



Seat No.	
-------------	--

B.B.A. – I (Semester – I) (CGPA) Examination, 2016
PRINCIPLES OF MANAGEMENT

Day and Date : Wednesday, 6-4-2016

Max. Marks : 70

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

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

1. A) Choose the correct alternative.

7

- 1) _____ means manager compares actual work against plans.
a) Planning b) Controlling c) Staffing d) Training
- 2) In _____ leadership, complete freedom is given to employees.
a) Democratic b) Autocratic c) Free-rein d) None
- 3) _____ is a process of stimulating employees to get desired results.
a) Motivation b) Communication
c) Controlling d) Planning
- 4) _____ function of management deals with manning the organisation.
a) Organising b) Leadership c) Planning d) Staffing
- 5) _____ is a group of people working together to achieve set goals.
a) Controlling b) Management c) Organisation d) Plans
- 6) _____ needs satisfies the need of self-respect and prestige.
a) Basic b) Social c) Safety d) Esteem
- 7) _____ is the assessment, evaluation or checking the performance of employees.
a) Performance Appraisal b) Organising
c) Planning d) Staffing



B) Fill in the blanks. 7

- 1) _____ is the process of determining future course of action in advance.
- 2) _____ refers to the art of getting things done through others.
- 3) _____ refers to imparting job knowledge to employees.
- 4) _____ organisation structure also known as Scalar Chain.
- 5) _____ is the right to give orders and power to exact obedience.
- 6) _____ is the process of stimulating people to apply for job.
- 7) McGregor's Theory _____ is traditional, negative and autocratic in nature.

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

- 1) Types of plans
- 2) Performance Appraisal
- 3) Trait Approach to Leadership.

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

- 1) Theory 'Z' by William Ouchi
- 2) Authority
- 3) Types of Training.

4. Define Management. Explain the levels of management in detail. 14

OR

What is Motivation ? Explain the Maslow's Need Hierarchy Theory of Motivation. 14

5. Define Leadership. Explain the various Leadership styles in detail. 14

OR

Define Controlling. Explain the need for control and its process. 14



Seat No.	
----------	--

**B.B.A. – I (Semester – I) (CGPA) Examination, 2016
BUSINESS COMMUNICATION (Paper – I)**

Day and Date : Saturday, 9-4-2016
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

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

1. A) Choose the correct alternative : 7

- 1) Communication is a _____ process.
a) Dynamic b) Constant c) Both d) None of these
- 2) _____ means arising from the different meanings of words.
a) Communication b) Semantic
c) Feedback d) Order Letters
- 3) _____ communication gives immediate feedback.
a) Oral b) Written c) Both d) Coding
- 4) _____ is clearer than words.
a) Feedback b) Silence c) Office order d) Office note
- 5) Reports prepared and presented according to the form and procedure laid down by the law are called
a) Formal b) Non Statutory c) Statutory d) Decipher
- 6) An interview is an example of _____ communication.
a) Oral b) Written c) Face-to-Face d) Silence
- 7) An _____ is a list of items to be discussed at the meeting.
a) Notice b) Agenda c) Minutes d) Resolution

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

- 1) Periodical report is not prepared at regular intervals.
- 2) Attracting attention is one of the important function of sales letter.
- 3) Decoding means translating the symbols into message.
- 4) Inside address contains information relating to the name of the firm and other details.



- 5) Communication plays vital role in our day to day life.
- 6) An official record of the proceedings of a meeting is called minutes.
- 7) Special reports are related to a single situation.

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

- a) Oral communication and its merits and demerits.
- b) Explain socio psychological barriers.
- c) Notice and Agenda.

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

- a) Importance of Communication.
- b) Describe types of reports.
- c) Face to Face Communication.

4. Define communication. Explain barriers of communication. **14**

OR

Draft the notice, agenda and minutes of the general body meeting of a company in detail. **14**

5. Define business letter. Explain essentials of effective correspondence. **14**

OR

Prepare your bio-data and covering letter for the job in MNC company. **14**



Seat No.	
-------------	--

**B.B.A. – I (Semester – I) Examination, 2016
FINANCIAL ACCOUNTING (CGPA)**

Day and Date : Tuesday, 12-4-2016

Max. Marks : 70

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

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

1. A) Fill in the blanks : 7
- 1) Short term liabilities are payable within _____ year.
 - 2) Loss which is incurred on account of non-collection of business debt is known as _____
 - 3) Accounting must be based on universally accepted _____
 - 4) Drawings is a _____ account.
 - 5) Journal is book of _____
 - 6) Trial balance is useful for locating _____.
 - 7) Prepaid income is shown to _____ side of the balance sheet.
- B) State whether the following statements are **true** or **false** : 7
- 1) The basic fundamental truth of an accounting accepted universally to prepare accounts is called accounting concept.
 - 2) In double entry book keeping system, every business transaction has only one effect.
 - 3) Discount is personal a/c.
 - 4) Credit purchases of assets are recorded in purchase book.
 - 5) Bank reconciliation statement is prepared to show causes of disagreement between two balances.
 - 6) Credit sales written in purchase book is an error of omission.
 - 7) Outstanding expenses are assets of business.



2. Solve any two.

14

- A) Explain fundamental accounting assumptions.
- B) Enter the following transaction in single column Cash Book .

Date	Particulars
1 Mar. 2001	Started business with cash Rs. 50,000
2	Deposited Rs. 20,000
3	Purchased goods worth Rs. 10,000 at 10% trade discount and 5% cash discount
4	Bought goods worth Rs. 15,000 at 10% trade discount and 5% cash discount
7	Sold goods worth Rs. 54,000 for cash
10	Received Rs. 11,900 from Ashok and allowed him discount of Rs. 100
12	Paid Rs. 11,450 to Kishor and received Rs. 50 as discount

- C) Prepare bank reconciliation statement as on 30th June 2005 from the following particulars
- 1) Balance as per pass book is Rs. 5,000
 - 2) Cheques deposited in the bank but not realized Rs. 1,500
 - 3) Cheques issued but not presented for payment Rs. 1,400
 - 4) Interest of Rs. 150, and dividend of Rs. 200 collected and credited by bank but these were not recorded in cash book.
 - 5) Insurance premium of Rs. 250 and bank charges of Rs. 50 debited in the pass book by bank but these were not recorded in cash book.
 - 6) Cheques for Rs. 1,200 deposited into the bank, it was realized but entered twice in the cash book.
 - 7) Cheques of Rs. 445. Issued and it was presented for payment but entered in the cash book as 544.



3. Solve **any two**. 14

A) Explain objectives of preparing Trial Balance and types of Trial Balance.

B) Journalize the following transactions in the books of Mr. Kapadia.

Date	Particulars
1 Sept. 2007	Mr. Kapadia started business by investing Rs. 25,000 in it and borrowed Rs. 15,000 from Mrs. Kapadia for business purpose.
4	Mr. Kapadia opened current account with Bank of Baroda by depositing Rs. 5,000
5	Bought goods subject to 5% trade discount Rs. 2,000
10	Received commission from Mr. Shailesh Rs. 400
12	Paid office insurance premium of Rs. 1,000.

C) Explain Golden rules of Accounting with example.

4. Explain different types of petty cash book in details. 14

OR

On 1st August 2006 a company purchased a machine for Rs. 3,90,000 and spent Rs. 10,000 on its installation.

It decided to provide depreciation @ 15% p.a. using written down value method.

On 30th Nov. 2009 the machine was sold for Rs. 1,00,000.

On 1st December 2009 company acquired and put into operation a new machine at a total cost of Rs. 7,60,000.

Depreciation on new machinery on the same basis as had been used in the case of earlier machine. The company closes its books of account every year on 31st March.

Prepare Machinery Account for four years ended 31st March 2010.

5. A) Explain different types of subsidiary books and advantages of subsidiary books. 14

OR



- B) From the following Trial Balance you are required to prepare Trading, Profit and Loss A/c for the year ended 31st March 2008 and Balance Sheet as on that date.

Trial Balance as on 31st March, 2008

Particulars	Debit Rs.	Credit Rs.
Capital		80,000
Drawings	4,000	
Opening Stock	50,000	
Sales		1,00,000
Purchases	60,000	
Land and Building	40,000	
Plant and Machinery	30,000	
Furniture and Fixture	18,100	
Returns	1,000	1,500
Sundry debtors	15,000	
Sundry creditors		10,000
Bill receivables	7,500	
Bill payables		6,500
Bank overdraft		50,000
Cash in hand	4,000	
Cash at bank	6,000	
Salaries	5,000	
Wages	7,000	
Repairs	600	
Interest paid	400	
Commission received		600
Total	2,48,600	2,48,600

Adjustments :

- 1) Closing stock cost Rs. 35,000.
-



Seat No.	
----------	--

B.B.A. – I (Semester – I) (CGPA) Examination, 2016
BUSINESS ECONOMICS (Micro)

Day and Date : Saturday, 16-4-2016
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

- 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) Select the correct alternatives. 7
- 1) A demand for car and petrol is _____ demand.
a) Composite
b) Complementary
c) Competitive
d) Cross
 - 2) "A science of decision making and forward planning is known as _____"
a) Business economics
b) Business environment
c) Business statistics
d) Business communication
 - 3) A prime object of rational consumer is maximum _____
a) Cost
b) Revenue
c) Satisfaction
d) Profit
 - 4) A marketing practice of "Buy soap and get pen free" is an example of _____
a) product homogeneity
b) Product differentiation
c) Price discrimination
d) Product uniformity
 - 5) Which of the following is insurable risk ?
a) Competition
b) Govt. policy
c) Demand fluctuations
d) Fire
 - 6) A total cost of production is ₹ 200 by producing 20 units. What is average cost ?
a) ₹ 20 b) ₹ 10 c) ₹ 15 d) ₹ 25
 - 7) _____ production factor has indirect demand.
a) Land b) Labour c) Capital d) All of these



- B) State whether the following statements are **true** or **false** : **7**
- 1) A profit is a income of a manager.
 - 2) Telecommunication industry is an example of oligopoly.
 - 3) Business economics is applied science.
 - 4) In short period all cost are fixed.
 - 5) Demand for inferior goods is known as exception to law of demand.
 - 6) Utility is visible.
 - 7) Rent is a contractual income.

2. Write short notes (**any two**) : **14**
- a) Fixed cost and variable cost
 - b) Types of demand
 - c) Characteristics of utility.

3. Write short notes (**any two**) : **14**
- a) Features of business economics.
 - b) External business decisions.
 - c) Features of monopolistic competition.

4. Explain the per unit cost concepts and relation between average cost and marginal cost. **14**

OR

Define micro economics. Explain its merits and demerits.

5. Critically evaluate the “Liquidity preference theory” of interest. **14**

OR

State and explain the law of demand write its exceptions.



Seat No.	
-------------	--

**B.B.A. – I (Semester – I) (CGPA) Examination, 2016
BUSINESS ORGANIZATION AND SYSTEM**

Day and Date : Wednesday, 20-4-2016

Max. Marks : 70

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

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

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

1. A) Select the correct alternatives :

7

- 1) Globalization is concerned with _____ market.
 - a) National
 - b) Regional
 - c) World
 - d) State
- 2) Indian Partnership Act was passed in the year
 - a) 1912
 - b) 1923
 - c) 1932
 - d) 1956
- 3) Industry creates _____ utility.
 - a) Place
 - b) Time
 - c) Person
 - d) Form
- 4) _____ takes place when there is a combination of two or more organisations in the same business line.
 - a) Vertical mergers
 - b) Horizontal mergers
 - c) Conglomerate mergers
 - d) Reverse mergers
- 5) A wholesaler is a _____ trader.
 - a) Small
 - b) Village
 - c) Specialized
 - d) None of these
- 6) A SEZ may be set up by _____ sector.
 - a) Public
 - b) Private
 - c) Joint
 - d) All of these
- 7) _____ is mainly related with production of goods.
 - a) Industry
 - b) Commerce
 - c) Trade
 - d) None of these

P.T.O.



- B) State the following statements are **true** or **false** : **7**
- 1) A joint stock company can raise huge capital.
 - 2) India had adopted the policy of liberalization in the year 1995.
 - 3) A retailer pays personal attention to his customers.
 - 4) The maximum number of partners for a firm carrying on banking business is 20.
 - 5) The main objective of SEZ is demotion of export.
 - 6) Difficulty of finance is solved by Mercantile agent.
 - 7) If automobile company merge with a parts supplier would be an example of vertical merger.
2. Write short note (**any two**) : **14**
- a) SEZ
 - b) Joint Stock Company
 - c) Malls and super market and their effects on economy.
3. Write short note (**any two**) : **14**
- a) Industrial revolution–it’s effects
 - b) Public sector
 - c) Factors affecting location of business.
4. Long answer : **14**
- What is Merger and Acquisition ? Explain it’s types and advantages. **14**
- OR
- What is partnership firm ? Explain merits and demerits of partnership firm. **14**
5. Long answer : **14**
- What is business ? Discuss in detail the scope of business. **14**
- OR
- Define retail trade. Explain functions of retail trade and state recent trends in retail trade. **14**
-



Seat No.	
-------------	--

**B.B.A. I (Semester – II) (CGPA) Examination, 2016
BUSINESS ENVIRONMENT**

Day and Date : Thursday, 7-4-2016
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

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

1. A) Choose the correct alternative :

7

- 1) Business environment is different from
 - a) Local to global
 - b) Time to time
 - c) Business to business
 - d) All of the above
- 2) Which of the following is considered as component of internal business environment ?
 - a) Suppliers
 - b) Investors
 - c) Competitors
 - d) Mission and Vision
- 3) Trade Union Act is a part of _____ environment of business.
 - a) Social
 - b) Cultural
 - c) Natural
 - d) Legal
- 4) _____ is a systematic application of scientific knowledge to practical task.
 - a) Technology
 - b) Demography
 - c) Culture
 - d) Nature
- 5) A de-reservation policy is responsible for _____ of business.
 - a) Liberation
 - b) Privatization
 - c) Nationalization
 - d) None of the above
- 6) Indian economy is a _____ economy.
 - a) capitalist
 - b) socialist
 - c) communist
 - d) mixed
- 7) Attitude towards work is a factor of _____ environment.
 - a) Legal
 - b) Natural
 - c) Technical
 - d) Cultural

P.T.O.



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

- 1) Business environment is dynamic.
- 2) A disinvestment is a feature of privatization policy.
- 3) A dividend payment is a social responsibility of a business.
- 4) An advance technology produces output at maximum cost.
- 5) In a communist economy consumer enjoys a maximum freedom.
- 6) Legislature is responsible for settlement of legal disputes of business.
- 7) New economic policy of India promotes nationalization of business.

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

- a) Merits of business environment.
- b) Features of demographic environment.
- c) Impact of technology on business.

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

- a) Liberalisation policy of India.
- b) Features of technological environment.
- c) Need for state regulation for business.

4. What is economic environment ? Explain components of economic environment. **14**

OR

Explain the different responsibilities of business.

5. Define globalisation. Explain different measures taken by the govt. of India towards globalisation. **14**

OR

Explain the micro and macro components of business environment.



Seat No.	
-------------	--

**B.B.A. – I (Semester – II) (CGPA) Examination, 2016
BUSINESS COMMUNICATION – II**

Day and Date : Monday, 11-4-2016
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

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

1. A) Choose the correct alternative from the given alternatives : 7
- 1) In _____ type of grapevine a single person is actively involved in passing information to everyone.
a) Gossip chain b) Cluster c) Probability d) None of these
 - 2) Fax is acronym for _____
a) Faxotile b) Fast xerox c) Fasimile d) Forward xerox
 - 3) _____ communication exists between the employees of same rank or equal status in organisation structure.
a) Vertical b) Upward c) Horizontal d) Cross
 - 4) _____ means a phrase which is often used in communication but has no meaning.
a) Jargon b) Preposition
c) Cliche d) None of these
 - 5) _____ is a practical work on a particular subject where people learn the subject by sharing their knowledge and experience.
a) Work-shop b) Lecture
c) Group discussion d) None of these
 - 6) The letter, fax and phone refers to the _____ of communication.
a) Objective b) Principles
c) Functions d) Channels
 - 7) _____ communication is also called as lateral communication.
a) Horizontal b) Vertical c) Cross d) Upward



B) Fill in the blanks :

7

- 1) The flow of information from frontline employees to managers is _____ type of communication.
- 2) _____ is a type of interview that is conducted for employees who have resigned their job.
- 3) _____ means ability to understand and share the feelings, experiences and opinions of others.
- 4) Rumour is a part of _____
- 5) _____ is a process of involving awareness, reception and perception.
- 6) _____ is a part of email where messages are sent when the receiver is not present.
- 7) _____ is a device of communication that is used for answering telephones and recording callers messages.

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

14

- a) Group discussion
- b) Audio-visual aids in business communication
- c) Public speaking.

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

14

- a) Types of interview
- b) Presentation
- c) Conflict and negotiation.

4. Explain the various communication channels in organisation.

14

OR

Define speech. Explain the various techniques of effective speech.

14

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

14

OR

What is oral communication ? Explain the principles of effective oral communication.

14



Seat No.	
----------	--

**B.B.A. – I (Semester – II) Examination, 2016
(CGPA)
COST ACCOUNTING**

Day and Date : Wednesday, 13-4-2016

Max. Marks : 70

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

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

1. A) Choose correct alternative :

7

- 1) Direct material is a
 - A) Manufacturing cost
 - B) Administration cost
 - C) Selling and distribution cost
 - D) Any of the above
- 2) Which of the following document is used for time keeping ?
 - A) Time card
 - B) Job card
 - C) Daily time sheet
 - D) All of these
- 3) Allotment whole items of cost to cost centers or cost units is called
 - A) Cost allocation
 - B) Cost apportionment
 - C) Overhead absorption
 - D) Cost classification
- 4) The document which describes the budgeting organization, procedure. Etc. is known as
 - A) Budget centre
 - B) Principal budget factor
 - C) Budget manual
 - D) None of these
- 5) The wage costs which are incurred in converting materials into finished goods would be known as
 - A) Salaries
 - B) Direct labour
 - C) Wages and salaries
 - D) Indirect labour
- 6) Contribution can be defined as
 - A) Selling price less variable costs
 - B) Fixed costs less variable costs
 - C) Selling price less total costs
 - D) Sales revenue less fixed costs
- 7) The total of all direct costs of production is also known as
 - A) Prime cost
 - B) Variable cost
 - C) Total cost
 - D) Production costs



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

7

- 1) Cost centre and cost unit are same.
- 2) Purchase requisition is always prepared by the purchasing department.
- 3) An increase in volume of production will result in a reduction in unit variable cost.
- 4) Margin of safety is the difference between actual sales and break even sales.
- 5) Budgets are action plans.
- 6) Profit = margin of safety x P/V ratio.
- 7) Fixed cost = Sales – Contribution.

2. Solve (**any two**) :

14

A) Explain the nature and scope of cost accounting.

B) The extracts from the payroll of a factory is as follows :

Number of employees at the beginning of April 2015	150
Number of employees at the end of April 2015	250
Number of employees resigned during April 2015	25
Number of employees discharged during April 2015	5
Number of employees replaced due to resignations and discharges during April 2015	20

Calculate labour turnover during the period.

C) From the following information calculate :

- a) Re-order level
- b) Minimum stock level
- c) Maximum stock level
- d) Average stock level.

Rate of consumption : Minimum 250 kg per week
 Maximum 750 kg per week
 Normal 400 kg per week

Re-ordering period : Minimum 3 weeks
 Maximum 7 weeks
 Normal 4 weeks

Re-ordering quantity : 2000 kg



3. Solve (any two) : 14

A) ABC analysis.

B) Elements of cost.

C) A Manufacturing Co. has three production departments A, B and C and two service departments S1 (canteen) and S2 (powerhouse). The departmental summary showed the following expenses for Mar. 1992.

Production department			Service department	
A	B	C	S1	S2
Rs. 6,300	Rs. 7,400	Rs. 2,800	Rs. 4,500	Rs. 2,000

Canteen expenses are to be apportioned in the ratio of employees and the powerhouse expenses in the ratio of electricity used. The necessary information is as under :

	Dept. A	Dept. B	Dept. C	Dept. S1	Dept. S2
No. of employees	50	20	20	–	10
Electricity used	70%	20%	10%	–	–

Show the distribution of expenses of service departments to production departments, taking the order of service departments as shown above i.e. expenses S1 are to distributed first and then those of S2.

4. Record the following receipts and issues of material in stores ledger account adopting FIFO method of charging material issues : 14

Receipts dates	Quantity (in units)	Rate (per unit)
5/3/1993	200	2.50
10/3/1993	150	2.20
19/3/1993	100	2.40
22/3/1993	100	2.30

Issues dated :

6/3/1993	250
12/3/1993	200
25/3/1993	250

On 1st March 1993 stock-in-hand was 200 valued @ 2.00 per unit.

OR



Following information is given by Bharat Ltd.

Selling price per unit Rs. 10

Variable cost per unit Rs. 6

Fixed cost Rs. 24,000

You are required to calculate :

- 1) P/V ratio.
 - 2) Break even point (in units and in rupees).
 - 3) Profit when sales are 10% above the break even sales.
 - 4) Sales to earn profit Rs. 4,000.
5. Prepare Cost Sheet from the following information :

14

The Modern Manufacturing Co. submits the following information on 31st March 1994 :

Particulars	Rs.
Sales for the year	2,75,000
Inventory at the beginning of the year	
Finished goods	70,000
WIP	4,000
Purchases of material during the year	1,10,000
Material inventory	
At the beginning	3,000
At the end	4,000
Direct labor	6,500
Factory overheads 60% of direct labour cost	
Inventories at the end of the year	
WIP	6,000
Finished goods	8,000
Other expenses for the year	
Selling expenses 10% of sales	
Administrative expenses 5% of sales.	

OR

Explain the different types of functional budgets.



Seat No.	
----------	--

**B.B.A. – I (Semester – II) (CGPA) Examination, 2016
MANAGEMENT OF BUSINESS SERVICES**

Day and Date : Monday, 18-4-2016

Max. Marks : 70

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

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

1. A) Choose the correct alternative :

7

- 1) _____ is any activity or benefit offered by seller/service provider to consumer.
a) Goods b) Service c) People d) Promotion
- 2) Banking operations in India are controlled by
a) LIC b) IRDA c) RBI d) TRAI
- 3) Ambience, Decor, Space, Equipments are the part of
a) Product b) Promotion
c) Physical Evidence d) None of these
- 4) _____ is a paid form of non-personal communication intended to persuade the customer.
a) Sales promotion b) Publicity
c) Direct marketing d) Advertisement
- 5) Transportation and Telecommunication services are the examples of _____ services.
a) Infrastructure b) Public c) Business d) Social
- 6) _____ hotels are targeted to customers who seek recreation and relaxation.
a) Residential b) Resort c) Floating d) International
- 7) We can't store services, as they are _____ in nature.
a) Inseparable b) Heterogeneous
c) Perishable d) Intangible



B) Match the pairs :

7

‘A’

‘B’

- | | |
|-----------------------------|------------------|
| 1) LIC | 1) 1935 |
| 2) NEP | 2) 1997 |
| 3) TRAI | 3) 1964 and 1980 |
| 4) RBI | 4) 1991 |
| 5) GIC | 5) 1999 |
| 6) IRDA | 6) 1972 |
| 7) Nationalisation of Banks | 7) 1995 |
| | 8) 1956 |

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

- a) Classification of services.
- b) Promotion mix.
- c) Product mix of banking services.

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

- a) Explain the product mix of telecommunication services.
- b) Explain the computerisation in Banking.
- c) Highlight the impact of NEP on service sector in India.

4. Define service. Explain the salient features of services in detail. **14**

OR

Define insurance. Explain the product and pricing policies of insurance services. **14**

5. Explain the various factors to be considered in decision of location of hotel services. **14**

OR

Highlight the growth and development of services sector in India with reasons. **14**



Seat No.	
---------------------	--

**B.B.A. – I (Semester – II) (CGPA) Examination, 2016
BUSINESS INFORMATICS**

Day and Date : Thursday, 21-4-2016
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternatives :

7

- 1) The function of _____ unit is to ensure that all set instructions interpret in a proper manner.
 - a) input
 - b) control
 - c) output
- 2) _____ is volatile memory.
 - a) ROM
 - b) RAM
 - c) Harddisk
- 3) MIS stands for _____ information system.
 - a) Multiple
 - b) Machine
 - c) Management
- 4) Joystick is type of _____ device.
 - a) Output
 - b) Input
 - c) None of these
- 5) _____ gives access to the internet and provides related sources.
 - a) Protocols
 - b) Internet service provider
 - c) E-mail
- 6) Which of the following cannot be classified as system software ?
 - a) Linux
 - b) Windows
 - c) Photoshop
- 7) _____ printer uses a series of nozzles to spray drops of ink directive.
 - a) Laser printer
 - b) Inkjet
 - c) Dot matrix



- B) State the following statements **true** or **false** : **7**
- 1) WWW Stands of Wild Wide Web.
 - 2) Computer can work for more than 30 years and more than that without any failure is known as versatility.
 - 3) Decision support system works at operational level of management information system.
 - 4) Operating system is a type of application software.
 - 5) Through E-mail we can sold the goods.
 - 6) An extension to store a power point file is .doc.
 - 7) Business to business is the modes of e-commerce.
2. Write short notes (**any 2**) : **14**
- a) Characteristics of computer.
 - b) Input Devices.
 - c) System Software.
3. Write short notes (**any 2**) : **14**
- a) Application software.
 - b) Output devices
 - c) Computer Literacy V/s Information System Literacy.
4. a) What is internet ? Explain various uses of Internet in Business. **14**
- OR
- b) What is E-commerce ? Explain various types of E-commerce. **14**
5. a) Write a detail note on MS-Word. **14**
- OR
- b) Define DBMS. Explain functions and advantages of DBMS. **14**
-



Seat No.	
-----------------	--

**B.B.A. II (Semester – III) Examination, 2016
BUSINESS STATISTICS (New) (CGPA)**

Day and Date : Wednesday, 6-4-2016
Time : 2.30 p.m. to 5.00 p.m.

Total Marks : 70

1. A) Choose the correct alternative. **10**
- 1) Lottery method is a method of
 - a) Simple random sampling
 - b) Stratified sampling
 - c) Systematic sampling
 - d) None of these
 - 2) The smallest value of a class is called
 - a) mid-point
 - b) frequency
 - c) lower limit
 - d) upper limit
 - 3) For drawing histogram, classes are taken on X axis and on Y axis _____ is taken
 - a) frequency
 - b) lcf
 - c) mcf
 - d) mid-point
 - 4) If the average of 7, 9, 12, k, 5, 4 and 11 is 9 then k is
 - a) 13
 - b) 14
 - c) 15
 - d) 8
 - 5) Extreme values have no effect on
 - a) Mean
 - b) Median
 - c) Combined mean
 - d) None of the above
 - 6) If the mean of the series is 10 and CV 40, then standard deviation is
 - a) 2
 - b) 8
 - c) 12
 - d) 4
 - 7) Which of the following is a unitless measure of dispersion.
 - a) Standard deviation
 - b) Mean deviation
 - c) Range
 - d) Coefficient of variation
 - 8) The correlation between prices of mobiles and marks in English is
 - a) positive
 - b) negative
 - c) zero
 - d) cannot be determined



- 9) If the correlation between the two variables X and Y is negative then regression coefficient of X and Y is
- | | |
|-------------|-------------------------|
| a) positive | b) negative |
| c) zero | d) cannot be determined |
- 10) Base period for an index number should be
- | | |
|-----------------------------|--------------------|
| a) a year only | b) a normal period |
| c) a period at distant past | d) none of these |

B) Fill in the blanks.

4

- 1) Data collected for the first time are called _____
- 2) Histogram can be drawn only for _____ Distribution.
- 3) The central value of ascending data is called _____
- 4) Fishers Index number is _____ of Laspeyre's I.N and Paasche's I.N.

2. Solve **any two** from the following.

A) Age of death of 30 persons of a town are given below

36, 48, 50, 45, 49, 31, 50, 48, 43, 42, 37, 32, 40, 39, 41, 47, 45, 39, 43, 47, 38, 39, 37, 40, 32, 52, 56, 31, 54, 36.

Classify the data in a frequency distribution having 10 class interval. Obtain cumulative frequencies.

B) Define Mean, Median and Mode and state relation between them. **(7+7)**

C) Write a note on simple random sampling.

3. A) The average daily wages of 100 workers is Rs. 360. The average daily wage of 10 male workers is Rs. 375. Find the average daily wage of female workers.

B) Calculate standard deviation and coefficient of variation for the following data.

11, 13, 19, 14, 16, 17, 15, 18, 10, 12.

C) Define range, coefficient of range, mean deviation, coefficient of MD. **(7+7)**

4. The marks of 10 students in Economics and Statistics were as follows,

- i) Draw a scatter diagram for the data and comment on the nature of correlation



ii) Find Karl Pearson’s correlation coefficient.

Economics : 50 54 56 59 60 62 61 65 67 71 71 74

Statistics : 22 25 34 28 26 30 32 30 28 34 36 40

14

OR

4. What is Index number. Discuss problems in the construction of index number. Obtain Laspeyre’s, Paasche’s and Fisher’s Index numbers for the following data.

Commodity	Base Year		Current year	
	price	quantity	price	quantity
A	4	20	6	10
B	3	15	5	23
C	2	25	3	15
D	5	10	4	40

14

5. For the following data draw less than ogive curve and locate median. Obtain Arithmetic Mean.

Class : 0 – 20 10 – 20 20 – 30 30 – 40 40 – 50 50 – 60 60 – 70

Frequency : 4 8 11 15 12 6 3 14

OR

5. For the following data find

i) The two regression lines

ii) The coefficient of correlation between X and Y

iii) Estimate X when Y = 7

X : 0 2 4 6 8 10 12

Y : 4 4 6 10 12 9 11

14



B) Fill in the blanks : 4

- 1) _____ refers oral communication of research findings.
- 2) _____ analysis studies relationship between more than two variables.
- 3) _____ is definite or indefinite collection of individuals.
- 4) _____ is set of questions to be asked to respondents for research.

C) Match the pairs : 3

Set 'A'

- 1) Cluster sampling
- 2) Primary data
- 3) Regression, correlation

Set 'B'

- 1) Bivariate analysis
- 2) Entire group selection
- 3) Maps
- 4) Observation

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

- 1) Limitations of MR
- 2) Statistics in Research
- 3) Steps in Sample Design.

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

- 1) Methods of Observation
- 2) Types of Written Reports
- 3) Determining Sample Size.

4. Define Marketing Research. Explain its process in detail. 14

OR

What is Interpretation and Report Writing ? Explain the chapter scheme for written reports. 14

5. Define Sampling. Explain the various methods of sampling. 14

OR

ABC firm wants to conduct a Customer Satisfaction survey in your city for "Smart Phone", Frame a suitable questionnaire containing both open and close ended questions for the same. (Assume Necessary Information). 14



Seat No.	
-------------	--

B.B.A. – II (Semester – III) (New CGPA) Examination, 2016
FOUNDATION OF HUMAN SKILL

Day and Date : Tuesday, 12-4-2016

Max. Marks : 70

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

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

1. A) Select the correct alternative :

7

- 1) _____ means process of thinking.
 - a) Listening
 - b) Writing
 - c) Reading
 - d) All of these
- 2) The term persona is a _____ term.
 - a) Latin
 - b) Greek
 - c) English
 - d) None of these
- 3) _____ stress is long term.
 - a) Chronic
 - b) Short
 - c) Acute
 - d) None of these
- 4) _____ is a desirable objective.
 - a) Goal
 - b) Mission
 - c) Vision
 - d) None of these
- 5) _____ are used everyday to make good impression on others.
 - a) Manners
 - b) Language
 - c) Culture
 - d) None of these



- 6) A comfortable life is _____ value.
a) Terminal
b) Instrumental
c) Both
d) None of these
- 7) _____ is an ability to do something which is learnt through practice.
a) Art
b) Management
c) Skill
d) None of these

B) State True or False :**7**

- 1) Mental ability mainly refers to memory.
- 2) SWOT analysis is one of the technique of self discovery.
- 3) Verbal comprehension means understanding meaning of words.
- 4) Organizational work does not cause stress.
- 5) Happiness is the terminal value.
- 6) Goals should not have any time bound.
- 7) If your mind is not working, you are not reading.

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

- 1) SMART Goals.
- 2) Formation of Attitude.
- 3) Effective Listening.

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

- 1) Manners.
- 2) Dreams V/s Goals.
- 3) Formation of values.

4. What is ability ? Explain the basic human abilities in detail.**14**

OR

What are Etiquettes ? Explain the classification of etiquettes.

5. What is body language ? Explain the parts of body language.**14**

OR

Define Stress. Explain the sources and managing of Stress.



Seat No.	
-------------	--

**B.B.A. – II (Semester – III) (New CGPA) Examination, 2016
MANAGEMENT OF S.M.E.**

Day and Date : Saturday, 16-4-2016
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternative.

7

- 1) In Maharashtra, in the year _____ Maharashtra Industrial and Technical Consultancy Organization Limited was set up.
a) 1966 b) 1982 c) 1975 d) 1984
- 2) Exemption from excise duty is _____ assistance to promote small enterprises.
a) Technical b) Marketing c) Financial d) None of these
- 3) _____ is the starting stage for new venture.
a) Idea generation b) Licence and permit
c) Project feasibility d) Project report
- 4) _____ source of originating ideas.
a) Customers b) Distribution channels
c) Marketing agencies d) All of these
- 5) _____ an apex institution in promotion and development of small enterprises.
a) DIC b) MIDC c) SIDBI d) SIICOM
- 6) Trade fare and exhibition is _____ assistance to promote small enterprises.
a) Marketing b) Financial c) Technical d) None of these
- 7) A cost of production and profitability is related to _____ feasibility of project.
a) Financial b) Technical c) Marketing d) All of these

P.T.O.



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

- 1) A brain storming method allow the criticism.
- 2) A collection of information and knowledge is necessary for incubation ideas.
- 3) A sickness problem is more in case of small enterprises.
- 4) MIDC has set up to develop well planned industrial areas.
- 5) Depreciation allowance is financial assistance.
- 6) A selection of location is a step to start new venture.
- 7) In case of partnership memberships are unlimited.

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

- a) Objectives of promotional schemes.
- b) Characteristics of small enterprises.
- c) Features of Co-operative society.

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

- a) Marketing assistance to promote small enterprises.
- b) Problems of small enterprises.
- c) Maharashtra Industrial Development Corporation.

4. Explain different financial schemes to promote and develop small enterprises. **14**

OR

Discuss the role of Small Industries Development Bank of India in promotion and growth of small enterprises.

5. Discuss the various steps to start new venture. **14**

OR

What are the sources of originating ideas ?



Seat No.	
----------	--

B.B.A. – II (Semester – III) (New CGPA) Examination, 2016
IT FOR MANAGEMENT

Day and Date : Wednesday, 20-4-2016
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternatives : 7

- 1) _____ is a set of instructions and programs which execute specific tasks.
a) Hardware
b) Communication
c) Data
d) Software
- 2) Very Limited network covered by _____ network.
a) CAN
b) LAN
c) WAN
d) MAN
- 3) _____ carries the messages into coded format.
a) Medium
b) Sender
c) Receiver
d) Data
- 4) MIS is an integrated system of _____ and machine for providing the information.
a) MAN
b) Cable
c) DSS
d) TPS
- 5) _____ is the structure or input formed between computers.
a) Star
b) Bus
c) Ring
d) Topology
- 6) Computer network means connecting computers for the purpose of sharing _____ and resources.
a) Information
b) Printers
c) Network
d) Files



- 7) ESS work at _____ level of information system.
- a) Lower
 - b) Top
 - c) Middle
 - d) Operational

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

- 1) Order tracking, Processing works at Transaction Processing system.
- 2) Banking is generally understood as a place where the financial services offered.
- 3) Very large geographical area is covered by MAN.
- 4) MIS is management oriented.
- 5) The Speed is maximum in ring topology.
- 6) Sever is a computer that shares it resources across the network.
- 7) Flexibility is the type of MIS.

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

- a) IT application for transport industry.
- b) Bus topology.
- c) E-Mail and its tools.

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

- a) Characteristics of MIS.
- b) Software and its types.
- c) WAN.

4. a) Define MIS. Explain its various subsystems with its diagram. **14**

OR

b) Explain IT Applications used in Hotel Sector. **14**

5. a) Explain Information System for Production Management. **14**

OR

b) Define Data Communication. Explain its Wired and Wireless Communication Channels. **14**



Seat No.	
-------------	--

B.B.A. – II (Semester – III) Examination, 2016
STATISTICS
Business Statistics (Old)

Day and Date : Wednesday, 6-4-2016

Max. Marks : 80

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

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

1. A) Choose the correct alternative :

10

- 1) The arrangement of data into different groups is known as
 - a) Tabulation
 - b) Classification
 - c) Correlation
 - d) None of these
- 2) The most repeated value in the data is called
 - a) Mean
 - b) Median
 - c) Mode
 - d) SD
- 3) In histogram, the classes are plotted against
 - a) Mid-point
 - b) Frequency
 - c) Cumulative frequency
 - d) None of these
- 4) The intersection of two ogive curves gives
 - a) Median
 - b) Correlation
 - c) Standard deviation
 - d) None of these
- 5) The spread of actual data from the average is measured by
 - a) Central tendency
 - b) Dispersion
 - c) Correlation
 - d) Index number
- 6) If X and Y are perfectly correlated in the same direction then $r =$
 - a) 0
 - b) 0.5
 - c) 1
 - d) -1



- 7) Index numbers are used to find
- a) Standard of living
 - b) Real wage
 - c) Economic condition
 - d) All of the above
- 8) The mean of 62, 64, 61, 65, 63 is
- a) 63
 - b) 65
 - c) 62
 - d) 64
- 9) The correlation between sale of ornaments and festivals is
- a) 0
 - b) Positive
 - c) Negative
 - d) Cannot be determined
- 10) In Laspeyre's index number _____ year quantity is used as weights.
- a) Base
 - b) Current
 - c) Both (a) and (b)
 - d) Neither (a) nor (b)

B) Fill in the blanks :

6

- 1) Range = _____.
- 2) Mode of 5,9,8,3,8,6,7,8 is _____.
- 3) The relation between mean, mode and median is _____.
- 4) The relative measure of dispersion is free from _____.
- 5) Standard deviation of 10, 10, 10, 10 is _____.
- 6) The line of regression of y on x is _____.

2. A) i) Average marks scored by 15 male students in English are 60 and that scored by 25 female students are 55. Calculate combined mean marks scored by students in a class.

ii) Define class-limits and class frequency. 8

B) Define mean and median and state their merits and demerits. 8

3. A) Write a note on absolute and relative measures of dispersion. 8

B) From the following data prepare frequency table with classes 0-10, 10-20 ...and obtain arithmetic mean.

20, 25, 30, 32, 36, 38, 11, 15, 16, 18, 40, 82, 63, 52, 18,

20, 32, 63, 75, 90, 11, 08, 06, 04, 25, 25, 23, 60, 61. 8



4. From the following data about price and supply

1) Draw scatter diagram and interpret the result.

2) Find Karl Pearsons correlation coefficient.

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

Supply : 38 37 48 33 32 33 34 29 25 26

16

OR

From the following data obtain mean, median, standard deviation and CV.

Class : 2-6 6-10 10-14 14-18 18-22 22-26 26-30

Frequency : 9 21 47 52 36 22 10

16

5. Define Laspeyre’s and Paasche’s price index numbers and compute Fisher’s price index number from the following data.

16

Commodity	Base year		Current year	
	Price	Quantity	Price	Quantity
A	6	300	10	560
B	2	200	2	240
C	4	240	6	360
D	10	300	12	288
E	8	320	12	432

OR

Write a note on histogram. Draw histogram from the following data and locate mode.

Class : 0-50 50-100 100-150 150-200 200-250 250-300

Frequency : 6 14 30 41 22 9

16



Seat No.	
-----------------	--

**B.B.A. – II (Semester – III) (Old) Examination, 2016
MARKETING RESEARCH**

Day and Date : Saturday, 9-4-2016
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) _____ is the last step in research process which includes presentation of research results.
 - a) Marketing research
 - b) Interpretation
 - c) Research Design
 - d) Report writing
- 2) All items in any field of inquiry constitute to _____ which can be definite or indefinite.
 - a) Sample
 - b) Population
 - c) Research method
 - d) Sampling
- 3) _____ questions has only two type answers as 'yes/no', 'true/false'.
 - a) Dichotomous
 - b) Open ended
 - c) Suggestive
 - d) None
- 4) In _____ method of sampling population is divided into mutually exclusive groups and then randomly samples are drawn.
 - a) Simple Random
 - b) Cluster
 - c) Multistage
 - d) Stratified Random
- 5) _____ is the process of assigning numbers or symbols to responses.
 - a) Editing
 - b) Classification
 - c) Coding
 - d) Tabulation
- 6) _____ is purposeful conversation so as to collect necessary information from respondent for research purpose.
 - a) Observation
 - b) Interview
 - c) Sample survey
 - d) None
- 7) _____ refers to the method of drawing samples from population.
 - a) Sample size
 - b) Sampling
 - c) Research
 - d) Observation



- 8) Quota sampling is a type of _____ sampling method.
- a) Probability
 - b) Multistage
 - c) Non probability
 - d) Area

B) Fill in the blanks : 4

- 1) A problem well defined is
- 2) _____ analysis studies only one variable at a time.
- 3) _____ is the systematic study to solve marketing problems.
- 4) _____ is the preposition or assumption made by researcher.

C) Match the pairs : 4

- | A | B |
|--------------------------|---------------------------|
| 1) Disguised observation | 1) First hand information |
| 2) Area sampling | 2) Chi-square test |
| 3) Primary data | 3) Maps |
| 4) Data Analysis | 4) Research approach |
| | 5) Unknown to respondents |

2. Write short notes : 16

- 1) Statistics in research.
- 2) Steps in sample design.

3. Write short notes : 16

- 1) Types of questions.
- 2) Determining sample size.

4. Define Marketing Research. Explain its process in detail. 16

OR

Explain various processing operations used in marketing research.

5. ABC firm wants to conduct a Customer Satisfaction survey in your city for "Laptop", Frame a suitable questionnaire containing both open and close ended questions for the same. (Assume Necessary Information) 16

OR

What is Sampling ? Explain the various methods of sampling. 16



Seat No.	
-------------	--

**B.B.A. II (Semester – III) (Old) Examination, 2016
FOUNDATION OF HUMAN SKILLS**

Day and Date : Tuesday, 12-4-2016

Max. Marks : 80

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

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

1. A) Select the correct answer from the possible choice : 8
- 1) _____ can inspire and motivate you.
 - a) Dreams
 - b) Goals
 - c) Attitude
 - d) Body Language
 - 2) Body language is _____ communication.
 - a) Telephonic
 - b) Verbal
 - c) Nonverbal
 - d) Online
 - 3) _____ values refer to the ways we achieve goals.
 - a) Terminal
 - b) Instrumental
 - c) Different
 - d) Temporary
 - 4) _____ setting can be used to overcome weakness.
 - a) Mind
 - b) Time
 - c) Goal
 - d) Place
 - 5) For effective reading _____ training is also necessary with eye training.
 - a) Mind
 - b) Ear
 - c) Brain
 - d) Speed
 - 6) _____ attitude believes worst about others.
 - a) Positive
 - b) Negative
 - c) Good
 - d) None of these



- 7) Fear of criticism it is example of _____
 - a) Body language
 - b) Etiquettes
 - c) Obstacles in positive attitude
 - d) Positive attitude
- 8) _____ is art of lending your ears to others.
 - a) Thinking
 - b) Listening
 - c) Reading
 - d) Learning

B) State whether the following statement is **True** or **False** : **8**

- 1) Milton Rokeach is a founder of stress management.
- 2) You cant listen if you are busy in thinking something else.
- 3) Body language speak more than verbal communication.
- 4) Task demand is a potential source of stress.
- 5) Neighbourhoods affects on attitude.
- 6) Exercise increases stress.
- 7) Goals should to specific in nature.
- 8) Nodding is a type of body language.

2. Write short note :

- a) Explain the obstacles in positive attitude. **8**
- b) Basic abilities of human skills. **8**

3. Write short answer :

- 1) Negative attitude and its remedies. **8**
- 2) How to develop a positive attitude ? **8**

4. What is SWOT analysis ? What is SMART GOAL ? Explain Dream Vs Goal. **16**

OR

What is Goal setting ? Explain importance of Goal setting.

5. What is body language ? Explain way of improving body language. **16**

OR

What is stress ? Discuss sources of stress and remedy of managing stress.



Seat No.	
-------------	--

**B.B.A. – II (Semester – III) (Old) Examination, 2016
MANAGEMENT OF S.M.E.**

Day and Date : Saturday, 16-4-2016
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives. 8
- 1) _____ is an apex institution in promotion and development of small enterprises.
a) SIDBI b) MIDC c) DIC d) TCO
 - 2) Duty Drawback Scheme is _____ assistance to small enterprises.
a) Technical b) Marketing
c) Financial d) None of these
 - 3) A seeding of new idea is known as the stage of
a) Idea preparation b) Idea germination
c) Idea incubation d) Idea verification
 - 4) Technical feasibility of a project is related to
a) Loss and profit b) Sales promotion
c) Plant and equipment d) Debt ratio
 - 5) _____ institution is set up to develop well-planned industrial areas and promote industrial growth.
a) SIICOM b) DIC c) MIDC d) S.B.I.
 - 6) _____ form of organisation is well known for limited liability and large scale production.
a) Sole trading b) Partnership
c) Joint stock Co. d) Co-operative



- 7) _____ capital is specially for financing to high technology, risk, reward projects.
- a) Share
 - b) Debenture
 - c) Venture
 - d) Securities
- 8) Small industries development schemes and facilities are for
- a) Employment generation
 - b) Balanced regional development
 - c) Labour intensive technique
 - d) All of these

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

- 1) There is no competition between small enterprises and large enterprises.
- 2) Partnership is famous for unlimited liability.
- 3) Brain storming is used to generate ideas.
- 4) A selection of location is need for starting new venture.
- 5) Technical Consultancy Organisation (TCO) provide total consultancy services.
- 6) SII Com was set up in the year 1966.
- 7) Trade fare and exhibition is marketing assistance.
- 8) Small enterprises are based on labour intensive technique.

2. Write short notes. **16**

- a) Technical feasibility of project
- b) Brain storming method.

3. Write short notes. **16**

- a) Maharashtra industrial development corporation.
- b) Significance of small enterprises.

4. Discuss the features of Joint Stock Company. **16**

OR

Discuss various steps to start new venture.

5. Describe various financial schemes to promote and growth of small enterprises. **16**

OR

What are the sources of originating ideas ?



Seat No.	
-----------------	--

**B.B.A. – II (Semester – III) (Old) Examination, 2016
IT FOR MANAGEMENT**

Day and Date : Wednesday, 20-4-2016

Max. Marks : 80

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

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

1. a) Choose the correct alternatives :

8

- 1) _____ is the heart of any modern information system.
a) IT b) Computer c) Database d) Monitor
- 2) Communication is the process of _____ of thoughts with one another.
a) Sharing b) Transferring c) Sending d) Imaging
- 3) Large network such as those cover complete globe are called
a) MAN b) CAN c) WAN d) LAN
- 4) WAN stands for
a) World Area Network b) Wide Area Network
c) Web Area Network d) Western Area Network
- 5) MIS is an integrated system of _____ and machine for providing the information.
a) Man b) Cable c) DSS d) TPS
- 6) MIS should answer the question like What, When and
a) Why b) Where c) Which d) How
- 7) Hotel is a place where people look for a _____ service.
a) Distinctive b) Modern c) Old d) Attractive
- 8) _____ term is not related to the finance management system.
a) Cash management b) Investment management
c) Capital management d) Process management

P.T.O.



- b) State the full forms of following terms : **8**
- 1) ERP :
 - 2) MICR :
 - 3) HTML :
 - 4) TCP/IP :
 - 5) CAD :
 - 6) GUI :
 - 7) WWW :
 - 8) ESS :
2. Write short notes : **16**
- a) Components of Information Technology.
 - b) LAN.
3. Write short notes : **16**
- a) Internet Browsers.
 - b) E-mail and Tools.
4. a) Explain the Marketing Information System in detail. **16**
- OR
- b) Define Data Communication. Explain its various communication channels. **16**
5. a) Explain the IT applications in Banking Industry. **16**
- OR
- b) Explain the IT applications in Hotel Industry. **16**
-



Seat No.	
----------	--

**B.B.A. – II (Semester – IV) (New CGPA) Examination, 2016
EVENT MANAGEMENT**

Day and Date : Thursday, 7-4-2016

Total Marks : 70

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

1. A) Choose correct alternative. 7
- 1) _____ is the second element of promotional strategy.
 - a) Logo
 - b) Advertising
 - c) Publicity
 - d) None of these
 - 2) _____ events tend to have high budget and high profiles.
 - a) Festival
 - b) Promotional
 - c) Family
 - d) None of these
 - 3) Regional events are designed to increase the appeal of a specific _____ destination.
 - a) Tourism
 - b) Local
 - c) Size
 - d) None of these
 - 4) _____ is the most powerful creator of mood.
 - a) Stage
 - b) Music
 - c) Decor
 - d) Layout
 - 5) Goals are used to develop detailed and specific
 - a) Aims
 - b) Objectives
 - c) Decor
 - d) Layout
 - 6) _____ can create huge problems for lot of events.
 - a) Risk
 - b) Weather
 - c) Planning
 - d) None of these
 - 7) Market _____ is the process of analyzing your customers in group.
 - a) Planning
 - b) Segmentation
 - c) Competition
 - d) None of these



B) **True or false.**

7

- 1) Logistics is about getting things organized.
- 2) Briefing staff prior to shift is not essential.
- 3) Theme should not appeal any senses.
- 4) Core talent creates variation in every event.
- 5) Stage can be used for many resources.
- 6) Every business should have guidelines for emergency planning.
- 7) Technical problems are professionals.

2. Write short answer for following **any two** :

14

- 1) Types of event
- 2) BEP and Balance Sheet
- 3) 5 Cs of event.

3. Write short answer for following **any two** :

14

- 1) Elements of event
- 2) Proposal of event
- 3) Aims and objectives of event.

4. Explain the process of event marketing.

14

OR

Explain the marketing mix of events.

5. Explain the emergency planning process.

14

OR

What are different jobs in event management ?



Seat No.	
-------------	--

B.B.A. – II (Semester – IV) (New CGPA) Examination, 2016
BUSINESS ECONOMICS – II (Macro)

Day and Date : Monday, 11-4-2016
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

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

1. A) Choose correct alternative :

7

- 1) Which of the following does not contribute a part of macro-economics ?
 - A) Theory of income
 - B) Theory of price
 - C) Theory of Economic Welfare
 - D) Theory of Economic Growth
- 2) Money of supply means
 - A) Currency
 - B) Cash balance held by the government and the banks
 - C) Total stock of money in circulation at any moment
 - D) Currency notes in circulation
- 3) Which of the following factors creates demand pull situation ?
 - A) Increase in production
 - B) Increase in cost of production
 - C) Increase in money supply
 - D) Increase in demand for cash balance
- 4) Inflation is beneficial to which of the section of the economy ?
 - A) Creditors
 - B) Investors in bonds and securities
 - C) Debtors
 - D) Consumers



- 5) Monetary policy is
- A) Opposed to fiscal policy
 - B) Complementary to fiscal policy
 - C) More effective during depression
 - D) Direct measure to control effective demand
- 6) What is bank rate ?
- A) The interest rate charged by banks on loans
 - B) Rediscount rate charged by central bank from other banks on their bills
 - C) Interest rate paid by banks on deposits
 - D) Rate of interest on inter-bank transactions
- 7) Which of the following is not an essential characteristic of business cycle ?
- A) Recurrent in nature
 - B) Cumulative in effect
 - C) Regular
 - D) All pervading in their impact
- B) State whether the following statements are **true** or **false** :
- 1) Macro economics study individual unit.
 - 2) Inflation causes fall in value of money.
 - 3) Central bank employees trade policy.
 - 4) Balance of payment comprises goods transactions.
 - 5) Money is medium of store of value.
 - 6) There are three phases of trade cycle.
 - 7) Fiscal policy is different from budget policy.



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

- A) Explain the different types of unemployment.
- B) Explain the term balance of payment.
- C) Cost push inflation.

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

- A) Describe the scope of macro economics.
- B) Distinguish between balance of trade and balance of payment.
- C) Explain the advantages of International Trade.

4. Discuss causes and effects of inflation. **14**

OR

Explain Central Bank and its function.

5. Discuss merits and demerits of direct tax. **14**

OR

What is the meaning of Public Expenditure and explain its importance and classification.



Seat No.	
----------	--

B.B.A. – II (Semester – IV) (New CGPA) Examination, 2016
ORGANISATIONAL BEHAVIOR

Day and Date : Wednesday, 13-4-2016

Total Marks : 70

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

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

1. A) Choose the correct alternative.

7

- 1) _____ is concerned with the understanding, prediction and control of human behavior in organisation.
a) Organisation behavior b) Culture
c) Personality d) None
- 2) Age, Gender, Education, Abilities are the _____ factors affecting OB.
a) Organisational b) Psychological
c) Personal d) Environmental
- 3) _____ is giving meaning to the environment around us.
a) Values b) Learning c) Attitude d) Perception
- 4) _____ refers to an individual's pleasurable or positive emotional state towards his or her job.
a) Job Involvement b) Job Satisfaction
c) Organisational Commitment d) Job Association
- 5) _____ teams work across time and space boundaries but connected through web links.
a) Self Managed b) Cross Functional
c) Vitrual d) Lead
- 6) _____ group is composed of a supervisor and subordinates who report directly to that supervisor.
a) Command b) Project c) Committee d) Task



7) _____ is generally accepted beliefs, values, behavioural norms, morals and ways of doing business that are unique to each organisation.

- a) Group Behavior b) Organisation Behavior
- c) Organisational Culture d) Work Teams

B) Fill in the blanks :

7

- 1) Perception is a _____ factor affecting individual behavior.
- 2) _____ is an attitude about employee's loyalty to their organization.
- 3) _____ means drawing a general impression about an individual based on single characteristics.
- 4) The degree to which group members are attracted towards each other is known as _____
- 5) _____ is a stage in group development which is characterized wrapping activities after task performance.
- 6) Social and cultural norms is an _____ factor affecting Individual Behaviour.
- 7) _____ theory deals with attitude change caused by inconsistency.

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

14

- 1) Group Decision Making
- 2) Types of Attitude
- 3) Key elements of OB.

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

14

- 1) Cultural Artifacts
- 2) Types of teams
- 3) Group cohesiveness.

4. Explain the various factors affecting Individual Behavior.

14

OR

Explain how to create effective teams.

14

5. Explain the perceptual process in detail.

14

OR

Explain the types of group and stages of group development.

14



Seat No.	
----------	--

**B.B.A. – II (Semester – IV) (New CGPA) Examination, 2016
ENTREPRENEURSHIP DEVELOPMENT**

Day and Date : Monday, 18-4-2016
Time : 2.30 p.m. to 5.00 p.m.

Max. Marks : 70

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

1. A) Choose correct alternative. 7
- 1) The entrepreneurship development consist of _____ phases.
a) one b) four c) two d) three
 - 2) The entrepreneur who blindly follows the traditional methods of production inspite of the loss is called _____
a) Drone entrepreneur b) Adoptive entrepreneur
c) Fabian entrepreneur d) Innovative entrepreneur
 - 3) An Entrepreneur is the _____ of the Enterprise which he establishes by himself.
a) owner b) manager c) employee d) worker
 - 4) _____ factor encourages women to become entrepreneur.
a) Pull b) Push c) Family d) Creative
 - 5) The basic objective of EDP is to _____
a) Introduction of entrepreneurship
b) Provide finance
c) Induce achievement
d) None of these
 - 6) The employee who is entrusted with the responsibility to make innovation in organization is called _____
a) Innovation b) Corporate entrepreneur
c) Intrapreneur d) None of these
 - 7) Out of the following which problem is associated with the woman ?
a) Marketing b) Land acquisition
c) Product d) Research and Development

P.T.O.



B) State the following statements **true** or **false**. **7**

- 1) Entrepreneurs are not aptly called as agents of change.
- 2) Rural entrepreneurship precedes rural industrialization.
- 3) Family-owned businesses are the highest creation of wealth in India.
- 4) The objective of EDP is to create awareness about entrepreneurs in the country.
- 5) Agriculture entrepreneur who undertake agriculture activities as raising and marketing of crops.
- 6) Entrepreneur is an independent person in his business operation.
- 7) A person starts new venture within organization is called entrepreneurship.

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

- i) Problems of women entrepreneur.
- ii) Role of an entrepreneur in economic development.
- iii) Educational entrepreneur.

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

- i) Distinguish between Entrepreneur and entrepreneurship.
- ii) Distinguish between Intrapreneur and entrepreneur.
- iii) Explain various characteristics of an entrepreneur.

4. Explain entrepreneurship and discuss various factors affects the growth of entrepreneurship. **14**

OR

Define women entrepreneur. Explain the women entrepreneurship in India.

5. Explain classification of entrepreneurs in detail. **14**

OR

Define rural entrepreneur. Explain problems of rural entrepreneurship.



Seat No.	
----------	--

B.B.A. – II (Semester – IV) New CGPA Examination, 2016
MARKETING MANAGEMENT – I

Day and Date : Thursday, 21-4-2016

Max. Marks : 70

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

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

1. A) Choose the correct alternative :

7

- 1) _____ is a group of actual and potential customers who are having ability to pay.
a) Marketing Management b) Marketing
c) Market d) Segmentation
- 2) _____ is the act of designing and producing container for product.
a) Physical Evidence b) Publicity
c) Brand d) Packaging
- 3) _____ is a paid mass communication.
a) Sales promotion b) Advertisement
c) Publicity d) Personal Selling
- 4) _____ refers dividing the whole market into different parts or segments as per some similar characteristics.
a) Market Segmentation b) Consumer Behaviour
c) Marketing Environment d) Marketing Management
- 5) Amway, Oriflame, Tupperware are the examples of
a) Discount Stores b) Specialty Stores
c) Hypermarket d) Network Marketing
- 6) _____ is a strategy of maintaining relations and loyalty of customers.
a) Social Marketing b) Customer Relationship Management
c) Consumer Behavior d) Marketing Mix
- 7) The modern concept of marketing is Seeking, Matching and
a) Positioning b) Publicity
c) Programming d) All of the above

P.T.O.



B) Fill in the blanks :

7

- 1) _____ is the bundle of satisfaction offered to customer.
- 2) _____ is an ultimate end user of a product or service.
- 3) _____ includes the activities where goods and services are sold to final consumers.
- 4) _____ is also known as Marketing Communication.
- 5) Modern marketing is _____ focused.
- 6) _____ is marketing tools used by the marketer to achieve the marketing goals.
- 7) _____ is the monetary value of product paid by customer in exchange of it.

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

14

- 1) Network Marketing.
- 2) Packaging.
- 3) Marketing V/S Selling.

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

14

- 1) Target Marketing.
- 2) Importance of Marketing.
- 3) E-Marketing.

4. Explain the various factors affecting consumer behavior.

14

OR

Explain the various types of store retailing.

14

5. Explain the bases for market segmentation.

14

OR

Explain the elements of marketing mix.

14



Seat No.	
----------	--

B.B.A. – II (Semester – IV) (Old) Examination, 2016
EVENT MANAGEMENT

Day and Date : Thursday, 7-4-2016
Time : 2.30 p.m. to 5.30 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative : 8
- 1) The large events are called _____
a) Mega events b) Major c) Regional d) None of these
 - 2) _____ events are well known for their ability to attract large audiences.
a) Entertainment b) Commercial c) Meetings d) Sporting
 - 3) The _____ of event should be linked to the purpose.
a) Purpose b) Audience c) Finance d) Theme
 - 4) Each _____ offers a range of potential benefits to the audience.
a) Product b) Event c) Service d) None of these
 - 5) _____ is crucial part of any event.
a) Promotion b) Event c) Service d) Product
 - 6) The _____ is a list of an organisation revenue and expenditure and net profit for a specific period.
a) Profit and loss b) Control system
c) Balance sheet d) Break even point
 - 7) A _____ is generally used in the early planning days to an event.
a) Run sheets b) Checklist c) Maps d) Gnatl charts
 - 8) _____ is the set of traditional practices.
a) Titles b) Protocol c) Dress d) None of these



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

- 1) Layout of an event is not important for success of event.
- 2) Training of the staff is very important in event.
- 3) Control system are essential in ensuring that procedures are followed and performance measures are achieved.
- 4) Major events attracts significant local interest and large number of participants.
- 5) The timing of an event is not linked to the season or weather.
- 6) Decor is the one of the important elements of designing of event.
- 7) Sponsorship is one of the most common funding sources for staging an event.
- 8) Lighting is not used to create the general ambience.

2. Write short notes : **16**

- A) 5 C's of event.
- B) Sponsorship

3. Write short notes : **16**

- A) Choosing the event site
- B) Crowd management.

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

OR

Define marketing of event. Explain process and marketing mix tools for Event Management. **16**

5. Explain staging. Write a note on choosing event site, developing the theme and conducting rehearsals. **16**

OR

Write a note on careers in Event Management. **16**



Seat No.	
-------------	--

**B.B.A. II (Semester – IV) (Old) Examination, 2016
BUSINESS ECONOMICS – II (Macro)**

Day and Date : Monday, 11-4-2016
Time : 2.30 p.m. to 5.30 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) During depression period _____ budget is the most useful.
a) surplus b) deficit c) balanced d) zero
- 2) Which of the following phase of business cycle is useful for economic development ?
a) Prosperity b) Recession c) Depression d) Revival
- 3) Business cycle has _____ phases.
a) One b) Two c) Three d) Four
- 4) Which of the following is tariff barrier ?
a) Licence b) Permit
c) Quota d) Import and Export duties
- 5) Which of the following is indirect tax ?
a) Income tax b) Wealth tax
c) Capital gain tax d) Local business tax
- 6) Deflation is responsible for _____ in value of money.
a) Fall b) Rise c) Neutrality d) Stagnancy
- 7) Macro economics study _____ unit of an economy.
a) Individual b) Independent c) Partial d) Total
- 8) A prosperity phase of trade cycle is famous for
a) Highest profit b) Highest price
c) Highest investment d) All of the above

P.T.O.



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

- 1) A demand pull inflation arises due to rise in public expenditure.
- 2) Deficit budget is responsible for public debt.
- 3) Trade policy is a subject of micro economics.
- 4) Balance of trade includes goods transaction only.
- 5) Indirect tax is progressive in nature.
- 6) A tax burden shifts in case of direct tax.
- 7) Statutory liquidity ratio is determined by the Central Bank.
- 8) Commercial bank is a profit making institution.

2. Write short answer : **16**

- a) Classification and causes for rise in public expenditure.
- b) Nature and scope of macro economics.

3. Write short answer : **16**

- a) Features of International trade.
- b) Effects of inflation.

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

OR

Define direct tax. Explain its merits and demerits.

5. What are the causes of disequilibrium in Balance of payment ? **16**

OR

Describe the functions of commercial bank.



Seat No.	
-------------	--

B.B.A. – II (Semester – IV) (Old) Examination, 2016
ORGANISATIONAL BEHAVIOUR

Day and Date : Wednesday, 13-4-2016

Max. Marks : 80

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

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

1. A) Choose correct alternatives from the given alternatives : **8**
- 1) A team made up of representatives from the sales, Inventory, Logistic departments are examples of
 - a) Self managing teams
 - b) Virtual team
 - c) Cross functional team
 - d) Lead teams
 - 2) _____ is known as the father of scientific management.
 - a) Henry Fayol
 - b) F.W. Taylor
 - c) R. Owen
 - d) Andrew Ure
 - 3) Job satisfaction is _____ related to absenteeism and turnover.
 - a) Positively
 - b) Directly
 - c) Elastically
 - d) Negatively
 - 4) Which of the following is not a contributing discipline of OB ?
 - a) Anthropology
 - b) Psychology
 - c) Psysiology
 - d) Sociology
 - 5) Groups at the _____ stage develop guidelines and standards of acceptable behavior for members.
 - a) Norming
 - b) Forming
 - c) Storming
 - d) Adjourning
 - 6) _____ means an individuals skill and capacity to perform a job.
 - a) Ability
 - b) Skill
 - c) Education
 - d) Experience



7) _____ means giving meaning to the environment around us.

- a) Attitude
- b) Value
- c) Stereotyping
- d) Perception

8) _____ is concerned with the study of human behavior at work.

- a) Organisational behavior
- b) Goals
- c) Values
- d) Attitude

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

8

- 1) Personality of a person is inclusive of both internal and external elements.
- 2) OB states that human will act based on the beliefs they have, even if the beliefs are wrong.
- 3) Environmental factors are not a part of foundation of individual behaviour.
- 4) Organisational culture conveys the Key values of the organisation.
- 5) Groups which are informal are formal groups.
- 6) A key belief of Human Relations movement is that, satisfied workers are more productive.
- 7) Employees do not learn by observing others.
- 8) Positive working conditions is one of the method used for changing the attitude of employees.

2. Write short notes on :

16

- a) Types of team.
- b) Cultural dimensions.

3. Write short notes on :

16

- a) Group decision making.
- b) Types of attitude.

4. What is Individual Behaviour ? Explain factors affecting individual behaviour ?

16

OR

Define Organisational Behavior. Explain the nature along with the Key elements of OB.

16

5. What is Perception ? Explain Perception Process.

16

OR

Define groups. Explain types of group along with stages of group development.

16



Seat No.	
----------	--

B.B.A. – II (Semester – IV) Examination, 2016
ENTREPRENEURSHIP DEVELOPMENT (Old)

Day and Date : Monday, 18-4-2016

Max. Marks : 80

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

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

1. A) Select the correct alternatives :

8

- 1) The most important function of an entrepreneur is _____
 - a) Risk Assumption Function
 - b) Managerial Function
 - c) Function of Innovation
 - d) Decision Making Function
- 2) _____ phase of the entrepreneurship development, is the provision of infrastructure facilities is concerned.
 - a) Support Phase
 - b) Initial Phase
 - c) Development Phase
 - d) Maturity Phase
- 3) _____ factors encourage women to become entrepreneurs.
 - a) Push
 - b) Rush
 - c) Pull
 - d) None
- 4) While entrepreneurs refers to a person, entrepreneurship refers to _____
 - a) Family
 - b) Force
 - c) Function
 - d) Power
- 5) Short term courses on computer languages and electronics are started by _____ entrepreneurs.
 - a) Educational
 - b) Academic
 - c) Fabian
 - d) Drone
- 6) Rural entrepreneurship precedes _____ industrialization.
 - a) Urban
 - b) Rural
 - c) Metro
 - d) None of these



Seat No.	
-------------	--

B.B.A. – II (Semester – IV) (Old) Examination, 2016
MARKETING MANAGEMENT – I

Day and Date : Thursday, 21-4-2016

Max. Marks : 80

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

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

1. A) Choose the correct alternative. 8
- 1) _____ is the process of dividing heterogenous market into homogenous parts to target specific customers.
a) Consumer Behaviour b) CRM
c) Market Segmentation d) Marketing
 - 2) _____ is a system to develop and maintain regular interactions with current and future customers to identify their needs.
a) Marketing Environment
b) Network Marketing
c) Product Positioning
d) Customer Relationship Management (CRM)
 - 3) In _____ orientation of marketing, the focus was on product performance and cost of production.
a) Production b) Product c) Exchange d) Sales
 - 4) _____ environment of marketing consists of factors that affect consumer purchasing power and spending patterns.
a) Demographic b) Economic c) Natural d) Socio-cultural
 - 5) _____ is the blend of various tools used by marketers to satisfy needs of customers.
a) Marketing Management b) E-Marketing
c) Marketing Environment d) Marketing Mix
 - 6) Shoppers stop, Pantaloons, Life style, west side are the examples of
a) Specialty stores b) Departmental store
c) Shopping Malls d) Kiosk



- 7) _____ deals with studying how people select, purchase, use and dispose the goods and services.
a) Market b) Physical Evidence
c) Consumer Behaviour d) Product orientation
- 8) _____ is the process of designing container or wrapper for product.
a) Packaging b) Promotion c) Pricing d) Retailing

B) Fill in the blanks :

8

- 1) _____ is the end user of product.
2) _____ is identifying needs of customers and fulfilling them with suitable product.
3) _____ is also called as marketing communication.
4) _____ is the process of selling goods and services directly to final users for their personal use.
5) _____ marketing is also called as multilevel or cluster marketing.
6) _____ is used to tangibalises the in tangible services through ambience, decer etc.
7) Central, Inorbit, Prozone etc. are the examples of _____
8) Modern Marketing is based on three main concepts i.e. seeking, matching and _____

2. Write short notes :

16

- a) Network marketing
b) Packaging.

3. Write short notes :

16

- a) Target Marketing
b) Marketing v/s Selling.

4. Define Marketing Environment. Explain the various forces of marketing environment.

16

OR

Define market segmentation. Explain the various bases of market segmentation.

16

5. Define consumer behaviour. Explain various factors affecting consumer Behaviour.

16

OR

Define Marketing. Explain the importance of marketing also explain the traditional and Modern concepts of marketing.

16



Seat No.	
----------	--

**B.B.A. – III (Semester – V) (New) Examination, 2016
INTERNATIONAL BUSINESS**

Day and Date : Wednesday, 6-4-2016

Max. Marks : 80

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

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

1. A) Select the correct alternative :

8

- 1) The Theory of Relative Factor Endowment is given by
 - a) David Ricardo
 - b) Adam Smith
 - c) F. W. Taussing
 - d) Ohlin and Hecksher
- 2) Which is not a Indian Multinational Company ?
 - a) Unilever
 - b) Asian Paints
 - c) Piramal
 - d) Wipro
- 3) What is the role of IMF ?
 - a) It controls the budgets of national governments
 - b) It acts as a forum for International economies
 - c) It observes world exchange rates, BOP, multilateral payments
 - d) It seeks to promote free international trade
- 4) The document which undertakes the guarantee of making payment to the exporter on behalf of the importer is called
 - a) Consular invoice
 - b) Bills of exchange
 - c) Letter of credit
 - d) None of these
- 5) When tariff levied as a proportion of the value of the imported goods, it is called _____ tariff.
 - a) Specific
 - b) Ad-valorem
 - c) Compound
 - d) None of these
- 6) _____ exchange rate is the rate at which both demand for and supply of foreign currency are equal.
 - a) Fixed
 - b) Equilibrium
 - c) Floating
 - d) Multiple



- 7) World Bank is also called as
- International Finance Bank
 - International Bank for Reconstruction and Development
 - World's Central Bank
 - Inter-governmental Bank
- 8) _____ means selling the product below cost of production.
- S.D.R.
 - Export
 - Import
 - Dumping
- B) State the following statements are **true** or **false** : **4**
- Foreign trade is also called as National Trade.
 - Letter of credit is issued by Importer's Bank.
 - Contract manufacturing is also called as Franchising.
 - BOT is a wider term as compared to BOP.
- C) Fill in the blanks : **4**
- MEIS stands for _____
 - EEC stands for _____
 - Tariffs refers to _____ imposed on imports.
 - GATT is converted into _____
2. Write short note : **16**
- Features of MNC's.
 - Objectives and functions of WTO.
3. Write short note : **16**
- Comparative Cost Theory.
 - Objectives and functions of IMF.
4. Define International Business. Explain the nature and scope of I.B. **16**
- OR
- Explain the various modes of entry into International Business. **16**
5. Explain the International Trade barrier and what are different types of tariff and non-tariff barriers ? **16**
- OR
- What is BOT and BOP ? Give the differences between the BOT and BOP. **16**
-



Seat No.	
----------	--

**B.B.A. – III (Semester – V) (New) Examination, 2016
RETAIL MANAGEMENT**

Day and Date : Saturday, 9-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) McDonald's, Domino's, Zodiac are the examples of _____
 - a) Malls
 - b) Retail Franchising
 - c) Hypermarket
 - d) Specialty stores
- 2) _____ is a centre of trade and commerce in city.
 - a) Freestanding space
 - b) Shopping center
 - c) Isolated stores
 - d) Business district
- 3) _____ is the art of persuasion through presentation keeping merchandise in focus.
 - a) Visual merchandising
 - b) Promotion
 - c) Store layout
 - d) Store design
- 4) _____ layout is commonly used in supermarkets and discount stores.
 - a) Free form
 - b) Race track
 - c) Grid
 - d) Circulation
- 5) _____ is the exchange of business information through standard interfaces by using computers.
 - a) UPC
 - b) EAN
 - c) EDI
 - d) RFID
- 6) Following is one of the components of retail supply chain management
 - a) Store design
 - b) Procurement
 - c) Store layout
 - d) Retail format
- 7) Fixtures, textures, lighting, graphics are the components of _____
 - a) Interior Store Design
 - b) Exterior Store Design
 - c) Supply Chain Management
 - d) Grid Layout
- 8) Coupons, contests, demos, free samples etc. are the tools of _____
 - a) Advertisement
 - b) Personal selling
 - c) Public relation
 - d) Sales promotion



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

- 1) UPC stands for _____
- 2) The concept of Strategic Business Unit comes under _____
- 3) _____ is the first mark of identification or retailer or retail store.
- 4) A _____ is the retailer's own brand which shares common shelf place with national brands.
- 5) _____ is the planning involved in marketing the right product at right place at right time at right price in right quantity.
- 6) _____ is a diagram that visually communicates how merchandise is physically fit in store.
- 7) _____ is the last entity in distribution channel.
- 8) Car rentals, banks are the forms of _____ retailing.

2. Write short notes : **16**

- 1) Barcoding
- 2) Assortment Planning.

3. Write short notes : **16**

- 1) Role of Merchandiser
- 2) Point of Purchase Display.

4. Explain the various factors affecting retail location decisions. **16**

OR

Explain the steps involved in retail strategy process. **16**

5. Define merchandising. Explain the merchandising planning process in detail. **16**

OR

Explain the various retail formats in detail with suitable examples. **16**



Seat No.	
----------	--

B.B.A. – III (Semester – V) (New) Examination, 2016
FINANCIAL MANAGEMENT – I

Day and Date : Tuesday, 12-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

- Instructions:** 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) Multiple choice questions. 8
- 1) Excess of current assets over current liabilities is called as _____
a) Net current assets b) Gross working capital
c) Gross current assets d) Net assets
 - 2) The cost of holding inventory like rent, insurance and interest on capital is called as _____ cost.
a) Ordering b) Carrying
c) Buying d) Purchase
 - 3) _____ working capital is permanently locked up in the business.
a) Fluctuating b) Seasonal c) Fixed d) Variable
 - 4) Current assets does not include _____
a) Raw materials b) Provision for tax
c) Work in progress d) Debtors
 - 5) Working capital is also known as _____
a) Retained earnings b) Equity capital
c) Circulating capital d) Long term capital
 - 6) The scope of finance function is concerned with _____
a) Financing decision b) Dividend decision
c) Investment decision d) All of these



Storage costs are 5% of stock value

Ordering costs are Rs. 50 per order

Price per unit of material Rs. 50

Calculate :

i) Re-order level

ii) Minimum stock level

iii) Maximum stock level

iv) Average stock level.

8

3. Write short notes on :

a) Objectives of financial management.

8

b) Preference shares.

8

4. Attempt **any one** question :

a) Prepare a cash budget for the period from 1st September 2015 to 31st December 2015.

Months	Credit Purchase (Rs.)	Credit Sales (Rs.)	Wages (Rs.)	Selling Expenses (Rs.)	Overheads (Rs.)
July	98,000	2,00,000	32,000	9,000	10,000
August	1,00,000	2,20,000	33,000	9,000	11,000
September	1,10,000	2,40,000	34,000	10,000	12,000
October	1,20,000	2,50,000	40,000	12,000	13,000
November	90,000	2,00,000	42,000	9,500	11,000
December	98,000	2,75,000	45,000	10,000	12,000

i) Expected cash balance on 1st September – Rs. 12,000

ii) Period of credit allowed to debtors – 1 month

iii) Period of credit allowed by creditors – 2 months

iv) Lag in payment of wages, selling expenses and overheads – 1 month

v) Selling commission @ 2% on sales is payable 1 month after sales

vi) Expenditure on machinery worth Rs. 60,000 is payable in November

vii) Expected cash sales p.m. is Rs. 20,000. No commission is payable on cash sales.

16

b) Define financial plan. Discuss the steps in formulating a financial plan.

16



5. Attempt **any one** question.

a) From the following information you are required to estimate the net working capital requirement :

Cost per unit :	Rs.
Raw material	400
Direct labour	150
Overheads (excluding depreciation)	300
Total cost	850

Additional information :

Selling price	Rs. 1,000 per unit
Output	78000 units per annum
Raw materials in stock average	4 weeks
Work in progress in stock average	2 weeks
Finished goods in stock average	4 weeks
Credit allowed by suppliers average	8 weeks
Credit allowed to debtors average	5 weeks
Time lag in payment of wages	1.5 weeks
Time lag in payment of overheads	2 weeks

Cash at bank is expected to be Rs. 50,000. **16**

b) Discuss in detail the advantages and disadvantages of equity share capital and debentures as a long term source of finance. **16**



Seat No.	
----------	--

B.B.A. – III (Semester – V) (New) Examination, 2016
HUMAN RESOURCE MANAGEMENT – I

Day and Date : Saturday, 16-4-2016

Total Marks : 80

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

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

1. A) Choose the correct alternative. 8
- 1) _____ is a process of deciding contents of job.
a) HRM b) Job Analysis c) Job Design d) Job evaluation
 - 2) _____ is the process by which organisation moves from its current manpower position to the desired one.
a) Development b) Training
c) Selection d) Human Resource Planning
 - 3) Which of the following is a technique of vertical expansion in organisation ?
a) Job Rotation b) Job Enlargement
c) Job Enrichment d) Work Simplification
 - 4) In _____ interview, candidate is scope to express his own thoughts.
a) Structured b) Unstructured c) Depth d) Stress
 - 5) _____ is a process of receiving and welcoming employee when he joins company.
a) Induction b) Placement c) Development d) Recruitment
 - 6) _____ focuses on acquiring skills and capabilities not only for present jobs but also for future managerial tasks.
a) Learning b) Head hunting
c) Job enlargement d) Management Development
 - 7) Vestibule training, conference, lectures are the _____ methods of training.
a) On the job b) Off the job c) Traditional d) External



- 8) Wage and Salary, bonus and incentives, payroll comes under _____ function of Human Resource Management.
- a) Procurement
 - b) Development
 - c) Integration
 - d) Compensation

B) Fill in the blanks : 8

- 1) Case Study, In basket, simulation are _____ games under selection process.
- 2) _____ is the process of choosing the right person from the pool of qualified candidates.
- 3) _____ is the assignment of job to the selected candidate.
- 4) _____ is a statement of duties and responsibilities to be performed on a particular job.
- 5) HRIS stands for _____
- 6) _____ is a comparative process of jobs by using common criteria.
- 7) Planning, organising, staffing, directing and controlling are the _____ functions of Human Resource Management.
- 8) _____ is the process of searching prospective candidate for job.

2. Write short notes : 16

- 1) Management Development
- 2) Modern Sources of Recruitment.

3. Write short notes : 16

- 1) Need for Training
- 2) Types of Induction.

4. Explain the selection procedure in detail. 16

OR

Explain the various factors affecting Human Resource Planning. 16

5. Define HRM. Explain the scope of HRM in detail. 16

OR

Explain the process of Job Analysis. 16



Seat No.	
-------------	--

**B.B.A. – III (Semester – V) (New) Examination, 2016
PRODUCTION MANAGEMENT – I**

Day and Date : Wednesday, 20-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Total Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) _____ is a process by which goods and services are created.
a) Inventory b) Production c) Material d) Purchase
- 2) _____ is the overall arrangement of the production process, store room, stock room, tool room etc.
a) Plant Layout b) Product development
c) Product life cycle d) TQM
- 3) _____ is a science which considers geographical nature of ground.
a) Natural b) Topography c) Soil d) None of these
- 4) Ship building unit uses _____ type of layout.
a) Cellular b) Product c) Static d) Process
- 5) _____ means the ratio between the volume of output and volume of labour.
a) Production b) Productivity c) Quality d) Process
- 6) _____ is the productivity technique from the following.
a) ABC analysis b) Work study c) JIT d) VED analysis
- 7) Repairability is important objective of _____.
a) Plant layout b) Product design
c) Production d) Plant location
- 8) Product development starts with _____ stage.
a) Project planning b) Idea generation
c) Test marketing d) Idea screening



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

8

- 1) Production is the results of various types of output like men, material, machine etc.
- 2) Process layout also called functional layout.
- 3) In Intermittent production system the flow of production is continuous.
- 4) Job production involves the manufacturing of single unit.
- 5) Manpower is an important as well as typical input in manufacturing unit.
- 6) Availability of raw material is one of the essential factor while selecting a region.
- 7) The principle objective of proper plant layout is to maximize the production at the highest costs.
- 8) Automobile production is one of example of product layout.

2. Write short notes :

16

- a) Product Life Cycle
- b) Objectives of Production Management.

3. Write short notes :

16

- a) Objectives of Product Design
- b) Factors influencing plant layout.

4. a) Define Plant Layout. Explain its various types.

16

OR

b) Explain factors affecting product design.

16

5. a) Explain factors affecting plant location.

16

OR

b) Explain classification of Technology. Explain factors affecting choice of technology.

16



Seat No.	
----------	--

**B.B.A. – III (Semester – V) Examination, 2016
INTERNATIONAL BUSINESS (Old)**

Day and Date : Wednesday, 6-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) The Bretton Woods agreement resulted in the creation of
 - a) The Exim Bank
 - b) The Federal Reserve Bank
 - c) The World Bank
 - d) None of these
- 2) SDR is also called as
 - a) Commercial paper
 - b) Paper gold
 - c) Euro gold
 - d) None of these
- 3) In country A, it takes 10 labour hours to produce cloth and 20 labour hours to produce grain, in country B, it takes 20 labour hours to produce cloth and 10 labour hours to produce grain. Which country should produce grain ?
 - a) Country A
 - b) Country B
 - c) Both A and B countries should produce grain
 - d) No country should produce grain
- 4) GATT is converted into
 - a) IMF
 - b) EU
 - c) WB
 - d) WTO
- 5) Contract manufacturing is also called as
 - a) Export
 - b) Outsourcing
 - c) Licensing
 - d) Franchising
- 6) Maintenance of domestic approach towards international business is called
 - a) Global approach
 - b) Polycentric approach
 - c) Ethnocentric approach
 - d) Geocentric approach

P.T.O.



- 7) _____ is popularly known as World Bank.
 a) IBRD b) BOP c) IMF d) WTO
- 8) Religious aspects, customs, languages etc. are the factors of _____ environment.
 a) Political b) Social c) Natural d) Cultural

B) Fill in the blanks : 4

- 1) Tariffs refers to _____ imposed on imports.
 2) GDR stands for _____
 3) Franchising is a form of _____
 4) SDR stands for _____

C) State whether the following statements are **true** or **false** : 4

- 1) Merger provides easy entry in global market.
 2) Recent approach of turnkey projects is S-O-R.
 3) India is member of SAARC.
 4) Domestic company limits it's operations to national political boundaries.

2. Write short note : 16

- a) GATT
 b) Instruments of International Trade Policy.

3. Write short note : 16

- a) Problems of international business.
 b) FDI.

4. Long answer : 16

What is disequilibrium in BOP ? Explain it's reasons and measures to correct the disequilibrium of BOP.

OR

Explain the various modes of entry into international business.

5. Explain in detail international environment. How its affects on International Business ? 16

OR

Define the term I.B. Explain the various international business approaches with examples.



Seat No.	
-------------	--

**B.B.A. – III (Semester – V) (Old) Examination, 2016
MARKETING RESEARCH**

Day and Date : Saturday, 9-4-2016

Max. Marks : 80

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

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

1. A) Choose the correct alternative :

8

- 1) _____ shows various topics and page numbers in the report.
 - a) Appendix
 - b) Bibliography
 - c) Index
 - d) None of these
- 2) The data which is collected specifically for the purpose of study is _____.
 - a) Primary data
 - b) Secondary data
 - c) Tertiary data
 - d) None of these
- 3) A _____ sample is one where the population is divided in mutually exclusive groups.
 - a) Simple random
 - b) Quota
 - c) Cluster
 - d) Stratified random
- 4) A problem well defined is _____.
 - a) Confused
 - b) Full solved
 - c) Half solved
 - d) None of these
- 5) _____ questions have only two options in the form of “Yes” or “No”, “true” or “false”.
 - a) Open ended
 - b) Multiple choice
 - c) Free
 - d) Dichotomous
- 6) _____ is a process of examining data to detect errors.
 - a) Random sampling
 - b) Sampling
 - c) Editing
 - d) None of these

P.T.O.



- 7) _____ reports are called as the problem solving reports.
- a) Informational
 - b) Analytical
 - c) Examination
 - d) Oral
- 8) CSO stands for _____
- a) Central Statical Organisation
 - b) Central Science Ogranisation
 - c) Central Social Organisation
 - d) None of these

B) State **True** or **False** : **4**

- 1) Field editing is done at the time of recording data.
- 2) Conclusions are based on finding.
- 3) Sampling saves time and money.
- 4) In quota sampling complete population is surveyed.

C) Define the following : **4**

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

2. Write short notes : **16**

- 1) Observation.
- 2) Applications of M.R.

3. Write short notes : **16**

- 1) Report chapter scheme.
- 2) Determining sampling size.

4. Explain secondary data and its sources. **16**

OR

4. What is sampling ? Explain steps involved in sampling design.

5. Define Marketing Research. Explain steps involved in Research Process. **16**

OR

5. Explain in detail Research Report format.



Seat No.	
-------------	--

B.B.A. – III (Semester – V) (Old) Examination, 2016
FINANCIAL MANAGEMENT – I

Day and Date : Tuesday, 12-4-2016

Max. Marks : 80

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

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

1. A) Choose Correct Alternative :

- 1) _____ working capital means total of current assets.
a) Net b) Variable c) Gross d) Average
- 2) _____ is a borrowed capital.
a) Shares b) Debentures
c) Retained earnings d) Working capital
- 3) _____ is technique determines the size of an order to acquire inventory so as to minimize the carrying as well as ordering costs.
a) EOQ b) ROL c) ABC d) JIT
- 4) _____ capital, being risk capital, carries no fixed rate of dividend
a) Equity share b) Debt c) Borrowed d) Preference share
- 5) In _____ analysis materials are classified according to its value and volume.
a) CGPA b) SWOT c) ABC d) VED
- 6) Re-Order Quantity is also called as _____
a) Economic order quantity b) Reorder level
c) Order level d) Danger level
- 7) Authorised capital is also called as _____ capital.
a) Issued b) Paid up c) Registered d) Subscribed
- 8) _____ put forth the three motives for holding cash.
a) Taylor b) J.M. Keynes c) Miller d) Orr



B) Fill in the blanks : (8+8)

- 1) Excess of current assets over current liabilities = _____
- 2) Dividend rate payable on preference Share capital is generally _____
- 3) _____ Capital is that a company can potentially issue, as per its memorandum.
- 4) Net Current assets is also called as _____
- 5) _____ reserves cannot be distributed as dividend to shareholders.
- 6) At _____ level, new order of material is to be placed.
- 7) Aggregate paid up capital and reserves and surplus is called _____
- 8) At _____ both Stock holding and buying costs are minimum.

2. Write Short Notes (**any two**) : (8+8)

- A) Motives of holding cash.
- B) Shares and debentures.
- C) Objectives of inventory management.

3. Solve **any two** :

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

Monthly usage of material- 50000 kg.

Price per kg- Rs. 1.50

Cost of placing one order - Rs. 100

Carrying cost of inventory 20% of cost

B) Calculate the different stock levels from the following.

Two components A and B are used as follows

Maximum usage – 750 units each per week

Minimum usage – 250 units each per week

Normal usage – 500 units per week

Delivery period – A : 4-6 weeks, B : 2-4 weeks

Reorder Quantity – A : 3000 units, B : 5000 units.



C) Calculate Material Turnover Ratio and Comment.

Particulars	Material X	Material Y	
Stock on 1-1-2014 Rs.	50,000	25,000	
Purchases during the year	8,00,000	4,25,000	
Stock on 31-12-2014 Rs.	1,50,000	1,50,000	(8+8)

4. Nutan Enterprises requires 5000 units of a certain item annually. The cost per unit is Rs. 30, the fixed cost per order is Rs. 300, and the inventory carrying cost is Rs. 6 per unit per year

The supplier offers quantity discounts as follows

Order Quantity	Discount Percentage
1000	5
2000	10

What should Nutan Enterprises Do ?

OR

4. Prepare Cash budget for the three months ending 30.06.2015 from the following information.

Month	Sales	Materials	Wages	Overheads
Feb.	80,000	40,000	15,000	5,000
Mar.	60,000	32,000	18,000	4,500
April.	75,000	35,000	24,000	7,000
May	70,000	30,000	20,000	6,000
June	62,000	28,000	21,000	5,600

Cash balance on 1-04-2015 Rs. 20,000

20% sales are on cash basis, credit sales are realized 50% in same month and balance equally in two subsequent months.

Credit allowed by supplier is 1.5 months; Time lag in payment of wages one forth month and time lag in payment of overheads is half month.



5. You are required to estimate the amount of working capital needed to finance the following :

Annual output and sales – 1,08,000 units.

Particulars	Per unit Rs.
Direct material	15
Direct wages	25
Overheads (excluding depreciation)	10
Depreciation	10
Profit	15
Selling price	75

It is estimated that

- 1) Raw material will be in stock on an average 1 month's consumption.
- 2) Materials will be in process on an average half month.
- 3) Finished goods will be in warehouse for an average period 2 months.
- 4) Period of credit allowed by supplier 1 month and to customers 2 months.
- 5) 25% sales will be on cash basis.
- 6) Time lag in payment of wages and expenses 1 month.
- 7) Cash and bank balance to be expected Rs. 25,000.

OR

5. Define working capital. What is the need of working capital? State the determinants of working capital.



Seat No.	
-------------	--

**B.B.A. – III (Semester V) (Old) Examination, 2016
HUMAN RESOURCE MANAGEMENT – I**

Day and Date : Saturday, 16-4-2016

Max. Marks : 80

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

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

1. A) Choose correct alternative from the given alternatives. **8**
- 1) _____ training develops awareness about behaviour patterns of oneself and its impact on others.
 - a) Job Rotation
 - b) Role playing
 - c) Coaching
 - d) Sensitivity training
 - 2) _____ refers to a systematic study and collection of data relating to job.
 - a) Job analysis
 - b) Job evaluation
 - c) Job specification
 - d) Job description
 - 3) _____ deals with cost and contribution of human resource to the organisation.
 - a) Human Resource planning
 - b) HR Accounting
 - c) HR Audit
 - d) HR Research
 - 4) _____ is a non-quantitative method of job evaluation.
 - a) Points rating method
 - b) Ranking method
 - c) Factor comparison method
 - d) None of these
 - 5) _____ role of HR Manager, reminds the management of its morals and obligations to its employees.
 - a) The change agent
 - b) The mediator
 - c) The conscience
 - d) The spokesman
 - 6) _____ are paid to workman for his outstanding performance.
 - a) Incentives
 - b) Fringe benefits
 - c) Wages
 - d) None of these



7) _____ refers to searching for prospective employees and stimulating them to apply for job.

- | | |
|---------------|----------------|
| a) Placement | b) Selection |
| c) Employment | d) Recruitment |

8) _____ is a technique by which new employee is rehabilitated into organisation.

- | | |
|--------------|----------------|
| a) Placement | b) Training |
| c) Induction | d) Development |

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

8

- 1) Job description is a statement of minimum acceptable human qualities necessary to perform job.
- 2) Job analysis is prerequisite to HRP.
- 3) Assigning specific job to each person is induction.
- 4) When unemployment rate is high, the company's recruitment process may be simpler.
- 5) Employee referrals is an external source of recruitment.
- 6) Application form provides basic data and information of the candidate.
- 7) Recruitment and selection both are one and same.
- 8) Job evaluation determines the money value of jobs.

2. Write short notes :

16

- a) HRP at different levels.
- b) Factors affecting Recruitment

3. Write short notes :

16

- a) Training needs and advantages.
- b) Job description and job specification

4. State the concept of management development. Discuss the methods of management development.

16

OR

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

16

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

16

OR

Define and state objectives of recruitment. Explain the various sources of recruitment.

16



Seat No.	
----------	--

B.B.A. – III (Semester – VI) (New) Examination, 2016
BUSINESS LAW

Day and Date : Thursday, 7-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative : **8**
- 1) An agreement without consideration becomes _____ agreement.
i) Valid ii) Void iii) ill-legal iv) Voidable
 - 2) The Company Act _____
i) 1956 ii) 1957 iii) 1958 iv) 1992
 - 3) The Consumer Protection Act _____
i) 1986 ii) 1988 iii) 1987 iv) 1989
 - 4) A proposal when accepted becomes a _____
i) Offer ii) Promise iii) Agreement iv) Contract
 - 5) In a partnership, there must be an agreement to share the _____ of a business.
i) Loss ii) Profit iii) Gain iv) All of above
 - 6) All contracts are agreement but all agreements are not _____
i) Proposal ii) Contract iii) Acceptance iv) None of these
 - 7) A partnership started for a particular adventure or undertaking is called a _____
i) General partnership ii) Fixed partnership
iii) Particular partnership iv) Partnership at will
 - 8) Minimum numbers of members required to form a public company is _____
i) 2 ii) 4 iii) 15 iv) 7



B) True or False : **8**

- 1) A company is not a legal entity.
- 2) A person who purchase goods for consideration of money is called consumer.
- 3) Consideration must move at the desire of promisor.
- 4) Partner has no right to inspect the accounts.
- 5) A minor is competent to contract.
- 6) Jurisdiction of District Forum is not exceed them Rs. 30 lakhs.
- 7) After performing their act the parties in agreement are get discharge from the agreement.
- 8) Agreement in restraint of marriage is not void.

2. Write short answers : **16**

- 1) Free consent
- 2) Memorandum of Association

3. Write short answers : **16**

- 1) Kind of partner
- 2) Competent parties.

4. Explain in brief remedies for breach of contract. **16**

OR

Kinds of companies. Explain.

5. Redressal Agencies for consumer disputes explain in details. **16**

OR

Explain the various modes of discharge of contracts.



Seat No.	
-------------	--

B.B.A. – III (Semester – VI) (New) Examination, 2016
MARKETING MANAGEMENT – II

Day and Date : Monday, 11-4-2016

Max. Marks : 80

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

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

1. A) Choose the correct alternative from given alternatives : **8**
- 1) Which of the following is not included in product decisions ?
 - A) Brand Name
 - B) Packaging
 - C) Warehousing
 - D) Styling
 - 2) _____ activities typically are designed to build or maintain a favorable relationship with the organization various 'publics'.
 - A) Sales Promotions
 - B) Personal selling
 - C) Public relations
 - D) All of these
 - 3) _____ method removes the deficiencies of the cost based and demand based pricing.
 - A) Break even analysis
 - B) Cost plus pricing
 - C) Mark up pricing
 - D) None of these
 - 4) _____ explain the description of the product and about manufacture.
 - A) Brand
 - B) Price
 - C) Container
 - D) Labeling



2. Write short notes : **16**
A) Product mix decisions with suitable examples.
B) Role of physical evidence in service.

3. Write short notes : **16**
A) Development of service personnel.
B) Factors affecting product pricing decisions.

4. What do you mean by promotion mix ? Explain the elements of promotion mix. **16**

OR

Define price. Explain various methods of pricing.

5. What is product life cycle ? Explain its various stages and relevant strategies. **16**

OR

Define marketing channel. Describe various forms of marketing channels with suitable diagrams.



- 7) If credit sales are Rs. 5,00,000 and Debtors are Rs. 1,00,000 then average collection period of debtors is _____ days.
- a) 36.5 b) 73 c) 50 d) 56
- 8) Which of the following attracts a fixed rate of dividend ?
- a) Debenture b) Equity shares
c) Preference shares d) Loan

B) Fill in the blanks :

8

- 1) In a trading concern, opening stock + purchases – cost of goods sold is equal to _____
- 2) _____ determines the number of years required to recover initial investment outlay.
- 3) Capital markets are a sub-part of the _____ system.
- 4) _____ ratios relate profit to sales and investments.
- 5) NPV stands for _____
- 6) If working capital = Rs. 19,000, Current Liabilities = Rs. 9,000, then Current Assets = _____
- 7) Profitability index is the ratio of the present value of _____ to the initial cash outflows.
- 8) _____ is a payment of additional shares to shareholders in lieu of cash.

2. A) Calculate the cost of Debentures.

12% Debentures Rs. 100 each issued at par and redeemable after 4 years at 5% premium. Floatation Cost is 4% of issue price. Corporate tax rate 35%.

8

B) Calculate the cost of Preference Shares.

11% Preference Share of Rs. 100 each issued at par and redeemable after 5 years at 8% premium. Floatation Cost is 2% of issue price.

8

3. A) Opening Stock Rs. 19,000

Purchases Rs. 1,52,000

Sales Rs. 2,00,000

Gross Profit @ 25% on Sales

Calculate Stock Turnover Ratio.

8

B) Capital Employed Rs. 6,00,000

Net Fixed Assets Rs. 4,00,000

Cost of Goods Sold Rs. 20,00,000

Gross Profit Rs. 4,00,000

Calculate Working Capital Turnover Ratio.

8



4. Attempt **any one** question :

A) Compute the Pay Back Period and ARR from the information given below : **16**

Purchase price of Machine	Rs. 5,00,000
Useful Life of Machine	5 years
Tax Rate	35%
Earnings before depreciation and tax	Rs. 2,50,000 p.a.

B) What is Stock Market ? Explain the different functions of stock market. **16**

5. Attempt **any one** question :

A) Prepare Trading Account, Profit and Loss Account and Balance Sheet from the following particulars : **16**

Gross Profit Ratio	20%
Net Profit Ratio	11%
Stock Velocity	1.5 months
Retained Earnings/Proprietors Funds	1/6
Proprietors Funds/Total Funds	6/7
Fixed Assets/Proprietors Funds	3/4
Fixed Assets/Total Current Assets	9/5
Fixed Assets	Rs. 3,60,000
Closing Stock	Rs. 75,000
Average Stock	Rs. 80,000

B) State the various factors determining dividend policy. **16**



- 7) In performance appraisal, BARS stands for _____
- a) Behaviourally Assessed Rating Scales
 - b) Behaviourally Assessed Rating Schemes
 - c) Behaviourally Anchored Rating Scales
 - d) Behaviourally Anchored Ratio Scales
- 8) Pension, Gratuity, Provident fund, Medical benefits are _____
- a) Perks
 - b) Bonus
 - c) Old age and retirement benefits
 - d) Recreation facilities

B) Fill in the blanks.

8

- 1) _____ is a permanent lay-off.
- 2) When promotion is made without increase in salary, it is called as _____
- 3) _____ is a process where superior and subordinate jointly identify common goals, define responsibilities and expected results.
- 4) In _____ planning higher level jobs are fulfilled with available internal employees.
- 5) _____ is a systematic and periodic rating of an employee's excellence.
- 6) _____ is non-cash benefits which one enjoys on account of his position.
- 7) _____ are an extra financial motivation to rewards employee's efforts.
- 8) _____ means freedom from the occurrence or risk of injury or loss.

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

16

- 1) Promotion and its types
- 2) 360 Degree performance appraisal.

3. Write short notes.

16

- 1) Career stages
- 2) Types of wages.



4. Explain the factors affecting wage and salary levels. **16**

OR

Explain the safety provisions of The Factories Act, 1948. **16**

5. Explain the various methods of performance appraisal. **16**

OR

Explain incentives and fringe benefits in detail. **16**



- 7) Just in time is _____ system of quality management.
a) American b) Chinese c) Indian d) Japanese
- 8) _____ is the function of stores management.
a) Receiving b) Storing c) Issuing d) All of these

B) True or False : **8**

- 1) Inventory management ensures continuous supply of raw material.
- 2) Pipelines are closed tubes used to transport liquids.
- 3) A material handling creates time and place utility.
- 4) TQM stands for total quality managements.
- 5) Inventories includes raw material only.
- 6) Just in time system of management is developed by a Toyota Motor Company.
- 7) Loading is the time table for production.
- 8) Production planning and control both are interdependent.

2. Write short answer : **16**

- a) Types of plant maintenance.
- b) Functions of purchase manager.

3. Write short answer : **16**

- a) Types of stores system.
- b) Functions of production planning and control.

4. Discuss different techniques of inventory management. **16**

OR

Define just in time. Explain its features.

5. What is material management ? Describe its objectives. **16**

OR

Define material handling. Explain different types of material handling equipments.



Seat No.	
----------	--

B.B.A. III (Semester – VI) (Old) Examination, 2016
BUSINESS LAW

Day and Date : Thursday, 7-4-2016

Max. Marks : 80

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

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

1. A) Choose the correct alternative. 8
- 1) _____ must be absolute and unconditional.
a) Offer b) Acceptance c) Object d) All of the above
 - 2) There must be an agreement to share the _____ of a business.
a) Loss b) Gain c) Profits d) All of the above
 - 3) The Companies Act _____
a) 1956 b) 1957 c) 1958 d) 1959
 - 4) _____ means any allegations in writing made by a complainant about unfair trade practices adopted by a traders or about defective goods or deficiency in service etc.
a) Complaint b) Application c) Petition d) All of the above
 - 5) _____ must move at the desire of the promiser.
a) Offer b) Consideration c) Acceptance d) All of the above
 - 6) A partner who takes active part in the conduct of the business is called _____ partner.
a) Active b) Dormant c) Nominal d) Minor
 - 7) _____ means the capital raised by a company by the issue of shares.
a) Share Capital b) Debenture c) Share warrant d) All of the above
 - 8) The object of an agreement must be _____
a) Unlawful b) Illegal c) Lawful d) All of the above

P.T.O.



- B) State whether the following statements are **true** or **false**. **8**
- 1) An agreement the meaning of which is not certain is void.
 - 2) The dissolution of partnership firm means a complete closure or end of the business of the firm.
 - 3) A company is not a legal entity.
 - 4) The Consumer Protection Act 1956.
 - 5) Free consent is an essential requisite of a valid contract.
 - 6) A partnership started for a particular adventure or undertaking is called a particular partnership.
 - 7) A resolution passed by a simple majority of votes at a general meeting is called special resolution.
 - 8) If the parties fulfil their obligation, it is the performance of the contract.

2. Write short answers. **16**

- a) Remedies for breach of contract.
- b) Kinds of companies.

3. Write short answers. **16**

- a) Discharge of contract.
- b) Prospectus.

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

OR

Define 'partnership' and explain rights of partners.

5. Define Memorandum of Association and explain clauses of Memorandum of Association. **16**

OR

Define 'Consumer' and state provisions relating to consumer disputes redressal machinery.



Seat No.	
-------------	--

**B.B.A. III (Semester – VI) (Old) Examination, 2016
MARKETING MANAGEMENT – II**

Day and Date : Monday, 11-4-2016

Max. Marks : 80

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

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

1. A) Choose correct alternative :

8

- 1) In order to create an exclusive image of the product in market, company quote _____ price of that product.
 - a) High
 - b) Low
 - c) Rational
 - d) Moderate
- 2) Modern concept of marketing is _____ oriented.
 - a) Production
 - b) Profit
 - c) Customer
 - d) Sales
- 3) Exchange value of goods and services expressed in term of money is known as
 - a) Price
 - b) Promotion
 - c) Profit
 - d) Product
- 4) _____ is the paid form of communication.
 - a) Sales promotion
 - b) Advertising
 - c) Personal selling
 - d) Publishing
- 5) Manufactures to customer is _____ channel of distribution.
 - a) Multi level
 - b) Indirect
 - c) Direct
 - d) Special

P.T.O.



Seat No.	
----------	--

B.B.A. III (Semester – VI) Examination, 2016
FINANCIAL MANAGEMENT – II (Old)

Day and Date : Wednesday, 13-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

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

1. a) Choose correct alternatives.

8

- 1) _____ is a borrowed capital of the company.
 - a) Equity shares
 - b) Preference shares
 - c) Debentures
 - d) Retained earnings
- 2) Gross working capital means _____
 - a) Total assets
 - b) Fixed assets
 - c) CA-CL
 - d) Current assets
- 3) A market where new securities are bought and sold for the first time is _____
 - a) Primary Market
 - b) Stock Market
 - c) Money Market
 - d) None of the above
- 4) _____ relate profits to sales and investments.
 - a) Liquidity ratios
 - b) Leverage ratios
 - c) Profitability ratios
 - d) Activity ratios
- 5) _____ is treated as standard current ratio.
 - a) 1 : 1
 - b) 2 : 1
 - c) 1 : 2
 - d) 2 : 2
- 6) _____ technique is one of the discounted cash flow techniques, which takes into account the time value of money.
 - a) Average Rate of Return
 - b) Pay Back Period
 - c) Discounted Pay Back
 - d) Net Present Value



- 7) If gross profit is Rs. 3,00,000, gross profit ratio is 20%, then sales is Rs. _____
- a) Rs. 20,00,000 b) Rs. 15,00,000
c) Rs. 5,00,000 d) Rs. 2,00,000
- 8) If price earning ratio is 10 times, market price per share is Rs. 15, then earning per share is Rs. _____
- a) 2 b) 150 c) 1.5 d) 0.66

b) Fill in the blanks.

8

- 1) Opening stock = Rs. 24,000
Closing stock = Rs. 30,000
Then, Average Inventory = Rs. _____
- 2) Monthly consumption = 200 units
Carrying cost = Rs. 12
Ordering cost per order = Rs. 100
Economic order quantity = _____
- 3) Cost of goods sold = Rs. 50,000
Opening stock = Rs. 11,000
Closing stock = Rs. 15,000
Purchases = _____
- 4) Working capital = Rs. 2,00,000
Cost of goods sold = Rs. 20,00,000
Gross profit = Rs. 4,00,000 then,
Sales = _____
- 5) Liquid Assets = current assets minus _____
- 6) NPV stands for _____
- 7) NSDL stands for _____
- 8) Fixed Assets Turnover Ratio = $\frac{\text{Sales}}{\text{_____}}$.



2. Write short notes (**any two**) : **16**
- i) Functions of Stock Market
 - ii) Methods of Capital Budgeting
 - iii) Types of Ratios.

3. a) Determine the weighted average cost of capital from the details : **8**
- EBIT : Rs. 3,00,000
Interest : Rs. 60,000
 K_e (percent) : 16
Interest Rate is 10 percent. Assume there are no taxes.

- b) From the following information provided compute the weighted average cost of capital. **8**

Source of finance	Book Value (Rs.)	After Tax Cost (%)
Share capital	4,50,000	18
Reserves and Surplus	1,50,000	18
Preference Share Capital	1,00,000	11
Debentures	3,00,000	8

4. A large sized company is considering investing in a project that costs Rs. 2,00,000. It has an estimated life of 4 years. The company uses straight line method of depreciation. The anticipated cash flows after taxes (CFAT) is as below : **16**

Year	CFAT (Rs.)
1	80,000
2	80,000
3	80,000
4	30,000



Calculate :

- i) Pay Back Period
- ii) ARR
- iii) NPV@10%
- iv) Profitability Index@10%.

OR

4. What is dividend policy ? Explain the factors determining the dividend policy. **16**

5. Prepare Proprietary Funds Statement : **16**

Stock Velocity = 6, Capital Turnover Ratio = 2, Fixed Asset Turnover Ratio = 4;
G.P. Ratio = 20%, Debtors Velocity = 2 months, Creditors velocity = 73 days,
Gross profit = Rs. 60,000, R & S = Rs. 20,000, Closing stock was Rs. 5,000 in
excess of opening stock.

OR

5. What is Ratio Analysis ? State the advantages and limitations of Ratio Analysis. **16**



Seat No.	
-------------	--

B.B.A. – III (Semester – VI) (Old) Examination, 2016
HUMAN RESOURCE MANAGEMENT – II

Day and Date : Monday, 18-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Max. Marks : 80

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

1. A) Choose correct alternative : 8
- 1) _____ type of separation of employee is called as Golden Handshake.
a) Lay-off b) Retrenchment c) VRS d) All of these
 - 2) Under _____ incentive plan, the standard time is determined in terms of minutes.
a) Bedeaux plan b) Rowan plan c) Halbey plan d) Barth plan
 - 3) _____ transfer take place to correct the wrong placements.
a) Versatility b) Penal c) Production d) Remedial
 - 4) _____ method of performance appraisal was first applied in the German Army in 1930.
a) Ranking b) 360° performance appraisal
c) Assessment centre d) Checklist
 - 5) _____ refers to the termination of employment at the instance of the employee.
a) Discharge b) Lay-off c) Resignation d) None of these
 - 6) The primary purpose of employee safety programme is to preserve the employees
a) Mental health b) Physical health
c) Emotional health d) All of the above
 - 7) The lay-off compensation is _____ of total basic wages.
a) 50 % b) 60 % c) 75 % d) 25 %
 - 8) When Jr. Lecturer is promoted as senior Lecturer, it is
a) Vertical promotion b) Horizontal promotion
c) Straight promotion d) Dry promotion

P.T.O.



B) State true or false :

8

- 1) Health and safety benefits are applicable to those employees who shows their better performance.
- 2) As Lay-off is initiated by employer, the compensation is not provided to employees.
- 3) Graphical rating scale is also known as linear rating scale.
- 4) ESOP stands for Employer stock ownership programme.
- 5) Under straight piece work scheme earning of worker directly depends on his performance.
- 6) Dry promotion is initiated with increment in responsibility, status and pay.
- 7) When multiple rates are involved in evaluating employee performance, the technique is called 360° performance appraisal.
- 8) Safety week is celebrated from 1st to 7th June of every year.

2. Write short notes :

16

- a) Old age and Retirement benefits.
- b) Accident prevention.

3. Write short notes :

16

- 1) Variable compensation.
- 2) Exit policy.

4. Define performance appraisal ? State and explain methods of performance appraisal.

16

OR

What is employee separation ? State and explain the different terms of employee separation.

16

5. Explain promotions, transfer and demotion in detail.

16

OR

State the factors influencing employee benefits and services. Explain employee health and safety benefits.

16



Seat No.	
-------------	--

B.B.A. – III (Semester – VI) (Old) Examination, 2016
PRODUCTION MANAGEMENT – II

Day and Date : Thursday, 21-4-2016
Time : 10.30 a.m. to 1.30 p.m.

Total Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) A belt conveyors systems are employed to large scale handling in _____ production.
a) Wooden Furniture b) Plastic Toys
c) Cement d) Cosmetics
- 2) _____ management's function is to receiving, stocking and issuing material.
a) Supplies b) Stores c) Inventory d) Cleaning
- 3) VED analysis is one of the effective techniques of _____ management.
a) Inventory b) Financial
c) Human Resource d) None of these
- 4) ISO 9000 certification is a must for _____ business.
a) International b) National c) Regional d) Local
- 5) Production Planning and Control is the organisation and planning of the _____ process.
a) Manufacturing b) Accounting c) Directing d) None of these
- 6) The term inventory includes _____ items.
a) Raw material b) Semi-finished
c) Finished d) All of these
- 7) _____ offers considerable scope for reducing costs and improving profits.
a) Construction b) Materials c) Quality d) Process
- 8) The fixed quantity of material ordered each time is nothing but the _____
a) Economic Order Quantity b) Fixed Order Quantity
c) Inventory Catalogue d) None of these

P.T.O.



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

- 1) ABC stands for Always Bad Control.
- 2) Storage of materials is an important component of Materials Management.
- 3) The term production planning includes raw material, work in process, finished goods etc.
- 4) To ensure supply of quality material is the objective of purchasing management.
- 5) Overhead electric cranes are particularly useful for loading and unloading of heavy items.
- 6) Quality refers as the degree to which a product meets the requirements of customers.
- 7) Directing is maintaining a balance in activities towards a goal or set of goals evolved during production planning.
- 8) Materials Management is a basic function of the business that adds value directly to the product itself.

2. Write short notes : **16**

- a) Functions of Purchasing Management
- b) ABC analysis.

3. Write short notes : **16**

- a) Limitations of PPC
- b) TQM.

4. a) Define Inventory Management. Explain its functions and principles. **16**

OR

b) Define PPC. Explain its functions. **16**

5. a) Define material handling. Explain different type material handling equipment. **16**

OR

b) Define Stores Management. How can be materials are issued form store ?
