





B) Fill in the blanks :

7

- 1) \_\_\_\_\_ is determining the future course of action in advance.
- 2) \_\_\_\_\_ can't be delegated or transferred.
- 3) \_\_\_\_\_ level management prepares plans and strategies limited to single department.
- 4) Theory 'Y' of motivation was proposed by \_\_\_\_\_
- 5) \_\_\_\_\_ control involves evaluation of inputs and taking corrective actions.
- 6) \_\_\_\_\_ is an ability to influence people.
- 7) \_\_\_\_\_ deals with encouraging candidates to apply for the job.

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

14

- 1) Performance Appraisal
- 2) Types of plans
- 3) 'Theory 2' by William Ouchi.

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

14

- 1) Trait approach to leadership
- 2) Delegation of authority
- 3) Organisation structure.

4. Define Management. Explain the functions of Management in detail.

14

OR

Define Controlling. Explain the steps in control process.

14

5. Define Motivation. Explain the various motivational techniques used in organisation.

14

OR

Define Staffing. Explain the steps in selection process.

14

\_\_\_\_\_



Seat No.	
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**B.B.A – I (Sem. – I) (Old) Examination, 2015  
BUSINESS ORGANIZATION AND SYSTEM**

Day and Date : Friday, 24-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative. **8**
- 1) If automobile company merge with IT company is example of \_\_\_\_\_ merger.
    - a) Vertical
    - b) Horizontal
    - c) Conglomerate
    - d) Concentric
  - 2) SEZ stand for \_\_\_\_\_
    - a) Special Economic Zone
    - b) Special Expert Zone
    - c) Starting Entrepreneur Zone
    - d) Special Enterprise Zone
  - 3) A \_\_\_\_\_ comes indirect contact with consumers.
    - a) Wholesaler
    - b) Retailer
    - c) Producer
    - d) None of these
  - 4) The trade which is conducted between two contries is called \_\_\_\_\_
    - a) External
    - b) Internal
    - c) Special
    - d) None of these
  - 5) Gradual reduction in international trade barries lead to \_\_\_\_\_
    - a) Globalization
    - b) Export
    - c) Privatization
    - d) Reform
  - 6) In India Railway's are owned and managed by \_\_\_\_\_
    - a) Private companies
    - b) Government
    - c) Individual
    - d) None of these







- B) State the following statement **true** or **false** : **7**
- 1) A responsibility of business organisation towards shareholders, employees and the government is known as social responsibility.
  - 2) Free Trade Policy is necessary for globalisation.
  - 3) Liberalisation means restrict industry, trade and commerce to doing the business.
  - 4) Mission and objectives are the factors of External Environment.
  - 5) Language and religion are the elements or cultural environment.
  - 6) An exploitation of customers is the social responsibility of a business.
  - 7) Indian Economy is a capitalist economy.
2. Write short notes (**any 2**) : **14**
- a) Features of Technology
  - b) New Industrial Policy
  - c) Demographic Environment.
3. Write short notes (**any 2**) : **14**
- a) Economic Factors
  - b) Social Responsibility of Business
  - c) Globalisation.
4. a) Define Business Environment. Explain its external environment in detail. **14**
- OR
- b) Define political environment. Explain constitution of India in detail. **14**
5. a) What is New economic policy ? Explain its components in detail. **14**
- OR
- b) What is Social Environment ? Explain impact of social environment on business. **14**
-



Seat No.	
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**B.B.A. (Semester – II) (CGPA Pattern) Examination, 2015  
BUSINESS COMMUNICATION – II (New)**

Day and Date : Saturday, 18-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Select correct alternative :

7

- 1) \_\_\_\_\_ is a gathering of journalists and press reporters.  
a) Press conference                                      b) Demonstration  
c) Dramatisation    d) Meetings
- 2) \_\_\_\_\_ means a phrase which is confused oftenly in communication but has no meaning.  
a) Jargon                      b) Verbosity                      c) Cliche                      d) Preposition
- 3) Fax means \_\_\_\_\_  
a) Pac simile              b) Fad simile              c) Tax simile              d) Facsimile
- 4) \_\_\_\_\_ records the necessary message for the receiver when receiver is not at his place.  
a) Voice mail    b) Internet  
c) Video conferencing    d) E-mail
- 5) An exit interview is taken when \_\_\_\_\_  
a) An employee resigns    b) An employee joins  
c) An employee is in service    d) An employee seeks promotion
- 6) The flow of information from the lower level to the upper managerial level is called \_\_\_\_\_  
a) Horizontal    b) Upward  
c) Downward    d) Diagonal
- 7) Rumour is an essential part of \_\_\_\_\_ communication.  
a) Formal    b) Non-verbal  
c) Grapevine    d) None of these

P.T.O.



- B) State whether **True** or **False** : **7**
- 1) Conflicts refers to settlement of arguments.
  - 2) Clarity, brevity, sequences are the principles of effective oral communication.
  - 3) Negotiation means in which two designated representatives meet in order to resolve this differences and reach an agreement.
  - 4) E-mails are not used much in business communication.
  - 5) The objective of interview is to select the candidate.
  - 6) Public relation refers to direct contacts and dealing with public.
  - 7) Listening is not a part of good communication.
2. Write short notes (**any 2**): **14**
- A) Public relations.
  - B) Negotiations.
  - C) Types of interviews.
3. Write short notes (**any 2**): **14**
- A) E-mails.
  - B) Grapevine.
  - C) Extempore.
4. What are the various formal and informal channels of communication in business organisations ? **14**
- OR
- What is seminar ? What preparations you will make to conduct a seminar ? **14**
5. Define oral communication. Explain in detail medias of communication. **14**
- OR
- Define speech. Explain various techniques of effective speech. **14**
-





Seat No.	
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**B.B.A. – I (Semester – II) (New CGPA Pattern) Examination, 2015**  
**COST ACCOUNTING**

Day and Date : Tuesday, 21-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

**Instructions :** *All questions are compulsory.*  
*Figures to the right indicates full marks.*  
**Use of calculator is allowed.**

1. A) Choose correct alternative :

- 1) Maximum Rate of Consumption multiplied by Maximum Delivery Period, we get \_\_\_\_\_ level.  
a) Maximum      b) Minimum      c) Reorder      d) Average
- 2) Fixed Cost + Profit = \_\_\_\_\_  
a) Contribution      b) P. V. Ratio      c) Variable Cost      d) Sales
- 3) \_\_\_\_\_ price is the average of the prices of consignments lying in the store at the time of issue.  
a) Weighted Average      b) Market  
c) Simple Average      d) Moving Average
- 4) \_\_\_\_\_ plan is also called as 50-50 sharing plan.  
a) Halsey Weir      b) Rowan      c) Halsey      d) Barth Sharing
- 5) \_\_\_\_\_ means the place where the materials are stored for issue.  
a) Bin Card      b) Store ledger  
c) Production Department      d) Bin
- 6) Economic Order Quantity is also called as \_\_\_\_\_  
a) Reorder Quantity      b) Reorder level  
c) Order level      d) Danger level
- 7) Depreciation is a example of \_\_\_\_\_ cost.  
a) Variable      b) Semi variable      c) Semi Fixed      d) Fixed



B) Fill in the blanks :

- 1) Material, labor and expenses are the \_\_\_\_\_ of cost.
- 2) \_\_\_\_\_ means the unit for which cost is expressed.
- 3) According to \_\_\_\_\_ incentive plan, bonus is paid at the % of time saved to time allowed.
- 4) Factory cost is also called as \_\_\_\_\_
- 5) \_\_\_\_\_ means No Profit No Loss.
- 6) At \_\_\_\_\_ level, new order of material is to be placed.
- 7) Prime cost + Works on cost = \_\_\_\_\_ (7+7)

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

- A) Difference between Financial Accounting and Cost Accounting.
- B) Labor Turnover
- C) Types of Budgets. (7+7)

3. Solve **any two** :

A) Determine EOQ and Number of orders to be placed in a year, from the following :

Monthly usage of material – 2000 kg.

Price per kg. – Rs. 5

Cost of placing one order – Rs. 30

Interest rate 12% p.a.

Rent and other storage charges 8% p.a.

B) Calculate the different stock levels from the following :

Maximum usage per week – 10000 liters

Minimum usage per week – 5000 liters

Normal usage per week – 7500 liters

Minimum delivery period – 3 weeks

Average delivery period – 4 weeks

Reorder quantity – 20000 liters.

C) Write a short note on capital budgeting. (7+7)



4.

Particulars	Year 2013	Year 2014
Sales Rs.	5,00,000	10,00,000
Profit Rs.	50,000	2,50,000

You are require to calculate

- 1) P. V. Ratio
- 2) Fixed Cost
- 3) Break even sales
- 4) Sales require to earn profit of Rs. 1,00,000
- 5) Profit when sales are Rs. 15,00,000
- 6) Margin of Safety of 2013 and 2014.

OR

4.

Particulars	X Ltd.	Y Ltd.
Sales	5,00,000	5,00,000
Variable Cost	2,00,000	3,00,000
Fixed Cost	1,50,000	50,000

You are require to calculate for each company P. V. Ratio and break even sales and also state which company is likely to earn greater profits in conditions of

- a) Heavy demand for a product
- b) Low demand for a product.



5. Time allowed to produce 10 units – 1 Hour.

Rate per hour Rs. 50

During a week of 48 hours Mr. Ajit produced 600 units and Mr. Ranjit produced 750 units.

You are require to calculate weekly earning of each worker and earning per hour according to :

- 1) Halsey Plan
- 2) Rowan Plan
- 3) Straight Piece Rate System.

OR

5. Prepare Cost Sheet from the following :

Material consumed Rs. 1,00,000

Direct wages 40% of material

Direct expenses 40% of direct wages

Factory overheads 25% of Prime Cost

Administrative overheads 10% of works cost

Selling overheads Rs. 20,000

Profit 20% on sales.





B) Fill in the blanks :

7

- 1) \_\_\_\_\_ is also called as marketing communication.
- 2) NEP was accepted in \_\_\_\_\_ by India.
- 3) \_\_\_\_\_ product level satisfies customer needs beyond their expectations.
- 4) \_\_\_\_\_ is the only 'p' of marketing wise which generates revenue for organisation.
- 5) \_\_\_\_\_ hotels are situated on water surface.
- 6) Related to banking, ATM stands for \_\_\_\_\_
- 7) Due to \_\_\_\_\_ feature of services can't be separated from its producer.

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

14

- a) Goods V/s services.
- b) Types of hotel.
- c) TRAI its roles and functions.

3. Write short answers (**Any 2**) :

14

- a) Explain product mix.
- b) Highlight the impact of NEP on Indian service sector.
- c) Explain the problems in service marketing.

4. Explain the profile of hotel services and promotional policies of hotel services.

14

OR

Explain the product and pricing strategies of banking services.

14

5. Explain the importance of services and its classification in detail.

14

OR

Explain the product and promotion mix of Insurance services.

14

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Seat No.	
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**B.B.A. – I (Semester – II) (New CGPA Pattern) Examination, 2015  
BUSINESS INFORMATICS**

Day and Date : Saturday, 25-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Choose correct alternative from the given alternatives : 7
- 1) In Microsoft Word, the shortcut key used to copy the selected text or document is \_\_\_\_\_  
a) Ctrl + S      b) Ctrl + V      c) Ctrl + P      d) Ctrl + C
  - 2) \_\_\_\_\_ is a set of computer programs used on a computer to perform tasks.  
a) Instruction      b) Software      c) Memory      d) Processor
  - 3) Which of the following is used to interpret the information printed on bank cheques ?  
a) MICR      b) OMR      c) OBCR      d) COM
  - 4) Mozilla Fire fox is a \_\_\_\_\_  
a) Website      b) Webpage  
c) Web browser      d) Operating system
  - 5) \_\_\_\_\_ is not a component of CPU.  
a) Output unit      b) Control unit  
c) Arithmetic and logic unit      d) Storage unit
  - 6) Which of the following device is mostly used by architect to produce high quality graphics and designs ?  
a) Laser printer      b) Inkjet printer  
c) Dot-matrix printer      d) Plotter
  - 7) Desktop and Laptop computers are \_\_\_\_\_  
a) Microcomputers      b) Minicomputers  
c) Megacomputers      d) Supercomputers



- B) State **true** or **false** : **7**
- 1) Data can be a number, a word, a picture or a sound.
  - 2) The physical parts of computer is called as software.
  - 3) After applying header and footer on any one page, it will apply to all the pages in document.
  - 4) The wireless application protocol is used in operation of M-Commerce.
  - 5) HTTP stands for Hypertext Transfer Process.
  - 6) Output devices stores data and instructions that the CPU processes.
  - 7) In e-mail, while sending message, the address written under BCC stands for Blind Carbon Copy.
2. Write short note (**Any 2**) : **14**
- a) Internet Application in Business Scenario
  - b) Characteristics of computer
  - c) Basic features of ERP.
3. Write short notes (**Any 2**) : **14**
- a) Difference between computer literacy and information system literacy.
  - b) E-mail and WWW
  - c) Types of computer.
4. What is computer ? State and explain input and output devices of computer. **14**
- OR
- State the concept of e-commerce. Explain the types and applications of e-commerce. **14**
5. What is software ? State and explain types of software. **14**
- OR
- What is DBMS ? State and explain the functions and advantages of DBMS. **14**
-





Seat No.	
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**B.B.A. (Part – I) (Semester – II) Examination, 2015  
BUSINESS ENVIRONMENT (Old)**

Day and Date : Thursday, 16-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) In \_\_\_\_\_ economic system, public and private enterprises co-exists.  
a) Capitalist      b) Socialist      c) Mixed      d) All of these
- 2) Which of the following institution is responsible for establishment of business laws ?  
a) Legislative      b) Executive      c) Judiciary      d) None of these
- 3) A responsibility of business organisation towards customer, share holder, employees is \_\_\_\_\_ responsibility.  
a) Technical      b) Natural      c) Demographic      d) Social
- 4) An abolition of un-necessary restrictions and limitations on business by the government is called \_\_\_\_\_  
a) Nationalisation      b) Globalisation  
c) Liberalisation      d) Privatisation
- 5) \_\_\_\_\_ is a micro factor of internal environment.  
a) Suppliers      b) Customers      c) Financiers      d) Mission
- 6) Technology reaches towards customers through \_\_\_\_\_  
a) Business      b) Religion      c) Caste      d) Language
- 7) A demographic environment of business comprises \_\_\_\_\_ of population.  
a) size      b) growth      c) composition      d) all of these
- 8) A language, religion, customs and traditions are elements of \_\_\_\_\_ environment.  
a) Natural      b) Technical  
c) Legal      d) Social and cultural

P.T.O.



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

- 1) National income is an element of political environment.
- 2) A dividend payment is the responsibility of business towards employees.
- 3) In socialist economy consumer is the king.
- 4) Business environment is stable.
- 5) World Trade Organisation is a global institution.
- 6) A customer's satisfaction is the ultimate object of the business.
- 7) Judiciary is the responsible for the settlement of legal disputes.
- 8) A minimum wages act is related to legal environment of business.

2. Write short note : **16**

- a) Micro factors of business environment.
- b) Social responsibility of business.

3. Write short note : **16**

- a) Impact of liberalisation policy on business environment.
- b) Political institutions of democracy.

4. Define business environment. Explain merits and demerits of study of business environment. **16**

OR

Describe the factors of economic environment of business.

5. Discuss the impact of technology on business. **16**

OR

What are the responsibilities of the Govt. towards business ?

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Seat No.	
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**B.B.A. (Part – I) (Semester – II) Examination, 2015  
COST ACCOUNTING (Old)**

Day and Date : Tuesday, 21-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose correct alternative : **8**
- 1) \_\_\_\_\_ is defined as a unit of product or service, in relation to which cost are ascertained or expressed.  
a) Cost centre    b) Cost unit    c) Cost control    d) Cost account
  - 2) \_\_\_\_\_ cost remains constant irrespective of variation in production.  
a) Variable    b) Semivariable    c) Fixed    d) Semi fixed
  - 3) Factory cost + Office on cost = \_\_\_\_\_  
a) Works cost    b) Prime cost    c) Cost of sales    d) Cost of production
  - 4) Power, haulage are the examples of \_\_\_\_\_ overheads.  
a) Factory    b) Office    c) Selling    d) Distribution
  - 5) E.O.Q. is also called as \_\_\_\_\_  
a) Re-order quantity    b) Re-order point  
c) Re-order level    d) Re-order period
  - 6) \_\_\_\_\_ level is that level of materials in units at which fresh replenishment order is initiated.  
a) Maximum    b) Minimum    c) Re-order    d) Danger
  - 7) \_\_\_\_\_ analysis is a technique of classifying goods in stores based on its quantity and value.  
a) VED    b) ABC    c) BEP    d) Ratio
  - 8) According to \_\_\_\_\_ incentive plan, time saved by the employee is equally shared by the management and worker or employee.  
a) Rowan    b) Halsey    c) Hasey Weir    d) Taylor



B) Fill in the blanks :

8

- 1) Fixed cost + Profit = \_\_\_\_\_
- 2) If profit is 25% on sales means \_\_\_\_\_ % on cost.
- 3) \_\_\_\_\_ time is the time spent in which employee does not contribute anything to production activity.
- 4) When the actual overheads are more than absorbed overheads then it is referred as \_\_\_\_\_ absorption.
- 5) Actual sales (–) Break even sales = \_\_\_\_\_
- 6) Maximum rate of consumption × Maximum delivery period = \_\_\_\_\_ level.
- 7) If annual usage is 40,000 kg and E.O.Q. is 10000 kg the \_\_\_\_\_ number of orders to be placed in a year.
- 8) Indirect material + Indirect labour + Indirect expenses = \_\_\_\_\_

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

16

- 1) Elements of cost.
- 2) ABC analysis.
- 3) Break even analysis.

3. A) In a manufacturing company a material is used as below :

8

Maximum usage	12000 units per week
Minimum usage	4000 units per week
Normal usage	8000 units per week
Re-order period	4 – 6 weeks
Re-order quantity	48000 units

Calculate stock levels.

B) Following transactions took place in respect of material.

8

Date	Receipts	Rate per unit	Issues
2-3-14	20 units	Rs. 20	
10-3-14	30 units	Rs. 24	
15-3-14	–	–	25 units
18-3-14	25 units	Rs. 26	
20-3-14	–	–	20 units

Prepare store ledger using simple average method.



4. Fixed cost Rs. 40,000  
Contribution Rs. 60,000  
Profit volume ratio 25%  
You are require to calculate

- 1) Contribution
- 2) Break even sales
- 3) Margin of safety.

and also prepare income statement when sales are Rs. 5,00,000.

16

OR

4. Following details are available with respect to job performed by two workers A and B.

Time rate – Rs. 24 per hour  
Standard time per unit 30 seconds  
Normal time per day – 8 hours  
Production in a day – A → 900 units  
B → 1200 units.

Calculate the earnings of a worker under.

- a) Time wages (flat time rate)
- b) Halsey plan
- c) Straight piece rate
- d) Merricks multiple piece rate system.

5. In a factory there are two service departments. S<sub>1</sub> and S<sub>2</sub> and three production departments P<sub>1</sub>, P<sub>2</sub> and P<sub>3</sub> In April 2014 the departmental expenses were

Department	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	S <sub>1</sub>	S <sub>2</sub>
Rs.	6,50,000	6,00,000	5,00,000	1,20,000	1,00,000

The service department expense are allotted on percentage basis as follows :

Service Dept.	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	S <sub>1</sub>	S <sub>2</sub>
S <sub>1</sub>	30	40	15	–	15
S <sub>2</sub>	40	30	25	5	–

Prepare a statement showing distribution of two service department expenses to three production departments.

16

OR



5. Particulars	50% level of Activity
Output units	<u>10,000</u>
<u>Cost per units Rs.</u>	
Direct material	Rs. 10 per unit
Direct labour	Rs. 8 per unit
Direct expenses	Rs. 2 per unit
Factory overheads (40% fixed)	Rs. 6 per unit
Office overheads (all fixed)	Rs. 4 per unit
Selling overheads (20% fixed)	Rs. 5 per unit
Selling price	Rs. 40 per unit

You are require to prepare budget at 60%, 75% and 100% level of activity.

---







B) Fill in the blanks :

4

- 1) \_\_\_\_\_ are the activities / benefits offered to consumer to satisfy their needs.
- 2) \_\_\_\_\_ deals with opening the sector for private players which was restricted to government.
- 3) \_\_\_\_\_ is a face to face interaction with prospective buyers for making presentations and procuring orders.
- 4) Telephone, fax, email, telegraph etc. are the products of \_\_\_\_\_ service.

C) Match the pairs :

4

A	B
1) RBI	1) 1997
2) NEP	2) 1955
3) TRAI	3) 1935
4) IRDA	4) 1991
	5) 2000

2. Write short answers :

16

- a) What is NEP ? Explain its impact on service sector.
- b) Explain the promotion of insurance services.

3. Write short answers :

16

- a) Explain the classification of services.
- b) Explain the role and functions of TRAI.

4. What is service ? Highlight its importance in economy. Explain the various reasons of growth and development of service sector in India.

16

OR

Explain the management of banking services in detail.

16

5. Explain the additional 3 P's of marketing mix of services in detail.

16

OR

What are the different types of hotels ? And explain the various factors to be considered in deciding location of hotel services.

16



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

Day and Date : Friday, 17-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternative : 7
- 1) The process of conversion of the subject matter into symbols is called \_\_\_\_\_  
a) Encoding      b) Decoding      c) Both      d) None of these
  - 2) \_\_\_\_\_ is essential for achieving job satisfaction.  
a) Business      b) Communication  
c) Process      d) None of these
  - 3) \_\_\_\_\_ communication is accurate and precise.  
a) Written      b) Oral      c) Face to face      d) None of these
  - 4) \_\_\_\_\_ communication is not effective in large gatherings.  
a) Face to face      b) Oral  
c) Written      d) None of these
  - 5) The \_\_\_\_\_ of a letter is as important as its contents.  
a) Function      b) Physical appearance  
c) Planning      d) Need
  - 6) \_\_\_\_\_ letter has the immediate objective of promoting the sale of a product.  
a) Sales      b) Order      c) Enquiry      d) Circular
  - 7) A \_\_\_\_\_ may be either oral or written.  
a) Report      b) Communicator  
c) Letter      d) None of these



- B) State whether **true** or **false** : **7**
- 1) Glossary is the list of technical words used in the report.
  - 2) Minutes are not precise.
  - 3) Circular letters has common message to large number of customers and suppliers.
  - 4) The purpose of enquiry letter is to get the information of the goods.
  - 5) Your attitude is not necessary in business letter.
  - 6) Telephonic conversation is called as face to face communication.
  - 7) Clarity is not needed in communication.
2. Write short notes (**any 2**) : **14**
- A) Written communication its merits and demerits.
  - B) Functions of Business letter.
  - C) Importance of communication.
3. Write short notes (**any 2**) : **14**
- A) Types of Reports
  - B) Process of communication
  - C) Silence its merits and demerits.
4. A) Define communication. Explain barriers of communication in detail. **14**
- OR
- B) Draft the minutes of the first board meeting. **14**
5. A) Define Report. Explain principles and types of reports. **14**
- OR
- B) Write an application and bio-data for the job of lecturer in commerce. **14**
-



Seat No.	
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**B.B.A. – I (Semester – II) (Old) Examination, 2015  
BUSINESS INFORMATICS**

Day and Date : Saturday, 25-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives : 8
- 1) Computer is a combination of input, process and \_\_\_\_\_  
a) devices                      b) output                      c) machines
  - 2) Daizy wheel is the type \_\_\_\_\_ printer.  
a) Impact                      b) Non-Impact                      c) Drum
  - 3) \_\_\_\_\_ is volatile memory.  
a) RAM                      b) ROM                      c) Hard disk
  - 4) MIS stands for \_\_\_\_\_ information system.  
a) Management                      b) Multiple                      c) Machine
  - 5) MS-Word is an example of \_\_\_\_\_ software.  
a) System                      b) Application                      c) None of these
  - 6) Computer can work several years without any failure is known as \_\_\_\_\_  
a) Versatility                      b) Diligence                      c) Accuracy
  - 7) Joystick is type of \_\_\_\_\_ device.  
a) Input                      b) Output                      c) Input/Output (both)
  - 8) Business to business, Business to consumers are the models of \_\_\_\_\_  
a) E-commerce                      b) MIS                      c) ERP



- B) Fill in the blanks : **8**
- 1) EPROM stands for \_\_\_\_\_
  - 2) An extension to store word file is \_\_\_\_\_
  - 3) The combination key for find a alphabet, word, sentence in MS-word is \_\_\_\_\_
  - 4) A combination key for saving word document in MS-Word is \_\_\_\_\_
  - 5) Contents are destroyed of \_\_\_\_\_ when power is turned off.
  - 6) ERP stands for \_\_\_\_\_
  - 7) Graphics softwares are \_\_\_\_\_ purpose application software.
  - 8) First main menu in MS-word 2003 version is \_\_\_\_\_
2. Write short notes : **16**
- a) Internet
  - b) Functions of DBMS.
3. Write short notes : **16**
- a) Input Devices
  - b) Characteristics of computer.
4. a) Explain in detail MS-Word. **16**
- OR
- b) What is software ? Explain various types of software. **16**
5. a) Define MIS. Explain major types of information system in organisation. **16**
- OR
- b) Explain in detail MS-Powerpoint. **16**
-





8) Age of applicants for life insurance and the premium of insurance has \_\_\_\_\_ correlation.

- a) Positive          b) Negative          c) Zero          d) None of these

9) Correlation can be represented graphically by

- a) Histogram                                  b) Scatter diagram  
c) Ogive curve                                  d) None of these

10) \_\_\_\_\_ play a very important part in the construction of Index No.

- a) Weights          b) Classes          c) Estimators          d) None of these

B) Fill in the blanks :

6

1) Median is size of \_\_\_\_\_ observations.

2) Collection of data from each member of population is known as \_\_\_\_\_

3) The standard deviation of 10, 10, 10, 10 is \_\_\_\_\_

4) Mean is 10 and CV is 40 then SD is \_\_\_\_\_

5) Regression line of Y on X is \_\_\_\_\_

6) \_\_\_\_\_ sampling method is used when the population under study is heterogeneous.

2. A) Define Mean and Mode. State their merits and demerits.

(8+8)

B) From the following data, construct histogram and locate mode from it :

**Marks :** 0 – 20    20 – 40    40 – 60    60 – 80    80 – 100

**f**        :    5            12            32            40            11

3. A) What is dispersion ? Write a note on absolute and relative measures of dispersion.

(8+8)

B) Calculate correlation coefficient between price and supply. Interpret your result :

**Price** :    17      18      19      20      21      22      23      24      25      26

**Supply** :    38      37      48      33      32      33      34      29      26      23





4. Define regression. Explain the coefficient of regression and lines of regression. Given  $40x - 18y - 214 = 0$  and  $8x - 10y + 66 = 0$  are the lines of regression of X on Y and Y on X respectively. Find : 16

- i) Average values of X and Y
- ii) Correlation coefficient between X and Y
- iii) Estimate X when Y = 10.

OR

Define Index Number. State Unweighted and Weighted Index Numbers. Obtain Price Index Number by : 16

- i) Simple Aggregate Method
- ii) Laspeyre's Index Number
- iii) Paasche's Index Number.

Commodity	Base year		Current year	
	Price	Qty.	Price	Qty.
A	40	10	42	12
B	55	5	50	7
C	17	13	25	15
D	22	9	24	10

5. From the following data obtain mean, median, SD and CV : 16

<b>Class :</b>	7 – 17	17 – 27	27 – 37	37 – 47	47 – 57
<b>f :</b>	9	17	22	20	11

OR

From the following data, draw scatter diagram and interpret your result. Also estimate Y when X = 17 : 16

<b>X :</b>	10	15	20	25	30
<b>Y :</b>	8	12	16	20	24

---





**B) True or False :**

**8**

- 1) Table in report should not be given separate numbers.
- 2) Letters in report indicate page no.
- 3) Quota sampling is known as convenience.
- 4) In observation method no questions are asked.
- 5) Marketing research is a costly activity.
- 6) Casual research focus on new idea.
- 7) Primary data is freely available.
- 8) Overt difficulties are not clearly visible.

**2. Write short notes :**

**16**

- 1) Methods of observation.
- 2) Written reports.

**3. Write short notes :**

**16**

- 1) Steps in sample design.
- 2) Advantages and disadvantages of secondary data.

**4. What is marketing research ? Explain the steps of research process.**

**16**

**OR**

**Explain the classification of questionnaire and how to design questionnaire.**

**16**

**5. What is data analysis ? Explain the processing operations in detail.**

**16**

**OR**

**Explain the various methods of sampling.**

**16**

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Seat No.	
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**B.B.A. – II (Semester – III) (New) Examination, 2015**  
**FOUNDATION OF HUMAN SKILLS**

Day and Date : Monday, 20-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) \_\_\_\_\_ leads to the understanding of facts and ideas.  
a) Reading      b) Speaking      c) Listening      d) None of these
- 2) \_\_\_\_\_ is a cognitive process.  
a) Reading      b) Speaking      c) Listening      d) None of these
- 3) \_\_\_\_\_ helps to reach goal.  
a) Knowing self      b) Speaking  
c) Both      d) None of these
- 4) \_\_\_\_\_ helps to cope more easily with the daily affairs of life.  
a) Positive Attitude      b) Negative Attitude  
c) Values      d) None of these
- 5) \_\_\_\_\_ are at core of all decision making.  
a) Values      b) Attitudes      c) Both      d) None of these
- 6) \_\_\_\_\_ is used to express feelings.  
a) Body language      b) Values  
c) Attitudes      d) None of these
- 7) \_\_\_\_\_ stress is long term.  
a) Chronic      b) Short      c) Acute      d) None of these
- 8) \_\_\_\_\_ are used everyday to make a good impression on others.  
a) Manners      b) Language  
c) Culture      d) None of these



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

- 1) Reading develops critical thinking.
- 2) Meditation don't help in knowing oneself.
- 3) Honesty is not a instrumental value.
- 4) Facial expression is universal.
- 5) Interrupting the interviewer is good interview etiquette.
- 6) Never show interest in others personal matters is a good manner.
- 7) Organisational work don't cause stress.
- 8) Counting one to ten reduces your stress.

2. Write short notes : **16**

- A) Speaking skill
- B) SWOT analysis.

3. Write short notes : **16**

- A) Classification of etiquettes
- B) Importance of stress.

4. A) What is positive attitude ? Explain how to develop it and what obstacles are there to develop it ? **16**

OR

B) What is goal setting ? Explain importance of goals and why goal setting fails ? **16**

5. A) What is ability ? Explain the basic abilities in detail. **16**

OR

B) Define value. Explain sources of values and power of values. **16**

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Seat No.	
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**B.B.A. – II (Semester – III) Examination, 2015  
MANAGEMENT OF SME (New)**

Day and Date : Wednesday, 22-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select correct alternative :

8

- 1) Which of the following institution emerge as a single window for meeting financial and development needs of SME ?  
a) DIC                      b) MIDC                      c) SIDBI                      d) SIICOM
- 2) Subsidies for adoption of indigenous technology is \_\_\_\_\_ assistance to promote small enterprises.  
a) Marketing                      b) Technical  
c) Financial                      d) None of these
- 3) District Industrial Centre (DIC) was set up in the year \_\_\_\_\_  
a) 1978                      b) 1982                      c) 1990                      d) 1965
- 4) The analysis of cost and profitability of project is \_\_\_\_\_ feasibility.  
a) Market                      b) Technical                      c) Financial                      d) Commercial
- 5) Which of the following is the first stage in the creativity process ?  
a) Idea germination                      b) Idea preparation  
c) Idea incubation                      d) Idea verification
- 6) Joint Stock Company is well known for \_\_\_\_\_ liability.  
a) Limited                      b) Unlimited  
c) Short period                      d) Long period



- 7) \_\_\_\_\_ form of ownership is motivated by the spirit of services to its members.
- |                    |                  |
|--------------------|------------------|
| a) Partnership     | b) Sole trading  |
| c) Joint Stock Co. | d) Co-operatives |
- 8) Duty drawback scheme is \_\_\_\_\_ assistance for promotion of small units.
- |              |               |
|--------------|---------------|
| a) Marketing | b) Technical  |
| c) Financial | d) Commercial |

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

- 1) Venture capital is to finance the early stage of new venture.
- 2) Market survey is an important source of idea generation.
- 3) Brain storming is the method for idea generation.
- 4) Selection of plant location is one of the stages to start new venture.
- 5) Small enterprises have no problem in export business.
- 6) Small enterprises are not useful for employment generation.
- 7) Tax holiday is technical assistance for promotion of small enterprises.
- 8) Commercial banks are not financing to small enterprises.

2. Write short note : **16**

- a) Project report to start new venture
- b) Maharashtra Industrial Development Corporation (MIDC)

3. Write short notes : **16**

- a) Tax concession schemes for small enterprises.
- b) Make feasibility in project report

4. Discuss the role of Small Industries Development Bank of India in promotion and development of small enterprises. **16**

OR

Define SME. Explain its importance and problems.

5. Explain brain storming and creativity methods used to generate ideas. **16**

OR

Discuss the features of Co-operatives and Joint Stock Company as a form of ownership to start new venture.

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- 4. i) Explain general problems in the construction of index numbers.
- ii) Obtain Fisher's index number

Commodity	2000		2007		
	Price	Quantity	Price	Quantity	
A	40	10	42	9	
B	55	5	50	8	
C	17	13	25	10	
D	22	9	24	5	(8+8)

OR

Find out correlation coefficient between X and Y by using Karl Perasons Coefficient of Correlation (KPCC) : 16

X	10	12	14	15	16	17	18	10	14	15
Y	17	16	15	12	10	9	8	15	13	12

- 5. The lines of regressions are  $X + 2Y = 5$  and  $2X + 3Y = 8$ .

Find out :

- a) Value of X and Y.
- b) Value of Y, if  $X = 2$ .
- c) Correlation coefficient. 16

OR

Draw Histogram for the data given below and locate mode. Also obtain mean and median : 16

<b>Marks</b>	:10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70	70 – 80
<b>No. of Students</b>	6	10	15	18	16	9	3

\_\_\_\_\_





- 7) A \_\_\_\_\_ produces a variety of services using different combinations and sequences of activities.
- a) Job shop operations                      b) Line operations  
c) Intermittent operations                d) None of these
- 8) \_\_\_\_\_ includes short term incentives offered to stimulate customer purchasing.
- a) Publicity                                      b) Advertising  
c) Personal selling                            d) Sales promotion

**B) Fill in the blanks : 8**

- 1) \_\_\_\_\_ is a paid form of non-personal communication.
- 2) \_\_\_\_\_ pricing considers basic expenditure incurred on manufacturing and distribution.
- 3) \_\_\_\_\_ of marketing mix deals with the way in which services are delivered to consumer.
- 4) \_\_\_\_\_ is a contractual agreement between franchiser and franchisee.
- 5) \_\_\_\_\_ is the promise of provider to offer expected services.
- 6) \_\_\_\_\_ service feature is also known as variability.
- 7) TQM stands for \_\_\_\_\_
- 8) Restaurants and professional services are examples of \_\_\_\_\_

**2. Write short notes : 16**

- a) Role of services in economy.  
b) Service quality.

**3. Write short notes : 16**

- a) Cost of services.  
b) Components of services.

**4. Define promotion. Explain the various guidelines for improving promotion of services. 16**

OR

Explain various strategies for balancing supply and demand of services. 16

**5. Highlight the various challenges and opportunities in domestic airlines and tourism sector. 16**

OR

Explain the various factors considered in deciding service location. 16



Seat No.	
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**B.B.A. – II (Semester – III) Examination, 2015  
FOUNDATION OF HUMAN SKILLS (Old)**

Day and Date : Monday, 20-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) \_\_\_\_\_ refers to the quality of performance.  
a) Skill                      b) Ability                      c) Performance                      d) None of these
- 2) The act of \_\_\_\_\_ is essentially a process of thinking.  
a) Listening                      b) Reading                      c) Learning                      d) Speaking
- 3) \_\_\_\_\_ includes word fluency and memory.  
a) Mental abilities                      b) Conceptual ability  
c) Social abilities                      d) None of these
- 4) Journey of discovery means understanding \_\_\_\_\_ and others.  
a) Two                      b) Self                      c) Together                      d) None of these
- 5) \_\_\_\_\_ gives clarity in life.  
a) Goal setting                      b) Groups                      c) Peers                      d) Family
- 6) \_\_\_\_\_ stressors are in the work place that causes stress.  
a) Individual                      b) Group  
c) Organisational                      d) None of these
- 7) \_\_\_\_\_ reflects individual differences.  
a) Nature                      b) Common                      c) Personality                      d) None of these
- 8) \_\_\_\_\_ is an ongoing process by which individual progress through series of stages.  
a) Path                      b) Career development stage  
c) Individual stage                      d) None of these



- B) State whether **True** or **False** : **8**
- 1) Family and Technology are not the factors which affect career choice.
  - 2) Role playing develops interpersonal skills.
  - 3) In play age stage either initiative or guilt can be developed.
  - 4) Life Trauma is a one of the individual stressor.
  - 5) Goals can motivate individuals.
  - 6) To understand others you need to understand self first.
  - 7) Muscular ability does not includes physical work.
  - 8) An ability refers to performance on physical and mental tasks.
2. Write short notes : **16**
- A) Listening skills
  - B) Goal setting.
3. Write short notes : **16**
- A) Learning Techniques
  - B) Determinants of personality.
4. Define career. Explain career Anchors and factors affecting career choices. **16**
- OR
- Define stress. Explain sources and consequences of stress. **16**
5. Define personality. Explain Jung's personality theory. **16**
- OR
- Define skill. Explain reading and writing skills in detail. **16**
-





Seat No.	
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**B.B.A. – II (Semester – III) (Old) Examination, 2015  
MANAGEMENT OF S.M.E.**

Day and Date : Wednesday, 22-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) Which of the following is a first stage of idea generation ?
  - a) Incubation
  - b) Germination
  - c) Elimination
  - d) Improvisation
- 2) \_\_\_\_\_ is a method of a idea generation.
  - a) Brain storming
  - b) Hypothesis
  - c) Index Number
  - d) Geometry
- 3) Which of the following is a step to start new enterprises ?
  - a) Selection of land
  - b) Registration
  - c) Licences
  - d) All of these
- 4) Small enterprises are based on \_\_\_\_\_ technology.
  - a) Labour intensive
  - b) Capital intensive
  - c) Land intensive
  - d) None of these
- 5) Cost and Revenue is a factor of \_\_\_\_\_ feasibility.
  - a) Marketing
  - b) Financial
  - c) Technical
  - d) All of these
- 6) District Industrial Centre promote small enterprises at \_\_\_\_\_ level.
  - a) District
  - b) State
  - c) National
  - d) Global
- 7) Small enterprises are favourable for \_\_\_\_\_.
  - a) Employment generation
  - b) Balanced development
  - c) Equality of incomes
  - d) All of these



8) Technical consultancy organization promote small enterprises through

- \_\_\_\_\_
- |                         |                         |
|-------------------------|-------------------------|
| a) Marketing facilities | b) Financial facilities |
| c) Technical facilities | d) None of these        |

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

- 1) Small enterprises don't earn Foreign exchange.
- 2) MIDC provide infrastructural facilities to small enterprises.
- 3) Marketing intelligence is a source of idea generation.
- 4) Creativity is a process to generate new ideas.
- 5) Small enterprises play significant role in developing countries.
- 6) Marketing problems are not for small enterprises.
- 7) Tax benefits and subsidies are enjoyed by small enterprises.
- 8) Venture capital is for highly risk small enterprises.

2. Write short answer : **16**

- a) Features of small enterprises.
- b) Maharashtra Industrial Development Corporation (M.I.D.C.).

3. Write short answer : **16**

- a) Role of commercial banks in growth of small enterprises.
- b) Technical Consultancy Organization (TCO).

4. Discuss the significance and problems of small enterprises in India. **16**

OR

Explain in detail various steps to write a project report.

5. What are the sources of ideas generation ? Explain different methods of it. **16**

OR

Discuss the different stages to start new venture.

\_\_\_\_\_



Seat No.	
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**B.B.A. (Part – I) (Semester – I) (New) Examination, 2015  
FINANCIAL ACCOUNTING (CGPA Pattern)**

Day and Date : Monday, 20-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Choose correct alternative :

7

- 1) Business assets which can not be seen, touched, but can be sold for cash is called \_\_\_\_\_  
a) Tangible            b) Intangible            c) Current            d) Circulating
- 2) Wages paid for installation of machinery should be debited to \_\_\_\_\_ account.  
a) Wages            b) Machinery            c) Cash            d) Installation
- 3) The rent paid to landlord should be debited to \_\_\_\_\_ account.  
a) Drawings            b) Cash            c) Rent            d) Landlord
- 4) An entry recorded on both side of cash book is known as \_\_\_\_\_ entry.  
a) Journal            b) Transfer  
c) Contra            d) Rectifying
- 5) Trial balance is a list of \_\_\_\_\_ accounts.  
a) Personal            b) Real            c) Nominal            d) Ledger
- 6) The amount of depreciation goes on decreasing every year under \_\_\_\_\_ method.  
a) Diminishing            b) Straight line  
c) Fixed installment            d) Original cost
- 7) The amount realised at the end of working life of an asset is called \_\_\_\_\_ value.  
a) Residual            b) Market  
c) Written down            d) Original



B) Fill in the blanks :

7

- 1) Assets = Capital + \_\_\_\_\_
- 2) Outstanding salary is a \_\_\_\_\_ account.
- 3) Depreciation is always charged on \_\_\_\_\_ assets.
- 4) When cheque is \_\_\_\_\_ into bank, cash book is debited.
- 5) Overdraft means \_\_\_\_\_ balance of pass book.
- 6) A commodity in which traders deals is known as \_\_\_\_\_
- 7) Amount which is not recoverable from customer is known as \_\_\_\_\_

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

14

- 1) Accounting concepts.
- 2) Subsidiary books.
- 3) Causes of depreciation.

3. Solve **any two** :

14

- 1) M/s Akshat Art purchased a machinery for Rs. 2,00,000 on 1<sup>st</sup> April 2012. Additional machinery was purchased on 1<sup>st</sup> Oct. 2012 for Rs. 40,000. The firm provides depreciation @ 10% on written down value method on 31<sup>st</sup> March every year. Show machinery account upto 31-3-2014.
- 2) The Machinery Account shows a debit balance of Rs. 30,000 on 1<sup>st</sup> April 2010 in the books of Parth Plams. The machinery was originally purchased on 1<sup>st</sup> April 2009. They decided to depreciate machinery at 25% p.a. on original cost. Prepare Machinery Account for 2010-11 and 2011-12, assuming accounting year ends on 31<sup>st</sup> March every year.
- 3) State accounting conventions.

4. Journalise the following transactions :

- 2014 Sept. 1 Mr. Ritesh started business with cash Rs. 1,00,000
- 4 Purchased goods from Monika Rs. 40,000
  - 7 Deposited cash into Indian Bank Rs. 35,000
  - 10 Sold goods to Dhiraj Rs. 45,000
  - 13 Purchased Laptop of Rs. 30,000 in cash
  - 17 Paid Monika by cheque Rs. 30,000
  - 20 Paid wages Rs. 2,000.

OR



4. From the following particulars prepare Bank Reconciliation Statement for the year ending on 31-3-2014.
- 1) Bank balance as per cash book Rs. 8,600.
  - 2) Cheques of Rs. 4,000 issued but not presented for payment.
  - 3) Bank debited bank charges Rs. 200.
  - 4) Cheques of Rs. 2,800 deposited into the bank but not credited by bank.
  - 5) Bank paid insurance premium on our behalf directly Rs. 2,500 not recorded in cash book.
  - 6) Bank credited interest on investment Rs. 1,900 but not recorded in the cash book.

14

5. Enter the following transactions in a petty cash book :
- 2014 April 1 Received cash from head cashier Rs. 600  
4 Paid telephone charges Rs. 93  
7 Paid telegram Rs. 27  
10 Purchased 4 office files for Rs. 25  
14 Gave tip to watchman Rs. 10  
19 Gave advance to Swapnil Rs. 70  
22 Paid packing charges Rs. 35  
24 Paid Rs. 120 for advertisement  
26 Paid cleaning charges Rs. 20  
28 Gave donations Rs. 101  
30 Purchased revenue stamps Rs. 60

OR

5. From the following balances you are require to prepare Trading and Profit and Loss Account of Mr. Manas for the year ending 31-3-2014.

<b>Particulars</b>	<b>Rs.</b>	<b>Particulars</b>	<b>Rs.</b>
Opening stock	42,000	Rent and taxes	4,200
Purchases	1,10,000	Insurance	1,800
Sales returns	10,000	Bad debts	300
Wages	8,000	Sales	2,25,000
Carriage inward	2,000	Purchase returns	5,000
Octroi duty	500	Commission received	1,500
Advertisement	1,200	Discount received	500
Salaries	6,000		
Printing	5,000		
Audit fees	1,800		
Closing stock was valued at Rs. 9,500.			

14



Seat No.	
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**B.B.A. – II (Semester – III) Examination, 2015  
E-COMMERCE (Old)**

Day and Date : Friday, 24-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Fill in the blanks : **8**

- 1) *B2C* stands for \_\_\_\_\_
- 2) Telemarketing is a form of \_\_\_\_\_ marketing.
- 3) \_\_\_\_\_ is the exchange of goods or services via Internet.
- 4) \_\_\_\_\_ means electronic interchange of data between computer systems.
- 5) \_\_\_\_\_ protect private networks from outside attack.
- 6) The methods of payment for online customer is \_\_\_\_\_
- 7) E-Commerce is not suitable for \_\_\_\_\_
- 8) e-bay is an example of \_\_\_\_\_

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

- 1) Firewall is a type of virus.
- 2) EDI includes lot of paper work.
- 3) Digital signatures are used to authenticate transactions.
- 4) Traditional business are using Internet services.
- 5) Smart cards contains electronic chips.
- 6) Electronic checks are another form of electronic tokens.
- 7) EDI stands for Electronic Domain Interchange.
- 8) E-commerce waste the time of user on internet.



2. Write short notes : **16**
- a) Functions of E-commerce.
  - b) EDI and its advantages.
3. Write short notes : **16**
- a) E-marketing V/s Traditional Marketing.
  - b) Write a note E-Banking.
4. a) Define E-commerce. Explain various models of e-commerce. **16**
- OR
- b) Explain the problems and opportunities of e-commerce in India.
5. a) Define E-payment. Explain postpaid credit cards cyber cash system. **16**
- OR
- b) What is E-Finance ? Explain importance and advantages of E-Trading.
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Seat No.	
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**B.B.A. – II (Semester – IV) Examination, 2015  
EVENT MANAGEMENT (New)**

Day and Date : Thursday, 16-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select correct alternative :

8

- 1) \_\_\_\_\_ events are held generally at town and city.  
a) Major                      b) Minor                      c) Sports                      d) None of these
- 2) \_\_\_\_\_ events tend to have high budgets and high profiles.  
a) Commercial              b) Festivals                  c) Arts                          d) Family
- 3) \_\_\_\_\_ for the event includes site, location and parking.  
a) Audience                  b) Finance                      c) Venue                          d) None of these
- 4) The role of \_\_\_\_\_ is to manage organisations image in the mind of public.  
a) Public relations                                      b) Promotion  
c) Advertising    d) None of these
- 5) \_\_\_\_\_ vary widely from one event to another.  
a) Statement                  b) Aims                          c) Maps                          d) None of these
- 6) \_\_\_\_\_ need to be briefed in advance.  
a) Audience                  b) Speakers                      c) Public                          d) None of these
- 7) Selection of an event \_\_\_\_\_ must take the needs of stakeholders into account.  
a) Site                              b) Audience                      c) Project                          d) None of these

P.T.O.









- B) State whether the following statements are **true** or **false** : **8**
- 1) Credit creation is a function of a commercial bank.
  - 2) Devaluation of money is useful for promotion of export.
  - 3) Money is what money does.
  - 4) Macro economics study individual unit.
  - 5) Public borrowing is a component of budget policy.
  - 6) Bottom point of recession is called depression.
  - 7) 'VAT' means value added tax.
  - 8) Surplus budget is useful to developing countries.
2. Write short notes : **16**
- a) Functions of commercial bank.
  - b) Merits and demerits of macro economics.
3. Write short notes : **16**
- a) Explain the causes of growth in public expenditure.
  - b) Define business cycle. Explain the phases of business cycle.
4. What are the causes of inflation ? Suggest measure to control inflation. **16**
- OR
- What is international trade ? Explain the features of import trade and export trade.
5. Define direct and indirect tax. Explain the merits of direct tax and indirect tax. **16**
- OR
- Explain the quantitative measures of credit control.
-





- 5) \_\_\_\_\_ is a group with common purpose, mutual accountability and synergy.
- a) Command group                      b) Project group  
c) Committee                              d) Team
- 6) \_\_\_\_\_ is how one selects, organise and interprets the environment around him/her.
- a) Teams                                      b) Attitude  
c) Perception                                d) Personality
- 7) \_\_\_\_\_ are certain acceptable terms of behaviour.
- a) Group norms                              b) Forming  
c) Group structure                          d) Group cohesiveness
- 8) \_\_\_\_\_ is the degree to which group members are attracted towards each other.
- a) Group culture                              b) Group structure  
c) Group cohesiveness                      d) Group behaviour

B) Fill in the blanks :

8

- 1) \_\_\_\_\_ is a collection of two/more people coming together to achieve common purpose.
- 2) \_\_\_\_\_ is a set of beliefs, values, attitudes, philosophies etc. that knit all members of organisation together.
- 3) \_\_\_\_\_ teams includes members of variety of departments come together to complete a task.
- 4) \_\_\_\_\_ is a favourable attitude of an employee towards his/her job.
- 5) \_\_\_\_\_ is the last stage in group formation.



- 6) Attitude, perception, personality etc. are the \_\_\_\_\_ factors affecting Individual behaviour.
- 7) \_\_\_\_\_ groups are composed of a supervisor and subordinates.
- 8) \_\_\_\_\_ is a tendency to expend less efforts when working collectively than when working individually.

2. Write short notes : **16**

- a) Types of Attitude
- b) Types of Teams.

3. Write short notes : **16**

- a) Cultural Artifacts
- b) Group Decision Making Process.

4. Define organisation behaviour. Explain the factors affecting Individual behaviour. **16**

OR

Define organisational culture. Explain the creation and changing of organisational culture. **16**

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

OR

Define Group. Explain the types of group and stages of group development. **16**

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Seat No.	
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**B.B.A. – II (Semester – IV) Examination, 2015  
ENTREPRENEURSHIP DEVELOPMENT (New)**

Day and Date : Thursday, 23-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives : 8
- 1) Entrepreneur arising within an organisation is called \_\_\_\_\_  
a) Intrapreneur    b) Innovator    c) Economist    d) Manager
  - 2) Frequent changes in \_\_\_\_\_ policies would retard the growth of entrepreneurship.  
a) Managerial    b) Government    c) Organisational    d) Individual
  - 3) Profit maximisation, social status attainment prestige acquisition etc. are \_\_\_\_\_ factors which affects the growth entrepreneurship.  
a) Economical    b) Social    c) Cultural    d) Personality
  - 4) \_\_\_\_\_ role is the essential function of an entrepreneur is to co-ordinate the various factors of production.  
a) Risk assumption    b) Co-ordinating  
c) Innovation    d) Imitating role
  - 5) The entrepreneur who blindly follows the traditional methods of production in spite of the loss is called \_\_\_\_\_ entrepreneur.  
a) Drone    b) Fabian    c) Adoptive    d) Innovative
  - 6) \_\_\_\_\_ factors are those which compel women to become entrepreneurs.  
a) Pull    b) Push    c) Both    d) None of these
  - 7) Need hierarchy theory of motivation is propounded by \_\_\_\_\_  
a) Prof. Abraham Maslow    b) Prof. David C. McClelland  
c) Prof. C. K. Prahlad    d) None of these
  - 8) The gap between competency required and competency actually possessed by an entrepreneur is called competency \_\_\_\_\_  
a) Coping    b) Mapping    c) Understanding    d) Identifying



- B) State the following statement **True** or **False** : **8**
- 1) The term entrepreneur refers to entrepreneurship.
  - 2) Doing something new or something different is a prerequisite for entrepreneurship.
  - 3) Forced women entrepreneurs take business as a profession on their own by self planning or motivation.
  - 4) Entrepreneurship development consist of three phases.
  - 5) In less developed countries an entrepreneur is looked upon with suspicious.
  - 6) Successful entrepreneur is always optimistic about his past.
  - 7) Customs and traditions are economical factors which affects entrepreneurship growth.
  - 8) Competence mean's one's educational qualification.
2. Write short notes : **16**
- a) Difference between Entrepreneur V/s Manager.
  - b) Functions of Entrepreneurs.
3. Write short notes : **16**
- a) Problems of rural entrepreneurs.
  - b) Maslow's hierarchy theory.
4. a) Define entrepreneur. Explain the role of entrepreneur in economic development. **16**
- OR
- b) What is entrepreneurial competencies ? Explain major entrepreneurial competencies. **16**
5. a) Define women entrepreneur. Explain various problems/causes of limited growth in India of women entrepreneurs. **16**
- OR
- b) Define entrepreneurship. What are the factors which affects growth of entrepreneurship ? **16**
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Seat No.	
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**B.B.A. – II (Semester – IV) Examination, 2015  
MARKETING MANAGEMENT – I (New)**

Day and Date : Saturday, 25-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Choose correct alternative from the given alternatives. **8**
- 1) \_\_\_\_\_ is an example of sales promotion.
    - a) Cash discount
    - b) Television
    - c) Public affair
    - d) Display
  - 2) To attract large number of buyers quickly and win large market share \_\_\_\_\_ pricing method is used.
    - a) break even
    - b) cost based
    - c) market skinning
    - d) market penetration
  - 3) Needs when directed at very specific objects become \_\_\_\_\_
    - a) services
    - b) products
    - c) satisfaction
    - d) wants
  - 4) Sales promotion consist of \_\_\_\_\_
    - a) long term incentive
    - b) short term incentive
    - c) personal selling
    - d) all of the above





2. Write short notes : **16**
- a) Retailing and its types.
  - b) Distinction between marketing and selling.
3. Write short notes : **16**
- a) Functions of marketing management
  - b) CRM.
4. What is mean by marketing ? Explain the scope of marketing in detail. **16**
- OR
- Define market segmentation. Explain basis for market segmentation. **16**
5. What is marketing environment ? Explain forces of marketing environment. **16**
- OR
- What is consumer behaviour ? Explain various factors affecting consumer behaviour. **16**
-



Seat No.	
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**B.B.A. – II (Semester – IV) Examination, 2015  
BUSINESS POLICY (Old)**

Day and Date : Thursday, 16-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) \_\_\_\_\_ are the outcome of an organisational capabilities.  
a) Organisational capability                      b) Strategic advantage  
c) Competencies                                      d) Organisation behaviour
- 2) \_\_\_\_\_ phase of project implementation, is an extension of strategy formulation of strategic management.  
a) Conception    b) Definition  
c) Implementation                                      d) Clean-up
- 3) An \_\_\_\_\_ is a favourable condition in the organisation environment which enables it to consolidate and strengthen its position.  
a) Strength    b) Weakness  
c) Opportunity    d) Threat
- 4) The \_\_\_\_\_ strategy is adopted by firm when it attempts at an incremental improvement of its functional performance by marginally changing one/more of its business.  
a) Acquisition    b) Liquidity  
c) Expansion    d) Stability
- 5) \_\_\_\_\_ are the special qualities possessed by an organisation that make them to face competition in market.  
a) Synergy    b) Advantage  
c) Competencies    d) Organisation behaviour





3. a) Explain functional implementation with respect to **8**
- i) Finance
  - ii) HR
  - iii) Marketing
  - iv) R and D
- b) Write a note on strategic decision making. **8**
4. Explain structural implementation with the reference to different structures for strategies. **16**
- OR
- Explain different methods and techniques used for organisational appraisal. **16**
5. What is Environment ? Explain various components of environment. **16**
- OR
- What are the various types of retrenchment strategies ? **16**
-



Seat No.	
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**B.B.A. – II (Semester – IV) Examination, 2015  
BUSINESS ECONOMICS – II (Macro) (Old)**

Day and Date : Saturday, 18-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) Macro economics study \_\_\_\_\_ unit at national level.  
a) Individual      b) Independent      c) Aggregate      d) Particular
- 2) A persistently \_\_\_\_\_ in general price level is known as inflation.  
a) Rise      b) Fall      c) Fluctuations      d) Stability
- 3) “An Innovation Theory of trade cycle” is presented by \_\_\_\_\_  
a) Prof. J. M. Keynes      b) Prof. Schumpeter  
c) Prof. Hawtrey      d) Prof. Alfred Marshall
- 4) A monetary policy of the country is employed by \_\_\_\_\_  
a) Private Bank      b) Co-operative Bank  
c) Commercial Bank      d) Central Bank
- 5) Which of the following tax is a example of indirect tax ?  
a) Income Tax      b) Property Tax  
c) Sales Tax      d) Capital gain tax
- 6) When total income of the Govt. is less than total expenditure, a budget is said as \_\_\_\_\_  
a) Balanced budget      b) Surplus budget  
c) Deficit budget      d) Zero base budget



7) Which of the following community suffers more during inflation ?

- |                  |                 |
|------------------|-----------------|
| a) Business men  | b) Traders      |
| c) Industrialist | d) Wage earners |

8) A subject matter of Public Finance is \_\_\_\_\_

- |                   |                       |
|-------------------|-----------------------|
| a) Public revenue | b) Public expenditure |
| c) Public debt    | d) All of these       |

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

- 1) A commercial bank is a profit making institutions.
- 2) A cost push inflation arises due to increase in income level of people.
- 3) Macro Economics study national income.
- 4) A value of money falls during deflation.
- 5) A fiscal policy is different from budget policy.
- 6) When export receipt is greater than import.
- 7) A balance of trade comprises goods transaction only.
- 8) Bank rate is a qualitative measure of credit control.

2. Write short answers : **16**

- a) Describe the objectives of Macro Economics.
- b) Discuss the Prof. Hawtrey's theory of trade cycle.

3. Write short answers : **16**

- a) Functions of commercial banks.
- b) Classification of budget.

4. Discuss the credit control policy of the Central Bank. **16**

OR

Define macro economics. Explain its merits and demerits.

5. What is Demand Pull and Cost Push Inflation ? Explain the measures to control inflation. **16**

OR

Define Direct Tax. Explain its merits and demerits.

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Seat No.	
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**B.B.A. – II (Semester – IV) Examination, 2015  
ORGANISATIONAL BEHAVIOUR (Old)**

Day and Date : Tuesday, 21-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Fill in the blanks : 8

- 1) \_\_\_\_\_ values represent the desirable end state of existence.
- 2) \_\_\_\_\_ means giving meaning to environment around us.
- 3) \_\_\_\_\_ is related to the feeling and beliefs of people.
- 4) Members get to know each other and seek ground rules are in \_\_\_\_\_ stage of group development.
- 5) \_\_\_\_\_ is the field of study that investigates the impact of individual and group behavior.
- 6) In \_\_\_\_\_ people from different departments come together for accomplishing a particular task.
- 7) \_\_\_\_\_ factor refers to individual's mental characteristics and attributes.
- 8) The term \_\_\_\_\_ refers to individual pleasure of positive state towards his job.

B) Match the pairs : 4

- | A                      | B                |
|------------------------|------------------|
| 1) Halo effect         | Job satisfaction |
| 2) Attitude            | Happiness        |
| 3) Terminal values     | Stereotyping     |
| 4) Instrumental values | Honesty          |



- C) Define the terms : **4**
- 1) Group.
  - 2) Organisational behaviour.
  - 3) Attitude.
  - 4) Perception.
2. Write short notes : **16**
- a) Approaches to O.B.
  - b) Teams v/s Groups.
3. Write short notes : **16**
- a) Types of Attitude.
  - b) Factors Affecting Perception.
4. Define perception and state perceptual process in detail. **16**
- OR
- Define values. State the types and sources of values. **16**
5. Define organisational behavior. State the factors affecting individual behavior. **16**
- OR
- State the nature and scope of organizational behavior along with its evolution. **16**
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Seat No.	
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**B.B.A. – II (Semester – IV) (Old) Examination, 2015  
ENTREPRENEURSHIP DEVELOPMENT**

Day and Date : Thursday, 23-4-2015  
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

**Instructions :** 1) **All questions are compulsory.**

2) **Figures to the right indicates full marks.**

1. A) Select the correct alternatives :

8

- 1) The most important function of entrepreneur is \_\_\_\_\_
  - a) Risk assumption
  - b) Managerial function
  - c) Function of innovation
  - d) Decision making function
- 2) Entrepreneur arising within an organisation is called \_\_\_\_\_
  - a) Intrapreneur
  - b) Innovator
  - c) Economist
  - d) Manager
- 3) In \_\_\_\_\_ phase of the entrepreneurship development, the provision of infrastructure facilities is concerned.
  - a) Support phase
  - b) Initial phase
  - c) Development phase
  - d) Maturity phase
- 4) Frequent changes in \_\_\_\_\_ policies would retard the growth of entrepreneurship.
  - a) Managerial
  - b) Government
  - c) Organisational
  - d) Individual
- 5) \_\_\_\_\_ factors encourage women to become entrepreneurs.
  - a) Push
  - b) Rush
  - c) Pull
  - d) Null
- 6) \_\_\_\_\_ are referred as Academic entrepreneur.
  - a) New entrepreneur
  - b) Educational entrepreneur
  - c) Academic entrepreneur
  - d) Paper entrepreneur



- 7) Entrepreneurs are aptly called “Agents of \_\_\_\_\_”.
- a) Chance                      b) Devil                      c) Change                      d) Friends
- 8) While entrepreneur refers to a person, entrepreneurship refers to \_\_\_\_\_
- a) family                      b) force                      c) function                      d) power

B) State the following statement **true** or **false** : **8**

- 1) The hallmark of entrepreneurship is neither innovation nor risk bearing.
- 2) Innovative entrepreneurs are scared in developing countries.
- 3) The word entrepreneur is derived from the Japanese word “Entreprendre”.
- 4) In less developed countries the entrepreneur is looked upon with suspicion.
- 5) Chance women entrepreneurs start business without any preparation, clear goals or plans.
- 6) Customs and traditions are economical factors which affects entrepreneurship growth.
- 7) Drone entrepreneur is one who blindly follows the traditional methods of production.
- 8) Successful entrepreneur is always optimistic about his past.

2. Write short notes : **16**

- a) Characteristics of an entrepreneur.
- b) Types of women entrepreneur.

3. Write short notes : **16**

- a) Difference between entrepreneur V/s manager.
- b) Social entrepreneur.

4. a) Define entrepreneurship. Explain the factors affecting entrepreneurship growth. **16**

OR

- b) Define entrepreneur. Explain the role of entrepreneur in economic development. **16**

5. a) Define women entrepreneur. Explain various problems of women entrepreneur. **16**

OR

- b) What are the remedial or motivation measures to promote women entrepreneurship ? **16**

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Seat No.	
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**B.B.A. (Part – I) (Semester – I) (New) Examination, 2015  
(CGPA Pattern)  
BUSINESS ECONOMICS (Micro)**

Day and Date : Wednesday, 22-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

- N.B. :** 1) **All questions are compulsory.**  
2) Give diagrams and schedules **wherever** necessary.  
3) Figures to the **right** indicate **full** marks.

1. A) Select the correct alternative :

7

- 1) At a point of satiety total utility is \_\_\_\_\_  
a) Minimum      b) Zero      c) Maximum      d) Negative
- 2) All costs are variable in \_\_\_\_\_ period .  
a) Fixed      b) Medium      c) Short      d) Long
- 3) In oligopoly market number of firms are \_\_\_\_\_  
a) One      b) Large      c) Few      d) Infinite
- 4) Profit may be \_\_\_\_\_  
a) Negative      b) Positive      c) Zero      d) All of these
- 5) Which of the following goods are exceptions to the law of demand ?  
a) Luxuries      b) Necessary      c) Comfortable      d) Giffen
- 6) A demand curve parallel to 'Y' axis is known as \_\_\_\_\_  
a) Perfectly inelastic      b) Perfectly elastic  
c) Unit elastic      d) Elastic
- 7) Business economics is \_\_\_\_\_ in nature.  
a) Positive and Normative      b) Descriptive and prescriptive  
c) Micro and Macro      d) All of these



B) State whether the following statements are **True** or **False** : **7**

- 1) A demand for ice-cream is inelastic.
- 2) Interest paid for capital is variable cost.
- 3) Oligopoly market is famous for normal demand curve.
- 4) Business economics is a science of decision making and planning.
- 5) Total utility is always positive.
- 6) A demand for cell-phone and SIM Card is complementary demand.
- 7) Product differentiation is necessary for monopolistic competition.

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

- a) Innovation theory of profit
- b) Features of oligopoly
- c) Determinants of price elasticity of demand.

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

- a) Modern theory of rent
- b) Features of monopolistic competition
- c) Features of business economics.

4. What is total cost ? Explain short period cost concepts. **14**

OR

What is business decision ? Explain internal and external business decisions.

5. What are the types of price elasticity of demand ? Explain its importance. **14**

OR

State and explain the law of demand. Write its exceptions.

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- 6) \_\_\_\_\_ is any name, sign, symbol, term, image used to identify product in the market.
- a) Packaging  
b) Labeling  
c) Brand  
d) None of these
- 7) \_\_\_\_\_ is a process of dividing heterogenous market into homogenous parts and then offering the product.
- a) Targeting  
b) Branding  
c) Positioning  
d) Segmentation
- 8) \_\_\_\_\_ is the exchange value of product expressed in terms of money.
- a) Price  
b) People  
c) Promotion  
d) Product

**B) Fill in the blanks.**

**8**

- 1) Modern marketing concept is \_\_\_\_\_ oriented.
- 2) \_\_\_\_\_ is also called as marketing communication.
- 3) \_\_\_\_\_ is the process of designing container for the product.
- 4) \_\_\_\_\_ is the process of launching the product and communicating the product to the market.
- 5) \_\_\_\_\_ is the last entity in distribution channel.
- 6) \_\_\_\_\_ is also called as eye and ear of organisation.
- 7) \_\_\_\_\_ is the strategy to maintain and nurture company's interaction with customers.
- 8) \_\_\_\_\_ environment deals with study of population and its characteristics affecting marketing operations of organisation.





2. Write short notes : **16**
- 1) Marketing in 21<sup>st</sup> century.
  - 2) Product mix.
3. Write short notes : **16**
- 1) Product positioning
  - 2) Demographic environment.
4. What is marketing mix ? Explain the various elements of marketing mix. **16**
- OR
- What is market segmentation ? Explain the various bases of market segmentation. **16**
5. Explain the various factors affecting marketing environment. **16**
- OR
- Explain various functions of marketing management. **16**
-



Seat No.	
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**B.B.A. – III (Semester – V) Examination, 2015  
INTERNATIONAL BUSINESS**

Day and Date : Wednesday, 15-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) \_\_\_\_\_ is popularly known as World Bank.  
a) IMF                      b) IBRD                      c) BOP                      d) None of these
- 2) \_\_\_\_\_ company does not think of going global.  
a) International      b) MNC                      c) Domestic                      d) None of these
- 3) In export intermediaries, management works on \_\_\_\_\_ basis.  
a) Commission      b) Royalty                      c) Salary                      d) Free
- 4) Import quotas means \_\_\_\_\_ restrictions on the quantity of goods.  
a) Indirect                      b) Direct                      c) Partial                      d) None of these
- 5) World Bank was established on \_\_\_\_\_  
a) 5<sup>th</sup> December 1944                      b) 5<sup>th</sup> December 1985  
c) 1<sup>st</sup> August 1944                      d) 5<sup>th</sup> August 1985
- 6) A global company is one which has \_\_\_\_\_ marketing strategy.  
a) Local                      b) Global                      c) Regular                      d) None of these
- 7) \_\_\_\_\_ is selling the products in a foreign country directly through the distribution arrangement.  
a) Direct exporting                      b) Indirect exporting  
c) Intra corporate transfer                      d) None of these
- 8) Management contracts are mainly due to \_\_\_\_\_ inventions.  
a) Governmental      b) Company                      c) Agent                      d) Export.

P.T.O.



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

- 1) Domestic company limits its operations to national political boundaries.
- 2) Ethnocentric approach is suitable for companies during early days of business.
- 3) Religion does not influence human behaviour.
- 4) Low income countries are also known as third world countries.
- 5) IMF stands for Indian Money Funds.
- 6) Merger provides easy entry in global business.
- 7) Joint Venture does not involves local companies.
- 8) GATT activities are involved on permanent basis.

2. Write short notes on **(any two)** : **16**

- i) GATT
- ii) International Liquidity and SDR
- iii) Technological Environment.

3. A) Explain the various Modes of Entry of International Business. **16**

B) Analyze the impact of social and cultural factors on global business.

4. Explain the evolution and approaches of International Business. **16**

OR

Explain the features of EEC and SAARC in detail.

5. Explain the term Balance of Payment. Distinguish between Balance of Payment and Balance of Trade. **16**

OR

Foreign Direct Investment plays a very crucial role in the development of economy – Explain.

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Seat No.	
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**B.B.A. – III (Semester – V) Examination, 2015  
MARKETING RESEARCH**

Day and Date : Friday, 17-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative. 8
- 1) \_\_\_\_\_ is a systematic and objective study of problems pertaining to the marketing of goods and services.  
a) Marketing management      b) Marketing research  
c) Research report              d) Sampling
  - 2) \_\_\_\_\_ is a complete enumeration of all items in the population.  
a) Census survey                  b) Sample survey  
c) Sampling units                d) Sample size
  - 3) In \_\_\_\_\_ method of sampling, every unit in the population has equal probability of being selected.  
a) Systematic sampling        b) Area sampling  
c) Stratified Random sampling d) Random sampling
  - 4) \_\_\_\_\_ is a process of summarising raw data and displaying the same in compact form for further analysis.  
a) Editing                          b) Classification  
c) Tabulation                      d) Coding
  - 5) \_\_\_\_\_ is used for well defined research problem and the observers have been told specifically what is to be observed.  
a) Unstructured observation    b) Disguised observation  
c) Structured observation       d) Undisguised observation
  - 6) \_\_\_\_\_ analysis simultaneously analyses more than two variables on a sample of observations.  
a) Multivariate    b) Univariate    c) Bivariate      d) None of these



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

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

8) \_\_\_\_\_ is an oral presentation of research findings.

- |                          |                       |
|--------------------------|-----------------------|
| a) Written reports       | b) Oral reporting     |
| c) Informational reports | d) Analytical reports |

B) Define the following terms : 4

- 1) Sample
- 2) Population
- 3) Sample size
- 4) Sampling unit.

C) Match the pairs : 4

**Set A**

- 1) Disguised observation
- 2) Telephonic survey
- 3) Area sampling
- 4) The “DK Response”

**Set B**

- 1) Maps
- 2) Problem in processing
- 3) Unknown to respondents
- 4) Research design
- 5) Survey method

2. Write short notes : 16

- a) Applications of marketing research.
- b) Characteristics of a good sample design.

3. a) Write a note on sources of secondary data. 8

- b) XYZ firm want to conduct a market survey on a product “Television” in your city. Frame a questionnaire including both close ended and open ended questions for the product. Assume the necessary information. 8

4. Define marketing research. Explain the steps involved in research process. 16

OR

Explain the various types of processing operations used in marketing research.

5. Explain various types of sample design in marketing research. 16

OR

What is report writing ? Explain the types of reports in detail.

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Seat No.	
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**B.B.A. – III (Semester – V) Examination, 2015  
FINANCIAL MANAGEMENT – I**

Day and Date : Monday, 20-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) The scope of finance function is concerned with \_\_\_\_\_
  - a) Financing decisions
  - b) Investment decisions
  - c) Dividend decisions
  - d) All of these
- 2) \_\_\_\_\_ are capable of getting converted into cash usually within a year.
  - a) Current assets
  - b) Fixed assets
  - c) Capital assets
  - d) None of these
- 3) \_\_\_\_\_ deals with financial matters of the government.
  - a) International finance
  - b) Public finance
  - c) Private finance
  - d) Corporation finance
- 4) Interest accrued on investments is a \_\_\_\_\_
  - a) Fixed asset
  - b) Current liability
  - c) Current asset
  - d) Long-term liability
- 5) In the case of \_\_\_\_\_ preference shares, the dividends go on accumulating if the company fails to pay the dividend in any year.
  - a) Cumulative
  - b) Non-continuing
  - c) Both a) and b)
  - d) Non-cumulative





3. A) Explain the steps in financial planning. **8**  
B) Write short notes : **8**  
    i) Operating cycle  
    ii) ABC analysis.
4. Calculate the working capital from the details : **16**
- a) Annual expenses :
- |                      |   |            |  |
|----------------------|---|------------|--|
| Wages                | – | ₹ 5,20,000 |  |
| Stores and materials | – | ₹ 96,000   |  |
| Office salaries      | – | ₹ 1,24,800 |  |
| Rent                 | – | ₹ 20,000   |  |
| Other expenses       | – | ₹ 96,000   |  |
- b) Average amount of stocks to be maintained :
- |                         |   |          |  |
|-------------------------|---|----------|--|
| Finished goods stock    | – | ₹ 10,000 |  |
| Materials /Stores stock | – | ₹ 16,000 |  |
- c) Expenses paid in advance :  
(Quarterly Advance) – ₹ 16,000 p.a.
- d) Annual Sales :
- |                |   |            |           |
|----------------|---|------------|-----------|
| Home market    | – | ₹ 6,24,000 | 6 weeks   |
| Foreign market | – | ₹ 1,56,000 | 1.5 weeks |
- e) Lag in payment of :
- |                      |   |            |
|----------------------|---|------------|
| Wages                | – | 1.5 weeks  |
| Stores and materials | – | 1.5 months |
| Office salaries      | – | 0.5 months |
| Rent                 | – | 6 months   |
| Other expenses       | – | 1.5 months |

OR

4. What are the long term sources of finance ? Explain any two with features of each.





5. State the objectives of Cash Management and elaborate the motives of holding cash. 16

OR

5. Prepare a Cash Budget for the period June-Aug. 08 : 16

Month	Sales ₹	Purchases ₹	Wages ₹	Production Expenses	Selling Expenses
April, 2008	50,000	40,000	5,000	20% of Wages	5% of Total Sales
May, 2008	80,000	50,000	5,000	”	”
June, 2008	60,000	70,000	6,000	”	”
July, 2008	70,000	40,000	6,000	”	”
Aug., 2008	60,000	30,000	7,000	”	”

- 1)  $\frac{1}{5}$ <sup>th</sup> of the sales are on cash basis.
  - 2) 50% of the credit sales are recovered in the next month, whereas 50% are recovered after 2 months.
  - 3) Cash sales are made at 5% cash discount.
  - 4) All purchases are credit purchases and the due amount is paid after two months.
  - 5) Wages are paid 15 days in arrears.
  - 6) Lag in payment of production and selling expenses –  $\frac{1}{8}$  months.
  - 7) As on 1<sup>st</sup> June, 08 cash balance is ₹ 36,600.
-





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

8

- 1) Assigning specific job to each person is training.
- 2) Hiring cost is more when a firm hires candidates from within.
- 3) Private employment agencies are also called executive search agencies.
- 4) Job analysis is prerequisite to HRP.
- 5) Selection and recruitment, both functions are one and same.
- 6) Job description is a statement of the minimum acceptable human qualities necessary to perform job.
- 7) Trained employees are liability to organisation.
- 8) Recruitment is attracting capable applicants for job.

2. Write short notes :

16

- A) Job description and job specification.
- B) Role of HR Manager.

3. Write short notes :

16

- A) Factors affecting human resource planning.
- B) Training need and advantages.

4. Define HRM. State and explain managerial and operative functions of HRM.

16

OR

What is recruitment ? State and explain the various sources of recruitment.

16

5. Explain selection procedure along with factors affecting selection decision.

16

OR

Define training. Explain different methods of training.

16

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Seat No.	
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**B.B.A. – III (Semester – V) Examination, 2015  
PRODUCTION MANAGEMENT – I**

Day and Date : Friday, 24-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) A repair work of an electric motor is an example of \_\_\_\_\_ maintenance.
  - a) Preventive
  - b) Predictive
  - c) Corrective
  - d) Routine
- 2) \_\_\_\_\_ inspection is justified when it is necessary to inspect a least items from the lot.
  - a) Total
  - b) Sampling
  - c) Centralised
  - d) Decentralised
- 3) A machines performing drilling operations are grouped in the casting department is an example of \_\_\_\_\_ layout.
  - a) Process
  - b) Product
  - c) Cellular
  - d) Fixed position
- 4) Generally the size of production is \_\_\_\_\_ in production system.
  - a) Small
  - b) Very small
  - c) Medium
  - d) Large
- 5) A production is a process of transforming \_\_\_\_\_
  - a) Outputs into inputs
  - b) Inputs into outputs
  - c) Land into labour
  - d) Labour into land





3. Write short note : **16**
- a) Objectives of plant layout.
  - b) Classification of production system.
4. a) Define production management. Describe the objectives of production management. **16**
- OR
- b) What is product layout ? Explain the merits and demerits of product layout. **16**
5. a) Explain the need for selecting suitable location. What are the factors affecting selection of suitable location ? **16**
- OR
- b) Discuss the different factors considerable for designing factory building. **16**
-



Seat No.	
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**B.B.A. – III (Semester – VI) Examination, 2015**  
**BUSINESS LAW**

Day and Date : Thursday, 16-4-2015

Max. Marks : 80

Time : 11.00 a.m. to 2.00 p.m.

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

1. A) Choose the correct alternative : **8**
- 1) The Indian Contract Act \_\_\_\_\_  
a) 1872                      b) 1877                      c) 1880                      d) 1881
  - 2) The minimum number of members required to form a public company is  
a) 2                              b) 4                              c) 7                              d) 5
  - 3) A Partnership started for a particular adventure or undertaking is called a  
\_\_\_\_\_  
a) General Partnership  
b) Particular Partnership  
c) Fixed Partnership  
d) Partnership at will
  - 4) The Consumer Protection Act \_\_\_\_\_  
a) 1982                      b) 1986                      c) 1988                      d) 1989
  - 5) The Companies Act \_\_\_\_\_  
a) 1956                      b) 1955                      c) 1958                      d) 1959
  - 6) \_\_\_\_\_ is an error made by the parties to the contract.  
a) Coercion                      b) Mistake  
c) Fraud                              d) Undue influence



- 7) \_\_\_\_\_ is the first meeting of the shareholder of a public company.
- a) Annual General Meeting                      b) Statutory Meeting  
c) Extraordinary General Meeting            d) All of the above
- 8) There must be an agreement to share the \_\_\_\_\_ of a business.
- a) Profit    b) Loss  
c) Gain    d) All of the above

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

- 1) Consideration must move at the desire of the promisor.
- 2) The dissolution of partnership firm means a complete closure or end of the business of the firm.
- 3) A company has no legal personality.
- 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) Agreement in restraint trade is not void.
- 6) A partner who is neither an active partner nor known to the public as a partner is called "Dormant partner".
- 7) The object of an agreement must be unlawful.
- 8) A public company needs to raise the capital by the issue of prospectus.

2. Write short answers : **16**  
a) Articles of Association                      b) Discharge of contract.

3. Write short answers : **16**  
a) Acceptance                                      b) Share capital.

4. Define "Contract" and explain capacities of parties to a contract. **16**

OR

Define "Company" and explain winding up of companies.

5. Define "Partnership" and state rights of partners. **16**

OR

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

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Seat No.	
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**B.B.A. – III (Semester – VI) Examination, 2015**  
**MARKETING MANAGEMENT – II**

Day and Date : Saturday, 18-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative : 4
- 1) A \_\_\_\_\_ is a set of all products and items that a particular seller offers for sale to buyers.
    - a) product line
    - b) product mix
    - c) brand
    - d) none of these
  - 2) The \_\_\_\_\_ feature of service emphasises importance of human element in service industry.
    - a) perishability
    - b) intangibility
    - c) simultaneity
    - d) inseparability
  - 3) \_\_\_\_\_ is an oral presentation in a persuasive manner with a prospective buyer for the purpose of sale.
    - a) Personal selling
    - b) Sales promotion
    - c) Publicity
    - d) Advertising
  - 4) \_\_\_\_\_ strategy deals with launching product with high promotion and high price.
    - a) Slow penetration
    - b) Rapid penetration
    - c) Slow skimming
    - d) Rapid skimming
- B) Fill in the blanks : 8
- 1) \_\_\_\_\_ of product line refers to total number of product items within each product line.
  - 2) \_\_\_\_\_ stage of PLC normally lasts longer than any other stage.
  - 3) \_\_\_\_\_ is the most flexible element of marketing mix.
  - 4) \_\_\_\_\_ includes all activities involved in selling goods and services to those who buy for resale/business use.



- 5) \_\_\_\_\_ is the place where services are performed, delivered and consumed.
- 6) \_\_\_\_\_ evidence constitute a dominant part in service delivery.
- 7) \_\_\_\_\_ includes variety of programmes designed to promote and/or protect company's image or its individual product.
- 8) The \_\_\_\_\_ stage of PLC is marked by rapid climb in sales.

C) Match the pairs :

4

**A**

**B**

- 1) Motivated Employee
- 2) Social setting
- 3) Width
- 4) Brand

- 1) Seller's promise
- 2) Variants of each product line
- 3) Physical evidence
- 4) Different product lines
- 5) Loyal customers

2. Write short notes :

16

- 1) Product line decisions.
- 2) Types of service personnel.

3. Write short notes :

16

- 1) Logistics management.
- 2) Physical environment.

4. What is product life cycle ? Explain its various stages and relevant strategies.

16

OR

Define price. Explain the various factors affecting pricing decisions.

16

5. What is promotion ? Explain the steps involved in promotion mix.

16

OR

Explain the importance of people in service organisation. Highlight the role of front line staff.

16

\_\_\_\_\_



Seat No.	
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**B.B.A. – III (Sem. – VI) Examination, 2015**  
**FINANCIAL MANAGEMENT – II**

Day and Date : Tuesday, 21-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. a) Choose correct alternatives :

8

- 1) Net working capital means \_\_\_\_\_
  - a) Total assets
  - b) Current assets
  - c) Fixed assets
  - d) CA – CL
- 2) A company's first offering of common stock to the general public is known as \_\_\_\_\_
  - a) IPO
  - b) Prospectus
  - c) Placement
  - d) FPO
- 3) \_\_\_\_\_ is the payment of additional shares to shareholders in lieu of cash.
  - a) Stock split
  - b) Bonus shares
  - c) Extra dividend
  - d) Regular dividend
- 4) \_\_\_\_\_ ratio measures a firm's ability to meet short term obligations.
  - a) Liquidity
  - b) Leverage
  - c) Profitability
  - d) None of these
- 5) \_\_\_\_\_ occurs when there is an increase in number of shares outstanding by reducing the par value of stock.
  - a) Stock split
  - b) Regular Dividend
  - c) Bonus
  - d) Extra Dividend
- 6) Prepaid Expenses is a \_\_\_\_\_
  - a) Fixed Asset
  - b) Current Asset
  - c) Debt
  - d) Current Liability
- 7) If Average Stock is Rs. 2,00,000 and opening stock is Rs. 1,80,000 then closing stock is Rs. \_\_\_\_\_
  - a) 2,00,000
  - b) 1,80,000
  - c) 1,50,000
  - d) 2,20,000
- 8) If Reserve and Surplus is Rs. 5,00,000 and Capital is Rs. 10,00,000 then, Reserve and Surplus to capital ratio will be \_\_\_\_\_
  - a) 2
  - b) 0.1
  - c) 0.5
  - d) None of the above

P.T.O.



1. b) Fill in the blanks :

8

1) Working Capital Turnover Ratio =  $\frac{\text{Net Sales}}{\text{-----}}$

2) Net Profit Ratio =  $\frac{\text{-----}}{\text{Sales}} \times 100$

3) Ploughed back profits of the company are also known as \_\_\_\_\_

4) Acid Test Ratio =  $\frac{\text{Current Asset} - \text{Inventory}}{\text{-----}}$

5) \_\_\_\_\_ regulates the operations of primary and secondary markets in India.

6) Earning Price Ratio =  $\frac{\text{Earning per share}}{\text{-----}}$

7) Debtors Turnover Ratio =  $\frac{\text{Average Debtors}}{\text{-----}} \times 365$

8) In capital budgeting, PI stands for \_\_\_\_\_

2. a) The share of a growing company is currently selling for Rs. 100. It wants to finance its capital expenditures of Rs. 100 million either by retained earnings or selling new shares.

If the company sells new shares, the issue price will be Rs. 95. The dividend per share next year is Rs. 4.75 and it is expected to grow at 6%.

Calculate :

i) cost of internal equity

ii) cost of external equity.

8

b) Write short note (**any two**) :

8

i) Bombay Stock Exchange

ii) Retained Earnings

iii) Liquidity Ratios.

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

8

i) Capital Market

ii) Bonus Shares

iii) Capital Budgeting.



- b) i) Dividend per share of last year is Rs. 5 and expected to grow at the rate of 5%. Calculate the dividend of current year. 4
- ii) A company issues 10 percent irredeemable preference shares. Face value per share is Rs. 100 but the issue price is Rs. 95. What is the cost of preference shares ? What is the cost if the issue price is Rs. 105 ? 4

4. Explain the Capital Structure Theories. 16

OR

4. Find out :

- i) Sales
- ii) COGS
- iii) Debtors
- iv) Closing stock
- v) Creditors.

Debtors Velocity = 3 months  
Stock Velocity = 8 months  
Creditors Velocity = 2 months  
Gross Profit Ratio = 25 percent  
Gross Profit = Rs. 4,00,000  
Bills Receivable = Rs. 25,000  
Bills Payable = Rs. 10,000

Closing stock of the year is Rs. 10,000 above the opening stock. 16

5. Explain Ratio Analysis. State the various types of ratios and its significance. 16

OR

5. A company is considering investing in a project that costs Rs. 20,00,000. The estimated life of project is 5 years. It uses straight line method of depreciation.

<b>Year</b>	:	1	2	3	4	5
<b>CFAT (Rs.)</b>	:	8,00,000	8,00,000	7,00,000	8,00,000	4,00,000

Calculate :

- i) Pay Back Period
  - ii) ARR
  - iii) NPV at 10%
  - iv) Profitability index at 10%.
-





- 6) The transfer which facilitate the employees in acquiring a wide variety skills is known as \_\_\_\_\_
- A) Versatility transfer
  - B) Shift transfer
  - C) Remedial transfer
  - D) Production transfer
- 7) \_\_\_\_\_ type of separation of employee, is also called as 'Golden Handshake'.
- A) Retrenchment
  - B) Lay-off
  - C) VRS
  - D) None of these
- 8) \_\_\_\_\_ method of performance appraisal is used to evaluate employees future potential.
- A) Ranking method
  - B) Check list
  - C) Psychological Appraisal
  - D) Essay

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

8

- 1) Lay-off is permanent separation of employee from employer.
- 2) The benefit of P.F. and Gratuity are not applicable to those who takes VRS.
- 3) Remedial transfer is initiated to correct the wrong placements.
- 4) Health and safety benefits are being provided to those who shows their better performance in job.
- 5) The purpose of exit policy is to obtain confidential feedback from employees that are terminating their employment.
- 6) Dry promotion initiated with increment in responsibility, status and pay.
- 7) ESOP stands for Employer Stock Ownership Programme.
- 8) The minimum bonus payable under the Payment of Bonus Act, 1965 is 8.33% of salary.



2. Write short notes (**any 2**) : **16**
- a) Old age and retirement benefits
  - b) Measures of accident prevention.
  - c) Voluntary Retirement Scheme.

3. Write short notes (**any 2**) : **16**
- A) Variable compensation
  - B) Exit Policy
  - C) Promotion and Demotion.

4. Discuss the various components of Remuneration. Explain the factors affecting wage and salary levels. **16**

OR

What is employee separation ? State and explain the different forms of employee separation. **16**

5. What is performance appraisal ? State and explain the methods of performance appraisal. **16**

OR

What are the factors influencing employee benefits and services ? Explain employee health and safety benefits. **16**

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Seat No.	
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**B.B.A. – I (Semester – I) Examination, 2015**  
**BUSINESS ORGANISATION AND SYSTEMS (New C.G.P.A. Pattern)**

Day and Date : Friday, 24-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternatives :

7

- 1) Import and Export trade is also called \_\_\_\_\_ trade.  
a) Home                      b) Foreign                      c) Re-export                      d) None
- 2) Insurance services is the part of \_\_\_\_\_ industry.  
a) Extractive                      b) Service                      c) Genetic                      d) Construction
- 3) Personal touch with customer is in \_\_\_\_\_ firm of business organisation.  
a) Sole-trading                      b) Co-operative  
c) Companies                      d) Partnership firm
- 4) \_\_\_\_\_ is the fastest mode of transportation.  
a) Water                      b) Air                      c) Road                      d) None of these
- 5) A \_\_\_\_\_ comes in direct contact with consumers.  
a) Wholesaler                      b) Producers  
c) Retailer                      d) None of these
- 6) If raw material supplier merge with product makers then that kind of merger is known as \_\_\_\_\_  
a) Horizontal                      b) Vertical                      c) Both                      d) None of these
- 7) SEZ stands for \_\_\_\_\_  
a) Special Expert Zone                      b) Special Economic Zone  
c) Special Enterprise Zone                      d) Starting Entrepreneur Zone

P.T.O.



- B) State the following statement **True** or **False** : **7**
- 1) Super market is small scale retail business.
  - 2) Partnership firm is consist of more than two partners.
  - 3) The business which is done inside the country is known as Foreign Trade.
  - 4) A wholesaler sells a large variety of goods.
  - 5) The liability of shareholder of joint stock company is unlimited.
  - 6) Creativity refers as introducing something new.
  - 7) Financial analysis consist of analysis of location of the unit.
2. Write short notes (**any 2**) : **14**
- a) Classification of industry
  - b) Malls and super markets
  - c) Partnership firm.
3. Write short notes (**any 2**) : **14**
- a) Retail trade
  - b) Various factors of location section
  - c) Merger and its types.
4. a) What is wholesale trade ? Explain its functions and types. **14**
- OR
- b) What is business ? Discuss in detail the scope of business. **14**
5. a) What is sole proprietorship ? Explain its merits and demerits. **14**
- OR
- b) What is joint stock company ? Explain its merits and demerits. **14**
-





- B) State the following statements are **true** or **false** : **8**
- 1) To ensure supply of quality material is the objective of purchasing management.
  - 2) Receiving and inspection operation relates to the production planning and control.
  - 3) Storage refers to physical act of storing on housing particular materials.
  - 4) The term production planning includes raw material, work-in-process, finished goods etc.
  - 5) VED analysis stands for very effective development.
  - 6) Master production schedule is an example of operation management.
  - 7) ISO is the acronym for Indian organisation for standardisation.
  - 8) Overhead electric cranes are particularly useful for loading and unloading of heavy items with box bodies.
2. Write short notes : **16**
- a) ABC analysis
  - b) Objectives of purchasing department.
3. Write short notes : **16**
- a) EOQ analysis
  - b) TQM.
4. a) Define inventory management. Explain its functions and principles. **16**
- OR
- b) Explain the various principles while selecting material handling equipments and discuss the different types of equipments. **16**
5. a) Define stores management. What is the procedure of issuing of materials from stores. **16**
- OR
- b) Define production planning and control. Explain its functions. **16**
-





B) Fill in the blanks :

8

- 1) Appreciation and sense of security of job are the examples of \_\_\_\_\_ incentives.
- 2) Management is an art as well as \_\_\_\_\_
- 3) Theory 'X' people are having \_\_\_\_\_ attitude towards work.
- 4) \_\_\_\_\_ type of control is exercised after completion of an activity.
- 5) Middle level management act as a link between \_\_\_\_\_
- 6) Every authority must have corresponding \_\_\_\_\_
- 7) Project is a \_\_\_\_\_ type of plan.
- 8) Authority flows from \_\_\_\_\_

2. Write short notes :

16

- A) Planning
- B) Maslows need hierarchy theory of motivation.

3. Write short notes :

16

- A) Importance of management.
- B) Power and authority.

4. What is motivation ? Explain the financial and non-financial incentives of motivation.

16

OR

What is controlling ? Explain the various steps in control process.

16

5. Define management. Explain in detail the level of management with its functions. 16

OR

What is leadership ? Explain in detail the different leadership styles.

16

\_\_\_\_\_



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

Day and Date : Friday, 17-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select correct alternative :

8

- 1) \_\_\_\_\_ means the medium through which the message passes.
  - a) Sender
  - b) Communication channel
  - c) Receiver
  - d) None
- 2) \_\_\_\_\_ is the basic principle of communication.
  - a) Clarity
  - b) Result
  - c) Receiving
  - d) None
- 3) Defects of medium is a \_\_\_\_\_ type of barrier.
  - a) Semantic
  - b) Physical
  - c) Psychological
  - d) None
- 4) A \_\_\_\_\_ letter begin with an indication of need.
  - a) Reply
  - b) Quota
  - c) Enquiry
  - d) None
- 5) \_\_\_\_\_ is the quality of voice.
  - a) Tone
  - b) Words
  - c) Audibility
  - d) None
- 6) A \_\_\_\_\_ may be either written or oral.
  - a) Report
  - b) Communication
  - c) Letter
  - d) None
- 7) \_\_\_\_\_ communication is not a effective in large gatherings.
  - a) Face to face
  - b) Oral
  - c) Written
  - d) None



- 8) The \_\_\_\_\_ of a letter is as important as its contents.
- a) Function
  - b) Physical appearance
  - c) Planning
  - d) None

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

8

- 1) Minutes are not precise.
- 2) Your attitude is not necessary in business letter.
- 3) Periodical report is not prepared at regular intervals.
- 4) Written communication is accurate and precise.
- 5) Covering letter is not important with the biodata.
- 6) Special reports are related to a single situations.
- 7) Telephonic conversation is called as face to face communication.
- 8) Glossary is the list of technical words and in the report.

2. Write short notes :

16

- A) Objectives of Communication.
- B) Written communication.

3. Write short notes :

16

- A) Functions of business letters.
- B) Meetings.

4. Define communication. Explain process of communication and its importance.

16

OR

4. Draft the notice, agenda and minutes of the first annual general meeting.

5. Explain types of communication.

16

OR

5. Prepare your resume with a covering letter for applying in companies.

16

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Seat No.	
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**B.B.A. – I (Semester – I) Examination, 2015**  
**FINANCIAL ACCOUNTING (Old)**

Day and Date : Monday, 20-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) According to which concept, proprietor of a business is treated as a creditors to the extent of his capital
  - a) Money measurement
  - b) Cost
  - c) Dual aspect
  - d) Business entity
- 2) Trading account is a \_\_\_\_\_ account.
  - a) Personal
  - b) Real
  - c) Nominal
  - d) Expenses
- 3) A person who owes money to the firm is called
  - a) Debtors
  - b) Creditors
  - c) Owners
  - d) Bankers
- 4) In cashbooks "C" means
  - a) Cash
  - b) Column
  - c) Credit
  - d) Contra
- 5) Small payments are entered in
  - a) Simple cashbook
  - b) Petty cashbook
  - c) Double column cashbook
  - d) Three column cashbook
- 6) Direct expenses are debited in the
  - a) Balance Sheet
  - b) Trial Balance
  - c) Profit and Loss account
  - d) Trading account

P.T.O.





- 15 Paid salaries to staff Rs. 11,500/-
- 20 Paid rent Rs. 1,150/- to landlord
- 24 Received Rs. 1,500/- as commission
- 27 Paid Rs. 1,200/- as insurance premium on the life of the proprietor.

b) Discuss the different reasons for difference in balance shown in cash book under the bank column and balance shown in the pass book on any particular date. 8

4. M/s Mallikarjun, purchased on machinery on 1<sup>st</sup> April 2002, for Rs. 47,000. And spent Rs. 3,000 on its creation. On 1<sup>st</sup> Oct. 2002 additional machinery costing Rs. 5,000 was purchased. On 1<sup>st</sup> July 2003 the machinery purchased on 1<sup>st</sup> Oct. 2002 was sold for Rs. 3,000 and on the same date a new machinery was purchased for Rs. 12,000. Depreciation is to be charged at 10% p.a. under straight line method on 31<sup>st</sup> March every year. Prepare Machinery A/c and Depreciation A/c for 3 years from 1<sup>st</sup> April 2002. Working is part of your answer. 16

OR

Record the following transactions in the Journal of Shri Setty.

Date	Particulars
Nov. 1	Assets : Cash in hand Rs. 4,000 Stock of goods Rs. 20,000 Office equipments Rs. 10,000 Liabilities : Loan Rs. 15,000 Bank overdraft Rs. 10,000
4	Loan Rs. 10,000 repaid with interest Rs. 1,000.
8	Office equipments costing Rs. 2,000 sold at a profit of Rs. 500
12	Interest on bank overdraft Rs. 50 and bank charges Rs. 25 charged by bank.
14	Printing bill Rs. 450 and conveyance Rs. 250 paid.
19	Insurance premium paid Rs. 1,000.
25	Good sold Rs. 5,000 on credit to Raju.
26	Rs. 4,500 received from Raju in a full settlement.



5. Explain in brief different accounting conventions.

16

OR

From the following Trial Balances and additional information you are required to prepare Trading Account, Profit and Loss A/c and Balance Sheet as on 31-3-2008,

**Trial Balance as on 31-3-2008**

<b>Debit Balances</b>	<b>Rs.</b>	<b>Credit Balances</b>	<b>Rs.</b>
Drawings	12,000	Capital	60,000
Furniture and fixtures	4,000	Return outwards	2,000
10% Govt. bonds	30,000	Sales	1,30,000
Opening stock	20,000	Creditors	12,000
Purchases	80,000	Loans	10,000
Salaries and wages	22,400	Discount	1,600
Debtors	20,400		
Return inwards	5,000		
Postage and telegram	1,500		
Rent, Rates and Insurance	3,600		
Bad debt written off	400		
Trade expenses	1,200		
Interest on loan	450		
Printing and stationary	800		
Travelling expenses	500		
Sundry expenses	300		
Cash in hand	2,750		
Cash at bank	10,300		
<b>Total</b>	<b>2,15,600</b>	<b>Total</b>	<b>2,15,600</b>

**Additional information :**

- 1) Closing stock is valued Rs. 21,000.
- 2) Charge depreciation on furniture and fixture @ 5%.

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Seat No.	
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**B.B.A. – I (Semester – I) (Old) Examination, 2015**  
**BUSINESS ECONOMICS (Micro)**

Day and Date : Wednesday, 22-4-2015  
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

**Instructions :** i) **All questions are compulsory.**  
ii) **Neat diagrams should be drawn wherever it is necessary.**  
iii) **Figures to the right indicate full marks.**

1. A) Select the correct alternatives :

8

- 1) Product differentiation is essential feature of \_\_\_\_\_ market.  
a) Perfect competition                      b) Monopoly  
c) Monopolistic competition              d) Monopsony
- 2) \_\_\_\_\_ is paid to land for its use in production.  
a) Rent                      b) Wages                      c) Interest                      d) Profit
- 3) Who introduced the concept of the 'Quasi' rent ?  
a) Prof. J. M. Keynes                      b) Dr. Alfred Marshall  
c) Prof. J. B. Say                      d) Prof. Samuelson
- 4) Who introduced the innovation theory of profit ?  
a) Prof. Hawley                      b) Prof. Knight  
c) Prof. Walker                      d) Prof. Schumpeter
- 5) In a perfectly competitive market, a firm is a \_\_\_\_\_  
a) Price taker                      b) Price maker  
c) Price checker                      d) Price controller
- 6) When the marginal utility is zero, total utility is \_\_\_\_\_  
a) Zero                      b) Maximum                      c) Minimum                      d) Negative
- 7) Who introduced the concept of elasticity of demand ?  
a) Prof. A. C. Pigou                      b) Prof. Samuelson  
c) Adam Smith                      d) Dr. Alfred Marshall
- 8) Prof. F. B. Hawley presented the \_\_\_\_\_ theory of profit.  
a) Innovation                      b) Uncertainty                      c) Risk bearing                      d) Dynamic



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

- 1) Micro economics study aggregate unit.
- 2) Micro and macro economics these two terms were first presented by Ragner Frisch.
- 3) Utility analysis was propounded by Dr. Alfred Marshall.
- 4) Perfectly elastic demand curve is horizontal strt-line.
- 5) When the price of pepsi rise, then demand for coke rises.
- 6) Normally demand curve slopes upward from right to left.
- 7) Wages is a payment for the use of capital in production.
- 8) Schumpeter has greatly developed the theory of profit based on uncertainty.

2. Write short notes : **16**

- a) Characteristics of business economics.
- b) Explain the fixed cost and variable cost.

3. Write short notes : **16**

- a) Explain the law of demand.
- b) Law of diminishing marginal utility.

4. What is elasticity of demand ? Explain the types of price elasticity of demand. **16**

OR

Define micro and macro economics. Explain the merits and demerits of micro economics.

5. Discuss “interest is a reward for parting liquidity” prof. Keynes. **16**

OR

What is oligopoly market and features ? Explain the kinked demand curve.

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