B.B.A. – II (Semester – III) (Old) Examination, 2015
IT FOR MANAGEMENT

Day and Date : Thursday, 26-11-2015

Max. Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternatives :

8

- 1) _____ is the heart of any modern information system.
 - a) IT
 - b) Computer
 - c) Database
 - d) Monitor
- 2) CAD stands for
 - a) Computer Aided Drawing
 - b) Computer Aided Design
 - c) Computer Aided Database
 - d) Computer Aided Device
- 3) Large network such as those covering entire globe is called
 - a) MAN
 - b) CAN
 - c) WAN
 - d) LAN
- 4) Bar code is an example of _____ device.
 - a) Output
 - b) Input
 - c) Both
 - d) None
- 5) The speed is maximum in _____ topology.
 - a) Star
 - b) Ring
 - c) Bus
 - d) None
- 6) _____ contains both modulators and demodulator.
 - a) Modem
 - b) Multiplexer
 - c) Computer
 - d) Hubs
- 7) TPS works at _____ level of information system of organisation.
 - a) Operational
 - b) Middle
 - c) Top
 - d) Strategic
- 8) _____ term is not related to the Human Resource Management.
 - a) Cash Management
 - b) Personnel
 - c) Training and Development
 - d) Compensation

P.T.O.



- B) State the following statement **true** or **false** : **8**
- 1) Very large geographical area is covered by LAN.
 - 2) Customer database is important back end application of every service industry.
 - 3) The transmission of binary or digital information from one point to another is called 'data communication'.
 - 4) Wires, Cables and Optical fibres are also called unbounded medium.
 - 5) Sales management is controlled by management information system.
 - 6) Plotters is one of the input device of computer.
 - 7) World Wide Web is one of the method of accessing internet.
 - 8) Banking is generally understood as a place where the financial services offered.
2. Write short notes : **16**
- a) Hardware and Software.
 - b) Information need at various levels of management.
3. Write short notes : **16**
- a) LAN, WAN, MAN.
 - b) Wired Communication Channels and its types.
4. a) Define network topology. Explain various types of topologies. **16**
- OR
- b) Explain information system of marketing management. **16**
5. a) Explain IT applications for Hotel Industry. **16**
- OR
- b) Explain IT applications for banking industry. **16**
-



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**B.B.A. II (Semester – IV) (New) Examination, 2015
EVENT MANAGEMENT**

Day and Date : Tuesday, 17-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

N.B. : 1) ***All questions are compulsory.***
2) ***Figures to right indicate full marks.***

1. A) Select correct alternative : **8**
- 1) _____ can be used for spectacular effect.
a) Lighting b) Sound c) Vision d) Decor
 - 2) _____ staff prior to every shift of event is essential.
a) Managing b) Briefing c) Catering d) None of these
 - 3) The _____ coordinator acts as operations staff to maintain operational efficiency.
a) operations b) employee coordinator
c) crisis d) technical support
 - 4) _____ controls are put in place to assist with decisions during an event.
a) Preventive b) Feedback c) Both d) None of these
 - 5) _____ is raised by selling tickets for events.
a) Banners b) Posters c) Tickets d) Hoardings
 - 6) The _____ is an indispensable tool for most event managers.
a) Run sheets b) Promotion c) Product d) Staff
 - 7) _____ to the event includes air, rail, bus etc.
a) Catering b) Transport c) Staff d) Lights
 - 8) The _____ team is the team responsible for responding to the emergency.
a) Crisis management b) Event
c) Coordinator d) None of these



B) State whether **True** of **False** : **8**

- 1) Event managers delegates and monitors effectively to the staff.
- 2) A flat organisational structure is essential for the successful operation of an event.
- 3) Festivals are considered in types of events.
- 4) Local government regulations are important and applicable to events.
- 5) Planning and organisation of the key elements that determines success of an event.
- 6) Style guides provides guidelines on the correct titles for people.
- 7) Music is not powerful creator of mood.
- 8) Event staff must not be trained in advance.

2. Write short notes : **16**

- A) Relevant Legislations.
- B) Logistics of the concept.

3. Write short notes : **16**

- A) Process of event marketing.
- B) Types of event.

4. Write a detail note on financing of events. **16**

OR

Explain planning. Write detail note on planning tools. **16**

5. Explain career in event management. **16**

OR

Define event management. Explain size and types of events. **16**



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B.B.A. – II (Sem. – IV) (New) Examination, 2015
BUSINESS ECONOMICS – II (Macro)

Day and Date : Thursday, 19-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

- Instructions :** 1) **All questions are compulsory.**
2) **Neat diagrams should be drawn wherever necessary.**
3) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative.

8

- 1) A cost push inflation arises because of
 - a) Deficit finance
 - b) Population growth
 - c) Rise in wages
 - d) Rise in public expenditure
- 2) Public debt is a component of _____ policy.
 - a) Fiscal
 - b) Trade
 - c) Monetary
 - d) None of the above
- 3) Which of the following is a subject matter of macro economics ?
 - a) Monetary policy
 - b) Trade policy
 - c) Fiscal policy
 - d) All of the above
- 4) Services transaction is not a part of
 - a) Balance of payment
 - b) Balance of Trade
 - c) Both a) and b)
 - d) None of the above
- 5) Direct tax is a _____ nature.
 - a) Progressive
 - b) Regressive
 - c) Proportionate
 - d) Flat
- 6) A burden of indirect tax is finally rest on
 - a) Producer
 - b) Customer
 - c) Seller
 - d) Dealer



- 7) During inflation _____ suffers more.
- a) Business men
 - b) Farmers
 - c) Fixed income group
 - d) Import traders
- 8) A minimum part of total deposits which commercial bank has to maintain with Central Bank is known as
- a) Statutory Liquidity Ratio
 - b) Cash Reserve Ratio
 - c) Repo rate
 - d) Bank rate

B) State whether the following statements are **True** or **False** : **8**

- 1) A depression phase of trade cycle is characterized by full employment.
- 2) Value added tax is a direct tax.
- 3) Balanced budget is real budget.
- 4) Monetary policy is employed by the central bank.
- 5) Inflation is responsible for fall in value of money.
- 6) Balance of trade is a part of balance of payment.
- 7) Globalisation with sovereignty intact is a objective of macro economics.
- 8) Balance budget is responsible for public debt.

2. Write short answer : **16**

- a) Objectives of macro economics.
- b) Balance of payment and balance of trade.

3. Write short answer : **16**

- a) Phases of business cycle
- b) Types of budget.

4. Explain the process of credit creation function of commercial bank with limitations. **16**

OR

What are the causes of inflation ? Explain measures to control inflation.

5. Define macro economics. Explain its merits and demerits. **16**

OR

Explain the credit control policy of the Central Bank.



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B.B.A. – II (Semester – IV) (New) Examination, 2015
ORGANISATIONAL BEHAVIOUR

Day and Date : Saturday, 21-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative :

8

- 1) _____ tries to study individual group and structure in organisation.
a) Perception b) Attitude
c) Organisation behaviour d) Culture
- 2) _____ is the way of interpretation of events, objects or people surrounding us.
a) Attitude b) Groups c) Personality d) Perception
- 3) _____ is a degree to which group members are attracted towards each other.
a) Group structure b) Group norms
c) Group cohesion d) Group behaviour
- 4) Employment level, wages, technological change are the _____ factors affecting individual behaviour.
a) Economic b) Political c) Personal d) Technological
- 5) _____ refers to those abilities required to perform mental activities.
a) Skills b) Intellectual abilities
c) Physical abilities d) Attitude
- 6) _____ is the first stage of group formation.
a) Norming b) Storming c) Forming d) Performing
- 7) Self managed teams are also called as _____
a) Problem solving b) Autonomous
c) Cross functional d) Virtual
- 8) _____ teams includes members who don't have face to face interaction.
a) Cross functional b) Problem solving
c) Self managed d) Virtual



B) State whether following statements are **True/False** : **8**

- 1) OB considers only individuals in the scope of study.
- 2) Teams have positive synergy.
- 3) Social coating is a tendency to work less in group.
- 4) Perception is same for all individuals.
- 5) It is very easy to change organisational culture.
- 6) Attitude of a person can be changed.
- 7) Members of problem solving teams are from various departments.
- 8) Cognitive dissonance theory gives relation between attitude and behaviour.

2. Write short notes : **16**

- a) Group cohesiveness.
- b) Attitude formation.

3. Write short notes : **16**

- a) Levels of OB
- b) Culture creation.

4. Define perception. Explain the perceptual process in detail. **16**

OR

Define work teams. Explain how to create effective teams. **16**

5. Define organisation behaviour. Explain the factors affecting individual behaviour. **16**

OR

Define group. Explain the determinants of group behaviour. **16**



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**B.B.A. – II (Semester – IV) Examination, 2015
ENTREPRENEURSHIP DEVELOPMENT (New)**

Day and Date : Tuesday, 24-11-2015

Max. Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

Instructions: 1) *All questions are compulsory.*
2) *Figures to the **right** indicate **full** marks.*

1. A) Choose the correct alternatives :

8

- 1) The employee who is entrusted with the responsibility to make innovation in organisation is called _____
 - a) Innovation
 - b) Corporate Entrepreneur
 - c) Intrapreneur
 - d) None of the above
- 2) The Achievement Motivation Experiment made by David C. McClelland is known as _____ experiment.
 - a) Karnataka
 - b) Sakinaka
 - c) Kakinada
 - d) None of the above
- 3) The gap between competency required and competency actually possessed by an entrepreneur is called _____
 - a) Competency Building
 - b) Competency Mapping
 - c) Competency selection
 - d) None of the above
- 4) The basic objective of EDP is to _____
 - a) Introduction of Entrepreneurship
 - b) Provide Finance
 - c) Induce Achievement
 - d) None of the above
- 5) Entrepreneurs are aptly called agents of _____
 - a) Chance
 - b) Devil
 - c) Change
 - d) Friends



- 6) The word entrepreneur is derived from _____ word “entreprenre”.
- a) Latin b) Japanese c) Indian d) English
- 7) _____ is the willingness to exert high levels of efforts towards organisational goals.
- a) Innovation b) Motivation c) Planning d) Organising
- 8) Acquisition of a new behaviour like entrepreneurial behaviour begins with _____, identifying and recognizing behaviour means of one’s.
- a) Understanding b) Observation
c) Controlling d) Motivating

B) State the following statements **true** or **false**.

8

- 1) Rural entrepreneurship precedes Rural Industrialisation.
- 2) Agri-preneurship means entrepreneurship practiced by people with agrarian background.
- 3) Family-owned business are the highest creation of wealth in India.
- 4) Availability of capital is the only condition for establishing and running an enterprise.
- 5) Need hierarchy theory of motivation is propounded by Abraham Maslow.
- 6) Competence is one’s inborn quality.
- 7) The basic objective of EDP’s is to create awarness about entrepreneurs in the country.
- 8) The most important function of entrepreneur is Function of Innovation.

2. Write short notes :

16

- a) Distinguish between Entrepreneur v/s Intrapreneur.
- b) Characteristics of women entrepreneurs.



3. Write short notes : **16**
- a) Steps/stages in developing entrepreneurial competencies.
 - b) Social Entrepreneurship.
4. a) Explain the role of entrepreneurship in economic development. **16**
- OR
- b) Explain the major entrepreneurial competencies. **16**
5. a) Define women entrepreneur. What are the remedies for women entrepreneurship development ? **16**
- OR
- b) Explain classification of entrepreneurs in detail. **16**
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**B.B.A. – II (Semester – IV) (New) Examination, 2015
MARKETING MANAGEMENT – I**

Day and Date : Friday, 27-11-2015

Max. Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Choose the correct alternative :

8

- 1) _____ is the central theme of marketing.
a) Profit b) Trade c) Exchange d) Commerce
- 2) _____ deals with offering “social good” than financial objective as of commercial marketing.
a) Network marketing b) Social marketing
c) E-marketing d) Relationship marketing
- 3) _____ converts a satisfied customer into a company’s sales representative.
a) Retailing b) CRM
c) Social Marketing d) Network Marketing
- 4) Big Bazaar, Walmart, Tesco, etc. are the examples of
a) Shopping Malls b) Hyper Market
c) Super Market d) Discount Stores
- 5) _____ is a combination of various marketing tools used to satisfy the customer needs and wants.
a) Marketing Mix
b) Target Marketing
c) Consumer Behaviour
d) Marketing Management



- 6) _____ environment of marketing studies various population related characteristics.
- a) Technological
 - b) International
 - c) Demographic
 - d) Political
- 7) _____ is a process whereby individual decide what, when, how much and from whom to purchase.
- a) Marketing Management
 - b) Retailing
 - c) Consumer Behaviour
 - d) Market Segmentation
- 8) Modern Marketing is based on three principles-i.e. seeking, matching and
- a) Promotion
 - b) Programming
 - c) Pricing
 - d) Physical Evidence

B) Fill in the blanks :

8

- 1) _____ is a group of actual and potential customers having willingness and ability to buy.
- 2) _____ includes discounts, offers, coupons, free gifts to encourage customers to buy products.
- 3) _____ orientation of marketing focuses on superior features, quality and performance.
- 4) _____ is the strategy or philosophy results in customer loyalty and retention through keeping regular interactions with them.
- 5) _____ is dividing market into homogeneous parts.
- 6) _____ studies the factors affecting marketing activities both internally and externally.
- 7) _____ is the process of designing container or wrapper for product protection.
- 8) _____ is a buyer who is a regular purchaser or who has formed a custom of making regular purchase of a product from particular shop.



2. Write short notes : **16**
- a) Social Marketing.
 - b) Traditional and modern concept of marketing.
3. Write short notes : **16**
- a) Product positioning.
 - b) Demographic Environment.
4. Define Marketing Mix. Explain the various elements of marketing mix. **16**
- OR
- Define consumer behaviour. Explain the buying decision making process in detail. **16**
5. Define market. Marketing and marketing management. Explain the importance of marketing in detail. **16**
- OR
- Explain the various types of retailing in detail. **16**
-



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B.B.A. – II (Semester – IV) (Old) Examination, 2015
BUSINESS POLICY

Day and Date : Tuesday, 17-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

N.B. : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Fill in the blanks : 8
- 1) A _____ statement defines the basic reason for the existence of an organisation.
 - 2) _____ is any part of business organisation which is treated separately for strategic management purpose.
 - 3) _____ environment consists of factors related to knowledge applied and material used in production.
 - 4) _____ are special qualities possessed by an organisation that make them to face competition.
 - 5) _____ is a inherent capability which an organisation can use to gain strategic advantage.
 - 6) _____ is a good measure how well or badly an organisation has progressed with respect to its own past performance.
 - 7) _____ is an inherent limitation or constraint which creates strategic disadvantage.
 - 8) _____ phase of project implementation is an extension of the strategies formulation of strategic management.
- B) State whether **True** or **False** : 8
- 1) Goals denotes what an organisation hopes to accomplish in a future period of time.
 - 2) Objectives are the ends that state specifically how the goals shall be achieved.



- 3) Technological environment consist of factors related to the management of public affairs and their impact on business organisation.
- 4) Strategic advantage are the outcome of organisational capabilities.
- 5) The process of benchmarking is aimed at finding the best practises within and outside industry to which an organisation belongs.
- 6) No change strategy is a type of stability strategy.
- 7) Diversification means combining activities related to the present activity of a firm.
- 8) An organisation structure is a way in which the tasks and subtasks required to implement a strategy are arranged.

- 2. Write short notes : **16**
 - A) SWOT analysis
 - B) Diversification.
 - 3. Write short notes : **16**
 - A) Stability strategy
 - B) Resource Allocation.
 - 4. Explain the various types of expansion strategies. **16**

OR
 - 4. What are the various techniques of strategic evaluation ? **16**
 - 5. What is environmental appraisal ? Explain the components of environment. **16**

OR
 - Define strategy. Explain strategic decision making with its different approaches. **16**
-



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**B.B.A. II (Semester – IV) (Old) Examination, 2015
BUSINESS ECONOMICS – II (Macro)**

Day and Date : Thursday, 19-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

- Instructions:** 1) **All** questions are **compulsory**.
2) **Neat** diagram should be drawn **wherever** necessary.
2) Figures to the **right** indicate **full** marks.

1. A) Select the correct alternatives.

8

- 1) Macro economics study _____ economic unit.
 - a) Individual
 - b) Independent
 - c) Particular
 - d) National
- 2) Which of the following policy a Finance Minister employ in India ?
 - a) Trade Policy
 - b) Monetary Policy
 - c) Fiscal Policy
 - d) Market Policy
- 3) A subject matter of Public Finance is _____
 - a) Public Revenue
 - b) Public expenditure
 - c) Public debt
 - d) All of these
- 4) Direct tax is a _____ in nature.
 - a) Progressive
 - b) Regressive
 - c) Flat
 - d) Constant
- 5) National income is estimated for _____ year.
 - a) One
 - b) Two
 - c) Three
 - d) Four
- 6) “General Theory of Employment, Interest and Money” is presented by
 - a) Prof. J.M. Keynes
 - b) Prof. Alfred Marshall
 - c) Prof. Adam Smith
 - d) Prof. Irving Fisher



- 7) A persistently rise in general price level is known as _____
a) Deflation b) Inflation c) Stagflation d) All of these
- 8) Prof. Joseph Schumpeter presented the _____ theory of trade cycle.
a) Innovation b) Risk c) Monetary d) Fiscal

B) State whether the following statements are **True** or **False** : **8**

- 1) Bank rate is a qualitative weapon of credit control.
- 2) Commercial bank enjoys a monopoly of note issue.
- 3) National income is a micro economics subject.
- 4) Balanced budget is a practical budget.
- 5) Sales tax is an indirect tax.
- 6) Fixed income group enjoys benefit during inflation.
- 7) Income tax is a direct tax.
- 8) Public debt is a part of Fiscal Policy.

2. Write short answers. **16**

- a) Phases of Trade Cycle.
- b) Merits of Direct Tax.

3. Write short answers. **16**

- a) Significance of national income data.
- b) Types of budget.

4. State and explain the merits and demerits of macro economics. **16**

OR

State and explain the merits and demerits of Indirect Tax.

5. What are the causes of inflation ? Explain different measures to control it. **16**

OR

What is public expenditure ? Explain the causes for growth in public expenditure.



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**B.B.A. II (Semester – IV) (Old) Examination, 2015
ORGANISATIONAL BEHAVIOUR**

Day and Date : Saturday, 21-11-2015

Max. Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative : 8
- 1) _____ is concerned with the understanding prediction and control of human behaviour at work place.
a) Attitude b) Perception
c) Organisation behaviour d) Personality
- 2) Age, Gender, Education, Abilities etc. are the _____ factors affecting individual behaviour.
a) Cultural b) Personal c) Social d) Environmental
- 3) _____ is the evaluative statement either favourable/unfavourable towards events/objects/situation.
a) Perception b) Learning c) Personality d) Attitude
- 4) _____ teams includes members from various departments to discuss on the problem faced commonly by organisation.
a) Cross functional b) Self managed
c) Problem solving d) Virtual
- 5) _____ is relatively permanent change in the behaviour of human.
a) Personality b) Learning c) Culture d) Values
- 6) _____ means an individuals skill and capacity to perform the job.
a) Ability b) Skill c) Education d) Economy
- 7) _____ deals with judging a person on a basis of single personality trait.
a) Attribution b) Situation c) Relevancy d) Halo effect
- 8) _____ is the first stage in group development stages.
a) Forming b) Storming c) Adjourning d) Performing



- B) Fill in the blanks : **8**
- 1) _____ have positive synergy as compared to groups.
 - 2) _____ is the pleasurable feeling of an employee towards his/her job.
 - 3) _____ is the values, beliefs, set of thoughts that knit together all organisational members.
 - 4) _____ is the degree to which all the group members are attracted towards each other.
 - 5) Individual _____ and organisational are the three levels of organisation behaviour.
 - 6) _____ theory gives relation between attitude and behaviour.
 - 7) _____ is the process of selecting the correct alternative while rejecting the unsuitable.
 - 8) _____ values are the desirable end state of existence.
2. Write short notes : **16**
- 1) Levels of OB.
 - 2) Group Cohesiveness.
3. Write short notes : **16**
- 1) Types of Attitude.
 - 2) Cultural Dimensions.
4. Define perception. Explain the perceptual process in detail. **16**
- OR
- Explain the various factors affecting organisation behaviour. **16**
5. Define Group. Explain the types of group and stages of group development. **16**
- OR
- Explain how to create effective teams. **16**
-



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**B.B.A. – II (Semester – IV) (Old) Examination, 2015
ENTREPRENEURSHIP DEVELOPMENT**

Day and Date : Tuesday, 24-11-2015

Max.Marks : 80

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternatives : 8
- 1) _____ entrepreneurs are scarce in developing countries.
a) Innovative b) Fabian
c) Educational d) Academic
 - 2) In _____ phase of the entrepreneurship development, the provision of infrastructure facilities are concerned.
a) Support phase b) Initial phase
c) Development phase d) Maturity phase
 - 3) The word entrepreneur is derived from _____ word “Entreprendre”.
a) Latin b) Japanese
c) Indian d) English
 - 4) Profit maximisation, social status attainment, prestige acquisition etc. are _____ factors which affects the growth of entrepreneurship.
a) Economical b) Social
c) Cultural d) Personality
 - 5) _____ factors are those which compel women to become entrepreneurs.
a) Pull b) Push
c) Both d) None of these
 - 6) Short-term courses or computer languages and electronics are started by _____ entrepreneurs.
a) Educational b) Academic
c) Fabian d) Drone



- 7) _____ role is the essential function of an entrepreneur is to co-ordinate the various factors of production.
- a) Risk assumption
 - b) Co-ordinating
 - c) Innovation
 - d) Imitating
- 8) An entrepreneur who blindly follows the traditional methods of production in spite of the loss is called _____ entrepreneur.
- a) Drone
 - b) Fabian
 - c) Adoptive
 - d) Innovative

B) State the following statement **true** or **false** :

8

- 1) The term entrepreneur refers to entrepreneurship.
- 2) Imitative entrepreneurs are scarce in developing countries.
- 3) Teachers who make innovations in curriculum by designing new courses are called academic entrepreneur.
- 4) Doing something new or something different is a prerequisite for entrepreneurship.
- 5) Forced women entrepreneurs take business as a profession on their own by self planning or motivation.
- 6) Entrepreneurship development consist of three phases.
- 7) Entrepreneurs are aptly called “agents of change”.
- 8) Intrapreneur arises outside the organisation.

2. Write short notes :

16

- a) Various functions of an entrepreneur.
- b) Types of entrepreneur.

3. Write short notes :

16

- a) Difference between entrepreneur v/s intrapreneur.
- b) Social entrepreneur.

4. a) Define entrepreneur. Explain the role of entrepreneur in economic development.

16

OR

- b) Define women entrepreneur. Explain various problems to become women entrepreneur.

16

5. a) Define entrepreneurship. What are the factors which affects entrepreneurship growth.

16

OR

- b) Explain the remedial or motivation factors to promote women entrepreneurship.

16



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B.B.A. – II (Semester – IV) (Old) Examination, 2015
MARKETING MANAGEMENT – I

Day and Date : Friday, 27-11-2015
Time : 2.30 p.m. to 5.30 p.m.

Max Marks : 80

Instructions: 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Choose correct alternative from the given alternatives :

8

- 1) _____ is the paid form of non-personal communication.
 - a) Publicity
 - b) Sales promotion
 - c) Advertising
 - d) Public relation
- 2) _____ environment involves the natural resources that are needed by marketers as input or that are affected by marketing activities.
 - a) Economic
 - b) Demographic
 - c) Social
 - d) Physical
- 3) Modern concept of marketing is _____ oriented.
 - a) Customer
 - b) Sales
 - c) Profit
 - d) Production
- 4) Which of the following is an example of direct marketing ?
 - a) Advertising
 - b) Retailing
 - c) Telemarketing
 - d) Test marketing
- 5) Which of the following is not one of the five stages of the buyer decision process ?
 - a) Need Recognition
 - b) Purchase Decision
 - c) Information Search
 - d) Brand Identification
- 6) _____ is the only 'p' of Marketing Mix that generates revenue for organisation.
 - a) Price
 - b) Promotion
 - c) People
 - d) Product



- 7) Setting a low initial price to attract a large number of buyers quickly and win a large market share is called _____
- a) Market penetration pricing b) Market competitive pricing
 c) Market skimming pricing d) None of these
- 8) Which of the following is not an element of the Marketing Mix ?
- a) Place b) Product
 c) Target Market d) Price

B) State True or False : **8**

- 1) There is no difference between Selling and Marketing.
- 2) Advertisement involves one to one interaction.
- 3) Marketing focuses on the needs and wants of customer.
- 4) Economic environment is responsible for shaping consumers belief, values and norms.
- 5) Retail is the first step in distribution network.
- 6) Market skimming pricing means setting a high initial price.
- 7) Lifestyle is a customer characteristic used for market segmentation.
- 8) Personal selling is the non-paid form of non-personal communication.

2. Write short notes : **16**

- a) Network Marketing.
- b) Distinction between Marketing and Selling.

3. Write short notes : **16**

- a) Demographic Environment.
- b) Element of promotion mix.

4. What is consumer behaviour ? Explain various factors influencing consumer behaviour. **16**

OR

What is retailing ? Discuss various types of retailing. **16**

5. What is Marketing ? Explain the functions of Marketing Management. **16**

OR

What is Marketing Mix ? Explain 7 'P's of Marketing Mix. **16**



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**B.B.A. – III (Semester – V) (New) Examination, 2015
INTERNATIONAL BUSINESS**

Day and Date : Monday, 16-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

N. B. : i) **All questions are compulsory.**
ii) **Figures to the right indicate full marks.**

1. A) Select the correct alternative :

8

- 1) The theory of comparative cost advantage was propounded by _____
 - a) Adam Smith
 - b) David Ricardo
 - c) Ohlin
 - d) S. S. Mill
- 2) The major difference between IMF and IBRD is _____
 - a) Locational
 - b) Short-term and long-term lending
 - c) Promotional
 - d) None of the above
- 3) _____ is the first step in the typical internationalization process.
 - a) FDI
 - b) License
 - c) Export through distributor
 - d) MSA's
- 4) Ultimately _____ was replaced by _____ on 1st Jan. 1995.
 - a) GATT, WTO
 - b) GATS, WTO
 - c) IMF, GATT
 - d) WTO, GATT
- 5) The documents that certifies that the goods are manufactured or produced in the exporter's country is known as _____
 - a) Bill of lading
 - b) Consular invoice
 - c) Certificate of origin
 - d) Mate's Receipts
- 6) _____ is also known as pagged exchange rate.
 - a) Flexible Exchange Rate
 - b) Fixed Exchange Rate
 - c) Managed Exchange Rate
 - d) Floating Exchange Rate



7) If total value of imports of good of a country exceeds her total value of exports of goods is said to be _____

- a) Favourable BOT b) Unfavourable BOT
c) Equilibrium BOT d) None of these

8) When the company limits its operations, mission and vision to the national political boundaries the company is _____

- a) Global company b) International company
c) Multinational company d) Domestic company

B) State the following statements are **True** or **False** : **4**

- 1) India is founder member of WTO.
- 2) Ident House Act as a link, between importer and exporter.
- 3) Joint venture does not involves local companies.
- 4) FDI is permitted in lottery business.

C) Fill in the blanks : **4**

- 1) SEIS stands for _____
- 2) Forwarding agent works on behalf of _____
- 3) SAARC stands for _____
- 4) Recent approach of _____ projects is B-O-T.

2. Write short note : **16**

- a) Natures of I.B.
- b) Protection trade policy - Arguments for and against.

3. a) Contractual modes of entry. **16**

- b) Objectives and functions of IMF.

4. Explain steps involved in export procedure. **16**

OR

4. Define International Business. Explain the prospects and problems of I.B. **16**

5. Define MNC's and explain features and importance of MNC's. **16**

OR

5. Explain the objectives and functions of EU and SAARC. **16**



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B.B.A. – III (Semester – V) (New) Examination, 2015
RETAIL MANAGEMENT

Day and Date : Wednesday, 18-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Total Marks : 80

Instructions : *All questions are compulsory.*
Figures to the right indicate full marks.

1. A) Choose the correct alternative :

8

- 1) Big bazaar, Walmart, Carrefour are the examples of _____
 - a) Malls
 - b) Supermarket
 - c) Hypermarket
 - d) Specialty stores
- 2) Following is one of the factors affecting retail location _____
 - a) Accessibility
 - b) Cost
 - c) Population
 - d) All of above
- 3) _____ is a machine readable code in the form of numbers printed on product.
 - a) Price
 - b) Barcode
 - c) Label
 - d) None
- 4) The concept of Strategic Business Unit comes under _____
 - a) Category management
 - b) Visual merchandising
 - c) Retail franchising
 - d) Supply Chain Management
- 5) _____ layout is also known as Loop Layout.
 - a) Free form
 - b) Grid
 - c) Race track
 - d) Circulation



6) _____ is the planning involved in marketing the right product at right place at right time at right price in right quantity.

- | | |
|------------------|--------------|
| a) Franchising | b) Promotion |
| c) Merchandising | d) Retailing |

7) A _____ is the retailer's own brand which shares common shelf place with national brands.

- | | |
|-------------|-------------------|
| a) Category | b) Merchandise |
| c) Brand | d) Private labels |

8) RFID stands for _____

- a) Radial Frequency Identification Device
- b) Radio Frequency Instrument Division
- c) Radio Frequency Identification Device
- d) Radial Frequency Identification Division

B) Fill in the blanks :

8

- 1) _____ deals with selling products and services online via WWW.
- 2) Press, electronic, broadcast are the medias of _____
- 3) Staple, fashion, fad, seasonal etc. are the types of retail _____
- 4) _____ is the first mark of identification or retailer or retail store.
- 5) Fixtures, textures, lighting, graphics are the components of _____
- 6) _____ is the exchange of business information through standard interfaces by using computers.
- 7) _____ is the art of persuasion through presentation keeping merchandise in focus.
- 8) Mail order, Direct selling and Automatic vending are the forms of _____ retailing.



2. Write short notes : **16**
- 1) Functions of retailer
 - 2) RFID.
3. Write short notes : **16**
- 1) Visual Merchandising
 - 2) Types of Store Layout.
4. Explain the various retail communication tools in detail. **16**
- OR
- Explain the steps involved in retail strategy process. **16**
5. What is Store Design ? Explain the various elements of Store Design in detail. **16**
- OR
- Explain the various retail formats in detail with suitable examples. **16**
-



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B.B.A. – III (Semester – V) (New) Examination, 2015
FINANCIAL MANAGEMENT – I

Day and Date : Friday, 20-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

- N. B. :** 1) **All questions are compulsory.**
2) **Figures to right indicate full marks.**
3) **Use of calculators is allowed.**

1. A) Select the correct alternative :

8

- 1) _____ refers to the amount invested in various components of current assets.
 - a) Temporary working capital
 - b) Net working capital
 - c) Gross working capital
 - d) Permanent working capital
- 2) Which of the following is not an inventory ?
 - a) Machines
 - b) Raw material
 - c) Finished products
 - d) Consumable tools
- 3) The cost of insurance and taxes are included in
 - a) Cost of ordering
 - b) Set up cost
 - c) Inventory carrying cost
 - d) Cost of shortages
- 4) Re-ordering level is calculated as
 - a) Maximum consumption rate × Maximum re-order period
 - b) Minimum consumption rate × Minimum re-order period
 - c) Maximum consumption rate × Minimum re-order period
 - d) Minimum consumption rate × Maximum re-order period



- 5) The long-run objective of financial management is to
 - a) Maximize earnings per share
 - b) Maximize the value of the firm's common stock
 - c) Maximize return on investment
 - d) Maximize market share
- 6) Which one of the following will not be included as part of the working capital of a business ?
 - a) Trade receivables
 - b) Long-term investments
 - c) Trade payables
 - d) Inventories
- 7) Which of the following is not considered a recent method of cutting down on unnecessarily high stocks ?
 - a) Just-In-Time (J-I-T)
 - b) Economic Order Quantity (EOQ)
 - c) First In, First Out (FIFO)
 - d) Optimized Production Technology (OPT)
- 8) Which of the following is not a cash inflow ?
 - a) Reduction in provision for doubtful debts
 - b) Cash sales
 - c) Loan taken by firm
 - d) Proceeds from asset disposal

B) State whether the following statement is **True** or **False** :

8

- 1) Traditionally the role of finance manager was restricted to acquisition and efficient allocation of funds.
- 2) Equity share are entitled to dividend at a fixed rate.
- 3) Raising funds through debentures is cheaper as compared to raising through shares.
- 4) Public deposits are used as source of long term finance.
- 5) Large balance of cash in hand should be kept by a firm to all contingencies.
- 6) Term financing is short-term debt, typically used to purchase short-term assets (such as seasonal inventories) that tend to be self-liquidating.
- 7) Cash budget is prepared to know budgeted cash position of the firm.
- 8) To minimize the ordering and carrying cost economic order quantity is useful.



- 2. a) Explain the function of Finance Manager. 16
b) An engineering company consumers 50000 units of a components per year. The ordering, receiving and handling cost are Rs. 3 per order, while the trucking costs are Rs. 12 per order. Further details are as under :
Interest Re. 0.06 per unit per year. Storage cost Rs. 1,000 p.a. for 50000 units. Calculate the EOQ.
- 3. a) Explain features of lease finance. 16
b) Explain determinants of working capital.
- 4. Explain different sources of long term finance. 16

OR

Calculate the average amount of working capital of Amar Products Ltd. From the following :

| Lag in payments | Figure for the year Rs. | |
|---------------------------------------|--------------------------------|--------|
| a) Wages 1½ weeks | 5,20,000 | |
| Stores and materials 1½ months | | 96,000 |
| Office staff ½ months | 1,24,800 | |
| Rent – 5 months | 20,000 | |
| Other expenses 1½ months | | 96,000 |
| Manager’s salary ½ months | | 9,600 |
| b) Average amount locked up in stocks | | |
| Finished goods | 10,000 | |
| Stock of stores | 16,000 | |
| c) Pre-payments | | |
| Expenses paid (Quarterly in advance) | 16,000 | |
| d) Period of average credit given | | |
| Domestic sales 6 weeks | 6,24,000 | |
| Foreign sales – 1½ weeks | 1,56,000 | |
| e) Add 10% contingencies. | | |



5. Explain meaning of finance plan and importance of finance plan.

16

OR

From the following particulars prepare a cash budget from January to March 2008.

| Month | Sales | Purchases | Overheads | | |
|-----------|-----------|-----------|----------------|------------|----------|
| | | | Administrative | Production | Selling |
| Oct. 2007 | 11,00,000 | 6,50,000 | 95,000 | 1,00,000 | 65,000 |
| Nov. 2007 | 12,00,000 | 7,00,000 | 1,25,000 | 1,30,000 | 90,000 |
| Dec. 2007 | 14,50,000 | 9,00,000 | 1,25,000 | 1,60,000 | 1,15,000 |
| Jan. 2008 | 16,00,000 | 11,00,000 | 1,75,000 | 1,70,000 | 1,45,000 |
| Feb. 2008 | 19,00,000 | 13,00,000 | 2,00,000 | 1,95,000 | 1,60,000 |
| Mar. 2008 | 19,00,000 | 14,00,000 | 2,10,000 | 2,00,000 | 1,70,000 |

Additional information :

- 1) Expected cash balance as on 1st Jan. 2008 is Rs. 80,000.
- 2) Out of the total sales 50% are cash sales. Credit allowed to debtors is one month.
- 3) All purchases are on credit, the suppliers, allow 2 months credit.
- 4) Capital expenditure proposed to be incurred on acquisition on machinery in March 2008 is Rs. 4,00,000.
- 5) Income tax payable in March 2008 is Rs. 90,000.
- 6) Interest receivable on investment Rs. 35,000.
- 7) Lag in payment of overhead is one month.



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**B.B.A. – III (Semester – V) (New) Examination, 2015
HUMAN RESOURCE MANAGEMENT – I**

Day and Date : Monday, 23-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Choose correct alternative from the given alternatives. 8
- 1) Which of the following is concerned with developing a pool of candidate in line with the Human Resource Plan ?
 - a) Development
 - b) Training
 - c) Recruitment
 - d) Selection
 - 2) Designing a job according to the worker's physical strength and ability is
 - a) Ergonomics
 - b) Task assortment
 - c) Job autonomy
 - d) None of these
 - 3) The personnel plan requires forecast of
 - a) Personnel needs
 - b) Supply of internal candidate
 - c) Supply of external candidate
 - d) All of these
 - 4) Job Enrichment is a way to
 - a) Motivate employees
 - b) Compensate employees
 - c) Staffing new employees
 - d) None
 - 5) _____ is a technique by which a new employee is rehabilitated into organisation.
 - a) Placement
 - b) Training
 - c) Induction
 - d) Development
 - 6) _____ is a statement of the minimum acceptable human qualities necessary to perform a job properly.
 - a) Job evaluation
 - b) Job specification
 - c) Job description
 - d) Job classification



- 7) _____ deals with cost and contribution of Human Resource to the organisation.
- a) HR Accounting
 - b) HR Research
 - c) HR Planning
 - d) HR Management
- 8) Majority of the disputes in industries are related to the problem of
- a) Wages
 - b) Salary
 - c) Benefits
 - d) All of these

- B) State **true** or **false** : **8**
- 1) Employee referral is an external source of recruitment.
 - 2) When unemployment rate drops, recruiting effects must be increased.
 - 3) Lay-off is permanent separation of employee from employer.
 - 4) Trained employees are liability to organisation.
 - 5) HR Department at central office performs all functions of recruitment, is decentralised recruitment.
 - 6) Job outsourcing is not a component of Job Design.
 - 7) Training is needed to fill the gap between employee specifications and job requirements.
 - 8) Fringe benefits are provided to workman for their outstanding performance.
2. Write short-notes : **16**
- i) Process of Job Analysis.
 - ii) Role of HR Manager.
3. Write short notes : **16**
- i) Objectives and types of Induction programme.
 - ii) Methods of Job Design.
4. Define HRM. State and explain managerial and operative functions of HRM. **16**
- OR
- Explain selection procedure along with factors affecting selection decision. **16**
5. What is Recruitment ? Explain the sources of Recruitment. **16**
- OR
- What is Human Resource Planning ? Explain the process of HRP. **16**



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**B.B.A. – III (Sem. – V) (New) Examination, 2015
PRODUCTION MANAGEMENT – I**

Day and Date : Thursday, 26-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

N. B. : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select the correct alternatives.

8

- 1) A repair work of an electric motor is an example of _____ maintenance.
a) preventive b) predictive c) corrective d) total
- 2) Generally the size of production is _____ in mass production system.
a) Small b) Medium c) Large d) Very small
- 3) A upkeeping the plant, building and machinery in a good operating condition is called _____
a) plant location b) plant maintenance
c) plant layout d) production system
- 4) _____ layout is followed in the manufacturing of air craft.
a) Process b) Product
c) Fixed position d) Cellular
- 5) In _____ production system break-down of one machine stops the whole production.
a) Job shop b) Mass c) Batch d) Project
- 6) A choice of technology depends on _____
a) Funds for investment b) Product life cycle
c) Plant capacity d) All of these
- 7) A role of picture tube in television set is concerned with _____ design.
a) Form b) Product c) Functional d) Process
- 8) A _____ productivity is obtained by dividing the total output by capital.
a) Labour b) Capital c) Total d) Raw material

P.T.O.



B) State whether the following statements are **true** or **false**. **8**

- 1) Higher productivity means same output with minimum cost.
- 2) Productivity is determined by research and development only.
- 3) Tele communication, e-mail, word processing is an example of information technology.
- 4) A style, look, feel of product is an example of Form design.
- 5) Preventive maintenance aims to minimise product cost.
- 6) Cement production units generally locates nearer to raw materials.
- 7) A process layout is more flexible.
- 8) Customers satisfaction is an ultimate object of production management.

2. Write short answers. **16**

- a) Product Life Cycle
- b) Significance of productivity.

3. Write short answers. **16**

- a) Need for plant location
- b) Decision making in production management.

4. Explain the different characteristics of good product design. **16**

OR

Define product layout. Explain its merits and demerits.

5. Define production management. Explain objectives of production management. **16**

OR

Define plant layout. Explain objectives of an ideal plant layout.



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**B.B.A. – III (Semester – V) (Old) Examination, 2015
INTERNATIONAL BUSINESS**

Day and Date : Monday, 16-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternative : 8
- 1) GATT is converted into _____
 - a) IMF
 - b) EO
 - c) WB
 - d) WTO
 - 2) The Bretton Woods agreement resulted in the creation of _____
 - a) The Exim Bank
 - b) The Federal Reserve Bank
 - c) The World Bank
 - d) None of these
 - 3) _____ is popularly known as World Bank.
 - a) IBRD
 - b) BOP
 - c) IMF
 - d) WTO
 - 4) IMF and _____ are known as international twins.
 - a) SAARC
 - b) IBRD
 - c) EEC
 - d) WTO
 - 5) _____ means selling the product below cost of production.
 - a) SDR
 - b) Dumping
 - c) Export
 - d) FDI
 - 6) WTO established in _____
 - a) 1995
 - b) 1990
 - c) 1999
 - d) 2001
 - 7) The share of services sector in gross domestic product of India is _____
 - a) Constant
 - b) Decreasing
 - c) Increasing
 - d) Negative



8) _____ is a measure to correct the disequilibrium of BOP.

- | | |
|----------------|--------------------|
| a) Culture | b) Dumping |
| c) Devaluation | d) Capital account |

B) State whether the following statements are **true** or **false** : **8**

- 1) India is founder member of WTO.
- 2) SDR stands for special double rights.
- 3) J.V. does not involves local companies.
- 4) Fees paid by Licensor to Licensee is called royalty.
- 5) TRIPs means Trade Right Indian properties.
- 6) The absolute cost advantage theory introduced by Adam Smith.
- 7) Recent approach of turnkey projects is S – O – R.
- 8) EEC stands for Economic Earing community.

2. Write short note : **16**

- a) IMF
- b) GATT.

3. Write short note :

- a) SAARC
- b) FDI.

4. What is international business ? Explain the advantages and problems of I.B. **16**

OR

Explain the various modes of entry into I.B.

5. Explain in detail instruments of International Trade Policy. **16**

OR

What is disequilibrium in BOP ? Explain its reasons and measures to correct the disequilibrium of BOP.



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**B.B.A. – III (Semester – V) (Old) Examination, 2015
MARKETING RESEARCH**

Day and Date : Wednesday, 18-11-2015

Max. Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative :

8

- 1) _____ is the research instrument used to collect primary data.
a) Research Report b) Questionnaire
c) Sampling Plan d) Research Design
- 2) _____ refers to the task of drawing inferences from the collected data after an analytical study.
a) Oral Reporting b) Sampling
c) Marketing Research d) Interpretation
- 3) _____ sampling deals with dividing population into homogenous subgroups and then randomly sample is drawn.
a) Judgement b) Quota
c) Stratified Random d) Area
- 4) _____ is any finite/infinite collection of individuals.
a) Population b) Census
c) Sample size d) Sample
- 5) _____ is the process of examining the data to detect errors and to correct them when possible.
a) Statistical Analysis b) Editing
c) Tabulation d) Coding
- 6) In _____ observation subjects are known that they are getting observed.
a) Structured b) Disguised
c) Undisguised d) Unstructured

P.T.O.



7) _____ implies that the objective of survey should be achieved with minimum cost and efforts.

- a) Economy
- b) Measurability
- c) Goal orientation
- d) Practicality

8) _____ refers to the total number of items to be selected from population for research purpose.

- a) Population
- b) Census
- c) Universe
- d) Sample size

B) Fill in the blanks :

8

- 1) _____ is the first hand information collected by researcher solely for research purpose.
- 2) _____ questions has only two answers as 'Yes/No' or 'True/False'.
- 3) _____ analysis considers only two variables in the research study.
- 4) A problem well defined is _____ solved.
- 5) In _____ questions respondents are free to give answers.
- 6) Sales force reports, accounting records, etc. are the part of _____ data sources.
- 7) _____ is the assumption or supposition to be proved or disproved.
- 8) _____ is the definite plan for obtaining a sample from a given population.

2. Write short notes :

16

- a) Designing questionnaire.
- b) Types of Analysis.

3. Write short notes :

16

- a) Oral reporting.
- b) Applications of MR.

4. Explain the process of marketing research.

16

OR

Explain the sources of secondary data.

16

5. Explain the various types of sampling.

16

OR

Explain the various methods of observation. Also explain advantages and disadvantages of observation.

16



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B.B.A. III (Semester – V) (Old) Examination, 2015
FINANCIAL MANAGEMENT – I

Day and Date : Friday, 20-11-2015

Max. Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

- Instructions:** 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**
3) **Use of calculators is allowed.**

1. A) Multiple choice questions :

8

- 1) High material turnover ratio indicates _____ moving material.
a) Fast b) Slow c) Average d) None
- 2) The term _____ cost refers to the cost associated with storage.
a) Safety b) Carrying c) Associated d) Ordering
- 3) _____ is a borrowed capital for the company.
a) Equity shares b) Preference shares
c) Debenture d) Retained earnings
- 4) Outstanding expenses are a part of
a) Current liabilities b) Current assets
c) Contingent liabilities d) None of these
- 5) The basic tool used to project cash surplus or deficit for each planning year is
a) Cash budget b) Cash book
c) Cash flow statement d) None of these
- 6) _____ working capital is permanently locked up in the business.
a) Fluctuating b) Seasonal
c) Fixed d) Variable
- 7) Current assets does not include
a) Raw materials b) Provision for tax
c) Work in progress d) Debtors
- 8) Working capital is also known as
a) Retained earnings b) Equity capital
c) Circulating capital d) Long term capital



B) Fill in the blanks :

8

- 1) Surplus is the excess of cash inflows over _____.
- 2) Transaction motive, speculative motive and _____ motive are the principle motives for holding cash.
- 3) Profits retained and reinvested in the business is known as _____.
- 4) The persons who contribute money through debentures are called _____.
- 5) At _____, the total of ordering cost and carrying cost is minimum.
- 6) Re-order level at certainty = Normal usage \times _____.
- 7) A trading concern requires relatively _____ amount of working capital than a manufacturing firm.
- 8) Net working capital = Gross working capital minus _____.

2. A) Write a note on – Cash Budget.

8

B) Write a note on – Venture capital.

8

3. A) Short note on – operating cycle.

8

B) Short note on – motives of holding cash.

8

4. A proforma cost sheet of a company provides the following data :

16

| Particulars | Cost per unit (₹) |
|--|----------------------|
| Raw materials | 52.00 |
| Direct labour | 19.50 |
| Overheads (including depreciation @ Re. 0.5) | 39.50 |
| Total cost | 111.00 |
| Profit | 19.00 |
| Selling price | 130.00 |

- a) Average raw material in stock : 1 month.
- b) Average material in process : $\frac{1}{2}$ month.
- c) Finished goods stock : 1 month.
- d) Credit allowed by suppliers : 1 month.



- e) Credit allowed to debtors : 2 months.
- f) Time lags in payment of wages : one and a half weeks; overheads: one month. One fourth of sales are on cash basis. Cash balance is expected to be ₹ 1,20,000. Prepare a statement showing working capital needed to finance a level of activity of 70,000 units of output.

OR

- 4. Briefly explain the determinants of working capital. 16
- 5. From the information and assumption that the cash balance in hand on 1st January is ₹ 1,72,500. Prepare a cash budget. 16

| Month | Sales | Purchases | Wages | Overheads |
|----------|--------|-----------|--------|-----------|
| January | 72,000 | 25,000 | 10,000 | 11,500 |
| February | 97,000 | 31,000 | 12,100 | 13,000 |
| March | 86,000 | 25,500 | 10,600 | 13,500 |

- a) 50% of total sales are cash sales.
- b) Asset to be acquired in February ₹ 8,000.
- c) Debtors are allowed one months credit.
- d) Creditors for materials purchased and overheads grant one month's credit.
- e) Sales commission @ 3 percent on sales is paid to salesman each month.

OR

- 5. Explain any two long term sources of finance with its features. 16



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**B.B.A. III (Semester – V) (Old) Examination, 2015
HUMAN RESOURCE MANAGEMENT – I**

Day and Date : Monday, 23-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

N.B. : 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

1. A) Select the correct alternative :

8

- 1) _____ is broad concept
 - a) Human Resource Management
 - b) Personnel Management
 - c) Human Resource Planning
 - d) None
- 2) _____ level human resource manager handle employees relations effectively.
 - a) Top
 - b) Middle
 - c) Lower
 - d) None
- 3) _____ is the process of forecasting a firms future demand and supply of the right type of people in the right number.
 - a) Human Resource Management
 - b) Human Resource Planning
 - c) Selection
 - d) None of these
- 4) _____ involves attracting and obtaining as many applications as possible from eligible job seekers.
 - a) Selection
 - b) Interview
 - c) Recruitment
 - d) None of these
- 5) _____ is the crucial step in the Human Resource Process.
 - a) Selection
 - b) Planning
 - c) Job specification
 - d) None of these
- 6) _____ implies objective listing of the job title, tasks, duties, involved in a job.
 - a) Job description
 - b) Specification
 - c) Design
 - d) None of these



7) _____ refers to process of imparting specific skills.

- a) Training
- b) Development
- c) Education
- d) None of these

8) _____ means moving employees from job to job.

- a) Job Enrichment
- b) Job rotation
- c) Job Design
- d) None of these

1. B) State whether **true** or **false** : **8**

- 1) Human relations is a function of Human Resource Management.
- 2) Job enrichment loads the job vertically.
- 3) Human Resource Planning improve the standards, skills and knowledge of employees
- 4) Company pay package is important factor of recruitment.
- 5) Stress interview is not used to test the candidates behaviour and level of with standing during the period of stress.
- 6) Employee training is different from Management Development.
- 7) Management development does not provide Managerial Skills to empolyees.
- 8) Human Resources system is a central sub system.

2. Write short notes : **16**

- A) Characteristics and qualities of Human Resource Manager.
- B) Factors affecting Human Resource Planning.

3. Write short notes : **16**

- A) Objectives of Training
- B) Job specification.

4. Define Human Resource Management. Explain functions of Human Resource Management. **16**

OR

Define Recruitment. Explain its sources. **16**

5. Define Management Development. Explain methods of Management Development. **16**

OR

Define selection and explain its process. **16**



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B.B.A. – III (Semester – V) (Old) Examination, 2015
PRODUCTION MANAGEMENT – I

Day and Date : Thursday, 26-11-2015

Total Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

N.B. : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

1. A) Select the correct alternatives : 10
- 1) Generally the size of production is _____ in mass production system.
a) Small b) Medium
c) Large d) Very small
 - 2) _____ manufacturing unit is an example of project production system.
a) Toys b) Sugar
c) Electronic goods d) Ship
 - 3) _____ inspection is justified when least items from the lot is inspected.
a) Total b) Sampling
c) Centralised d) Decentralised
 - 4) In a production process which of the following is transformed ?
a) Outputs into inputs b) Inputs into outputs
c) Production into consumption d) Land into labour
 - 5) In _____ production system break down of one machine stops the whole production.
a) Mass b) Batch c) Job shop d) Fixed position
 - 6) A single storey building is more suitable for _____ production.
a) Electronic goods b) Plastic goods
c) Wooden toys d) Automobile plant



- 7) Which of the following is known as mechanical maintenance ?
- a) Gardening and landscaping
 - b) Heating and ventilation
 - c) Water, air supply
 - d) Machines and tools
- 8) A repair work of an electric motor is an example of _____ maintenance.
- a) Preventive
 - b) Predictive
 - c) Corrective
 - d) Routine

B) State whether the following statements are **true** or **false** : **8**

- 1) An ultimate object of production management is consumers satisfaction.
- 2) The distance between department needs to be as long as possible in process layout.
- 3) Multi storey building provide greater floor space.
- 4) An ideal layout helps to produce quality goods in minimum cost.
- 5) In a fixed layout relatively investment is very less.
- 6) Inspection is carried out for detecting defects.
- 7) Preventive maintenance aims to minimise the breakdowns.
- 8) Production is an organised activity.

2. Write short answer : **16**

- a) Need for selecting suitable location.
- b) Types of maintenance.

3. Write short answer : **16**

- a) Types of building.
- b) Objectives of plant layout.

4. Discuss the factors considerable for selection of suitable location. **16**

OR

What is production management ? Describe its objectives.

5. Explain the different types of production systems. **16**

OR

Define plant layout. Explain different types of plant layout.



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**B.B.A. – III (Semester – VI) Examination, 2015
BUSINESS LAW**

Day and Date : Tuesday, 17-11-2015

Max. Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative :

8

- 1) Consideration must be
 - a) Real
 - b) Illusory
 - c) Adequate
 - d) All of the above
- 2) In partnership, there must be an agreement to share the _____ of business.
 - a) Loss
 - b) Profit
 - c) Gain
 - d) All of the above
- 3) The Companies Act
 - a) 1952
 - b) 1956
 - c) 1982
 - d) 1954
- 4) The Consumer Protection Act
 - a) 1986
 - b) 1982
 - c) 1950
 - d) 1952
- 5) Agreement in Restraint of Marriage is
 - a) Valid
 - b) Void
 - c) Voidable
 - d) Lawful
- 6) There are _____ types of Resolution.
 - a) Two
 - b) Four
 - c) Three
 - d) Five
- 7) A partner who takes active part in the conduct of the business is called _____ partner.
 - a) Active
 - b) Dormant
 - c) Minor
 - d) Nominal
- 8) _____ means forcing or compelling a person to enter into a contract.
 - a) Mistake
 - b) Fraud
 - c) Coercion
 - d) Undue influence

P.T.O.



- B) State whether the following statements are **true** or **false** : **8**
- 1) A minor is competent to contract.
 - 2) To constitute partnership, the parties must have agreed to carry a business.
 - 3) A company has no perpetual succession.
 - 4) 'Complaint' means any allegations in writing made by a complainant about unfair trade practices by traders, or about defective goods or deficiency in service etc.
 - 5) 'Share capital' means the capital raised by a company by the issue of shares.
 - 6) An acceptance must be communicated to the offerer.
 - 7) A partner has no right to take part in the management.
 - 8) The object of an agreement must be lawful.

2. Write short answers : **16**

- a) Remedies for breach of contract.
- b) Types of partnership.

3. Write short answers : **16**

- a) Meeting of companies.
- b) Performance of contract.

4. Define "Discharge of Contract" and explain various modes of discharge of contract. **16**

OR

Define partnership and explain dissolution of partnership firms.

5. Define "Memorandum of Association" of a company and explain its various clauses. **16**

OR

Define "Consumer" and state provisions relating to consumers disputes redressal machinery.



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B.B.A. III (Semester – VI) Examination, 2015
MARKETING MANAGEMENT – II

Day and Date : Thursday, 19-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

N.B. : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Choose the correct alternative : 8
- 1) _____ strategy deals with launching product with high promotion and high price.
 - a) Slow penetration
 - b) Rapid penetration
 - c) Slow skimming
 - d) Rapid skimming
 - 2) _____ pricing emphasises on buyers perception about value of product while fixing price of product.
 - a) Going rate
 - b) Cost based
 - c) Buyer based
 - d) Sealed bid
 - 3) Decor, lighting, building and parking area are the examples of
 - a) Peripheral evidence
 - b) People mix
 - c) Price mix
 - d) Essential evidence
 - 4) _____ personnel contributes to the service delivery but don't come into contact with consumer.
 - a) Support
 - b) Contact
 - c) Middle
 - d) None
 - 5) _____ is the process of designing container or wrapper for product for its protection.
 - a) Branding
 - b) Packaging
 - c) Labelling
 - d) None



- 6) The _____ feature of service emphasises importance of human element in service industry.
 - a) Perishability
 - b) Intangibility
 - c) Simultaneity
 - d) Inseparability

- 7) Order processing, warehousing, inventory management, transportation are the decisions of
 - a) Product line
 - b) Market logistics
 - c) Wholesaling
 - d) Retailing

- 8) _____ includes variety of programmes designed to promote and/or protect company's image or its individual product.
 - a) Personal selling
 - b) Advertising
 - c) Publicity
 - d) Sales promotion

B) Fill in the blanks :

4

- 1) _____ is essentially a seller's promise to consistently deliver specific set of features, benefits and services to buyers.
- 2) The _____ is the place where service is performed, delivered and consumed.
- 3) _____ includes all activities involved in selling goods and services to those who buy for resale/business use.
- 4) The _____ stage of PLC is marked by rapid climb in sales.

C) Match the pairs :

4

'A'

'B'

- | | |
|--------------------------|-----------------------------------|
| 1) Place | 1) Different product lines |
| 2) Motivated employees | 2) High promotion |
| 3) Width of product line | 3) Variants of each product line |
| 4) Introduction stage | 4) Availability and accessibility |
| | 5) Loyal customers |

2. Write short notes :

16

- a) Methods of pricing.
- b) Levels of product.



3. Write short notes : **16**
- a) Role of front line staff.
 - b) Branding.

4. What is physical evidence ? Explain the physical facilities and physical environment in service organisation. **16**

OR

Explain the various elements of promotion mix with examples.

5. What is Product Life Cycle ? Explain the various stages of PLC with its relevant strategies. **16**

OR

What is pricing ? Explain the various factors affecting pricing decision of product. **16**



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**B.B.A. III (Semester – VI) Examination, 2015
FINANCIAL MANAGEMENT – II**

Day and Date : Saturday, 21-11-2015

Max. Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

***N.B. : 1) All questions are compulsory.
2) Figures to the right indicate full marks.***

1. a) Choose correct alternative.

8

- 1) Management of all matters related to an organisation's finance is called
 - a) cash inflow and outflows
 - b) allocation of resources
 - c) financial management
 - d) finance
- 2) The most important goal of financial management is
 - a) profit maximisation
 - b) matching income and expenditure
 - c) using business assets effectively
 - d) wealth maximisation
- 3) Which of the following assets is not a quick current asset for the purpose of calculating acid test ratio ?
 - a) Short term receivables
 - b) Cash
 - c) Stock
 - d) Debtors less provision for bad debt
- 4) Dividing net sales by average debtors would yield
 - a) Acid test ratio
 - b) Return of sales ratio
 - c) Debtors turnover ratio
 - d) None of these
- 5) A firm's cost of capital is the
 - a) Cost of borrowings
 - b) Cost of issuing stock
 - c) Cost of bonds
 - d) Overall cost of financing to the firm

P.T.O.



- 6) The pay back technique is specially useful during time
- a) When the value of money is turbulent
 - b) When there is no inflation
 - c) When the economy is growing steady rate coupled with minimum inflation
 - d) None of these
- 7) Which of the following is the test of long term liquidity of a business ?
- a) Interest coverage ratio
 - b) stock turnover ratio
 - c) operating ratio
 - d) current ratio
- 8) An advantage of debt financing is
- a) Interest payments are tax deductible
 - b) The use of debt upto a point lower the firm's cost of capital
 - c) Does not dilute owner's earnings
 - d) All of the above

B) Fill in the blanks :

8

- 1) The _____ ratio measures how fast a company can sell its inventory.
- 2) The _____ ratio measures a firm's ability to pay off its current liabilities with current assets.
- 3) The _____ capital market is that part of capital market where investors can buy and sell existing securities from other investors.
- 4) The average cost of capital is derived by taking the cost of the individual elements of capital and then weighting each element in proportion to the target capital structure by _____
- 5) The _____ method of capital budgeting consider the cash inflows and total cash outflows but neglects the time value of money.
- 6) Financial _____ refers to ways in which plans are achieved.
- 7) Investment in total current assets is known as _____
- 8) Retained earnings is source of _____ finance.



2. Write short notes (**any two**) : **16**
- a) Bombay stock exchange.
 - b) Money market.
 - c) Capital market.

3. a) Explain factors determining dividend policy. **8**
- b) ABC Ltd. is considering investing a project that is expected to cost Rs. 12,00,000. The expected cash inflow (before tax and depreciation) are given below. The company using SLM of depreciation. **8**

Cash flow (before tax and depreciation)

| Year | Rs. |
|--------------|------------------|
| 1 | 3,00,000 |
| 2 | 3,00,000 |
| 3 | 4,50,000 |
| 4 | 4,50,000 |
| 5 | 7,50,000 |
| Total | 22,50,000 |

Calculate pay-back period, tax rate is 50%.

4. The following information is given : **16**

| | |
|--|--------------|
| Current ratio | 2.5 |
| Liquidity ratio | 1.5 |
| Net working capital | Rs. 3,00,000 |
| Fixed assets turnover ratio | 2 times |
| Average debtors collection period | 2 months |
| Stock turnover | 6 times |
| Fixed assets to shareholders net worth ratio | 1 : 1 |
| Cross profit ratio | 20% |
| Reserve to share capital | 0.5 : 1 |

Draw up a Balance Sheet .

OR

Explain retained earnings and factors affecting retained earnings.



5. Amita Ltd.'s operating income is Rs. 5,00,000, the firms cost of debt is 10% and currently the firms employs Rs. 15,00,000 of debt. The overall cost of capital is 15%

16

You are required to determine

- a) Total value of the firm
- b) Cost of equity.

OR

A firm whose cost of capital is 10% is considering two mutually exclusive proposals X and Y. The details of which are as follows :

| Particulars | Project (X) Rs. | Project (Y) Rs. |
|---|--------------------|--------------------|
| Investment | 15,00,000 | 15,00,000 |
| Cash inflow at the end of 1 st year | 1,00,000 | 6,50,000 |
| 2 year | 2,50,000 | 6,00,000 |
| 3 year | 3,50,000 | 6,00,000 |
| 4 year | 5,50,000 | 5,75,000 |
| 5 year | 7,50,000 | 5,25,000 |
| | 20,00,000 | 29,50,000 |

Calculate Net Present value @ 10%



| | |
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B.B.A. – III (Semester – VI) Examination, 2015
HUMAN RESOURCE MANAGEMENT – II

Day and Date : Tuesday, 24-11-2015

Max. Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

Instructions: 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Select the correct alternative :

8

- 1) _____ compensation is directly related to performance accomplishments.
 - a) Fixed
 - b) Variable
 - c) Mixed
 - d) None of these
- 2) _____ is one of the factor influencing wage and salary level.
 - a) Cost of living
 - b) Wage
 - c) Salary
 - d) None of these
- 3) Group incentives would work best among _____.
 - a) Accountants
 - b) Lawyers
 - c) Assembly line workers
 - d) Stock-holders
- 4) The _____ Act of 1948 lays emphasis on employee health and safety.
 - a) Industrial
 - b) Factories
 - c) Both
 - d) None of these
- 5) _____ could be taken either for evaluating the performance of employee or for developing them.
 - a) Performance Appraisal
 - b) Wages
 - c) Remuneration
 - d) None of these



- 6) _____ means stopping of the work with an organisation either by employee or employers.
- | | |
|---------------|------------------|
| a) Promotion | b) Demotion |
| c) Separation | d) None of these |
- 7) _____ is the golden Handshake with the employees.
- | | |
|--------|------------------|
| a) VRs | b) IRs |
| c) MRs | d) None of these |
- 8) A _____ is a change in job assignment which moves from one job to another in the same level.
- | | |
|--------------|------------------|
| a) Promotion | b) Transfer |
| c) Demotion | d) None of these |

B) State whether **true** or **false** :

8

- 1) A transfer implies an ascending or descending change in status or responsibility.
- 2) Layoff is the temporary separation of employee from organisation.
- 3) Pension is the indirect compensation.
- 4) Incentive systems are possible for all jobs.
- 5) Safety involves protecting the mental well being of people only.
- 6) No person shall be employed in any factory to lift any load which may cause injury to him.
- 7) Performance appraisals reduce bias.
- 8) Assessment centre technique is costly and time consuming.

2. Write short notes (**any 2**) :

16

- A) Components of remuneration.
- B) Factors influencing benefits and services.
- C) Old age and retirement benefits.



3. Write short notes (**any 2**) : **16**
- A) Accident prevention.
 - B) Factors affecting wages and salary levels.
 - C) Transfers.
4. Define performance appraisal. Explain methods of performance appraisal. **16**
- OR
- Write detail note on safety engineering. **16**
5. Explain employee separation and write a detail note on voluntary retirement scheme. **16**
- OR
- Explain promotion, transfer and demotion in detail. **16**
-



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B.B.A. – III (Semester – VI) Examination, 2015
PRODUCTION MANAGEMENT – II

Day and Date : Friday, 27-11-2015
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

Instructions: 1) *All questions are compulsory.*
2) *Figures to the right indicates full marks.*

1. A) Select the correct alternatives : 8
- 1) Make on buy decision is function _____ management.
a) Purchase b) Inventory c) Stores d) Material
 - 2) A belt conveyors system are employed to large scale handling of material in _____ production unit.
a) Wooden Furniture b) Cement
c) Plastic toys d) Cosmetics
 - 3) _____ managements function is to receiving, stocking and issuing materials.
a) Supplies b) Inventory c) Stores d) Cleaning
 - 4) ABC analysis stands for _____
a) Aggressive Batch Control b) Always Better Control
c) Always Bad Control d) None of these
 - 5) Production planning involves the organisations overall _____ system to produce product.
a) Planning b) Controlling
c) Manufacturing d) None of these
 - 6) VED analysis is one of the effective technique of _____ management.
a) Financial b) Marketing
c) Inventory d) Human Resource



- 7) _____ is one of the key principle of TQM.
 - a) Recruitment
 - b) Customer Focus
 - c) Planning
 - d) Financing
- 8) ISO 9000 certification is a must for _____ business.
 - a) International
 - b) National
 - c) Regional
 - d) Local

B) State the following statements are **true** or **false** : 8

- 1) Issue of material is a function of purchase management.
- 2) Closed pipelines are used to transport liquids.
- 3) Total customer satisfaction is the objective of total quality management.
- 4) To procure materials at highly costs for the company is objective of purchasing management.
- 5) Storage of materials is an important component of materials management.
- 6) Just In Time System was developed by Maruti Suzuki India Ltd. in India.
- 7) ISO is the acronym for International Organisation for standardisation.
- 8) Hand Truck which is manually operated truck to carry small quantities of solid materials.

2. Write short notes : 16

- a) Functions of Purchasing Department.
- b) Material Handling Equipment.

3. Write short notes : 16

- a) VED Analysis.
- b) JIT.

4. a) Define production planning and control. Explain its functions. 16

OR

- b) Define material handling. What are the factors consider while selecting material handling equipment ? 16

5. a) Explain ISO and its certification procedure. 16

OR

- b) Define Material Management. Explain its various objectives in detail. 16
-