

- Q.1 B) State whether True or False: 07**
- 1) Theory 'X' people are having positive attitude towards work.
 - 2) Authority flows in any direction in organization.
 - 3) Feedback control is exercised after completion of work.
 - 4) Democratic leadership is also called as participative leadership style.
 - 5) Budget is an example of standing use plan.
 - 6) Frederick W. Taylor is father of scientific management.
 - 7) Departmentation of LIC of India based on areas like East, North, South & West is called Departmentation by Territory.
- Q.2 Write short notes (Any two) 14**
- 1) Functions of Management
 - 2) Maslow's Need Hierarchy Theory
 - 3) Types of Training
- Q.3 Write short notes (Any two) 14**
- 1) Types of control
 - 2) Steps in planning
 - 3) Difference between Pointer and Authority
- Q.4 State the Trait Approach of Leadership. Explain in detail the different leadership styles. 14**
- OR**
- What is Departmentation? State and explain the several types of departmentation.
- Q.5 What is Motivation? Explain the Financial & Non-Financial incentives of motivation. 14**
- OR**
- What is controlling? State & explain the various steps in control process.

Q.1 B) Fill in the blanks. 07

- 1) Non-verbal things in communication are called _____.
- 2) The _____ consists of name and address of a company.
- 3) The process of converting thoughts/ideas into coded language is known _____.
- 4) _____ report is one which is prepared in a prescribed form & procedure.
- 5) _____ can be defined as a written, permanent record of the business house.
- 6) Communication is exchange of _____ one person to another person.
- 7) Misinterpretation in any step is known as _____.

Q.2 Write short notes (Any two) 14

- 1) Explain the communication process
- 2) Barriers of communication
- 3) Merits and demerits of Written Communication

Q.3 Write short notes (Any two) 14

- 1) Explain minutes by drafting the minutes of the first meeting of the Board of Directors.
- 2) What is meeting? State the types of meeting?
- 3) What is paralanguage?

Q.4 Define the term communication and explain the principles of effective communication. 14

OR

Write an application letter for the post sales executive in precision industry, Solapur along with resume. 14

Q.5 What is letter of order? Write an order for 100 copies of 'Everyday English' a reference book of undergraduate students. Also write a reply of confirming the order. 14

OR

What are the types of communication?

SLR-SINA – 3

- 3) An entry recorded on both side of cash book is called _____.
- 4) Goodwill is _____ type of account.
- 5) _____ discount is not recorded separately in books of accounts.
- 6) _____ is the person whose assets are not sufficient enough to meet business obligations.
- 7) Outstanding expenses are _____ account.

Q.2 Write short note (Any two)

14

- 1) Classification of Accounts
- 2) Causes of depreciation
- 3) Journalize the following transactions in the books of Mr. Virendra.
2015 June-
 1. Started business with Cash Rs.2,00,000/-, goods worth Rs.10,000/- and computer Rs. 20,000/-
 14. Paid into Dena Bank Rs.1,00,000/-
 18. Bought goods on credit from Mona Rs.8,000/-
 21. Sold goods to Nayana of Rs.18,000/-for cash
 24. Goods worth Rs.1,050/- burnt by firm
 28. Paid salary by cheque Rs.4,000
 30. Drawn from Bank Rs.5,000/- for his personal purpose.

Q.3 Attempt any two:

14

- 1) M/s Mohan & sons purchased a Machinery for Rs. 1,00,000 on 1st April, 2008. On 1st Oct 2008 additional machinery was purchased for Rs. 50,000/-
The firm provides depreciation @ 10% p.a. under straight line method on 31st March every year.
Prepare Machinery accounts for three years i.e. 2008-09, 2009-10, 2010-11.
- 2) Prepare Trail Balance from the following ledger of Mr. Atulas on 31st March 2016.

| Particulars | Rs. | Particulars | Rs. | Particulars | Rs. |
|---------------|-------|-------------|-------|-----------------|-------|
| Capital | 50000 | Carriage | 2500 | Bad Debts | 600 |
| Debtors | 2500 | Purchases | 15000 | Bank Loan | 2000 |
| Wages | 3500 | Salary | 4500 | Cash in Hand | 1250 |
| Depreciation | 1500 | Sales | 40000 | Land & Building | 45000 |
| Furniture | 12500 | Postage | 250 | Rent | 2900 |
| Advertisement | 2500 | Creditors | 4000 | Drawings | 1500 |

- 3) Branches of accounting

Q.4 Define Accountancy. Explain objective & Accounting Concepts. **14**

OR

Record the following transaction of Mr. Rajesh in a cash book with Cash & Bank Columns for the month of October 2011.

2011

- Oct 1- Cash balance Rs. 25,000 Bank Balance Rs.18,000
- Oct 3 - Paid for Printing & Stationary Rs. 7,400
- Oct 8 - Cash Sales Rs.23,000
- Oct 9 - Cash Purchases Rs.26,000
- Oct 10 - Deposited Cash into Bank Rs.5,000
- Oct 18 - Withdrawn from bank for personal use Rs.3,500
- Oct 22 - Received bearer cheque from Suraj Rs.9,900 and deposited same into bank
- Oct 25 - Withdrawn from Bank for office use Rs.8,000
- Oct 28 - Paid Telephone bill Rs.4,000
- Oct 30 - paid legal charges Rs.2600 by cheque

Q.5 Following is the Trail Balance of Shahu Traders as on 31st March 2015. You are required to prepare Trading and Profit & Loss Accounts for the year ended 31st March 2015 and Balance Sheet as on the date. **14**

| Particulars | Rs. | Particulars | Rs. |
|-------------------|-----------------|-------------------|-----------------|
| Stock on 1-4-2014 | 16,000 | Capital | 55,000 |
| Purchases | 37,900 | Discount Received | 2,500 |
| Return Inward | 800 | Sales | 65,800 |
| Wages | 2,000 | Return outward | 3,700 |
| Salaries | 11,000 | Creditors | 15,000 |
| Carriage | 2,500 | Bills Payable | 8,000 |
| Insurance | 1,800 | Bank Loan | 20,000 |
| Advertisement | 3,200 | | |
| Office rent | 3,200 | | |
| Octroi Duty | 800 | | |
| Discount Allowed | 1,000 | | |
| Furniture | 8,000 | | |
| Machinery | 40,000 | | |
| Cash in Hand | 6,000 | | |
| Drawings | 2,500 | | |
| Debtors | 23,300 | | |
| Bills Receivables | 10,000 | | |
| Total | 1,70,000 | | 1,70,000 |

Adjustments:

- 1) Closing stock is valued at Rs. 21,000/- on 31/03/2015
- 2) Depreciate furniture by 5% and Machinery by 10% p.a.
- 3) Outstanding Salary Rs.1,000/- and Wages- Rs.500
- 4) Prepaid Insurance Rs.300

OR

What is subsidiary books? Explain the different types of subsidiary books. **14**

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| Seat No. | |
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**B.B.A. (Semester – I) (New) (CBCS) Examination, 2017
BUSINESS ECONOMICS (MICRO)**

Day & Date: Wednesday, 19-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: 07

- 1) The oligopoly market is famous for _____ demand curve.
 - a) Down ward-sloping
 - b) Upward sloping
 - c) Kinked
 - d) Horizontal
- 2) Product differentiation is the essential feature of _____ market.
 - a) Perfect competition
 - b) Monopoly
 - c) Monopolistic competition
 - d) Oligopoly
- 3) "Liquidity preference theory" of interest is presented by _____.
 - a) Prof. Robinson
 - b) Prof. Alfred Marshall
 - c) Prof. Boulding
 - d) Prof. J. M. Keynes
- 4) The cost of forgone opportunity is known as _____.
 - a) Opportunity cost
 - b) Fixed cost
 - c) Variable cost
 - d) Real cost
- 5) A rational consumer tries to achieve _____ consumption.
 - a) Minimum
 - b) Medium
 - c) Maximum
 - d) Neutral
- 6) Profit can be _____.
 - a) Negative
 - b) Positive
 - c) Zero
 - d) All of these
- 7) A demand for tea and coffee is the example of _____ demand.
 - a) Complementary
 - b) Composite
 - c) Competitive
 - d) None of these

Q.1 B) State whether True or False: 07

- 1) Profit is contractual income.
- 2) Demand for salt is elastic.
- 3) Business economics is micro Economics.
- 4) Marginal utility diminishes at diminishing rate.

SLR-SINA – 4

- 5) In short period all costs are fixed.
- 6) An essential condition of equilibrium price is demand=supply.
- 7) Micro economics study a total unit.

Q.2 Write short notes (Any two) 14

- 1) State the types of price elasticity.
- 2) Explain the modern theory of rent.
- 3) Describe Internal Business decisions.

Q.3 Write short notes (Any two) 14

- 1) Characteristics of monopolistic competition.
- 2) Fixed cost and variable cost
- 3) Types of demand

Q.4 State and explain the law of supply. Write its exceptions. 14

OR

Define micro economics. Explain its merits and demerits.

Q.5 State and explain the law of diminishing marginal utility? Write its assumptions. 14

OR

Critically examine "Liquidity preference theory of interest".

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| Seat No. | |
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B.B.A. (Semester – I) (New) (CBCS) Examination, 2017
BUSINESS ORGANIZATION AND SYSTEMS

Day & Date: Friday, 21-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: 07

- 1) Business is _____.
 - a) Social Activity
 - b) Commercial Activity
 - c) Economic activity
 - d) All of the above

- 2) A business organization with a distinct legal entity is called _____.
 - a) Non- Corporate Form
 - b) Corporate Form
 - c) Private Sector
 - d) Joint Sector

- 3) FDI stands for _____.
 - a) Foreign Direct Investment
 - b) Free Deposit Investment
 - c) Foreign Deposit Investment
 - d) None of these

- 4) _____ refers to purchase of goods from a business house in foreign country.
 - a) Import
 - b) Export
 - c) Wholesale
 - d) Retail

- 5) The term _____ refers to conveyance of goods and passengers form one place to another.
 - a) Banking
 - b) Travel
 - c) Transport
 - d) Warehousing

- 6) The Maximum number of partner in a banking business is _____.
 - a) 20
 - b) 10
 - c) 25
 - d) 07

- 7) Manufacturing Industries belongs to _____ type of Industries.
 - a) Primary
 - b) Secondary
 - c) Tertiary
 - d) None of these

- Q.1 B) State whether True or False:** **07**
- 1) Sole Trading concern is public organization.
 - 2) Public company can start its business after receiving certificate of incorporation.
 - 3) Transportation adds place & time utility to banks & Insurance.
 - 4) The trade which is carried on within the boundaries of country is called as internal trade.
 - 5) Super Market is small scale retail business.
 - 6) If Footwear Company wants to merge with leather company is example of vertical merger.
 - 7) Registered trademark shown by image.
- Q.2 Write short notes (Any two):** **14**
- 1) Banking & Its Functions
 - 2) Types of Mergers & Acquisitions
 - 3) Steps in evolution of Business
- Q.3 Write short notes (Any two):** **14**
- 1) Functions of Wholesalers
 - 2) Foreign Trade & Its Advantages
 - 3) Features of Partnership Firm
- Q.4** What is business? Explain the nature and scope of Business. **14**
- OR**
- Explain the Co-operative firm with its merits & demerits.
- Q.5** What is sole proprietorship? Explain its advantages & disadvantages. **14**
- OR**
- What is Retail trade? Explain the various types of retail trade.

- Q.1 B) Fill in the blanks.** **07**
- 1) _____ style of leadership implies giving complete freedom to subordinates to take decision.
 - 2) Theory 'X' people are having _____ attitude towards work.
 - 3) Job enrichment & job security are the examples of _____ incentives.
 - 4) _____ is the primary function of management.
 - 5) Authority flows _____ in organization.
 - 6) _____ type of leadership is also called as participative leadership style.
 - 7) _____ type of control is exercised after completion of work.
- Q.2 Write short notes (Any two)** **14**
- 1) Functions of Management
 - 2) Maslow's Need Hierarchy Theory
 - 3) Steps in planning
- Q.3 Write short notes (Any two)** **14**
- 1) Delegation of Authority
 - 2) Selection Process
 - 3) Types of Control
- Q.4** What is Motivation? Explain the various financial & non-financial incentives of motivation. **14**
- OR**
- What is controlling? State & explain the various steps in control process along with contemporary issues in control. **14**
- Q.5** What are levels of Management? State & explain the levels of Management along with its functions. **14**
- OR**
- State the trait approach of Leadership. Explain in detail the different leadership styles. **14**

- Q.1 B) Fill in the blanks.** **07**
- 1) A letter which motivates the reader to purchase the product or service is called _____ letter.
 - 2) _____ reports are prepared in a prescribed form.
 - 3) Minutes are official records of _____.
 - 4) The document sent along with letter of application for job, giving particulars of writers' personal information, education, experience etc. is known as _____.
 - 5) When a report is prepared & presented at regular interval, it is called _____ report.
 - 6) _____ is the response which is communicated back to the sender.
 - 7) The word communication is derived from Latin word _____.
- Q.2 Write short notes (Any two)** **14**
- 1) Explain merits & limitations of Written Communication.
 - 2) Explain minutes by drafting the minutes of an Annual General Meeting.
 - 3) Explain principles of effective communication.
- Q.3 Write short notes (Any two)** **14**
- 1) Explain the process of communication
 - 2) Explain Agenda of a meeting with suitable example.
 - 3) Explain structure of the report.
- Q.4** What are the functions of Business Letter? Explain planning & layout of Business Letter. **14**
- OR**
- Write an Application letter for the post of sales executive in 'Raysoft Pvt Ltd' along with resume. **14**
- Q.5** What is letter of enquiry? Write an enquiry letter to 'Mega Laptop', Pune for enquiring about various offers they have on purchase of laptop. **14**
- OR**
- What are the various barriers of communication? How can these barriers be overcome? **14**

Q.1 B) Fill in the blanks.

- 1) SLM stands for _____.
- 2) WDV stands for _____.
- 3) Prepaid expenses shown on _____ side of B/S.
- 4) _____ refers to the total amount of cash withdrawn by the proprietor for personal use.
- 5) _____ stock is valued at cost or market price whichever is less.
- 6) Purchase of furniture is debited to _____ account.
- 7) Rule of personal account is debit the receiver, credit the _____.

Q.2 Attempt any two questions:

- 1) Enter the following transactions in a single column cash book of Mr. Kapil.
2004

07

| | | | |
|------|----|--------------------------------------|-----------|
| Jan. | 1 | Started business with cash... | Rs.50,000 |
| | 3 | Purchased goods for cash... | Rs.15,000 |
| | 4 | Sold goods... | Rs.27,000 |
| | 5 | Cash received from Shivam... | Rs.20,000 |
| | 14 | Bought furniture... | Rs.14,000 |
| | 15 | Purchased goods from Kedar on credit | Rs.20,000 |
| | 20 | Paid electric charges... | Rs.22,500 |

- 2) From the following details, make out a bank reconciliation statement for M/s. Imran & Company as on December 31, 2014 to find out the balance as per pass book.

07

| | | |
|----|--|-----------|
| 1. | Cheques deposited but not yet collected by the bank | Rs.15,000 |
| 2. | Cheque issued to Mr. Raju has not yet been presented for payment | Rs.25,000 |
| 3. | Bank charges debited in the pass book | Rs.2,000 |
| 4. | Interest allowed by the bank | Rs.1,000 |
| 5. | Insurance premium directly paid by the bank as per standing instructions | Rs.5,000 |
| 6. | Balance as per cash book | Rs.2,000 |

- 3) Write a note on --- Causes of Depreciation.

07

Q.3 Answer any two questions:

- 1) Objectives of Accounting
- 2) Petty Cash book
- 3) A firm purchased a machinery for Rs. 25,00,000 on 1st April, 2010. The firm decides to provide depreciation @ 12% p.a. using straight line method. Prepare Machinery A/c for financial year 2010-11, 2011-12 and 2012-13 assuming the firm closes its books on 31st March every year.

07

07

07

Q.4 Attempt any one question

A) Journalise the following transactions in the books of Sunil. 14

- Feb 1 Sunil started business with cash Rs.40,000 and Machinery Rs.25,000
- Feb 3 Deposited Rs.10,000 into bank
- Feb 5 Credit Purchase from Dilip Rs.8000 less 2% trade discount.
- Feb 6 Sold goods to Srikrishna Rs.5,000
- Feb 7 Cash sales Rs.14,500
- Feb 9 Paid for postage and stationary Rs.800
- Feb 11 Purchased vehicle for Rs.2,000 from M/s Narendra & company
- Feb 13 Depreciate Machinery by Rs.1500
- Feb 14 Received Commission Rs.1200
- Feb 15 Make a provision for rent Rs.500
- Feb 23 Paid life insurance premium on life of Sunil of Rs.5,000
- Feb 25 Returned goods by Ramesh Rs.1000
- Feb 26 Withdraw cash for personal use Rs.11000
- Feb 28 Cash received from John of Rs.17,300 in full settlement of his account of Rs.18,200

B) Discuss the accounting concepts in detail. 14

Q.5 Attempt any one question:

A) The trial balance of Mr. Uma Shankar shows the following balances on 31st March 2015. Prepare final accounts. 14

| Particulars | Debit Rs. | Particulars | Credit Rs. |
|-----------------------|---------------|-------------------|---------------|
| Purchases | 70000 | Capital | 56000 |
| Sales Returns | 5000 | Sales | 150000 |
| Opening Stock | 20000 | Purchase Returns | 4000 |
| Discount allowed | 2000 | Discount Received | 1000 |
| Bank Charges | 500 | Sundry Creditors | 30000 |
| Salaries | 4500 | | |
| Wages | 5000 | | |
| Freight inwards | 4000 | | |
| Freight outwards | 1000 | | |
| Rent, rates and taxes | 5000 | | |
| Advertising | 6000 | | |
| Cash in hand | 1000 | | |
| Plant and machinery | 50000 | | |
| Sundry Debtors | 60000 | | |
| Cash at Bank | 7000 | | |
| | 241000 | | 241000 |

Closing stock on 31st March 2015 was Rs.30,000.

B) Define Depreciation. State briefly the various methods of depreciation. 14

- Q.1 B) State whether the following statements are true or false: 07**
- 1) Land is man made production factor.
 - 2) Wages is a contractual income.
 - 3) Demand for labour is direct demand.
 - 4) Average revenue is a price per unit of a commodity.
 - 5) Micro economics study aggregate units.
 - 6) Profit may be positive.
 - 7) Business economics is a prescriptive science.
- Q.2 Write short notes (Any two) 14**
- 1) Fixed cost & variable cost
 - 2) Explain the law of demand.
 - 3) Merits of micro economics
- Q.3 Write short notes (Any two) 14**
- 1) Explain the law of diminishing marginal utility?
 - 2) Explain the features of oligopoly market?
 - 3) Explain the modern theory of rent?
- Q.4 What is price elasticity? Explain the types of price elasticity? 14**
- OR**
- Critically evaluate the “Liquidity Preference” theory of interest.
- Q.5 Explain the features of monopolistic competition? How price determination in short -run & long-run period? 14**
- OR**
- What is business decision? Explain internal business decision? 14

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B.B.A. (Semester – I) (Old) (CGPA) Examination, 2017
BUSINESS ORGANIZATION AND SYSTEMS

Day & Date: Friday, 21-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: **07**

- 1) Personal touch with customer is in _____ firm of business organization.
 - a) Sole Trading
 - b) Co-operative
 - c) Joint Stock Company
 - d) Partnership Firm

- 2) A Consumer comes in direct contact with _____.
 - a) Wholesaler
 - b) Producers
 - c) Retailer
 - d) None of these

- 3) _____ means linking national economy with world economy.
 - a) Privatisation
 - b) Liberalisation
 - c) Globalisation
 - d) None of these

- 4) _____ acts as signature of the company.
 - a) Trade mark
 - b) Brand name
 - c) Common seal
 - d) Symbol

- 5) Mining is _____ industry.
 - a) Genetic
 - b) Extractive
 - c) Manufacturing
 - d) None of these

- 6) If automobile company merge with another automobile company is example of _____ merger.
 - a) Takeover
 - b) Horizontal
 - c) Vertical
 - d) None of these

- 7) Private limited company consists maximum _____ members.
 - a) 10
 - b) 15
 - c) 20
 - d) 50

Q.1 B) Fill in the blanks: **07**

- 1) Wholesaler is link between manufacture & _____.
- 2) Insurance Services is part of _____ industry.
- 3) Super market is _____ scale retail business.
- 4) The liability of shareholder of Joint Stock Company is _____.
- 5) _____ trade means sales goods to another country.
- 6) SEZ stands for _____.
- 7) FDI stands for _____.

- Q.2 Write short notes (Any two):** **14**
- 1) Features of Sole proprietorship
 - 2) Whole sale trade
 - 3) Merger & Its types
- Q.3 Write short notes (Any two):** **14**
- 1) SEZ
 - 2) Evolution of Business
 - 3) Globalisation
- Q.4 Define business? Discuss in detail scope of business?** **14**
- OR**
- What is Joint Stock Company? Explain its merits & demerits.** **14**
- Q.5 Explain various factors to be considered for setting up a new business unit.** **14**
- OR**
- What is Retail trade? Explain its types.** **14**

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B.B.A. (Semester – II) (New) (CBCS) Examination, 2017
BUSINESS ENVIRONMENT

Day & Date: Wednesday, 12-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) _____ is the factor of economic environment.

| | |
|--------------|--------------------|
| a) Democracy | b) National income |
| c) Culture | d) Sex ratio |

- 2) _____ means freedom from unnecessary restrictions and limitations.

| | |
|------------------|--------------------|
| a) Privatization | b) Liberalization |
| c) Globalization | d) Nationalization |

- 3) _____ is responsible for the advance technology.

| | |
|--------------------------|---------------------------|
| a) Multiplicity of warts | b) Research & Development |
| c) Population Growth | d) Democracy |

- 4) In _____ economy consumer is the king in the market.

| | |
|---------------|--------------|
| a) Capitalist | b) Socialist |
| c) Communist | d) Mixed |

- 5) A sale of assets by the public enterprises to private enterprises is referred as _____.

| | |
|---------------|------------------|
| a) Investment | b) Profit |
| c) Loss | d) Disinvestment |

- 6) A responsibility of a business organization towards payment of tax to the Govt. is known as _____ responsibility.

| | |
|------------|--------------|
| a) Social | b) Legal |
| c) Natural | d) Technical |

- 7) A external environment of business decides _____.

| | |
|------------------------------|------------------|
| a) Opportunities | b) Threats |
| c) Opportunities and threats | d) None of these |

- Q.1 B) True or False:** **07**
- 1) A bonus payment is the responsibility of business towards share holders.
 - 2) Automation technology requires huge investment of capital.
 - 3) Demographic environment differs nation to nation.
 - 4) Legislation is a component of legal environment.
 - 5) Political and legal environment is a factor of external environment of a business.
 - 6) Privatization promotes use of advance technology.
 - 7) Free trade plays an active role for globalization.
- Q.2 Write short answer of the following (Any two)** **14**
- 1) Merits of business environment
 - 2) Why should govt. intervene or regulate business
 - 3) Transfer of Technology and regulations.
- Q.3 Write short answer of the following (Any two)** **14**
- 1) Features of liberalization policy in India
 - 2) Importance of corporate governance
 - 3) Internal business Environment
- Q.4 Describe the social responsibilities of business.** **14**
- OR**
- Discuss the objectives of privatization policy and its measures.
- Q.5 What is social audit? Discuss the importance and uses of it.** **14**
- OR**
- Define demographic environment. Discuss the impact on business decision.

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**B.B.A. (Semester – II) (New) (CBCS) Examination, 2017
BUSINESS COMMUNICATION- II**

Day & Date: Saturday, 15-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) _____ interview undertaken by supervisor if employees disobey the rules and regulations of organization.
 - a) Exit
 - b) Reprimand
 - c) Appraisal
 - d) Grievance

- 2) _____ is a form of informal communication channel in organization.
 - a) Grapevine
 - b) Listening
 - c) Conference
 - d) Seminar

- 3) _____ Programmes are undertaken to update and revise the knowledge of existing employees.
 - a) Presentation
 - b) Workshop
 - c) Refresher
 - d) Interviews

- 4) _____ refers to an oral communication in which small numbers of people meet and discuss an issue.
 - a) Training
 - b) Interview
 - c) Workshop
 - d) Group discussion

- 5) _____ communication exists between the employees of same rank or equal status in organization.
 - a) Upward
 - b) Downward
 - c) Cross
 - d) Horizontal

- 6) The term interview has been derived from the French word _____.
 - a) Interior
 - b) Entrevoir
 - c) Extreview
 - d) Interview

- 7) Fax machines are used to send documents though _____.
 - a) Telephone line
 - b) Internet
 - c) Modern
 - d) Co-axial cable

Q.1 B) State whether True or False:

- 1) A participants in a Group Discussion should listen to the views of others intently.
- 2) Rumor is an essential part of formal communication.
- 3) Telephone answering machine is used for answering and recording caller's message.
- 4) Tele conference does not allow to use audio, video and data service.
- 5) Upward communication is also called a lateral communication.
- 6) Clarity, brevity, sequence etc, are the principles of effective oral communication.
- 7) The objective of interview is to recruit the candidate.

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

- 1) Audio-Visual Aids in business communication
- 2) Orientation and Refresher Programs
- 3) Grapevine

Q.3 Write short notes (Any two)

- 1) Types of interview
- 2) Group discussion
- 3) Public Speaking

Q.4 Explain the various communication Channels in organization.**14****OR**

Define speech. Explain the various techniques of effective speech.

Q.5 What is oral Communication? Explain the principles of effective oral Communication.**14****OR**

What is interview? Explain the steps involved in conducting interview and Preparation for giving interview?

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| Seat No. | |
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B.B.A. (Semester – II) (New) (CBCS) Examination, 2017
COST ACCOUNTING

Day & Date: Tuesday, 18-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: 07

- 1) Sales below break-even point indicates _____.
 a) Margin of safety b) Loss
 c) Profit d) None

- 2) _____ cost trends to be unaffected by variation in volume of output.
 a) Variable b) Fixed
 c) Semi –Variable d) Sunk

- 3) The work cost is _____ plus factory overheads.
 a) Prime Cost b) Factory cost
 c) Fixed cost d) Material

- 4) Bad debt is a example of _____ overhead.
 a) Production b) Administration
 c) Selling d) Distribution

- 5) _____ means the place where the materials are stored for issue.
 a) Bin card b) Production department
 c) Store ledger d) Bin

- 6) Depreciation is a example of _____ cost.
 a) Variable b) Semi-fixed
 c) Semi-variable d) Fixed

- 7) _____ price is the average of the prices of consignments lying in the store at the time of issue.
 a) Weighted Average b) Simple Average
 c) Market d) Moving Average

Q.1 B) Fill in the blanks: 07

- 1) _____ is that quantity which is most economical.
- 2) At _____, total revenue is equal to total cost.
- 3) Prime Cost = _____.

SLR-SINA – 13

A department of X attains sale of Rs.6,00,000 at 80% of the normal capacity and its expenses are given below.

| Particulars | |
|---------------------------------|-------------|
| Administration Expenses: | |
| Office Salaries (Fixed) | 90,000 |
| General expenses | 2% of sales |
| Depreciation (Fixed) | 7,500 |
| Rates & Taxes (Fixed) | 8,750 |
| Selling Costs: | |
| Salaries | 8% of Sales |
| Travelling Expenses | 2% of Sales |
| Sales Office | 1% of Sales |
| Other Expenses | 1% of Sales |
| Distribution Costs: | |
| Wages (Fixed) | 15,000 |
| Rent | 1% of Sales |
| Other Expenses | 4% of Sales |

Draw up a flexible budget for administration, selling and distribution cost operating at 90% and 100% and 110% of normal capacity. Also ascertain Profit at each level.

- Q.5** The Indian Ltd. Supplies you the following information and requires you to prepare a cost sheet. **14**

| | Rs. |
|---|------------|
| Stock of raw material on 1 st April, 2010 | 75,000 |
| Stock of raw material on 30 th April, 2010 | 91,500 |
| Direct wages | 52,500 |
| Indirect Wages | 2,750 |
| Sales | 2,00,000 |
| Work in progress on 1 st April, 2010 | 28,000 |
| Work in progress on 30 th April, 2010 | 35,000 |
| Purchases of raw materials | 66,000 |
| Factory rent, rates and power | 15,000 |
| Depreciation on Plant & machinery | 3,500 |
| Expenses on Purchases | 1,500 |
| Carriage Outward | 2,500 |
| Advertising | 3,500 |
| Office rent and taxes | 2,500 |
| Traveler's Wages and Commission | 6,500 |
| Stock of finished goods on 1 st April, 2010 | 54,000 |
| Stock of finished goods on 30 th April, 2010 | 31,000 |

OR

What is cost accounting? State the difference between Financial Accounting & Cost Accounting.

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| Seat No. | |
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**B.B.A. (Semester – II) (New) (CBCS) Examination, 2017
MANAGEMENT OF BUSINESS SERVICES**

Day & Date: Thursday, 20-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) _____ is the way of delivering services to consumers.

| | |
|--------------|------------|
| a) Promotion | b) Price |
| c) People | d) Process |

- 2) Telecommunication & Transportation are _____ type of services.

| | |
|-----------|-------------------|
| a) Social | b) Infrastructure |
| c) Public | d) Personal |

- 3) _____ is a paid form of Marketing Communication.

| | |
|--------------------|---------------------|
| a) Sales promotion | b) Personal Selling |
| c) Advertisement | d) Publicity |

- 4) _____ pricing tries to cover maximum revenue with high price in initial phase.

| | |
|----------------|----------------|
| a) Skimming | b) Competition |
| c) Penetration | d) Demand |

- 5) NEP was implemented in the year _____.

| | |
|---------|---------|
| a) 1954 | b) 1972 |
| c) 1964 | d) 1991 |

- 6) _____ regulates and controls the Banking industry in India.

| | |
|---------|----------|
| a) HDFC | b) RBI |
| c) SBI | d) ICICI |

- 7) _____ hotels are generally located near airports.

| | |
|---------------|------------------|
| a) Commercial | b) International |
| c) Resort | d) Motel |

- Q.1 B) Fill in the blanks:** **07**
- 1) LIC was established in _____.
 - 2) _____ is a type of hotel located on water surface.
 - 3) Services can't be seen or touched because they are _____ in nature.

 - 4) TV, Internet, mobile communication & digital boards are _____ media of advertisement.
 - 5) Services are _____ in nature, so they can't be stored for long period of time.
 - 6) In banking NEFT stands for _____.
 - 7) Indian government controls insurance industry through.
- Q.2 Write short notes (Any two)** **14**
- 1) Product Mix of Banking
 - 2) Process in Services
 - 3) Types of Insurance Services.
- Q.3 Write short notes (Any two)** **14**
- 1) IRDA & Its functions
 - 2) Services Provided by Hotels
 - 3) Channel of Distribution in Services
- Q.4 Define Service. Explain the salient features of services.** **14**
- OR**
- Explain the Pricing & Promotion of telecommunication services.
- Q.5 Explain the factors affecting location decisions of hotel services.** **14**
- OR**
- Explain NEP & its Impact on Indian service sector.

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| Seat No. | |
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**B.B.A. (Semester – II) (New) (CBCS) Examination, 2017
BUSINESS INFORMATICS**

Day & Date: Saturday, 22-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) The word “_____” comes from the word ‘computer’, which means to calculate.

| | |
|-------------|----------|
| a) Computer | b) Radio |
| c) TV | d) Music |

- 2) A _____ controls the execution of programmes and performs the calculations.

| | |
|----------------------------|------------------|
| a) Input Device | b) Output Device |
| c) Central Processing Unit | d) Printer |

- 3) The devices, which are tangible, are called _____ devices.

| | |
|----------------|-------------|
| a) Software | b) Hardware |
| c) Application | d) Digital |

- 4) _____ is the combination of sound, graphics, animation and video with traditional media such as text.

| | |
|----------------|--------------|
| a) Multimedia | b) Hard Disk |
| c) Floppy Disk | d) CD Rom |

- 5) The language in which a computer program is written in known as _____ language.

| | |
|-------------|----------------|
| a) Coded | b) Programming |
| c) Symbolic | d) Instruction |

- 6) Business to Business, Business to Consumers are the models of _____ .

| | |
|---------------|---------|
| a) MIS | b) DBMS |
| c) E-Commerce | d) ERP |

- 7) _____ is a set of electronic instructions consisting of complex codes (also known as programs) that make the computer perform tasks.

| | |
|-------------|-------------|
| a) Hardware | b) Software |
| c) System | d) Machine |

- Q.1 B) State the following statements true or false.** **07**
- 1) Computers can understand only machine language.
 - 2) Through printer we can insert the data into computer.
 - 3) EPROM stands for Eminent Program able Memory.
 - 4) Corel Draw is the application software.
 - 5) Computers that process digital signals are known as Analog Computers.
 - 6) E-commerce provides the capability of buying and selling products and information on the internet and other online services.
 - 7) The mechanical devices that make up the computer are called software.
- Q.2 Write short notes (Any two)** **14**
- 1) Characteristics of Computer
 - 2) Applications of E-Commerce
 - 3) Output Devices
- Q.3 Write short notes (Any two)** **14**
- 1) Internet
 - 2) Input Devices
 - 3) E-mail
- Q.4** What is Operating System? Explain its Functions in detail. **14**
- OR**
- Define E-Commerce. Explain its types.
- Q.5** Define Software. Explain its various types. **14**
- OR**
- Explain in detail MS-PowerPoint.

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| Seat No. | |
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B.B.A. (Semester – II) (Old) (CGPA) Examination, 2017
BUSINESS ENVIRONMENT

Day & Date: Wednesday, 12-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) _____ is the factor of political environment.

| | |
|--------------|--------------|
| a) Democracy | b) Economy |
| c) Culture | d) Sex ratio |

- 2) _____ means integrating the domestic economy with the world economy.

| | |
|------------------|--------------------|
| a) Privatization | b) Liberalization |
| c) Globalization | d) Nationalization |

- 3) _____ is responsible for the advance technology.

| | |
|--------------------------|---------------------------|
| a) Multiplicity of warts | b) Research & Development |
| c) Population Growth | d) Democracy |

- 4) In _____ economy consumer enjoys maximum freedom.

| | |
|---------------|--------------|
| a) Capitalist | b) Socialist |
| c) Communist | d) Mixed |

- 5) Dilution of govt. stake in public sector unit is referred as _____.

| | |
|---------------|------------------|
| a) Investment | b) Profit |
| c) Loss | d) Disinvestment |

- 6) A responsibility of a business organization towards shareholders, employees the Govt. is known as _____ responsibility.

| | |
|------------|----------------|
| a) Social | b) Demographic |
| c) Natural | d) Technical |

- 7) A scientific knowledge about a method to solve business problems is called _____.

| | |
|---------------|-----------------|
| a) Ecology | b) Psychology |
| c) Technology | d) Pharmacology |

- Q.1 B) True or False:** **07**
- 1) A dividend payment is the responsibility of business towards share holders.
 - 2) Technology reaches towards people through business.
 - 3) Birth rate is the component demographic environment.
 - 4) Judiciary is a component of legal environment.
 - 5) Fiscal policy is a factor of external environment of a business.
 - 6) A transfer of ownership of assets of public enterprises to private sector enterprises is known as privatization.
 - 7) World trade organization plays an active role for globalization.
- Q.2 Write short answer of the following: (Any two)** **14**
- 1) Feature of business environment
 - 2) Why should govt. intervene or regulate business
 - 3) Features of technology
- Q.3 Write short answer of the following: (Any two)** **14**
- 1) Features of privatization policy in India
 - 2) Importance of demographic environment
 - 3) Internal Business Environment
- Q.4** What is business environment? Discuss the merits and demerits of study of business environment. **14**
- OR**
- Define economic environment? Explain the factors of economic environment.
- Q.5** Discuss the social and cultural environment and social responsibility of business. **14**
- OR**
- Define technology. Discuss the impact of technology on business decision.

| | |
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| Seat No. | |
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B.B.A. (Semester – II) (Old) (CGPA) Examination, 2017
BUSINESS COMMUNICATION – II

Day & Date: Saturday, 15-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) _____ is a form of informal communication channel in organization.

| | |
|---------------|--------------|
| a) Grapevine | b) Listening |
| c) Conference | d) Seminar |

- 2) _____ refers to an oral communication in which small number of people meet and discuss an issue.

| | |
|-------------|---------------------|
| a) Training | b) Interview |
| c) Workshop | d) Group discussion |

- 3) The flow of information from frontline employees to managers is _____ type of communication.

| | |
|---------------|-----------|
| a) Vertical | b) Upward |
| c) Horizontal | d) Cross |

- 4) _____ interview undertaken by supervisor if employees disobey the rules and regulations of organization.

| | |
|--------------|--------------|
| a) Exit | b) Reprimand |
| c) Appraisal | d) Grievance |

- 5) _____ Programmes are undertaken to update and revise the knowledge of exiting employees.

| | |
|-----------------|---------------|
| a) Presentation | b) Workshop |
| c) Refresher | d) Interviews |

- 6) _____ is a gathering of journalist and press reporters.

| | |
|------------------|---------------------|
| a) Dramatization | b) Press conference |
| c) Demonstration | d) Meeting |

- 7) Developing a favorable image of the organization in the minds of the public is an objective of _____.

| | |
|--------------------|------------------|
| a) GD | b) Interview |
| c) Public Relation | d) None of these |

- Q.1 B) Fill in the blanks:** **07**
- 1) _____ is a loud untrue voice.
 - 2) _____ is a process of involving awareness, reception and perception.
 - 3) _____ speeches are also called as impromptu speeches.
 - 4) _____ is a part of email where messages are sent when receiver is not present.
 - 5) Rumor is a part of _____.
 - 6) _____ is a device of communication that is used for answering Telephone and Recording caller's messages.
 - 7) _____ is a type of interview that is conducted for employee who have resigned.
- Q.2 Write short notes (Any two)** **14**
- 1) Principles of effective oral communication
 - 2) Public relations
 - 3) Presentation
- Q.3 Write short notes (Any two)** **14**
- 1) Audio- visual aids in business communication
 - 2) EPBAX
 - 3) Types of Interview
- Q.4** What is oral communication? State and explain the various Medias of oral Communication. **14**
- OR**
- Explain the various communication channels in organization. **14**
- Q.5** Explain various ways of modern office communication used in business Organization. **14**
- OR**
- Define speech. Explain the various techniques of effective speech. **14**

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**B.B.A. (Semester – II) (Old) (CGPA) Examination, 2017
COST ACCOUNTING**

Day & Date: Tuesday, 18-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) Contribution Margin Ratio (C/V ratio) is 25%. The fixed costs are Rs. 30,00,000. The break even point is _____.
 - a) Rs.120,00,000
 - b) Rs.60,00,000
 - c) Rs.30,00,000
 - d) Rs.15,00,000
- 2) Break even is not affected with changes in _____.
 - a) Sales price per unit
 - b) Variable cost per unit
 - c) Total fixed costs
 - d) No. of units sold
- 3) In base stock method of pricing the material issues, the term 'base stock' represents the _____.
 - a) Stock Issued
 - b) Stock in balance
 - c) Minimum Stock
 - d) Maximum Stock
- 4) Which of the following is a part of both prime cost and conversion cost?
 - a) Direct Material
 - b) Direct labour
 - c) Indirect Material
 - d) Indirect labour
- 5) An example of direct expense is _____.
 - a) Direct material cost
 - b) Direct labour cost
 - c) Both(a) and (b)
 - d) Hire of a special plant for a particular job
- 6) When standard output is 10 units per hour and actual output is 12 units per hour, the efficiency is _____.
 - a) 80%
 - b) 120%
 - c) 100%
 - d) None of these
- 7) Bad Debt is an example of _____.
 - a) Production overhead
 - b) Selling overhead
 - c) Administrative overhead
 - d) Distribution overhead

Q.1 B) Fill in the Blanks:

07

- 1) _____ costs are partly fixed and partly variable in relation to output.
- 2) The unit for which costs are measured is called a _____.
- 3) Under _____ method, the issues of materials are priced with assumption that materials received last will be issued first.
- 4) _____ may be defined as the percentage of changes in the labour of an organization during a specific period.
- 5) _____ refers to recording of each worker's time of coming in and going out of the factory.
- 6) Aggregate of all expenses relating to indirect material cost, indirect labour cost and indirect expenses is known as _____.
- 7) _____ budget is designed to change according to the level of activity actually attained.

Q.2 Attempt Any two questions

- 1) Define Budget and discuss various types of Budget

07

- 2) On 1st January 2015, the opening balance of stock in factory was 1500 units of Rs.1.50 each. The following are particulars of receipt and issue of materials in a factory. Prepare a statement showing the value of closing stock at the end of month if the materials were issued according to

07

- i) FIFO method ii) LIFO method

| Date 2015 | Receipts Quantity | Price Rs. | Issues Quantity |
|--------------|----------------------|--------------|--------------------|
| Jan. 12 | 2000 | 1.55 | ----- |
| Jan. 15 | ----- | ----- | 1100 |
| Jan 18 | ----- | ----- | 800 |

- 3) From the following detail calculate Variable Cost per unit, Contribution per unit, Total Profit, P/V Ratio, Break-Even Point (in Rupees and in Units) and Margin of Safety (in Rupees).

07

| | |
|-------------------------------|----------------------------|
| Sales | 8,000 units |
| Selling Price Per Unit | Rs.40,00 |
| <u>Variable Cost per Unit</u> | |
| Direct Materials | Rs.15.00 |
| Direct Labour | Rs.7.50 |
| Variable Overheads | 100% of Direct Labour Cost |
| Fixed Cost (Total) | Rs.40,000 |

Q.3 Attempt Any two questions.

- 1) A manufacturing company has three production departments and two service departments. Overheads allocated for a period to these departments are as follows:

07

| Production Department: | Rs. | Service Department: | Rs. |
|---------------------------|--------|---------------------|-------|
| A | 25,000 | X | 5,000 |
| B | 30,000 | Y | 8,000 |
| C | 20,000 | | |

Basis of

Apportionment:

| Department: | A | B | C | X | Y |
|-------------|-----|-----|-----|-----|-----|
| X | 40% | 30% | 20% | --- | 10% |
| Y | 50% | 30% | --- | 20% | --- |

Re-apportion the overheads of Service Departments by Simultaneous Equation Method.

- 2) The expenses budgeted for production of 10,000 units in a factory are furnished as follows: **07**

| | Per Unit (Rs.) |
|-------------------------------|----------------|
| Materials | 60 |
| Labour | 30 |
| Variable Overheads | 15 |
| Fixed Overheads (Rs.150000) | 15 |
| Variable Expenses (Direct) | 16 |
| Selling Overheads (20% Fixed) | 12 |
| Total Cost of Sale Per Unit | <u>148</u> |

Prepare a budget for production of 8000 units.

- 3) Calculate the total wages earned by a workman for a working day of 8 hours under Halsey and Rowan Plan. **07**

| | |
|------------------------------|-----------|
| Standard production per hour | 20 units |
| Actual Production of the day | 200 units |
| Wage rate per hour | Rs.30 |

Q.4 Attempt any one question: **14**

- 1) Two components A and B are used as Follows*
- | | |
|-------------------|------------------------------------|
| Normal Usage | 120 units per week each |
| Maximum Usage | 144 units per week each |
| Minimum Usage | 96 units per week each |
| Re-order quantity | A:300 units and B:500 units |
| Re-order period | A: 4 to 6 weeks and B:2 to 4 weeks |
- Calculate for each component:
- | | |
|-----------------------|-------------------------|
| (a) Re-ordering level | (b) Minimum Level |
| (c) Maximum level | (d) Average Stock Level |

- 2) Define Cost Accounting. Distinguish between financial accounting and cost accounting.

Q.5 Attempt any one question: **14**

- 1) Prepare a cost sheet from the following data to find out profit and cost per unit during the month:

SLR-SINA – 18

| Particulars | Cost |
|------------------------|---------------------|
| Raw materials Consumed | Rs.2,00,000 |
| Direct wages | Rs.80,000 |
| Factory overheads | Rs.20,000 |
| Direct expenses | Rs.50,000 |
| Office overheads | 10% of factory cost |
| Selling overheads | Rs.5 per unit |
| Units produced | 4000 units |
| Units Sold | 3600 units |
| Selling Price | Rs.120 per unit |

- 2) Prepare a monthly Cash Budget for the three months ending 31st December, 2015 from the following information- **14**
Cash and Bank Balance on 1st October is expected to be Rs.25,000.

| Month | Sales Rs. | Purchase Rs | Wages Rs. | Overheads Rs. |
|--------------|----------------------|------------------------|----------------------|--------------------------|
| August | 60,000 | 36,000 | 8,000 | 7,500 |
| September | 65,000 | 40,000 | 7,500 | 7,500 |
| October | 80,000 | 40,000 | 7,500 | 5,000 |
| November | 90,000 | 45,000 | 8,000 | 5,000 |
| December | 90,000 | 50,000 | 8,500 | 8,000 |

- Credit terms are: a) sales-2 months to debtors
b) Purchase- 1 months to creditors
Lag in payment: a) Wages- $\frac{1}{4}$ month
b) Overheads- $\frac{1}{2}$ month

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| Seat No. | |
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B.B.A. (Semester – II) (Old) (CGPA) Examination, 2017
MANAGEMENT OF BUSINESS SERVICES

Day & Date: Thursday, 20-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

08

- 1) The fact that services are sold, produced and consumed at the same time refers to which of the following service characteristic.

| | |
|-------------------|------------------|
| a) Intangibility | b) Variability |
| c) Inseparability | d) Perishability |

- 2) Contests, samples and coupons are all examples of _____.

| | |
|---------------------|--------------------|
| a) Personal selling | b) Sales promotion |
| c) Public relation | d) None of these |

- 3) Which of the following print media is most frequently used by advertisers to reach their target audiences?

| | |
|----------------|---------------|
| a) Television | b) Newspapers |
| c) Direct mail | d) Trade show |

- 4) Price is the only element in the service marketing mix that produces _____.

| | |
|---------------|------------------|
| a) Fixed cost | b) Expense |
| c) Revenue | d) Variable cost |

- 5) Insurance services are regulated and controlled by _____ in India.

| | |
|---------|---------|
| a) IAIR | b) IRDA |
| c) TRAI | d) RBI |

- 6) Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____.

| | |
|------------------|----------------|
| a) Promotion mix | b) Place mix |
| c) People mix | d) Process mix |

- 7) Which of the following is not a tangible dominant?

| | |
|---------------|--------------------------|
| a) Detergents | b) Automobiles |
| c) Soft drink | d) Investment management |

- 8) When a firm varies its price by the season, month, day or even hour, it is using _____ pricing strategy.
- a) Penetration
 - b) Fixed
 - c) Time
 - d) None of these

Q.1 B) Match the pair: 06

- 1) Visible Components
- 2) Centralized mass production of services is difficult.
- 3) Standardize the service
- 4) Use of multisite location
- 5) Not- for- Profit organization
- 6) Prices are difficult to set
- a) Self Service shop
- b) Heterogeneity
- c) Equipments and service personnel
- d) Bank ATM's
- e) Social services
- f) Inseparability
- g) Private services

Q.2 Write short notes (Any two) 14

- 1) Importance of service sector in India.
- 2) Explain the extended marketing mix (3 P's) of services marketing
- 3) Explain the product mix of Hotel services.

Q.3 Write short notes (Any two)

- 1) Goods V/s services
- 2) Explain the promotion mix of Hotel services.
- 3) TRAI and its role and functions.

Q.4 Define service. Explain the classification of services with example. 14

OR

Explain the 4 P's with reference to insurance services and discuss the role of IRDA in Insurance service. 14

Q.5 Explain 7 P's in Banking Services. 14

OR

Explain the Traditional Marketing Mix of services in detail. 14

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| Seat No. | |
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B.B.A. (Semester – II) (Old) (CGPA) Examination, 2017
BUSINESS INFORMATICS

Day & Date: Saturday, 22-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) Input Unit is used for _____.
 - a) Printing of data
 - b) Storage of data
 - c) Supply of data
 - d) None of these

- 2) Which of the following type of software should be used to create, edit and print document?
 - a) Unix
 - b) Word processing
 - c) Spreadsheet
 - d) Utility software

- 3) _____ is not a component of Part of CPU.
 - a) Arithmetic and Logic Unit
 - b) Storage Unit
 - c) Output Unit
 - d) Control Unit

- 4) In Microsoft Word, the shortcut Key used to Copy the selected text or document is _____.
 - a) Ctrl+C
 - b) Ctrl+S
 - c) Ctrl+P
 - d) Ctrl+O

- 5) Which of the following memory allows simultaneous Read and Write Operations? _____
 - a) ROM
 - b) RAM
 - c) PROM
 - d) EPROM

- 6) Which of the following is the most common type of B2B e-commerce application? _____
 - a) Supply Chain Management
 - b) Electronic Portal
 - c) Auction
 - d) All of these

- 7) Insurance companies are likely to use which type of computer to manage data on policy holders? _____
 - a) Super computers
 - b) Micro computers
 - c) Laptop computers
 - d) Mainframe computers

- Q.1 B) State whether True or False:** **07**
- 1) Internet is a Network of Network.
 - 2) Database System allow for manipulation and processing of database.
 - 3) The physical Parts of the computer are called as Software.
 - 4) Website is a collection of Web pages.
 - 5) The Operating System is the most common type of application software.
 - 6) After applying Header and Footer on any one page, it is applied to all the pages in document.
 - 7) Electronic commerce that focuses on non-commercial customers or consumers is called B2B e-commerce.
- Q.2 Write short notes (Any two)** **14**
- 1) Basic features of ERP
 - 2) Internet Application in Business scenario
 - 3) Input Devices of Computer
- Q.3 Write short notes (Any two)** **14**
- 1) Characteristics of computer
 - 2) MIS need at different organizational levels.
 - 3) E-mail and WWW
- Q.4** What is software? Explain in detail the different types of software. **14**
- OR**
- What is Storage Device? Explain Primary and Secondary Storage devices in detail. **14**
- Q.5** State the concept of e-commerce. Explain the Types and Applications of E-commerce. **14**
- OR**
- What is DBMS? State and Explain the Functions and Advantages of DBMS. **14**

| | |
|----------|--|
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B.B.A. (Semester – III) (CGPA) Examination, 2017
BUSINESS STATISTICS

Day & Date: Tuesday, 11-04-2017

Max. Marks: 70

Time: 02.30 PM to 05.00 PM

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

Q.1 A) Choose correct alternatives:

07

- 1) Cumulative frequencies are plotted against upper limits in drawing.
 - a) Histogram
 - b) Less than ogive curve
 - c) Greater than ogive curve
 - d) None of these
- 2) If mean of group is 20, if each observation is increased by 5 then mean of new set of observations is
 - a) 5
 - b) 10
 - c) 30
 - d) 25
- 3) Which of the following is not a central tendency of the data
 - a) Mean
 - b) Median
 - c) Mode
 - d) Standard deviation
- 4) The type of sampling approach where each person in the population has an equal chance of being selected in the sample is best described as
 - a) Simple random sampling
 - b) Census method
 - c) Stratified method
 - d) None
- 5) One single figure which tells the whole story i.e. which will represent the data is called.
 - a) Average
 - b) Dispersion
 - c) Correlation
 - d) None of these
- 6) The correlation between rainfall and temperature is
 - a) Zero
 - b) Positive
 - c) Negative
 - d) Can not be determined
- 7) Regression equations are used for
 - a) Prediction
 - b) Calculation
 - c) Dispersion
 - d) Tabulation

Q.1 B) Fill in blanks:

- 1) The average of upper limit and lower limit of a class is known as ____
- 2) The number of observations belonging to a class is called _____.
- 3) Laspeyre's Price Index no is = _____.
- 4) Variance of 6,6,6,6,6 is _____.
- 5) If correlation coefficient (X,Y) = 1 Then _____.
- 6) The regression line of Y on X is _____.
- 7) The intersection of two ogive curves gives _____.

Q.2 Answer (Any two)

14

- 1) i. Class limits
ii. Mean
iii. Median
- 2) Calculate mean and median for the following series.
52,45,60,53,48,65,42,45,60
- 3) Describe advantages of sampling methods over Census method.

Q.3 Answer (Any two)

14

- 1) Write a short note on histogram.
- 2) From the following data find mean, SD and CV.
Class : 0-20 20-40 40-60 60-80 80-100
Frequency : 6 3 2 4 5
- 3) The marks out of 100 scored by 40 students in the subject Statistics are given below.
56 78 62 37 54 39 62 60 40 47 41 28 82 38 72
62 44 54 42 50 52 42 55 57 65 68 47 42 56 47
48 56 56 55 66 42 52 48 48 53
Classify the data by taking classes 25-30, 30-35.....

Q.4 Draw less than ogive curve and locate median. Also obtain mean and Mode. 14

| | | | | | | |
|------------|------|-------|-------|-------|-------|-------|
| Class: | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 |
| Frequency: | 8 | 6 | 10 | 8 | 4 | 2 |

OR

From the following data obtain Karl person's coefficient of correlation and the equations of lines of regression. Also estimate expenses if sales in 75. 14

| | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|
| Sales: | 45 | 70 | 65 | 30 | 90 | 40 | 50 | 75 | 85 | 60 |
| Expenses: | 35 | 90 | 70 | 40 | 95 | 40 | 60 | 80 | 80 | 50 |

Q.5 Explain the terms base year, current year, weight in the construction of Index number. From the following data find Fisher's price Index number. 14

| Item | Base year | | Current year | |
|----------------|-----------|-----|--------------|-----|
| | Price | Qty | Price | Qty |
| Rice | 25 | 5 | 30 | 6 |
| Coconut Oil | 60 | 2 | 100 | 3 |
| Tea | 100 | 1 | 120 | 2 |
| Washing Powder | 100 | 4 | 120 | 4 |
| Sugar | 30 | 4 | 40 | 5 |

OR

The table below gives the respective heights x, y , of 10 fathers and their sons.

14

- 1) Find regression line of Y on X.
- 2) Find regression line of X on Y.
- 3) Estimate Son's height if father's height is 65 inches.
- 4) Estimate father's height if Son's height is 60 inches.
- 5) Compute correlation coefficient between X and Y.

| | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|
| X: | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 |
| Y: | 52 | 56 | 58 | 61 | 59 | 62 | 61 | 60 |

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B.B.A. (Semester – III) (CGPA) Examination, 2017
MARKETING RESEARCH

Day & Date: Thursday, 13-04-2017

Max. Marks: 70

Time: 02:30 PM to 05.00 PM

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

Q.1 A) Choose correct alternative from the given alternatives: 07

- 1) _____ is the first hand information collected by researcher.
a) Interpretation b) Secondary data
c) Sampling d) Primary data

- 2) In _____ sampling maps are used to select the random samples.
a) Area b) Multiphase
c) Quota d) Cluster

- 3) _____ is the part of subset of population drawn for investigation.
a) Reporting b) Classification
c) Census Survey d) Sample

- 4) _____ reports are also known as Problem Solving Reports.
a) Analytical b) Informal
c) Informational d) Private

- 5) In _____ observation, respondents are known that they are getting observed.
a) Plane b) Undisguised
c) Disguised d) None

- 6) _____ procedure or method to draw sample from population.
a) Population b) Sample size
c) Census d) Sampling

- 7) _____ is the process of summarizing data to display it into compact form.
a) Framing b) Editing
c) Tabulation d) Coding

SLR-SINA – 22

- Q.1 B) Fill in the blanks. 04**
- 1) _____ refers oral communication of research findings.
 - 2) _____ analysis studies relationship between two variables.
 - 3) _____ is definite or indefinite collection of individuals.
 - 4) _____ is set of questions to be asked to respondents for research.
- Q.1) C) Match the pairs. 03**
- | Set A | Set B | |
|--------------------|---------------------------------|--|
| 1) Mean Deviation | 1) Purposeful Conversation | |
| 2) Interview | 2) Methods and Procedures | |
| 3) Research Design | 3) Measures of Central Tendency | |
| | 4) Measures of Dispersion | |
- Q.2. Write short notes (Any two) 14**
- 1) Determining Sample Size
 - 2) Types of Written Reports
 - 3) Steps in Sample Design
- Q.3. Write short notes (Any two) 14**
- 1) Methods of Observation
 - 2) Survey Methods
 - 3) Types of Analysis
- Q.4 Define Marketing Research. Explain its process in detail. 14**
- OR**
- Define Sampling? Explain the various methods of sampling? 14
- Q.5. What is Interpretation & Report Writing? Explain the chapter scheme for written reports. 14**
- OR**
- XYZ firm wants to conduct a Customer Satisfaction survey in your city for “Smart Phone”, Frame a suitable questionnaire containing both open and close ended question for the same. 14
(Assume Necessary information)

Q.2. Write short notes (Any two) 14
1) Smart Goals
2) Elements of body language
3) Types of values.

Q.3. Write short answer (Any two) 14
1) Why Goal setting fails
2) SWOT analysis
3) Basic Abilities

Q.4 What do you mean by human skills? Explain the types of human skills. **14**

OR

What is stress? Explain the potential sources of stress. **14**

Q.5. Explain the importance of Goals & Explain the difference between Goals & Dreams.

OR

Define Attitude. & explain Positive Attitude & how to develop positive attitude. **14**

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B.B.A. (Semester – III) (CGPA) Examination, 2017
MANAGEMENT OF SME

Day & Date: Wednesday, 19-04-2017

Max. Marks: 70

Time: 02:30 PM to 05.00 PM

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

Q.1 A) Select the correct answer from the possible choice. 07

- 1) Ability to bring something new into existence is _____
 - a) Brain storming
 - b) Creativity
 - c) Check list
 - d) All of the above

- 2) _____ is the Fourth stage of idea generation.
 - a) Germination
 - b) Incubation
 - c) Verification
 - d) Elimination

- 3) _____ form of ownership is characterized by unlimited liability.
 - a) Sole trading
 - b) Joint Stock co.
 - c) Co- operative society
 - d) Licensing

- 4) The analysis of the Cost and profit of proposed project is called _____ feasibility analysis.
 - a) Market
 - b) Technical
 - c) Financial
 - d) Human resource

- 5) All the services and support required by small scale industries are provided under One roof by _____.
 - a) DIC
 - b) MIDC
 - c) SIICOM
 - d) HDFC

- 6) _____ is work plan devised to achieve a specific objective within specific period of time.
 - a) Budget
 - b) Balance sheet
 - c) Report
 - d) Project

- 7) Small enterprises are famous for _____.
 - a) Employment generation
 - b) Regional balanced development
 - c) Equal distribution of income
 - d) All of the above

B) State Whether the following statement is True or False. 07

- 1) Small enterprises are useful for employment generation.
- 2) Brain storming is a method for recruitment of employees.
- 3) Indirect tax is one of the incentives for small enterprises.
- 4) Association of Customers is one of the sources of idea generation.
- 5) Technical feasibility is related to plant and machinery.
- 6) Venture capital is a finance to cover the risk of early stage of a company.
- 7) Joint stock co. is suitable for large scale investment.

Q.2. Write short notes (Any two) 14

- 1) Maharashtra Industrial Development Corporation (M.I.D.C.)
- 2) Characteristics of small enterprises
- 3) Technical Consultation Organization (TCO)

Q.3. Write short answer (Any two) 14

- 1) Brain storming for idea generation.
- 2) Role of small enterprises in Indian economy
- 3) Financial analysis of project

Q.4 Prepare a new project report for starting new venture. 14

OR

Discuss different sources of generating business ideas. 14

Q.5. Describe the different promotional schemes for development of SME. 14

OR

Define Joint Stock Company. Explain its characteristics.

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B.B.A. (Semester – III) (CGPA) Examination, 2017
IT IN MANAGEMENT

Day & Date: Friday, 21-04-2017

Max. Marks: 70

Time: 02.30 PM to 05.00 PM

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

Q.1 A) Select correct alternatives:

07

- 1) _____ is a set of instruction and programs which executive specific tasks.

| | |
|------------------|-------------|
| a) Hardware | b) Software |
| c) Communication | d) Data |
- 2) CIM stands for _____.
 - a) Computer Information System
 - b) Computer Integrated Manufacturing
 - c) Computer Interchange System
 - d) Computer Information Manufacturing
- 3) _____ term is not related to the finance management system.

| | |
|-----------------------|--------------------------|
| a) Cash management | b) Investment management |
| c) Capital management | d) Process management |
- 4) Slow speed response is disadvantages of _____ topology.

| | |
|---------|------------------|
| a) Star | b) Ring |
| c) Bus | d) None of these |
- 5) Printer is an example of _____ device.

| | |
|-----------|----------|
| a) Output | b) Input |
| c) Both | d) None |
- 6) Internet is a _____ internetwork that all include large number of machines and millions of users worldwide.

| | |
|--------|-----------------|
| a) LAN | b) MAN |
| c) WAN | d) Decentralize |
- 7) Patient database is _____ application in Hospital sector.

| | |
|------------|--------------|
| a) Backend | b) Frontend |
| c) Primary | d) Secondary |

- Q.1 B) State whether following statements true or false: 07**
- 1) Customer database is backend application in Tourism sector.
 - 2) Optical fiber consists of a transmitter which transmits the audio signal through a glass cladding.
 - 3) Very small area is covered by WAN.
 - 4) Customer database is important backbone of every service industry.
 - 5) Plotters is one of the input device of computer.
 - 6) Noise affects the bandwidth of the signal and corrupts the signal.
 - 7) DSS stands for Decent Structured System.
- Q.2 Write short notes: (Any two) 14**
- 1) Wired Communication channels
 - 2) WAN
 - 3) IT Applications for Transport Industry
- Q.3 Write short notes: (Any two) 14**
- 1) Ring Topology
 - 2) Hardware & its Input Devices
 - 3) Wireless Communication Channels
- Q.4 Explain IT applications in Hospital Industry. 14**
- OR**
- Define MIS. Explain characteristics of MIS. 14
- Q.5 Explain information System for Manufacturing/ Production Management. 14**
- OR**
- Define MIS. Explain its various subsystems with its diagram. 14

B) State Whether the following statement is True or False. 07

- 1) Stage can be used for many resources.
- 2) In Greek marriage the priest crowns both the bride & groom.
- 3) Losing money is the fastest way to get out of event business.
- 4) Core talent creates variation in every event.
- 5) Costing involves calculation of cost of production.
- 6) Technical problems are professionals.
- 7) Briefing staff prior to shift is not essential.

Q.2. Write short answer for the following (Any two) 14

- 1) 5 Cs of event
- 2) Proposal of event.
- 3) Elements of event.

Q.3. Write short answer for the following (Any two) 14

- 1) Size of event.
- 2) Aims & objectives of event.
- 3) Types of event.

Q.4 Explain the process of event marketing 14

OR

Explain the emergency planning process. 14

Q.5. What are different jobs in event management?

OR

Explain the different types of financing of events. 14

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B.B.A. (Semester – IV) (CGPA) Examination, 2017
BUSINESS ECONOMICS – II

Day & Date: Saturday, 15-04-2017

Max. Marks: 70

Time: 2.30 PM to 05.00 PM

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

Q.1 A) Choose the correct alternatives: **07**

- 1) _____ is the subject matter of Fiscal policy.
 - a) Public Income
 - b) Public Expenditure
 - c) Public debt
 - d) All of these

- 2) Commercial bank creates _____ money.
 - a) Currency
 - b) Cash
 - c) Credit
 - d) Legal tender

- 3) Which of the following bank employs monetary policy?
 - a) Central
 - b) Commercial
 - c) Co-operative
 - d) Private

- 4) Public income is greater than public expenditure in _____ budget.
 - a) Balanced
 - b) Deficit
 - c) Surplus
 - d) All of the above

- 5) Which of the following is measure of quantitative credit control?
 - a) Moral suasion
 - b) Direct action
 - c) Publicity
 - d) Bank rate

- 6) Balance of trade (BOT) comprises _____ transaction only.
 - a) Goods
 - b) Capital
 - c) Services
 - d) All of these

- 7) _____ is a tariff barrier.
 - a) License
 - b) Permit
 - c) Standardization
 - d) Custom duties

B) State whether the following are True or False: 07

- 1) Export trade is not necessary.
- 2) Direct tax is progressive in nature.
- 3) Finance Minister employs trade policy.
- 4) National income is the micro economic phenomenon.
- 5) Cost push inflation is because of rise in interest rate.
- 6) Balance of trade is a part of balance of payment.
- 7) Business cycle has three phases.

Q.2 Write short answers (Any two) 14

- 1) Features of free trade policy
- 2) Macro economic objectives
- 3) Process of credit creation

Q.3 Write short answer following (Any two) 14

- 1) Qualitative credit control.
- 2) Phases of trade cycles
- 3) Forms of inflation

Q.4 Define macro economics? Explain its merits and demerits. 14

OR

Describe Balance of payment. Explain reasons for disequilibrium in it.

Q.5 Discuss the causes of inflation and explain measures to control inflation. 14

OR

Define direct tax. Explain its merits and demerits.

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**B.B.A. (Semester – IV) (CGPA) Examination, 2017
ORGANIZATIONAL BEHAVIOR**

Day & Date: Tuesday, 18-04-2017

Max. Marks: 70

Time: 02:30 PM to 05.00 PM

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

Q.1 A) Choose correct alternative. **07**

- 1) Organizations are _____ Systems.
a) Social b) Formal c) Unformed d) None of these
- 2) Organizations are the associations of _____.
a) Memorandums b) Individuals
c) Family d) None of these
- 3) The perception process starts with the reception of _____.
a) Risk b) Stimuli c) Planning d) None of these
- 4) Intensity is closely related to _____.
a) Size b) Thinking
c) Technology d) None of these
- 5) _____ stage is the highest level of group maturity.
a) Forming b) Storming
c) Performing d) None of these
- 6) _____ means an individual skill and capacity to perform job.
a) Skill b) Education
c) Ability d) None of these
- 7) _____ is concerned with the study of human behavior at work.
a) Goal b) Values
c) Organizational behavior d) Attitude

B) State Whether the following statement is True or False. **07**

- 1) Attitudes are final statements.
- 2) People join groups for safety & security.
- 3) Decisions are not made out of alternatives in groups.
- 4) Psychological factor affects individual behavior.
- 5) Virtual teams work across time & space.
- 6) Reference group is a informal group.
- 7) Experience & knowledge does not serve as any basis for perception.

Q.2. Write short answer for following (Any two) 14

- 1) Stages of group development.
- 2) Key elements of OB
- 3) Cognitive Dissonance theory

Q.3. Write short answer following (Any two) 14

- 1) Types of group
- 2) Changing organizational culture
- 3) Teams V/S Groups

Q.4 What is individual behavior? Explain the factors affecting individual behavior. 14

OR

Explain the factors affecting perception.

Q.5. Define Attitude. Explain types of attitude & Formation of attitude. 14

OR

What is Perception? Explain perception process.

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B.B.A. (Semester – IV) (CGPA) Examination, 2017
ENTREPRENEURSHIP DEVELOPMENT

Day & Date: Thursday, 20-04-2017

Max. Marks: 70

Time: 2.30 PM to 05.00 PM

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

Q.1 A) Choose the correct alternatives from the alternatives given below each question: 07

- 1) The social factor that affects the growth of entrepreneurship is:
 - a) Greater risks involved in business
 - b) Prestige acquisition
 - c) Lack of skilled labour
 - d) Customs & Traditions

- 2) Entrepreneurship Development consists of _____ phases.
 - a) One
 - b) Four
 - c) Two
 - d) Three

- 3) An Entrepreneur is an _____.
 - a) Identifier
 - b) Innovator
 - c) Advertiser
 - d) Operator

- 4) An entrepreneur who undertakes trading activities and is not concerned with the manufacturing work is known as _____ entrepreneur.
 - a) Industrial
 - b) Trade
 - c) Agriculture
 - d) First - Generation

- 5) _____ factors encourage women to become entrepreneurs.
 - a) Pull
 - b) Push
 - c) Family
 - d) Creative

- 6) _____ are nothing but functions of coordination, organization and supervision.
 - a) Managerial Function
 - b) Risk-assumption Function
 - c) Innovation Function
 - d) Decision making function

- 7) An entrepreneur is the _____ of the enterprise which he establishes by himself.
 - a) Owner
 - b) Manager
 - c) Employee
 - d) Worker

- Q.1 B) State the following statements True or False: 07**
- 1) An intrapreneur emerges within the frontiers of an existing organization.
 - 2) Imitative entrepreneurs are scarce in developing countries.
 - 3) Entrepreneurs promote a country's export trade which is an important ingredient to economic development.
 - 4) Frequent changes in government policies would retard the growth of entrepreneurship.
 - 5) The cultural factors prevailing in a country decide the level of entrepreneurial activities in that country.
 - 6) In the developed countries the entrepreneur is looked upon with suspicion.
 - 7) Industrial visits to units consistent with the items identified by the entrepreneur is also a part of the training programme.
- Q.2 Write short notes. (Any two) 14**
- 1) Problems of women entrepreneurs.
 - 2) Educational entrepreneurship.
 - 3) Innovation theory of Schumpeter.
- Q.3 Write short notes (Any two) 14**
- 1) Need for Achievement theory of McClelland.
 - 2) Distinguish between Entrepreneur and Intrapreneur.
 - 3) Social Entrepreneurship.
- Q.4 a) Define Women Entrepreneur. What are the motivation forces to promote women entrepreneurship? 14**
- OR**
- b) Explain the role of an entrepreneurship in economic development. 14**
- Q.5 a) What is Entrepreneurial Competency? Explain various competencies of an entrepreneur. 14**
- OR**
- b) What is Rural Entrepreneurship? Explain various problems of rural entrepreneurship. 14**

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**B.B.A. (Semester – IV) (CGPA) Examination, 2017
MARKETING MANAGEMENT – I**

Day & Date: Saturday, 22-04-2017

Max. Marks: 70

Time: 02:30 PM to 05.00 PM

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

Q.1 A) Choose correct alternative from the given alternatives. 07

- 1) Which of the following is not a force in the macro environment? ____
 - a) Cultural
 - b) Political
 - c) Economics
 - d) Supplier

- 2) _____ is known as a set of marketing elements used by the firms to pursue its marketing objectives in the target market.
 - a) Promotion Mix
 - b) Product Mix
 - c) Marketing Mix
 - d) Place Mix

- 3) Aggressive selling is a characteristic of which of the following concept of Marketing? _____.
 - a) Selling concept
 - b) Product Concept
 - c) Marketing Concept
 - d) Production Concept

- 4) Needs become _____ when they are directed toward a specific object.
 - a) Satisfaction
 - b) Wants
 - c) Demands
 - d) None of these

- 5) _____ function of marketing searches for buyers and sellers.
 - a) Promotion
 - b) Propaganda
 - c) Contractual
 - d) Pricing

- 6) _____ is an example of sales promotion.
 - a) Television
 - b) Telephone survey
 - c) Coupons
 - d) Personal selling

- 7) _____ is a buyer who has formed a custom of making regular purchases of a particular product or from a particular shop.
 - a) Customer
 - b) Consumer
 - c) Marketer
 - d) None of these

B) Fill in the blanks

07

- 1) The process of marketing communication to inform, persuade and remind customers about product is known as _____.
- 2) The _____ is the first step in the consumer decision process.
- 3) _____ is the only element in the marketing mix that produces revenue.
- 4) _____ is a bundle of utilities consisting of various product features and accompanying services.
- 5) The process of creating an unique image of the product in the minds of the customers is known as _____.
- 6) _____ is a combination of Supermarket and Departmental stores.
- 7) _____ is a process of dividing total market into similar segments and selecting one or more segments as a target market.

Q.2. Write Short Notes: (Any two)

14

- 1) Distinction between Marketing and selling
- 2) E-Marketing
- 3) Demographic Environment.

Q.3. Write Short Notes: (Any two)

14

- 1) Buying Decision making process
- 2) Importance of Marketing
- 3) Elements of Promotion mix

Q.4 What is market segmentation? Explain the various bases for consumer market segmentation.

14

OR

What is Retailing? Explain types of retailing with suitable examples.

14

Q.5. What is Consumer behavior? Explain the various factors affecting consumer behavior.

14

OR

Define Marketing. Explain Modern concept of Marketing.

14

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**B.B.A. (Semester – V) (New) (CGPA) Examination, 2017
INTERNATIONAL BUSINESS**

Day & Date: Tuesday, 11-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: **07**

- 1) _____ covers only the inflow & outflow caused by visible item or Merchandise trade.
a) BOP b) BTO c) BOT d) BPO
- 2) When a company directly invests in properties such as plant & Machinery in foreign countries _____ takes place.
a) Portfolio investment b) Indirect exporting
c) Direct investment d) None of these
- 3) For customs clearance, the _____ is prepared by the exporter.
a) Carting order b) Letter of origin
c) The shipping Bill d) Licensing
- 4) The Theory of Relative Factor Endowments is given by _____.
a) David Ricardo b) Adam Smith
c) F.W.Tossing d) Ohlin and Hecksher
- 5) The major difference between IMF & IBRD is _____.
a) Locational b) Promotional
c) Short term and long term lending d) None of these
- 6) Recent approach of Turnkey project is _____.
a) B-O-P b) B-O-T c) B-O-E d) O-B-P
- 7) GATT is converted into _____.
a) WB b) WTO c) EU d) IMF

Q.1 B) Match the correct pairs: **04**

- | Group 'A' | Group 'B' |
|---------------------|--|
| a) India | 1. General agreement on tariff & Trade |
| b) GATS | 2. International Monetary foundation |
| c) IMF | 3. General Agreement on Trade in Service |
| d) Direct Exporting | 4. Founder member of the WTO |
| | 5. International Monetary Fund |
| | 6. Selling a product directly to a foreign country |
| | 7. Selling a product by a affiliated company |

- Q.1 C) TRUE or FALSE:** **03**
- 1) Contract manufacturing is also called as franchising.
 - 2) IMF observes world exchange rates.
 - 3) MEIS stands for Merchandise Exports investment scheme.
- Q.2 Write short notes (Any two)** **14**
- 1) Features of MNC's
 - 2) BOT & BOP
 - 3) Free Trade Policy – Argument for & Against
- Q.3 Write short notes (Any two)** **14**
- 1) Nature of International Business
 - 2) Explain any five Trade Barriers
 - 3) SAARC
- Q.4 Explain the various modes of entry in to International Business.** **14**
- OR**
- What is WTO? Explain its objectives, functions & agreements.
- Q.5 Define International Business. Explain the prospects & Problems of International Business.** **14**
- OR**
- What is IMF? Discuss its various objectives & functions.

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**B.B.A. (Semester – V) (New) (CGPA) Examination, 2017
RETAIL MANAGEMENT**

Day & Date: Thursday, 13-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: **07**

- 1) Mc Donald's , Domino's, Zodiac are the examples of _____.
 - a) Malls
 - b) Retail Franchising
 - c) Hypermarket
 - d) Specialty stores

- 2) _____ is a centre of trade and commerce in city.
 - a) Freestanding space
 - b) Shopping center
 - c) Isolated Stores
 - d) Business District

- 3) _____ is the art of persuasion through presentation keeping merchandise in focus.
 - a) Visual merchandising
 - b) Promotion
 - c) Store Layout
 - d) Store Design

- 4) _____ layout is commonly used in supermarkets and discount stores.
 - a) Free form
 - b) Race Track
 - c) Grid
 - d) Circulation

- 5) Following is one of the components of retail supply chain management.
 - a) Store Design
 - b) Procurement
 - c) Store Layout
 - d) Retail format

- 6) Fixtures, textures, lighting, graphics are the components of _____.
 - a) Interior Store Design
 - b) Exterior Store Design
 - c) Supply Chain Management
 - d) Grid Layout

- 7) Coupons, contests, demos, free samples etc are the tools of _____.
 - a) Advertisement
 - b) Personal Selling
 - c) Public Relation
 - d) Sales Promotion

- Q.1 B) Fill in the blanks.** **07**
- 1) UPC stands for _____.
 - 2) The concept of Strategic Business Unit comes under _____.
 - 3) _____ is the first mark of identification or retailer or retail store.
 - 4) A _____ is the retailer's own brand which shares common shelf place with national brands.
 - 5) _____ is the planning involved in marketing the right product at right place at right time at right price in right quantity.
 - 6) _____ is a diagram that visually communicates how merchandise is physically fit in store
 - 7) Car rentals, banks are the forms of _____ retailing.
- Q.2 Write short notes: (Any 2)** **14**
- 1) Bar coding
 - 2) Assortment Planning
 - 3) RFID
- Q.3 Write short notes: (Any 2)** **14**
- 1) Role of Merchandiser
 - 2) Point of Purchase Display
 - 3) Types of Store Layout
- Q.4 Explain the various factors affecting Retail location decisions.** **14**
- OR**
- Explain the steps involved in retail strategy process?
- Q.5 Define Merchandising? Explain the Merchandising Planning Process in detail.** **14**
- OR**
- Explain the various retail formats in detail with suitable examples.

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**B.B.A. (Semester – V) (New) (CGPA) Examination, 2017
FINANCIAL MANAGEMENT – I**

Day & Date: Monday, 17-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose correct alternatives: 07

- 1) Internal sources of capital are those that are _____.
 - a) Generated through outsiders such as suppliers
 - b) Generated through loans from commercial banks
 - c) Generated through issue of shares
 - d) Generated within the business

- 2) An increase in the firm's receivable turnover ratio means that _____.
 - a) It is collecting credit sales more quickly than before
 - b) Cash sales have decreased
 - c) It has initiated more liberal credit terms
 - d) Inventories have increased

- 3) EOQ is the order quantity that _____ over our planning horizon.
 - a) Minimizes total ordering costs
 - b) Minimizes total carrying costs
 - c) Minimizes total inventory costs
 - d) The required safety stock

- 4) Increasing the credit period from 30 to 60 days, in response to a similar action taken by our competitors, would likely result in _____.
 - a) An increase in average collection period
 - b) A decrease in bad debt losses
 - c) An increase in sales
 - d) Higher profits

- 5) The long-run objective of financial management is to _____.
 - a) Maximize earnings per share
 - b) Maximize the value of firm's common stock
 - c) Maximize return on investment
 - d) Maximize market share

- 6) Shareholders wealth in a firm is represented by _____.
 a) The number of people employed in the firm
 b) The amount of salary paid to its employees
 c) The book value of firms assets less the book value of its liabilities.
 d) The market price per share of the firm's common stock
- 7) The market price of a share of common stock is determined by _____.
 a) The board of directors of the firm.
 b) The chief executive officer of the company.
 c) The president of the company.
 d) Individuals buying and selling the stock.

Q.1 B) Fill in the blanks.

07

- 1) If Annual Demand= 10800 units, holding cost = Rs.3 per unit per year and ordering cost = Rs.50 per order, then EOQ = _____.
- 2) Equity Shareholders are _____ of the company.
- 3) If average inventory is Rs.50000, value of opening stock is Rs.35000, then value of closing stock is Rs._____.
- 4) _____ motive is the need to hold cash to meet contingencies in the future.
- 5) _____ refers to the period for which credit is granted to customers as per credit policy.
- 6) _____ is also known as ploughing back of profits.
- 7) Debentures are _____ capital for the company.

Q.2 Solve any two from the following:

- 1) Explain the concepts of working capital. **07**
- 2) A large bakery buys flour in 25 pound bags. The bakery uses an average 4,860 bags a year. Preparing an order and receiving a shipment of flour involves a cost of \$10 per order. Annual carrying costs are \$75 per bag. **07**
 - i. Determine the economic order quantity.
 - ii. How many orders per year will there be?
 - iii. Compute the cost of ordering flour, the cost of carrying the inventory.
- 3) State the objective of Cash Management. **07**

Q.3 Solve from the following: (any two)

- 1) State the objectives of Financial Management. **07**
- 2) Calculate the amount of Cash Sales and Collection from Debtors for the months: April to June from the information provided. **07**

I. Sales (Units)

| January | February | March | April | May | June |
|---------|----------|-------|-------|------|------|
| 1000 | 2000 | 3000 | 4000 | 5000 | 6000 |

- ii. 20% of the sales are on cash basis and the balance on credit basis.
- iii. Uniform Selling Price- Rs.20 per unit.

- iv. 40 % of credit sales are collected in the month of sales and the balance in the month following.
- 3) Explain the functions of Finance Manager. 07

Q.4 Solve any one from the following: 14

- 1) X Ltd has decided to raise Rs.55 Lakhs by issuing equity shares and Rs.5 lakhs by issuing Debentures on 1st January 2016.
 - i. Initial outlay consist of – Fixed Assets Rs.40,00,000 and Stock Rs.6,00,000 (Payment to be made in the month of January).
 - ii. Sales during the six months are estimated as - January Rs.14 Lakhs, February Rs.15 Lakhs, March Rs.18.50, April Rs.25 Lakhs, May Rs.26.50 Lakhs and June Rs.28 Lakhs.
 - iii. Lag in payment by Debtors - 2 months; Creditors - 1 month.
 - iv. General Expenses Rs.50,000 per month are paid from March onwards.
 - v. Monthly wages and salaries (payable on the first day of the next month) Rs.80,000 for the first three months and Rs.95,000 thereafter.
 - vi. Gross Profit rate is expected to be 20% on sales.
 - vii. The stock level throughout is to be the same as the outlay.Prepare Cash Budget for the six months from January – June 2016.
- 2) Explain the features of Equity Shares. 14

Q.5 Solve any one from the following: 14

- 1) State the determinants of Working Capital in detail.
- 2) On 1st January, the Managing Director of Naureen Ltd. wishes to know the amount of working capital that will be required during the year. From the following information prepare the working capital requirements forecast.

Production during the previous year was 60,000 units. It is planned that this level of activity would be maintained during the present year. The expected ratios of the cost to selling prices are Raw Materials 60%, Direct Wages 10% and Overheads 20%.

Raw materials are expected to remain in store for an average of 2 months before issue to production. Each unit is expected to be in process for one month, the raw materials being fed into the pipeline immediately and the labour and overhead costs accruing evenly during the month. Finished goods will stay in the warehouse awaiting dispatch to customers for approximately 3 months.

Credit allowed by creditors is 2 months from the date of delivery of raw materials. Credit allowed to debtors is 3 months from the date of dispatch. Selling price is Rs. 5 per unit. There is a regular production and sales cycle. Wages and overheads are paid on the 1st of each month for the previous month. The company normally keeps cash in hand to the extent of Rs.20000.

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**B.B.A. (Semester – V) (New) (CGPA) Examination, 2017
HUMAN RESOURCE MANAGEMENT – I**

Day & Date: Wednesday, 19-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Select the correct alternatives. 07

- 1) On the date of joining, the employee is introduced to the company and other employees, this process is called _____
 - a) Training
 - b) Introduction
 - c) Fresher welcome
 - d) Induction

- 2) The scope of human Resource Management includes _____
 - a) Procurement
 - b) Development
 - c) Compensation
 - d) All of these

- 3) _____ involves a continuing flow of instructions, comments and suggestions from the manager.
 - a) Coaching
 - b) Role playing
 - c) Lecture
 - d) None of these

- 4) Which is the least expensive method for recruitment?
 - a) Employment exchange
 - b) Consultants
 - c) Campus placement
 - d) Walk-in

- 5) Job enrichment is a way to _____
 - a) Motivate employees
 - b) Compensate employees
 - c) Staffing new employee
 - d) All of these

- 6) Which of the following option is adopted in organization while planning for surplus of Human Resource?
 - a) Reassign the jobs
 - b) Reduce Work hours
 - c) Redesign the jobs
 - d) All of these

- 7) Designing a job according to the workers physical strength and ability is known as _____.
 - a) Ergonomics
 - b) Task assortment
 - c) Job Autonomy
 - d) None

- Q.1 B) State whether True or False:** **07**
- 1) Selection and recruitment both functions are same.
 - 2) Hiring cost is more when firm hires the candidates from within the organization.
 - 3) Business Games are widely used as a selection technique for managerial personnel.
 - 4) Job Rotation is vertical expansion of job.
 - 5) Private employment agencies are also called as executive search agencies.
 - 6) HR department at the central office perform all the functions of recruitment is known as decentralized recruitment.
 - 7) Collection or aggregation of tasks, duties and responsibilities is known as job.
- Q.2 Write short notes (Any two)** **14**
- a) Methods of Job Design
 - b) Need of Training
 - c) Role of HR Manager
- Q.3 Write short notes (Any two)** **14**
- 1) Objectives and Types of Induction
 - 2) Methods of collecting Job Data
 - 3) Factors affecting Recruitment
- Q.4 Explain Selection process along with factors affecting selection decision.** **14**
- OR**
- Define HRM. State and Explain the Managerial and Operative functions of HRM. **14**
- Q.5 What is Recruitment? Explain the sources of Recruitment.** **14**
- OR**
- What is Human Resource Planning? Explain the process of HRP. **14**

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**B.B.A. (Semester – V) (New) (CGPA) Examination, 2017
PRODUCTION MANAGEMENT- I**

Day & Date: Friday, 21-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Select the correct alternatives: **07**

- 1) _____decisions relating to products, processes and manufacturing facilities.

| | |
|--------------|------------------|
| a) Strategic | b) Operating |
| c) Control | d) None of these |

- 2) Volume of output is generally _____in job production.

| | |
|-----------|---------------|
| a) Small | b) Large |
| c) Medium | d) Very large |

- 3) Product design deals with its _____and function.

| | |
|---------|-----------|
| a) Size | b) Figure |
| c) Form | d) Area |

- 4) _____development is specialized activity which may result in creation of new product.

| | |
|---------------|------------|
| a) Product | b) Service |
| c) Technology | d) Idea |

- 5) _____is a management tool to achieve higher productive efficiency of an organization.

| | |
|---------------|---------------|
| a) Production | b) Work-study |
| c) Layout | d) Location |

- 6) Availability of water influences the selection of _____.

| | |
|---------------|------------------|
| a) Location | b) Plant |
| c) Production | d) None of these |

- 7) _____technology is an out-dated technology which has been replaced by a superior technology.

| | |
|--------------|-------------|
| a) Automated | b) Manual |
| c) Current | d) Obsolete |

- Q.1 B) State whether True or False: 07**
- 1) Control decisions relating to planning & controlling operations.
 - 2) Automobile production is one of example of Project layout.
 - 3) In Intermittent production system the flow of Production is continuous.
 - 4) Product means determination of shape, standard and pattern of the product.
 - 5) Production is the process by which raw materials and other inputs are converted into finished goods.
 - 6) Advanced technology is the latest technology on the basis of traditional concepts.
 - 7) Good layout helps to manufacture quality goods at less manufacturing cost.
- Q.2 Write short notes (Any two): 14**
- 1) Characteristics of good product design.
 - 2) Indices of Productivity.
 - 3) Continues Manufacturing System & Its types.
- Q.3 Write short notes (Any two): 14**
- 1) Factors Affecting the productivity.
 - 2) Recent trends in production management.
 - 3) Intermittent Manufacturing System & Its types.
- Q.4 a) Explain Factor affecting Plant Location. 14**
- OR**
- b) Scope of production management. 14**
- Q.5 a) Define Product Design. Explain various approaches towards good product design. 14**
- OR**
- b) Explain factors influencing plant layout. 14**

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**B.B.A. (Semester – V) (Old) Examination, 2017
INTERNATIONAL BUSINESS (Old)**

Day & Date: Tuesday 11-04-2017

Max. Marks: 80

Time: 10:30 AM to 1:30 PM

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

Q.1 A) Choose correct alternative.

08

- 1) _____ is popularly known as World Bank.
a) IMF b) IBRD c) BOP d) WTO
- 2) GATT is converted into _____
a) IMF b) WB c) WTO d) EU
- 3) Contract manufacturing is also called as _____
a) Export b) Licensing
c) Franchising d) Outsourcing
- 4) The theory of comparative cost advantage was propounded by _____
a) Adam Smith b) David Ricardo
c) Ohlin d) V.S. Mill
- 5) BOP means _____
a) Balance of Paid b) Balance of Payment
c) Bank of Payment d) Branch of Payment
- 6) EEC means _____
a) European Economic Council
b) European Economic Community
c) European Common Market
d) European Custom Union
- 7) Franchising is a form of _____
a) Counter trader b) Trunkey project
c) Exporting d) Licensing
- 8) _____ are known as international twins.
a) WB and IMF b) IMF and SDR
c) IMF and WTO d) None of these

B) Fill in the blanks. 04

- 1) Tariffs refers to _____ imposed on imports.
- 2) IMF stands for _____.
- 3) SDR was created by _____.
- 4) WTO came into existence in _____.

C) TRUE or FALSE 04

- 1) India is member of SAARC
- 2) GATT is only a legal agreement & not an institution
- 3) GDR means gross domestic rate.
- 4) SDR is also known as pound gold

Q.2. Write short Note 16

- A) World Bank
- B) EEC

Q.3. Write short Note 16

- A) Problems of International Business
- B) WTO

Q.4. Define term International Business. Explain the various approaches of International Business. 16

OR

Explain in detail international environment. How it's affects on I.B.

Q.5. What is disequilibrium in BOP? Explain its reasons & measures to correct the disequilibrium of BOP. 16

OR

Explain the various modes of entry into international business.

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B.B.A. (Semester – V) (Old) Examination, 2017
RETAIL MANAGEMENT

Day & Date: Thursday, 13-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Select the correct answer from the possible choice. 08

- 1) When a product is sold _____ utility is created.
 - a) Ownership
 - b) Form
 - c) Time
 - d) Temporary

- 2) _____ is a final stage on any economic activity.
 - a) Wholesaler
 - b) Retail
 - c) Producer
 - d) None of this

- 3) _____ is essential to provide direction & serve as a basis control for any merchandise department.
 - a) Planning
 - b) Setup
 - c) Retailing
 - d) Online

- 4) A _____ location is a store located along a major traffic artery without any competitive retailer around.
 - a) Theme center
 - b) Freestanding
 - c) Regional center
 - d) Park

- 5) _____ includes ordering, receiving, displaying merchandise in a retail store.
 - a) Procurement
 - b) Selling
 - c) Exchange
 - d) Planning

- 6) Activities between manufacturer & end customer are known as _____.
 - a) Horizontal
 - b) Vertical
 - c) Upstream
 - d) Down stream

- 7) Storage Ware houses stores goods for _____ period of time.
 - a) Small
 - b) Medium to large
 - c) One day
 - d) 15 days

- 8) Visual Merchandising is a art of _____.
 - a) Creating visual Displays
 - b) Planning
 - c) Inventory
 - d) Belief

- Q.1 B) State whether True or False: 08**
- 1) Website is the oldest but costliest way of communication.
 - 2) Communication mix programme invites the customers; attract them to visit the store.
 - 3) Category management is the process of making wholesale business.
 - 4) Selecting store location is a long term & repetitive decision.
 - 5) Over 90% retail outlets in India are independent & organized.
 - 6) Leased department store is also known as franchising.
 - 7) Specialty store offers discounted products.
 - 8) Space planning helps to determine amount of retail space available.
- Q.2 Write short notes: 08**
- a) Role & responsibilities of Merchandiser. **08**
 - b) Components of retail supply chain management. **08**
- Q.3 Write short notes: 08**
- 1) Divers of supply chain management **08**
 - 2) Bar Coding **08**
- Q.4 Explain the various Retail Store formats 16**
- OR**
- Explain the concept of retail. Discuss the retail Strategy Process.
- Q.5 Discuss types of retail location & factors affecting location decisions 16**
- OR**
- Explain Retail Communication Mix.

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**B.B.A. (Semester – V) (Old) Examination, 2017
FINANCIAL MANAGEMENT – I**

Day & Date: Monday 17-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Choose correct alternative. 08

- 1) _____ concept considers time value of money.
 - a) Profit Maximization
 - b) Both (a) & (b)
 - c) Wealth Maximization
 - d) None of these

- 2) _____ debentures are those that are converted into equity shares.
 - a) Bearer
 - b) Registered
 - c) Mortgaged
 - d) Convertible

- 3) _____ are capable of getting converted into cash usually within a year.
 - a) Current assets
 - b) Fixed assets
 - c) Fictitious assets
 - d) Capital assets

- 4) At _____ level new order is placed.
 - a) Minimum
 - b) Average Level
 - c) Maximum Level
 - d) Reorder Level

- 5) Dividend is paid to _____ return for supply of capital.
 - a) Shareholders
 - b) Debentures
 - c) Term Loan
 - d) Bond holders

- 6) If annual consumption is 100000 units and order size is 2500 units, then number of orders to be place in a year will be _____.
 - a) 40
 - b) 100
 - c) 400
 - d) 1000

- 7) Gross working capital equals to total of _____.
 - a) Current Liability
 - b) Current assets
 - c) Current assets - Current Liability
 - d) Both a & b

- 8) _____ is a tool used to predict surplus or deficit cash balance for particular time period.
 - a) Cash Book
 - b) Cash flow statement
 - c) Cash Budget
 - d) None of these

Q.1 B) Fill in the blanks with appropriate word.

- 1) _____ shareholder are residual claimants of income and assets
- 2) When current assets are less than current liabilities then the resulting figure is _____.
- 3) _____ is major source of capital for innovative and risky projects.
- 4) _____ means time required to get fresh delivery of materials.
- 5) _____ preference shares are repaid after specific time period.
- 6) _____ debentures are transferred by mere delivery.
- 7) EOQ stands for _____.
- 8) Debenture is _____ type of capital.

Q.2 A) Term Loan

16

B) XYZ Co. buys 75000 glass bottles per year. Price of each bottle is Rs. 0.90. Cost of purchase is Rs. 100 per order. Cost of holding one bottle per year is Rs. 0.335 including charges for taxes & insurance. Find out EOQ and number of orders to be place in year.

Q.3 A) Importance of financial planning.

16

B) Determine Reorder level, Minimum level, Maximum level and Average level from the following

- Normal Usage – 100 units per week
- Lead time – 4-6 weeks
- Minimum usage – 50 units per week
- Maximum usage – 150 units per week
- Reorder Quantity – 600 units

Q.4 Following are the estimates from March to August 2015

16

| Month | Sales Rs. | Purchase Rs. | Wage s Rs. | Manufacturing Expenses | Office Expenses | Selling Expenses |
|--------|-----------|--------------|------------|------------------------|-----------------|------------------|
| March | 60,000 | 36,000 | 9,000 | 4,000 | 2,000 | 4,000 |
| April | 62,000 | 38,000 | 8,000 | 3,000 | 1,500 | 5,000 |
| May | 64,000 | 33,000 | 10,000 | 4,500 | 2,500 | 4,500 |
| June | 58,000 | 35,000 | 8,500 | 3,500 | 2,000 | 3,500 |
| July | 56,000 | 39,000 | 9,500 | 4,000 | 1,000 | 4,500 |
| August | 60,000 | 34,000 | 8,000 | 3,000 | 1,500 | 4,500 |

You are given following Information:

- Plant Costing Rs. 16,000/- is due for delivery in July payable 10% on delivery & balance after 3 months.
- Advance Tax of Rs. 8000/- is payable in March & June.
- Period of credit Allowed: By Supplier – 2 Months & to customers – 1 Month.
- Lag in Payment of Manufacturing Expenses half Month.
- Lag in payment of All Other Expenses 1 Month.

Prepare a Cash Budget for 3 month starting on 1st May, 2015 when there was a cash of Rs. 8000/-

OR

Define Financial Management. Explain the functions of finance Manager.

Q.5 Define equity shares. Explain the features of Equity shares & Preference shares

16

OR

Prepare an estimate of working capital requirement from the following information of a trading concern:

- a) Project annual sales 1,00,000 units.
- b) Selling Price Rs. 8 Per Unit.
- c) Percentage net profit on sales 25%.
- d) Average credit period allowed to customers – 8 weeks.
- e) Average credit period allowed by suppliers – 4 weeks.
- f) Average stock holding in terms of sales requirement – 12 weeks.
- g) Allow for 10/- for contingencies.

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**B.B.A. (Semester – V) (Old) Examination, 2017
HUMAN RESOURCE MANAGEMENT – I**

Day & Date: Wednesday 19-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Choose correct alternative. 08

- 1) _____ is a process of studying and collecting information related to the operations and responsibilities of specific job.

| | |
|---------------|-------------------|
| a) HRM | b) Job Analysis |
| c) Job Design | d) Job evaluation |

- 2) _____ is the process by which organization moves from its current manpower position to the desired one.

| | |
|----------------------------|--------------|
| a) Development | b) Training |
| c) Human Resource Planning | d) Selection |

- 3) _____ is a comparative process of jobs by using common criteria.

| | |
|--------------------|----------------------|
| a) Job evaluation | b) Job Specification |
| c) Job Description | d) None |

- 4) _____ is the act of increasing knowledge and skills of an employee for doing a job.

| | |
|----------------|--------------|
| a) Selection | b) Training |
| c) Engineering | d) Education |

- 5) _____ is the process of searching prospective candidate for job.

| | |
|----------------|----------------|
| a) HR Planning | b) Selection |
| c) Training | d) Recruitment |

- 6) _____ refers to movement of employee from one job to another.

| | |
|--------------------|-----------------|
| a) job Enrichment | b) Job rotation |
| c) Job enlargement | d) Job design |

- 7) Case study, role play, simulation are the techniques of _____.

| | |
|-------------------|-----------------|
| a) Recruitment | b) Remuneration |
| c) Business games | d) Appraisal |

- 8) HRIS stands for _____.
- a) Human Resource Information System
 - b) Human Recording Information System
 - c) Human Resource Interchange System
 - d) Human Recording Interchange system

Q.1 B) Fill in the blanks. 08

- 1) _____ is a process of deciding contents of job.
- 2) _____ is the process of choosing the right person from the pool of qualified candidates.
- 3) Walk in, Body Shopping, Head hunting, are _____ sources of recruitment.
- 4) _____ is a statement of required employee's skills, knowledge, qualification and talent to a particular job.
- 5) _____ level Human resource planning covers the manpower needs of a particular department in organization.
- 6) _____ interviews are undertaken to check candidate's behavior under stress.
- 7) Procurement, Development, compensation, etc are the _____ functions of Human Resource Management.
- 8) _____ is a process of receiving and welcoming employee when he joins company.

Q.2 Write Short Notes. 16

- 1) Aspects of job Analysis
- 2) Business Games

Q.3 Write Short notes 16

- 1) Need for Training
- 2) Role of HR Manager

Q.4 Explain the various sources of Recruitment. 16

OR

Explain the various Training Methods?

Q.5 What is HRM? Explain the various functions of HRM. 16

OR

Explain the process of HRP in details.

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**B.B.A. (Semester – V) (Old) Examination, 2017
PRODUCTION MANAGEMENT – I**

Day & Date: Friday, 21-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Select the correct alternatives: 08

1) A process of transformation of inputs into output is known as _____.

- | | |
|---------------|----------------|
| a) Production | b) Consumption |
| c) Savings | d) Investment |

2) An average of machines and plant facilities is known as _____.

- | | |
|------------------------|----------------------|
| a) Plant layout | b) Plant location |
| c) Production planning | d) Production system |

3) Generally a size of order for productions is very large in _____ production systems.

- | | |
|-------------|-------------------|
| a) Job shop | b) Fixed position |
| c) Mass | d) Batch |

4) _____ refers the sum of attributions or proprieties which describe a product.

- | | |
|-------------|-----------|
| a) Quantity | b) Market |
| c) Quality | d) Cost |

5) Which of the following considers while selecting suitable location or a plant?

- | | |
|---------------|-----------------|
| a) Topography | b) Raw material |
| c) Market | d) All of these |

6) _____ Maintenance undertaken before the machines or equipments fail.

- | | |
|---------------|---------------|
| a) Preventive | b) Corrective |
| c) Total | d) Production |

7) _____ is the most common design for attaining standard, safety and simple product.

- | | |
|-------------|---------------|
| a) Form | b) Process |
| c) Function | d) Production |

- 8) Production is an _____ activity in manufacturing.
- a) Controlled
 - b) Decentralized
 - c) Organized
 - d) Regulates

Q.1 B) State whether True or False: 08

- 1) Quality is the basic characteristic of the good product design.
- 2) A prime object of plant layout is to maximize output with minimum cost.
- 3) A selection of suitable location for plant is one of the activities of production management.
- 4) A production flow is in straight line in automobile production.
- 5) Inspections is carried out for detection of defects in product design.
- 6) An effective use of location is an object of plant layout.
- 7) Safety is one the consideration for product development.
- 8) A sugar factory is located near to the market.

Q.2 Write short notes: 16

- 1) Merits and demerits of mass production
- 2) Factors affecting plant layout

Q.3 Write short notes: 16

- 1) Merits and demerits of process layout
- 2) Need for selection of location

Q.4 Define production management. Explain its objectives. 16

OR

What is product design? Describe the characteristics of good product design.

Q.5 Discuss the various affecting plant location. 16

OR

What is product life cycle? Explain its phases.

B) True or false

07

- 1) A person who is, or who has been, or is qualified to be, a District Judge is a chairman of state commission.
- 2) A Memorandum of Association of a company is a fundamental document of the company.
- 3) A company has a perpetual succession or continuity of life.
- 4) Minor is competent to contract.
- 5) Consideration may be past, present and future.
- 6) A person who lends his name and credit to the firm is called Actual Partner.
- 7) Any person aggrieved by an order of the District forum may prefer an appeal within a period of 30 days.

Q.2 Write Short Answer (Any Two)

14

- 1) Consideration
- 2) Kinds of partnerships
- 3) Memorandum of Association

Q.3 Write Short Answer (Any two)

14

- 1) Legality of object
- 2) Rules Regarding valid Acceptance.
- 3) Characteristics of the company

Q.4 Define partnership and duties of partners.

14

OR

Modes of Discharge of Contract.

Q.5 Kinds of Companies.

14

OR

Consumer Disputes Redressal Agencies.

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**B.B.A. (Semester – VI) (New) (CGPA) Examination, 2017
MARKETING MANAGEMENT – II**

Day & Date: Saturday, 15-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

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

Q.1 A) Choose the correct alternative. 07

- 1) _____ is an activity of satisfying customer needs with profit earning.

| | |
|---------------|--------------|
| a) Management | b) Logistics |
| c) Market | d) Marketing |

- 2) Product width, Length and Depth are concerned with _____.

| | |
|------------------|-----------------|
| a) Product Line | b) Product Mix |
| c) Product Level | d) Product Life |

- 3) _____ is a face to face persuasive communication between employee & customer.

| | |
|--------------------|---------------------|
| a) Sales promotion | b) Personal Selling |
| c) Publicity | d) Advertisement |

- 4) _____ based price considers basic cost incurred on manufacturing and distribution.

| | |
|----------------|-----------|
| a) Competition | b) Cost |
| c) Buyer | d) Demand |

- 5) _____ strategy deals with launching product with Low promotion and Low price in market.

| | |
|---------------------|----------------------|
| a) Slow Penetration | b) Rapid Skimming |
| c) Slow Skimming | d) Rapid Penetration |

- 6) _____ is referred to introducing products into existing product line.

| | |
|-----------------------|-------------------|
| a) Line Modernization | b) Line Featuring |
| c) Line Stretching | d) Line Pruning |

- 7) Product and market modification are strategies of _____ stage of PLC.

| | |
|-------------|------------------------|
| a) Growth | b) Decline |
| c) Maturity | d) Product Development |

- Q.1 B) Fill in the blanks. 07**
- 1) The Service environment along with tangible clues is termed as _____.
 - 2) Additional benefits and services are offered by _____ level of product.
 - 3) _____ gives identification to product in market.
 - 4) _____ personnel direct contact & have more interaction with consumers in service organizations.
 - 5) Cost, Demand & Competition are the bases for _____ calculation of product.
 - 6) Hoarding, Posters, Sky advt etc are the _____ media of advertisement.
 - 7) _____ stage of Product life cycle is marked by rapid climb in sales.
- Q.2 Write short notes: (Any Two) 14**
- 1) Channel Levels
 - 2) Role of Front line Staff
 - 3) Sales Promotion
- Q.3 Write short notes: (Any Two) 14**
- 1) Direct Marketing
 - 2) Labeling
 - 3) Order Processing & Inventory Management
- Q.4 What are the various types of Service personnel? Explain how to develop employees. 14**
- OR**
- Explain the various stages of product life cycle with its strategies. 14
- Q.5 Explain the various product line decisions. 14**
- OR**
- What is Physical Evidence? Explain the elements of Physical Environment. 14

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B.B.A. (Semester – VI) (New) (CGPA) Examination, 2017
FINANCIAL MANAGEMENT-II

Day & Date: Tuesday, 18-04-2017

Max. Marks: 70

Time: 10.30 AM to 01.00 PM

- N.B. :** 1) All questions are **compulsory**.
2) Use of calculator is allowed.

Q.1 A) Multiple Choice Questions:

07

- 1) Which of the following capital budgeting techniques may potentially ignore part of a project's relevant cash flows?
 - a) NPV
 - b) IRR
 - c) Payback Period
 - d) Profitability index

- 2) The Payback period is the
 - a) Length of time over which the investment will provide cash inflows.
 - b) Shortest length of time over which an investment may be depreciated.
 - c) Shortest length of time over which the net present value will be positive.
 - d) Length of time over which the initial investment is recovered.

- 3) You have three mutually exclusive projects: A, B, and C. They have NPVs of + Rs.50000, -Rs.20000 and +Rs.100000, respectively. What should you do?
 - a) Accept A
 - b) Accept B
 - c) Accept C
 - d) Accept A and C

- 4) What are gilt-edged securities in India?
 - a) Securities issued by the government
 - b) Securities issued by the private sector
 - c) Securities issued by the multinationals
 - d) Securities issued by companies

- 5) The National Stock Exchange is located in _____.
 - a) New Delhi
 - b) Mumbai
 - c) Nagpur
 - d) Kolkata

- 6) Bull market and Bear market are associated with which branch of commercial activity?
 - a) Foreign Trade
 - b) Banking
 - c) Manufacturing
 - d) Share Market

- 7) In Capital Market, SRO stands for _____.
- Self Regulatory Organizations
 - Small Revenue Operations
 - Securities Roll-back operations
 - Securities Regulatory Organizations

Q.1 B) Fill in the blanks.

07

- Fixed Assets + _____ = Capital Employed
- COGS= _____ - Gross Profit
- Operating Cost = _____ + Operating Expenses
- If Current Ratio = 2.8 and Current Assets = Rs.252000 then Current Liabilities= Rs. _____.
- Assume that a project consist of an initial cash outlay of Rs.100000 followed by equal annual cash inflow of Rs. 40000 for 4 years. Pay Back Period = _____.
- _____ market deals with long term securities.
- Capital Structure is mix of _____ and equity.

Q.2 Solve any two:

14

- Compute the Proprietors Fund and Capital Gearing Ratio

| | |
|-----------------------------------|---|
| 15% Long Term Debts- Rs.800000 | 18% Preference Share Capital – Rs.100000 |
| Equity Share Capital-Rs.200000 | Reserves & Surplus-Rs.150000 |
| Preliminary Expenses-Rs.50000 | |
- X Ltd. Has a Current Ratio of 4:5:1, Quick Ratio of 3:1 and Stock Rs.36000. Calculate the Current Assets and Current Liabilities.
- Write Note on- Functions of Stock Market

Q.3 Write short notes (Any two)

14

- A company issued Rs.1Crore, 11% Debentures of Rs.100 each. Corporate Tax Rate is 25%. What would be the Cost of Debentures in case they are issued at par with 5% Floatation Cost?
- A company issued Rs.1Crore, 12% preference shares of Rs.100 each. Dividend Tax Rate is 20%. What would be the cost of preference shares in case they are issued at 10% premium with 5% Floating Cost?
- Write note on- Forms of Dividend Payment

Q.4 Solve any one:

14

- A Company is considering three mutually exclusive investments Project P, Project Q and project R. The expected cash outflow for all projects is Rs.2000000 each. The expected cash inflows are given below:

| Year | Project P | Project Q | Project R |
|------|-----------|-----------|-----------|
| 1 | 1400000 | 500000 | 500000 |
| 2 | 600000 | 1100000 | 500000 |
| 3 | 400000 | 900000 | 1600000 |

SLR-SINA – 44

Calculate the Net Present Value and advise the management of company to choose the best project if the cost of capital is 10%. For calculation of Discounting Factor of Re.1 consider a decimal number with two decimal places.

- 2) Explain the features of Money Market.

Q.5 Solve any one:

14

- 1) Prepare Balance Sheet Showing the details of working.
 - a) Net Worth Turnover Ratio (on Cost of Sales)=2
 - b) Fixed Assets Turnover Ratio (on Cost of Sales)=4
 - c) Gross Profit Ratio=20%
 - d) Creditors Velocity=73 Days
 - e) Debtors Velocity=2 Months
 - f) Stock Velocity = 6
 - g) Reserves and Surplus = Rs.10000
 - h) Closing stock was Rs.5000 in excess of opening stock.
 - i) Gross Profit=Rs.60000
- 2) Explain the Capital Budgeting Techniques in detail.

- Q.1 B) Fill in the blanks. 07**
- 1) _____ is a temporary separation of employee at the instance of employer.
 - 2) _____ refers to the termination of services of employee because of replacement of labour by machine.
 - 3) _____ refers to various extra benefits provided to employees in addition to compensation.
 - 4) _____ promotion results in greater responsibility, authority and status without any increase in salary.
 - 5) _____ is anything or extra financial motivation that attracts a worker and stimulates him to work.
 - 6) _____ is aimed at taking confidential feedback from employees that are terminating from their employment.
 - 7) _____ method of performance appraisal was advanced by Peter Ducker way back in 1954.
- Q.2 Write short notes (Any two) 14**
- 1) Promotion & its types
 - 2) Fringe Benefits
 - 3) Flexi Time & Flexi work
- Q.3 Write short notes (Any two) 14**
- 1) Moon Lighting by Employees
 - 2) Types & causes of Accidents
 - 3) Career stages
- Q.4 Explain the factors affecting wage and salary levels. 14**
- OR**
- Explain the safety Provisions of the Factories Act, 1948. 14
- Q.5 Define performance Appraisal. Explain the various methods of it. 14**
- OR**
- What is Employees Separation? Explain various way of it. 14

- Q.1 B) True or False:** **07**
- 1) A purchase management it necessary for minimizing purchase cost.
 - 2) Maintenance is important of improving performance of machines.
 - 3) Robots are the devices for material handling.
 - 4) TQM quality system stands for international organization for standardization.
 - 5) A checking invoice and approval is last step of purchase management.
 - 6) The up keeping and protecting a plant is part of maintenance.
 - 7) HML technique is a technique of inventory management.
- Q.2 Write short notes (Any two)** **14**
- 1) Functions of production planning.
 - 2) Significance of maintenance.
 - 3) Importance of purchase manager.
- Q.3 Write short notes (Any two)** **14**
- 1) Different levels of production planning.
 - 2) Total quality management system.
 - 3) Function of inventory management.
- Q.4 Describe the functions of stores management. Explain the types stores layout.** **14**
- OR**
- Explain the importance of make or buy decision in purchase management.
- Q.5 Describe the principles of material handling. Explain its equipments.** **14**
- OR**
- Discuss in detail Just In Time (JIT) Management system.

- Q.1 B) State whether the following statement of True or False: 08**
- 1) When one of the parties repudiates the contract by refusing to perform it, he is said to have committed a breach of contract.
 - 2) Mutual Agency is not an important test of partnership.
 - 3) A Company has a common seal.
 - 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) If the parties not fulfill their obligations, it is the performance of the contract.
 - 6) When the partnership is formed with respect to business in general, it is called general partnership.
 - 7) Share capital means the capital raised by a company by issue of debentures.
 - 8) Free consent is an essential requisite of a valid contract.
- Q.2 Write short answers: 16**
- 1) Consideration
 - 2) Prospectus
- Q.3 Write short answers: 16**
- 1) Offer
 - 2) Winding up of companies
- Q.4 Define 'Contract' and explain legality of objectives. 16**
- OR**
- Define 'Partnership' and state rights of partners.
- Q.5 Define 'Company' and state kinds of companies. 16**
- OR**
- Define 'Consumer' and state provisions relating to consumer dispute Redressal Machinery.

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B.B.A. (Semester – VI) (Old) Examination, 2017
MARKETING MANAGEMENT – II

Day & Date: Saturday, 15-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Choose correct alternatives:

08

- 1) _____ is a group of products that are closely related to each other.

| | |
|------------------|-----------------|
| a) Product Line | b) Product Mix |
| c) Product Level | d) Product Life |

- 2) _____ is the monetary value of product paid by customer in exchange of it.

| | | | |
|-------------|---------|----------|----------|
| a) Expenses | b) Cost | c) Price | d) Money |
|-------------|---------|----------|----------|

- 3) _____ is a non-paid form of communication.

| | |
|--------------------|---------------------|
| a) Sales promotion | b) Personal Selling |
| c) Publicity | d) Advertisement |

- 4) _____ based price considers basic cost incurred on manufacturing and distribution.

| | |
|----------------|-----------|
| a) Competition | b) Cost |
| c) Buyer | d) Demand |

- 5) _____ strategy deals with launching product with high promotion and Low price in market.

| | |
|---------------------|----------------------|
| a) Slow Penetration | b) Rapid Skimming |
| c) Slow Skimming | d) Rapid penetration |

- 6) _____ is referred to introducing products into existing product line.

| | |
|-----------------------|-------------------|
| a) Line Modernization | b) Line Featuring |
| c) Line Stretching | d) Line Pruning |

- 7) Logistics Management includes _____.

| | |
|---------------------|-------------------------|
| a) Order processing | b) Inventory management |
| c) Warehousing | d) All of the above |

- 8) Product and market modification are strategies of _____ stage of PLC.

| | |
|-------------|------------------------|
| a) Growth | b) Decline |
| c) Maturity | d) Product Development |

- Q.1 B) Fill in the blanks.** **08**
- 1) _____ is the tool of marketing mix directed at creating awareness.
 - 2) Additional benefits and services are offered by _____ level of product.
 - 3) _____ is any name, sign, term symbol that gives identification to product.
 - 4) _____ personnel don't come in direct contact with consumers in service organizations.
 - 5) Modern marketing is _____ focused.
 - 6) Radios, TV, hoardings, etc are the _____ medias.
 - 7) _____ stage of product life cycle is marked by rapid climb in sales.
 - 8) The environment in which services are delivered is known as _____.

- Q.2 Write short notes.** **16**
- 1) Channel Levels
 - 2) Levels of product

- Q.3 Write short notes.** **16**
- 1) Advertising
 - 2) Methods of pricing

- Q.4** What are the various types of service personnel? Explain how to develop employees. **16**

OR

Explain the various stages of product life cycle with its strategies.

- Q.5** Explain the various product line decisions. **16**

OR

What is Physical Evidence? Explain the elements of Physical Environment?

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B.B.A. (Semester – VI) (Old) Examination, 2017
FINANCIAN MANAGEMENT-II

Day & Date: Tuesday, 18-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Choose the correct alternatives:

08

- 1) If current Ratio is 2 & working capital is 100000 then the value of current liability is Rs._____.
a) 100000 b) 50000 c) 200000 d) 300000
- 2) Outstanding Expenses is _____.
a) Fixed Asset b) Current Assets
c) Current Liability d) Fixed Liability
- 3) Acid test ratio is also called as _____.
a) Liquid b) Current
c) Working Capital d) Debt Equity
- 4) _____ is a payment of additional shares to shareholders in lieu of cash.
a) Stock Split b) Bonus Share
c) Extra Dividend d) Regular Dividend
- 5) _____ ratios relate profits to sales and investments.
a) Liquidity b) Leverage
c) Activity d) Profitability
- 6) _____ is non discounted technique of Capital Budgeting.
a) Pay Back Period b) PI
c) NPV d) None of these
- 7) BSE Sensex Consist _____ Companies.
a) 50 b) 30 c) 60 d) 100
- 8) _____ Market is for short term securities.
a) Capital b) Secondary
c) Money d) Primary

Q.1 B) Fill in the Blanks:

- 1) NSE Stands for _____.
- 2) NPV Stands for _____.
- 3) FPO Stands for _____.
- 4) SEBI Stands for _____.
- 5) Reserves & surplus to capital = 0.5. If Capital=Rs.100000, then R&S= _____.
- 6) EPS Stands for _____.
- 7) In P/E ratio P/E Stands for _____.
- 8) PI Stands for _____.

Q.2 A) 1) A Co. decides to float 12% debentures of Rs.100/- each. The tax rate is 50%. Calculate Pre and Post tax Cost of debenture. 04

- 2) An equity share of the company is currently selling for Rs.100/- . The company expects to pay Rs.12 per share as dividend at the end of current year. Dividend per share is expected to grow at the rate of 7% p.a. Calculate the cost of equity. 04

B) Calculate explicit cost of debt for each of the following situation: 08

- 1) Debentures are sold @ par & floatation cost is 5%.
- 2) Debentures are sold @ 10% premium & floatation cost is 5% of issue price.

Assume:

- 1) Coupon rate of interest on debenture is 10%
- 2) Face value of debt Rs.100/-
- 3) Maturity Period=10 years
- 4) Tax Rate=35%

Q.3 Write short notes. 16

- 1) BSE
- 2) Functions of stock Exchange

Q.4 A Co. is considering an investment proposal to install new machine at a cost of Rs.50,000/-. The machine has a life expectancy of 5 years and has no salvage value. The tax rate is 35%. Assume that the firm use straight line depreciation. The estimated cash flows before depreciation and tax (CFBT) from the investment is as follows. 16

| Year | 1 | 2 | 3 | 4 | 5 |
|---|----------|----------|----------|----------|----------|
| CFBT (Rs.) | 10,000 | 10,692 | 12,769 | 13,462 | 20,385 |
| Discounting Factor Value @ 10% Discount rate | 0.909 | 0.826 | 0.751 | 0.683 | 0.621 |

Calculate:

- 1) Pay Back Period
- 2) Average Rate of return
- 3) NPV @ 10% Discount Rate
- 4) PI @ 10%

OR

What is Ratio Analysis? State the various advantages and disadvantages of ratio analysis? 16

Q.5 From the following prepare balance sheet of Suraj Enterprises as on 31/03/2014.

16

| | |
|---------------------------|-----------------------|
| Fixed Assets | Rs.6 Lakhs |
| Working Capital | Rs.4 Lakhs |
| Current Ratio | 2 |
| Fixed Assets to Turnover | 4 |
| Gross Profit | 25% |
| Debtor's Velocity | 1.5 Months or 8 times |
| Creditor's Velocity | 2 Months or 6 times |
| Stock | 2 months |
| Net profit 5% Turnover | |
| Reserve 2/3 of Net Profit | |
| Capital Gearing | 1:1 |

OR

What is capital Structure? Explain the various internal, external and general factors affecting Capital Structure.

16

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B.B.A. (Semester – VI) (Old) Examination, 2017
HUMAN RESOURCE MANAGEMENT-II

Day & Date: Thursday, 20-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Choose correct alternatives:

08

- 1) _____ method of performance appraisal is used to evaluate employees' future potential.
 - a) Ranking
 - b) Paired Comparison
 - c) Checklist
 - d) Psychological

- 2) The Primary purpose of employees Safety programmes is to preserve the employees _____.
 - a) Physical Health
 - b) Mental Health
 - c) Emotional Health
 - d) All of these

- 3) The series of positions that a person occupies throughout his work life is normally referred as _____.
 - a) Job
 - b) Task
 - c) Career
 - d) None of these

- 4) A _____ must be fixed by considering general economic condition of the country.
 - a) Living Wages
 - b) Fair Wages
 - c) Minimum Wages
 - d) All of these

- 5) _____ refers to the termination of the service of employees because of replacement of labor by machine.
 - a) Dismissal
 - b) Retrenchment
 - c) Retirement
 - d) Resignation

- 6) Which of the following measure prove to be fruitful in improving Industrial Relations? _____.
 - a) Strong and Stable Union
 - b) Workers participation in Management
 - c) Mutual Trust
 - d) All of these

- 7) _____ type of Hazard leads to emotional disturbance, which in turn lead to fatigue and exhaustion.
 - a) Chemical
 - b) Environmental
 - c) Psychological
 - d) Biological

- 8) _____ transfer take place to correct the wrong placement made by employer.
- a) Remedial
 - b) Versatility
 - c) Penal
 - d) Production

- Q.1 B) State whether True or False: 08**
- 1) Dry Promotion is initiated with increment in Responsibility, Status and Pay.
 - 2) The benefit of PF and Gratuity are not applicable to those who take VRS.
 - 3) At later Career stage person cannot think about work mobility.
 - 4) Health and Safety benefits are being provided to those who show their better performance in job.
 - 5) Co-operation and Conflict are the dominant aspects of Industrial Relations.
 - 6) As Lay-Off is initiated by employer, the compensation is not provided to employee.
 - 7) Profit sharing is the fixed component in compensation package.
 - 8) Under essay method of performance appraisal, quality of rating depends not on employees' performance but on writing ability of rater.
- Q.2 Write short notes. 16**
- 1) Lay-Off and Retrenchment
 - 2) Types of Transfer
- Q.3 Write short notes. 16**
- 1) Participants in Industrial Relations
 - 2) Types and bases of Promotion
- Q.4 State and Explain the various components of remuneration. Discuss the factors affecting Wage and Salary Levels. 16**
- OR**
- State the concept of Career. Explain the Career Planning Process along with advantages and disadvantages of career planning And development. 16
- Q.5 What is Performance Appraisal? Explain the methods of performance Appraisal. 16**
- OR**
- State and explain the various Safety Measures to avoid Industrial Accidents. Discuss the safety Provisions lays down under Factories Act, 1948. 16

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B.B.A. (Semester – VI) (Old) Examination, 2017
PRODUCT MANAGEMENT- II

Day & Date: Saturday, 22-04-2017

Max. Marks: 80

Time: 10.30 AM to 01.30 PM

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

Q.1 A) Choose correct alternatives:

08

- 1) _____ is allocation of jobs to machines according to capacity and priority of jobs.
 - a) Loading
 - b) Scheduling
 - c) Routing
 - d) Expending
- 2) J.I.T. system of quality management stands for _____.
 - a) Just In Time
 - b) Japanese Industrial Technique
 - c) Japan Inventory Technique
 - d) Joint Investment Technique
- 3) A belt conveyor system is used to large scale material handling in _____ production unit.
 - a) Wooden furniture
 - b) Thermal power
 - c) Plastic toys
 - d) Cosmetics
- 4) Preservation of material is the function of _____ management.
 - a) Stores
 - b) Market
 - c) Purchase
 - d) Cost
- 5) _____ planning is done over a short period by junior level employees.
 - a) Operational
 - b) Tactical
 - c) Strategic
 - d) National
- 6) _____ Maintenance is undertaken when the machines or equipments fail.
 - a) Preventive
 - b) Corrective
 - c) Total
 - d) Productive
- 7) Total Quality Management (TQM) is the _____ system of quality management.
 - a) American
 - b) Chinese
 - c) Indian
 - d) Japanese
- 8) In _____ storage system, goods are stored in any place which is available.
 - a) Fixed
 - b) Zoned
 - c) Random
 - d) Mixed

- Q.1 B) True or False:** **08**
- 1) Plane maintenance ensures smooth functioning of machinery.
 - 2) Cranes are closed tubes used to transport liquids.
 - 3) ISO stands for International Organization for Standardization.
 - 4) TQM stands for Total Quantity Managements.
 - 5) Inventories include raw materials.
 - 6) Just In Time system of management is developed by a Maruti motor Company.
 - 7) Scheduling is the time table for production.
 - 8) Production planning and control both are not interdependent.
- Q.2 Write short notes.** **16**
- 1) Quality control and its functions
 - 2) Functions of stores manager
- Q.3 Write short notes.** **16**
- 1) Types of production planning
 - 2) Total Quality Management
- Q.4 Explain the different techniques of inventory management.** **16**
- OR**
- Discuss the functions and limitations of production planning and control.
- Q.5 Describe the objectives and importance of purchase management.** **16**
- OR**
- Define plant maintenance. Explain its objectives and significance.