

- Q.3 Explain the steps in Selection process in detail.
- Q.4 Answer any one of the following (Long answer/Problem)
 - a) Explain the steps in planning process.
 - b) What are the various sources of recruitment?

Q.3 Write an application letter to the HR of Excellent Solutions Pvt Ltd New Mumbai for the post of Accountant along with resume. 10

Q.4 Answer any one of the following (Long answer/Problem) 12

a) Write a letter of enquiry about 10 Laptops for your organization and also write a reply of confirming the order.

OR

b) What is report? Discuss the different types of Report.

02

SLR-CB-6

Set P

Seat No.	
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B.B.A. (Semester - II) (New) (CBCS) Examination: Oct/Nov-2023
Principles of Management - II (BBA0201)

Day & Date: Sunday 26-11-2023

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 A) Choose the correct alternative from the following options. 08

- 1) Which of the following is not a non-financial incentive?
a) Status
b) Job enrichment
c) Bonus
d) Employee progress
- 2) Which of the following is not a feature of motivation?
a) It is an integral feeling
b) Reduces absenteeism
c) Complex process
d) Can be positive or negative
- 3) It refers to all measures which are used to motivate people to improve performance, _____.
a) Leadership
b) Motivation
c) Incentives
d) Communication
- 4) Which of the following is not an example of financial incentive?
a) Perquisites
b) Job Enrichment
c) Profit Sharing
d) Co-partnership
- 5) Complete freedom for group or individual decision, with a minimum of leader participation is under _____.
a) autocratic style
b) democratic style
c) free-rein style
d) creative style
- 6) The last function of management is _____.
a) Planning
b) Organizing
c) Controlling
d) Communication
- 7) Planning is looking ahead and control is _____.
a) looking back
b) looking front
c) looking sideward
d) looking down
- 8) X and Y theory was introduced by _____.
a) Mc Gregor
b) Peter Drucker
c) Henry Fayol
d) FW Taylor

B) Explain the following concepts. 04

- 1) Define Autocratic leadership.
- 2) Explain the concept of financial incentives.

Q.2 Write Short Notes. (Any Two) 06

- a) Explain the need for coordination.
- b) Explain the functions of a leader.
- c) Explain Theory Z by William Ouchi

Q.3 Explain Maslow's Hierarchy needs theory.

Q.4 Answer any one of the following in Brief.

- a) Explain various Financial and Non- financial Motivational techniques.
- b) Explain the steps in Control Process.

Seat No.	
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SLR-CB-7

Set **P**

B.B.A. (Semester - II) (New) (CBCS) Examination: Oct/Nov-2023
Business Communication – II (BBA0202)

Day & Date: Tuesday, 28-11-2023
Time: 12:00 PM To 02:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice question.

08

- 1) _____ interview is taken when an employee leaves the organization.
a) Reprimand
b) Grievance
c) Exit
d) Employment
- 2) _____ means ability to understand and share the feelings, experience, opinion, etc. of listeners.
a) Appearance
b) Goodwill
c) Empathy
d) Language
- 3) _____ is a brief note of subject matter of speech and distributed to the audience.
a) handouts
b) message
c) style
d) aids
- 4) Audio aid used in organisation is _____.
a) overhead projectors
b) public address system
c) posters
d) symbols
- 5) In _____ a random topic is allocated to the speaker.
a) Public Speaking
b) Extempore Speech
c) Speech
d) Seminar
- 6) Dictaphone means _____.
a) recording machine
b) mechanical dictating machine
c) vehicle of mass media
d) All of these
- 7) _____ is resentment or complaint against some injustice which may be real or imagine.
a) promotion
b) grievance
c) appraisal
d) assessment
- 8) Action and message is a communication medium called _____.
a) Meeting
b) Rumour
c) Demonstration
d) Dictaphone

B) Explain the following concepts.

04

- 1) Public speaking
- 2) Radio

Q.2 Write Short Notes. (Any Two)

06

- a) Principles of effective oral communication
- b) Techniques of effective speech
- c) Social media marketing

Q.3 Explain in detail Group Discussion, preparing for group discussion and parameters of evaluation.

10

Q.4 Answer any one of the following.

- a) Explain various technology used in organisation.
- b) Explain in detail formal channels of communication.

12

- Q.3 Explain the methods of measuring National Income.
- Q.4 Answer any one of the following.
 - a) What is Macro Economics? Explain the scope of Macro Economics.
 - b) Explain the causes and effects of Inflation.

BLR-CB-10

Seat **P**

Seat
No.

B.B.A. (Semester - II) (New) (CBCB) Examination: Oct/Nov-2023
Business Organization & Environment - II (BBA0205)

Day & Date: Friday, 01-12-2023
Time: 12:00 PM to 02:00 PM

Max. Marks: 40

Q.1 A) Choose the correct alternative from the options.

08

- 1) _____ is a sum of all external and internal factors that influence a business.
- a) Business Environment b) Social Environment
c) Finance d) Marketing
- 2) Under _____, the tools of production are to be organized, managed and owned by the Government, with the benefits accruing to the public.
- a) Socialism b) Communism
c) Capitalism d) Mixed Economy
- 3) _____ business environment implies the process of critically examining the factors that highly influence the business.
- a) Identifying b) Scanning
c) Analysing d) Forecasting
- 4) 'Vision, Mission and objectives' is _____ factor of Business Environment.
- a) Micro Environmental b) Macro Environmental
c) Internal d) External
- 5) _____ environment induces factors such as the characteristics and policies of the political parties, nature of the constitution and government system.
- a) Economic b) Cultural
c) Political d) Social
- 6) In SWOT analysis, _____ are the core competences in which business has an edge over its competitors.
- a) Opportunities b) Strengths
c) Weaknesses d) Threats
- 7) _____ is a political arrangement in which supreme power is vested in the people.
- a) Autocracy b) Democracy
c) Totalitarian d) Dictatorship
- 8) The system of _____ stresses the philosophy of individualism belonging in private ownership of consumer choice through a free market place.
- a) Communism b) Unionism
c) Capitalism d) Socialism

B) Explain the following concepts.

04

- a) Technology
b) Meaning of Internal Environment of business.

SLR-CB-10

06

Q.2 Write Short Note (Any Two)

- a) SWOT Analysis in brief
- b) Explain various methods of technology transfer.
- c) Social responsibility of business towards various stakeholders in brief.

Q.3 What is Economic Environment. Explain various economic Policies impacting business in detail.

10

Q.4 Answer the following (Any One)

12

- a) What is Social and Cultural Environment of Business? Explain Impact of Culture in Business in detail.
- b) Define Business Environment Explain various factors affecting Internal Environment of Business.

Seat No.	
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SLR-CB-17

Set **P**

B.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
Foundation of Human Skills - I (BBA0302)

Day & Date: Sunday 03-12-2023
Time: 12:00 PM To 02:00 PM

Max Marks: 40

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

Q.1 A) Multiple choice questions

08

- 1) Time management is most effective if _____.
a) prioritize work
b) only workout
c) only thinking
d) new hobbies
- 2) _____ is one of the attributes of soft skills.
a) Team work skills
b) Critical thinking skill
c) Creative skills
d) Technical skill
- 3) In SMART goal 'S' stands for _____.
a) Special
b) Specific
c) Smart
d) Sequential
- 4) _____ is intense feeling that are directed at someone or something.
a) Moods
b) Emotions
c) Stress
d) Attitude
- 5) _____ refers to employment level, wage rates, economic outlook & Technological change.
a) Personal Factors
b) Psychological Factors
c) Environmental Factors
d) Organisational Factors
- 6) Which of the following is one of the signs of stress?
a) Tiredness
b) Headache
c) Feeling low
d) All of these
- 7) _____ area is not known to self and not known to others in Johari window.
a) Open
b) Blind
c) Hidden
d) Unknown
- 8) _____ helps to understand oneself and maximize his potential.
a) Reading
b) SWOT analysis
c) Listening
d) None of these

B) Explain the following concepts.

04

- 1) Emotional intelligence
- 2) SMART Goals

Q.2 Write short note (Any Two)

06

- a) Johari Window
- b) Practicing soft skills
- c) Importance of Stress Management

Q.3 Define Time Management. Explain Effective Time Management in detail.

Q.4 Long Answer (Any One)

Define Emotions. Explain sources of Emotions and Moods in detail.

OR

Define Individual Behaviour. Explain the factors affecting Individual Behaviour.

SLR-CB-18

Set **P**

Seat No.

B.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
International Business - I (BBA0303)

Day & Date: Monday, 04-12-2023
Time: 12:00 PM To 02:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

- 1) Where is the head office of DGFT?
a) Delhi
b) Mumbai
c) Pune
d) Kolkata
- 2) One of the following policy about Export & Import?
a) Fiscal policy
b) Monetary policy
c) Commercial policy
d) None of these
- 3) The tenure of foreign trade policy is _____.
a) 3 years
b) 5 years
c) 7 years
d) 10 years
- 4) Process of integration of different countries is called _____.
a) Liberalization
b) Privatization
c) Globalization
d) None of these
- 5) Where was the agreement on trade & tariffs signed?
a) Geneva
b) China
c) Pune
d) None of these
- 6) _____ refers to the tax imposed on imports.
a) GST
b) Tariffs
c) Subsidies
d) Import quotas
- 7) E U Stands for _____.
a) Export union
b) European union
c) EXIM union
d) Export unit
- 8) _____ is the first step in the internationalization process.
a) License
b) Sales
c) Foreign Investment
d) Export

B) Explain the following concepts.

04

- 1) BRICS
- 2) Comparative cost theory

Q.2 Write short answers (Any Two)

06

- a) G.20
- b) Free trade policy
- c) DGFT

Q.3 Define Entrepreneurship. Explain various characteristics of a good entrepreneur?

10

Q.4 Answer any one of the following.

Explain various factors affecting the Entrepreneurship growth.

12

OR

Explain Planning Commission Guidelines for formulation of a project report.

Seat No.	
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SLR-CB-20

Set **P**

B.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023
IT for Management - I (BBA0305)

Day & Date: Wednesday, 06-12-2023
Time: 12:00 PM To 02:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions

08

- 1) A portable, personal computer, small enough to fit on your lap, is called a _____.
a) Super computer b) Notebook computer
c) Handheld computer d) Mainframe computer
- 2) CPU fetches the instruction from memory according to the value of _____.
a) program counter b) status register
c) Instruction registers d) program status word
- 3) _____ enables us to send the same letter to different people.
a) Macros b) Template
c) Mail merge d) one of above
- 4) _____ device is any piece of computer hardware equipment that converts information into human-readable form.
a) Output b) Monitor
c) Input d) All of the above
- 5) _____ memory is closer to the CPU.
a) Read Only Memory b) Random Access Memory
c) Hard disk d) Real Actual Memory
- 6) In Microsoft Word shortcut key CTRL+W is used for _____.
a) Open the print dialog box
b) Update the current web page
c) Close the current window
d) None of these
- 7) _____ of the following is an example of page orientation.
a) Landscape b) Subscript
c) Superscript d) A4
- 8) A PowerPoint design template is stored in any file with _____ extensions.
a) .potx b) .ptx
c) .dtpx d) .pmtx

B) Explain the following concepts.

- 1) Light pen
- 2) Zip Drive

04

- Q.2 Write short notes. (any two)**
- a) Basic block diagram of Computer
 - b) Output devices
 - c) Operating windows and its tools

10

Q.3 What is an Operating System? Explain Important functions of an operating System.

12

Q.4 What is Computer languages? Explain its types.

What is Computer memory? Explain its types.

OR

Q.3 Explain Mode of Entry?

Q.4 Answer any one of the following questions.

- a) Define International Business? Explain the International business approaches?
- b) Define trade Barriers and its types?

Q.3 What is Business Plan? Explain various sources of ideas in business?

Q.4 Answer any one of the following.

- a) Define Entrepreneur. Explain various characteristics of a good entrepreneur.
- b) Explain Planning Commission Guidelines for formulation of a project report.

SLR-CB-25

Set **P**

Seat No.	
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B.B.A. (Semester - III) (Old) (CBCS) Examination: Oct/Nov-2023
IT for Management - I (19401305)

Max Marks: 40

Day & Date: Wednesday, 06-12-2023
Time: 12:00 PM To 02:00 PM

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) Draw neat diagrams and give equations wherever necessary.

Q.1 A) Fill in the blanks by choosing correct alternatives given below.

- 1) PowerPoint is Example of _____.
a) OS
b) System Software
c) Application Software
d) Platform Software
- 2) Which of the following is a part of the Central Processing Unit?
a) Printer
b) Key board
c) Mouse
d) Arithmetic and Logic Unit
- 3) ROM stands for _____.
a) Read Only Memories
b) Reads Only Memory
c) Readable Only Memory
d) Read only Memory
- 4) Digitizer is _____ Device.
a) Input Device
b) Output Device
c) Software
d) Microsoft Access
- 5) Inkjet Printer is _____.
a) Input Device
b) Output Device
c) Storage Device
d) Memory
- 6) Sort is Available in _____.
a) Microsoft word
b) Microsoft Excel
c) Microsoft PowerPoint
d) Access
- 7) C++ programming is _____.
a) Machine Language
b) Assembly Language
c) High Level Language
d) Linux
- 8) Which of the following formulas is not entered correctly?
a) =10+50
b) =B7*B1
c) =B7+14
d) 10+50

B) Explain the following Concepts

- a) Explain Concept of Memory
- b) Define Dot Matrix Printer

Q.2 Write Short Notes. (Any Two)

- a) PowerPoint Basics
- b) Chart Command in excel with steps
- c) Inkjet Printer

08

04

06

Q.3 What Is Software Explain Types of Software with Examples.

Q.4 Answer any one of the following.

Explain Margins, Orientation, Paper Size in Word with diagram.

OR

Explain Computer Languages and Translators in Detail.

- Q.3 Explain attributes of Soft Skills in detail.
- Q.4 a) What is Emotional Intelligence? Explain types of emotions.
OR
b) Define Stress? Explain various sources of Stress.

Q.3 Attempt the following.
Calculate Karl Pearson's Coefficient of Correlation (K.P.C.C) and comment on your result.

X	2	4	6	8	10	12	14	16	18	20
Y	1	2	3	4	5	6	7	8	9	10

12

Q.4 Attempt the following. (Any One)

a) Construct Fisher's price index number.

Commodity	2010		2021	
	Price	Quantity	Price	Quantity
A	20	2	40	1
B	10	4	15	3
C	30	3	40	2
D	50	1	100	2

b) Calculate mean, median and mode for the following data.

X	50-100	100-150	150-200	200-250	250-300
f	10	12	15	10	7

SLR-CB-27

Set **P**

Seat No.	
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B.B.A. (Semester - IV) (CBCS) Examination: Oct/Nov-2023
Foundation of Human Skills - II (19401402)

Day & Date: Sunday, 03-12-2023
Time: 09:00 AM To 11:00 AM

Max. Marks: 40

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

Q.1 A) Multiple choice questions **08**

- 1) _____ are determinants of personality.
a) Heredity
b) Environment
c) Situation
d) all of these
- 2) Good manners encompass _____.
a) social manners
b) personal grooming
c) communicating right things
d) all of these
- 3) _____ is ability to influence people and events.
a) Politics
b) Power
c) Manners
d) None
- 4) _____ refers to vocal communication that is separate from actual language.
a) Gestures
b) para language
c) Haptics
d) Proxemics
- 5) _____ are global beliefs that guides action and judgement across a variety of situations
a) Values
b) Manners
c) Body language
d) Etiquettes
- 6) Tony Buzan has developed _____.
a) mind mapping
b) Brainstorming
c) critical thinking
d) six thinking hats
- 7) The information is gathered through _____ hat.
a) red
b) blue
c) pink
d) white
- 8) _____ reflects formulae of conduct in which society or tradition has its base.
a) Manners
b) Body language
c) Group
d) Etiquettes

B) Explain the following concepts. **04**

- 1) Manners
- 2) Personality

Q.2 Write Short note: (any 2) **06**

- a) Six thinking hats
- b) Skills required for team building
- c) Individual Power tactics

SLR-CB-28

Seat No.	
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Set **P**

B.B.A. (Semester - IV) (CBCS) Examination: Oct/Nov-2023
International Business - II (19401403)

Day & Date: Monday, 04-12-2023
Time: 09:00 AM To: 11:00 AM

Max Marks: 40

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

Q.1 A) Multiple choice question. **08**

- 1) _____ company produces, markets, invests and operates across the world.
a) Global
b) International
c) Transnational
d) Multinational
- 2) A receipt issued by the commanding officer of the ship when the cargo is loaded on the ship is known as _____.
a) Shipping receipt
b) Mate receipt
c) Cargo receipt
d) Charter receipt
- 3) The Headquarter of International Monetary Fund is in _____.
a) Vienna (Austria)
b) Washington DC (USA)
c) Paris (France)
d) New York (USA)
- 4) In a pure form fixed exchange rate system the exchange rate for currency is determined by the _____.
a) Demand forces
b) Supply forces
c) Government
d) Banks
- 5) The price of one currency in terms of another is known as _____.
a) Foreign exchange rate
b) Trade rate
c) Interest rate
d) Balance of Payment
- 6) Trade of visible items between the countries is known as _____.
a) Balance of Payment
b) Balance of Trade
c) Deficit Balance
d) All of these
- 7) The market where the national currencies are traded for one another is known as _____.
a) Domestic exchange market
b) Foreign exchange market
c) Bazaar
d) Shop
- 8) Market for borrowing and lending short term funds is called _____.
a) Money market
b) Capital market
c) Derivative market
d) Forex market

B) Explain the following concepts **04**

- 1) Define - Balance of Payment
- 2) Define - International Marketing

Q.2 Write Short Notes. (Any Two) **06**

- a) Features of International marketing
- b) Special problems of international marketing
- c) Function and objective of the IMF

SLR-CB-28

10

12

Q.3 Long answer.

Define Multinational Corporations? Explain Merits and demerits of MNCs?

Q.4 Answer any one of the following.

Explain Import and Export procedure?

OR

Define Foreign Exchange and explain the Financial Markets?

B) Explain the following concepts.

- 1) EDP
- 2) Family Managed Business

06

Q.2 Write Short Notes. (Any Two)

- a) Types of Patents.
- b) Types of Family Managed Business.
- c) Government assistance for entrepreneurial development.

10

Q.3 What is Trademark? Explain the process of registration of Trademark.

12

Q.4 a) Explain the Risk Bearing theory by Prof. Frank Knight.

OR

- b) Explain the problems faced by women entrepreneurs and remedies for women entrepreneurship development.

SLR-CB-30

Set **P**

Seat No.	
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B.B.A. (Semester - IV) (CBCS) Examination: Oct/Nov-2023
IT for Management-II (19401405)

Day & Date: Wednesday, 06-12-2023
Time: 09:00 AM To: 11:00 AM

Max. Marks: 40

- Instructions:**
- 1) All questions are compulsory.
 - 2) Draw neat diagrams and give equations wherever necessary.
 - 3) Figures to the right indicates full marks.
 - 4) Use of logarithmic table and calculator is allowed.
(At. Wts.: H=1, C=12, O=16, N= 14, Na =23, Cl = 35.5)

Q.1 (A) Multiple choice questions.

- 1) Microsoft Bing is a _____.
a) Website
b) Webpage
c) Search Engine
d) Web Development
- 2) Short network (Within 10 KM) covered by _____ network.
a) LAN
b) MAN
c) WAN
d) BAN
- 3) In _____ topology single communication line is shared by all Computers for Communication.
a) Star
b) Ring
c) Bus
d) Hybrid
- 4) The long form of DSS is _____.
a) Decision Supports System
b) Decision Supported System
c) Decision Support Systems
d) Decision Support System
- 5) _____ people required Operational information in organization.
a) Top level Management
b) Middle-level Management
c) Lower level Management
d) None of these
- 6) Under _____ topology all Computers are connected separately to each other.
a) Star
b) Ring
c) completely connected
d) Hybrid
- 7) A personal Network within an organization is Called _____.
a) Web net
b) Internet
c) Intranet
d) Corporate get
- 8) The long form of KMS is _____.
a) Knowledge Managements System
b) Knowledge Management System
c) Knowledged Management System
d) Knowledged Management System

SLR-CB-30

B) Explain the following concepts.

- 1) Intranet
- 2) EIS

Q.2 Write short notes. (Any Two)

- a) Network Topology
- b) OAS
- c) Cloud Computing

Q.3 Explain AI, Green IT in Detail

Q.4 Answer any one of the following
Explain Information System for Hospital Industry.
OR
Explain Information System for Banking Industry.

04

06

10

12

Q.3 Explain the difference In Selling and Marketing.

Q.4 Attempt any One.

- a) What are the benefits of Marketing Segmentation?
- b) Explain the functions of Marketing Management.

SLR-CB-32

Set **P**

Seat No.	
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B.B.A. (Semester - V) (New) (CBCS) Examination: Oct/Nov-2023
Human Resource Management - I (19401503)

Day & Date: Tuesday, 21-11-2023
Time: 09:00 AM To 11:00 AM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

- 1) Campus selection is a _____ source of recruitment.
 - a) external
 - b) internal
 - c) macro
 - d) none of the above
- 2) _____ is a factual statement of tasks & duties involved in a job.
 - a) Job description
 - b) Job specification
 - c) Job Analysis
 - d) Job evaluation
- 3) Management development _____.
 - a) Is a short term in nature
 - b) Focuses on employees' current job
 - c) Is an informal activity
 - d) Aims at overall development of a manager
- 4) Which of the following is not a method of on-the-job training?
 - a) Supervision
 - b) Job instruction
 - c) Role play
 - d) Job rotation
- 5) That which adds more of the same type of duties requiring same skills is _____.
 - a) Job progression
 - b) Job enrichment
 - c) Job enlargement
 - d) Job relatedness
- 6) Job Analysis process is _____.
 - a) Mostly informal
 - b) Specialized
 - c) Highly formal
 - d) Mostly technical
- 7) Which one is the first step in any human resource program?
 - a) Selection
 - b) Planning
 - c) Training
 - d) Appraising
- 8) Training process is _____.
 - a) short term
 - b) medium term
 - c) long term
 - d) None of these

B) Explain the following concepts.

04

- 1) Define - Human Resource Management
- 2) Define - Job specification

Q.2 Write Short Notes. (Any Two)

06

- a) Role of HR Manager
- b) HRP
- c) Need of Training

10

Q.3 Long Answer.
Define Training. Explain the steps in Training and Training Methods.

12

Q.4 Answer any one of the following.

a) Explain the process of selection and explain selection process.

OR

b) Define Job Analysis. Explain the methods of collecting data.

SLR-CB-36

10

Q.3 Long answer.
Explain in detail visual merchandising.

Q.4 Answer any one of the following. (Long answer/Problem)

- a) Explain in detail elements of Store Design.
- b) Explain in detail people in retail industry.

12

Seat No.	
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SLR-CB-37

Set P

B.B.A. (Semester - VI) (New) (CBCS) Examination: Oct/Nov-2023
Marketing Management - II (19401601)

Day & Date: Monday, 20-11-2023
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

- 1) The most basic level of a product is called the _____.
a) Core product b) Central product
c) Fundamental product d) Augmented product
- 2) In going rate pricing an organization bases its price based on _____.
a) Consumers preference b) Competitors price
c) Self decision d) None of the above
- 3) During which stage of the product life cycle does the company attempt to maximize market share?
a) Introduction b) Decline
c) Growth d) Maturity
- 4) Manufacturer à Wholesaler à Retailer à Consumer is an example for _____ level channel.
a) Zero b) One
c) Two d) Three
- 5) Direct Marketing means _____.
a) Advertisements b) Banners
c) Face-to-face selling d) Selling by all staff
- 6) _____ play vital role in selling service.
a) People b) Ambience
c) Light & sound d) All of the above
- 7) A _____ gives a complete picture of how the service and related experience is delivered, end to end, front to back and across channels.
a) Service blueprint b) Red print
c) Service diagram d) None of these
- 8) Samples, coupons, contests are part of _____.
a) Personal selling b) Sales promotion
c) Advertising d) Publicity

B) Explain the following concepts.

- a) Explain concept of packaging.
- b) Two level distribution channel

04

Q.2 Write short note/Short answer/Short problem. (Any Two)
a) Explain Channel Functions in distribution channel.
b) Explain concept of Internal environment.
c) Comment on product line decision.

Q.3 Long answer.
Explain in detail new product development.

Q.4 Answer any one of the following. (Long answer/Problem).
a) Explain concept of levels product.
b) Explain in detail process concept in marketing.

10

12

Seat No.	
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SLR-CB-37

Set **P**

B.B.A. (Semester - VI) (New) (CBCS) Examination: Oct/Nov-2023
Marketing Management - II (19401601)

Day & Date: Monday, 20-11-2023
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

- 1) The most basic level of a product is called the _____.
a) Core product b) Central product
c) Fundamental product d) Augmented product
- 2) In going rate pricing an organization bases its price based on _____.
a) Consumers preference b) Competitors price
c) Self decision d) None of the above
- 3) During which stage of the product life cycle does the company attempt to maximize market share?
a) Introduction b) Decline
c) Growth d) Maturity
- 4) Manufacturer à Wholesaler à Retailer à Consumer is an example for _____ level channel.
a) Zero b) One
c) Two d) Three
- 5) Direct Marketing means _____.
a) Advertisements b) Banners
c) Face-to-face selling d) Selling by all staff
- 6) _____ play vital role in selling service.
a) People b) Ambience
c) Light & sound d) All of the above
- 7) A _____ gives a complete picture of how the service and related experience is delivered, end to end, front to back and across channels.
a) Service blueprint b) Red print
c) Service diagram d) None of these
- 8) Samples, coupons, contests are part of _____.
a) Personal selling b) Sales promotion
c) Advertising d) Publicity

B) Explain the following concepts.

04

- a) Explain concept of packaging.
- b) Two level distribution channel

Q.2 Write Short Note. (Any Two)

- a) From the following data calculate Economic Order Quantity
Annual Consumption 1600 units
Cost of material per unit Rs. 40
Cost of Placing and Receiving one order Rs. 50
Annual carrying cost for inventory value is 20%.
- b) Choosing Dividend Policy
- c) From the following information calculate Reorder level, Minimum Stock Level, Maximum Stock Level.

Particulars	
Normal Usage per week	400
Re-order Quantity	3000
Maximum Usage per week	500
Minimum Usage per week	200
Re-order Period	12-24 week

Q.3 Explain various determinants of Working Capital.

Q.4 Answer any one of the following:

- a) From the following data prepare cash budget for period of October to December 2022.

Month	August	September	October	November	December
Sales	2,25,000	3,00,000	1,50,000	1,50,000	1,37,500
Raw material	3,67,500	1,27,500	97,500	67,500	—

- Collection estimates 5% in the month of sale and remaining following the month of sale.
- Payment to creditors is made in the next month.
- Salary Rs. 11,250; Lease Payment Rs. 3,750; Misc. Expenses Rs. 1,150; are paid in each month.
- Income tax Rs. 26,250 each in September and December.
- Payment to research in the month of October Rs. 75,000.
- Opening Cash Balance on 1st October 2022 is Rs. 55,000.

OR

- b) The following is the balance sheet of a company as on 31st March.

Liabilities	Rs.	Assets	Rs.
Share Capital	4,00,000	Land and Building	2,80,000
Profit and loss account	60,000	Plant and Machinery	7,00,000
General Reserve	80,000	Stock	4,00,000
12% Debentures	4,20,000	Sundry Debtors	2,00,000
Sundry Creditors	2,00,000	Bills receivable	20,000
Bills Payable	1,00,000	Cash at Bank	80,000
	16,80,000		16,80,000

Calculate: Current Ratio, Quick Ratio, Debt- Equity Ratio, Proprietary Ratio, Capital Gearing Ratio, Stock to Working Capital Ratio.

Seat No.

01

SLR-CB-42

Set P

B.B.A. (Semester - VI) (New) (CBCS) Examination: Oct/Nov-2023
Cost & Management Accounting - II (19401606)

Day & Date: Friday, 24-11-2023
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

- 1) _____ is Financing activities.
a) Issue of Shares b) Borrowings
c) Repayment of Loan d) All of these
- 2) _____ is contract in which the price of the contract is ascertained by adding a percentage margin of profit to the cost of contract.
a) Cost Plus Contract b) Escalation
c) Costing and Profit d) Costing Profit and Loss
- 3) _____ = Material Mix variance + Material Yield Variance.
a) Material Cost Variance b) Material Usage Variance
c) Material Price Variance d) None of these
- 4) _____ Costing used in machine tools manufacturers, foundries, general engineering workshop.
a) Contract b) Batch
c) Job d) Both (a) and (b)
- 5) Escalation amount is _____ to Contract Account.
a) Credited
b) Debited
c) Not shown in Contract A/c
d) None of these
- 6) If Contract price is Rs. 15,00,000 cash received being 80% of work certified is Rs. 10,00,000, work uncertified is Rs. 5,00,000. calculate amount of Work certified.
a) Rs. 12,00,000 b) Rs. 8,00,000
c) Rs. 15,00,000 d) Rs. 12,50,000
- 7) Decrease in working capital means _____ of funds.
a) Application
b) Sources
c) Both a) and b)
d) None of these
- 8) _____ variance is always unfavourable.
a) Labour Rate b) Labour efficiency
c) Labour Mix d) Idle time

B) Explain the Following concepts.

04

- a) Sales Budget
- b) Job Costing

