





B) Fill in the blanks :

7

- 1) \_\_\_\_\_ needs reflect a desire to become what one is capable of becoming.
- 2) \_\_\_\_\_ level of management is also known as Managerial level.
- 3) \_\_\_\_\_ refers to comparing actual work against plans.
- 4) Status, praise, recognition are \_\_\_\_\_ type of incentives of motivation.
- 5) Mission, objective, strategies, policies are the \_\_\_\_\_ term plans.
- 6) \_\_\_\_\_ is the ability or capacity of person to influence to others.
- 7) In \_\_\_\_\_, manager attempts to get right person at the right jobs at right time.

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

14

- 1) Maslow's Theory of Motivation.
- 2) Control process.
- 3) Types of plans.

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

14

- 1) Types of Control.
- 2) Democratic Leadership.
- 3) Types of Training.

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

14

OR

Explain the McGregor's Theory X and Y of motivation.

14

5. Explain the Fayol's principles of Administrative Management.

14

OR

Explain the selection process in detail.

14

\_\_\_\_\_





- B) Fill in the blanks : 7
- a) Non-verbal things in communication are called \_\_\_\_\_
  - b) The process of converting thoughts/ideas into coded language is known \_\_\_\_\_
  - c) Misinterpretation in any step is known as \_\_\_\_\_
  - d) \_\_\_\_\_ is the response which is communicated back to the sender.
  - e) \_\_\_\_\_ can be defined as a written, permanent record of the business house.
  - f) Communication is exchange of \_\_\_\_\_ one person to the another person.
  - g) Minutes are official records of \_\_\_\_\_

2. Write short notes (**any 2**) : 14
- 1) Merits and demerits of Written Communication.
  - 2) Draft the minutes of annual General Meeting.
  - 3) Explain the Communication Process.

3. Write short notes (**any 2**) : 14
- 1) Principles of effective communication.
  - 2) What is meeting ? State the types of meeting.
  - 3) Explain agenda of a meeting with suitable example.

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

OR

What are the functions of business letter ? Discuss planning and layout of Business Letter.

5. Write an application letter for the post sales executive in Precision Industry, Solapur along with resume. 14

OR

What are the types of communication ?

\_\_\_\_\_



Seat No.	
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**B.B.A. – I (Semester – I) (New CBCS) Examination, 2016**  
**FINANCIAL ACCOUNTING**

Time : 2 Hours 30 Minutes

Max. Marks : 70

- 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 :

7

- 1) Real accounts usually show a \_\_\_\_\_ balance.  
a) Debit                      b) Credit                      c) Equal                      d) Unequal
- 2) Left side of an account is termed as  
a) Debit                      b) Credit                      c) Asset                      d) Liability
- 3) Bank Account is \_\_\_\_\_ type of account.  
a) Personal                      b) Real                      c) Nominal                      d) Impersonal
- 4) Sales account always shows \_\_\_\_\_ balance.  
a) Debit                      b) Credit                      c) Negative                      d) Positive
- 5) Carriage inward is debited to \_\_\_\_\_ account.  
a) Trading                      b) Profit & Loss                      c) Capital                      d) Drawing
- 6) Excess of credit over debit in Profit & Loss Account indicates  
a) Net Profit                      b) Net Loss                      c) Gross Profit                      d) Gross Loss
- 7) Goodwill account appears on \_\_\_\_\_ side of Trial Balance.  
a) Debit                      b) Credit                      c) Negative                      d) Positive

B) Fill in the blanks :

7

- 1) Assets – Liability = \_\_\_\_\_
- 2) Opening Stock + Purchases + Direct Expenses – Closing Stock = \_\_\_\_\_
- 3) \_\_\_\_\_ is a original books of entry.
- 4) \_\_\_\_\_ refers to the total amount of cash withdrawn by the proprietor for personal use.



- 5) Depreciation is a diminution in the value of \_\_\_\_\_
- 6) Purchase of vehicle is debited to \_\_\_\_\_ account.
- 7) Rule of real account is debit what comes in, \_\_\_\_\_ what goes out.

2. Attempt **any two** questions :

- A) Prepare Trial Balance from the following ledger balances as on 31<sup>st</sup> March 2016. **7**

<b>Particulars</b>	<b>Rs.</b>	<b>Particulars</b>	<b>Rs.</b>
Capital	1,00,000	Purchase	30,000
Debtors	9,000	Works Manager Salary	9,000
Wages	7,000	Sales	80,000
Depreciation	3,000	R.D.D.	500
Furniture	25,000	Creditors	4,500
Advertisement	5,000	Land & Building	90,000
Bad Debts	1,200	Rent	5,800

- B) Define Accounting. State the objectives of accounting. **7**

- C) Write a note on Cash Book. **7**

3. Attempt **any two** questions :

- A) Write a note on Subsidiary Books. **7**

- B) Write a note on two methods of depreciation. **7**

- C) Journalise the following transactions in the Books of Rama and Sons. **7**

<b>Date</b>	<b>Transactions</b>	<b>Rs.</b>
Sep.		
1	Capital introduced into business	1,00,000
4	Purchased Machinery	40,000
4	Purchased goods on cash	5,000
5	Sold goods on credit to Harinarayan	7,500
7	Withdrew from bank	9,000
8	Purchased goods from Rajat	10,000
10	Cash taken by proprietor for personal use	10,000



4. Attempt **any one** question :

A) A firm purchased a machinery for Rs. 27,50,000 on 1<sup>st</sup> April, 2012. The firm decides to provide depreciation @ 10% p.a. using straight line method. A second machinery was purchased on 1<sup>st</sup> October, 2013 for Rs. 5,00,000. The 2<sup>nd</sup> machinery was sold for Rs. 3,50,000 on 31<sup>st</sup> December, 2014. Prepare Machinery A/c for financial year 2012 – 13, 2013 – 14, 2014 – 15 and 2015 – 16 assuming the firm closes its books on 31<sup>st</sup> March every year. **14**

B) Journalise the following transactions and post them to ledger accounts in the books of Mr. Sikandar. **14**

<b>Date</b>	<b>Transactions</b>
June	
1	Brought into business cash Rs. 9,000 as capital.
6	Deposited cash into Dena Bank Rs. 4,000.
12	Cash purchases of goods Rs. 3,000.
18	Paid sundry expenses Rs. 350.
23	Sold goods for cash Rs. 4,000.
29	Paid salary by cheque Rs. 1,200.

5. Attempt **any one** question :

A) The trial balance of Vijaya Enterprises shows the following balances on 31<sup>st</sup> March 2015. Prepare final accounts. **14**

<b>Particulars</b>	<b>Debit Rs.</b>	<b>Credit Rs.</b>	<b>Particulars</b>	<b>Debit Rs.</b>	<b>Credit Rs.</b>
Opening Stock	22,600		Trading Expenses	900	
Capital		1,50,000	Land & Building	70,000	
Drawings	10,000		Rent	3,560	
Furniture	30,000		Reserve for		
Prepaid Insurance	885		Bad Debts		3,000
Debtors &			Royalty	6,000	
Creditors	35,000	40,625	Postage &		
Purchases & Sales	28,500	60,000	Telegram	1,780	



Plant & Machinery	25,000	Carriage Outward	2,400	
Bank Overdraft		Returns	1,000	4,500
	24,000	Discount	500	2,000
Investment	34,000	Rent Received		1,500
Wages	7,000	Commission		
Salaries	10,500	Received		4,000

- 1) Write off Bad debts Rs. 1,000
- 2) Closing stock is valued at cost Rs. 23,000 and market price Rs. 20,000
- 3) Provide depreciation 10% p.a. on Machinery
- 4) Prepaid Rent Rs. 500
- 5) Outstanding trading expenses are Rs. 600.

B) Explain the accounting concepts and conventions in detail.

14

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Seat No.	
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**B.B.A. – I (Semester – I) (New CBCS) Examination, 2016  
BUSINESS ECONOMICS (Micro)**

Time : 2½ Hours

Max. Marks : 70

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

1. A) Choose the correct alternative given below : 7
- 1) Innovation theory of Profit is presented by
    - a) Prof. J. M. Keynes
    - b) Prof. Alfred Marshall
    - c) Prof. Schumpeter
    - d) Prof. F. H. Knight
  - 2) A rent for building is \_\_\_\_\_ cost.
    - a) Fixed
    - b) Variable
    - c) Opportunity
    - d) Real
  - 3) A science of decision making and planning is known as
    - a) Business Environment
    - b) Business Economics
    - c) Business Statistics
    - d) Business Informatics
  - 4) A demand for electricity is \_\_\_\_\_ demand.
    - a) Complementary
    - b) Competitive
    - c) Composite
    - d) Complex
  - 5) A 10 units are produced at the fixed cost of Rs. 200 and variable cost Rs. 100. What is the total cost ?
    - a) Rs. 200
    - b) Rs. 100
    - c) Rs. 250
    - d) Rs. 300
  - 6) “Buy one soap, get pen free” is an example of \_\_\_\_\_ policy.
    - a) Production
    - b) Consumption
    - c) Marketing
    - d) All of these
  - 7) \_\_\_\_\_ explain the relation between price and demand.
    - a) Law of supply
    - b) Law of production
    - c) Law of demand
    - d) Law of utility



- B) State whether the following statements are **true** or **false** : **7**
- 1) Total cost is cost for additional unit.
  - 2) Demand for petrol is inelastic.
  - 3) A selection of location for business is an internal decision.
  - 4) Total utility is maximum when marginal utility is zero.
  - 5) Wages are paid to labour.
  - 6) A marginal cost curve slopes upward from left to right.
  - 7) In oligopoly, the number of firms is few.
2. Write short answer (**any two**) : **14**
- a) Equilibrium price.
  - b) Features of utility.
  - c) Types of price elasticity.
3. Write short answer (**any two**) : **14**
- a) Explain features of business economics.
  - b) Characteristics of monopolistic competition.
  - c) Merits and demerits of micro economics.
4. Critically evaluate “Innovation theory of profit”. **14**
- OR
- Define business decisions. Describe internal business decisions.
5. State and explain law of demand. Write its exceptions. **14**
- OR
- Describe the features of oligopoly. Explain kinked demand curve.
-





B) Fill in the blanks : 7

- 1) Perishable goods are stored in \_\_\_\_\_ warehouses.
- 2) In a partnership firm, every partner is the principal as well as the \_\_\_\_\_
- 3) The responsibility of a sole trader is \_\_\_\_\_
- 4) Import and export trade is called \_\_\_\_\_ trade.
- 5) Door to door service is offered by \_\_\_\_\_ transport.
- 6) Dairy farming is \_\_\_\_\_ industry.
- 7) Industry creates \_\_\_\_\_ utility.

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

- a) Industrial Revolution and it's effects
- b) Modes of transport
- c) Various forms of Business Sectors.

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

- a) Wholesale Trade
- b) Functions of Warehouses
- c) Features of Joint Stock Company.

4. What is Merger and Acquisition ? Explain the types and advantages of merger. 14

OR

What is Business ? Discuss in detail scope of business.

5. Define Bank. Explain different types and functions of Banks. 14

OR

Define sole proprietorship. Explain its merits and demerits.

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Seat No.	
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**B.B.A. I (Semester – I) (CGPA) Examination, 2016  
PRINCIPLES OF MANAGEMENT (Old)**

Time : 2 Hours 30 Minutes

Max. Marks : 70

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

1. A) Choose the correct alternative. 7
- 1) \_\_\_\_\_ is the act of increasing knowledge and skills for doing better jobs.  
a) Staffing      b) Controlling      c) Training      d) Planning
  - 2) McGregor's Theory \_\_\_\_\_ is modern, positive and democratic in nature.  
a) W      b) X      c) Y      d) Z
  - 3) \_\_\_\_\_ structure includes external specialist who advise line managers.  
a) Line      b) Functional      c) Matrix      d) Line & Staff
  - 4) \_\_\_\_\_ control is directed as evaluating inputs to reduce errors.  
a) Feed Forward      b) Concurrent  
c) Feedback      d) Good
  - 5) Job \_\_\_\_\_ explains the job in terms of its duties and responsibilities.  
a) Specification      b) Description  
c) Analysis      d) Training
  - 6) \_\_\_\_\_ is the process of deciding future course of action in advance.  
a) Organising      b) Staffing  
c) Planning      d) Training
  - 7) In \_\_\_\_\_ leadership style, decision making power is centralised.  
a) Free-rein      b) Supportive  
c) Democratic      d) Autocratic

P.T.O.



1. B) Fill in the blanks : 7
- 1) \_\_\_\_\_ needs reflect a desire to become what one is capable of becoming.
  - 2) \_\_\_\_\_ level of management is also known as Managerial level.
  - 3) \_\_\_\_\_ refers to comparing actual work against plans.
  - 4) Status, praise, recognition are \_\_\_\_\_ type of incentives of motivation.
  - 5) Mission, objective, strategies, policies are the \_\_\_\_\_ term plans.
  - 6) \_\_\_\_\_ is the ability or capacity of person to influence to others.
  - 7) In \_\_\_\_\_ , manager attempts to get right person at the right jobs at right time.
2. Write short notes (**any 2**) : 14
- 1) Types of Plans
  - 2) Types of Control
  - 3) Ingredients of Leadership.
3. Write short notes (**any 2**) : 14
- 1) Maslow's Theory of Motivation
  - 2) Control process
  - 3) Types of Training.
4. Define Management. Explain the functions of management in detail. 14
- OR
- Explain the various organizational structures. 14
5. Define Motivation. Explain the Motivational techniques used in organisation. 14
- OR
- Explain the selection process in detail. 14
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Seat No.	
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**B.B.A. – I (Semester – I) (CGPA) (Old) Examination, 2016  
BUSINESS COMMUNICATION (Paper – I)**

Time : 2½ Hours

Total 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) The word “Communication” is borrowed from \_\_\_\_\_ language.  
a) Greek                      b) German                      c) Latin                      d) French
  - 2) \_\_\_\_\_ is the persons(s) form whom the communication is intended.  
a) Sender                      b) Channel                      c) Feedback                      d) Receiver
  - 3) Wrong choice of medium and communication load is examples of \_\_\_\_\_  
a) Organisational barrier                      b) Socio-psychological barrier  
c) Physical barrier                      d) Semantic barrier
  - 4) \_\_\_\_\_ is the return message or response from the communicate to the communicator.  
a) Means                      b) Encoding                      c) Feedback                      d) Decoding
  - 5) The sender sends the message through a selected \_\_\_\_\_  
a) Passage                      b) Goals                      c) Ideas                      d) Medium
  - 6) \_\_\_\_\_ means anything in the message or channel that distracts the sender while encoding or distracts the receiver while decoding.  
a) Noise                      b) Task                      c) Audience                      d) Machine
  - 7) The barriers arising out of different interpretations of words used in language are called \_\_\_\_\_ barriers.  
a) Semantic                      b) Physical  
c) Psycho-Sociological                      d) Cultural
- B) State the following statements **true** or **false** : 7
- 1) Telephonic conversation is not the method of oral communication.
  - 2) Self centered attitudes are included in socio-psychological barriers.

P.T.O.



- 3) An interview is an example of face to face communication.
- 4) The function of the receiver is not decode the message.
- 5) Non-verbal communication can be completely controlled.
- 6) Conciseness means expressing much in a few words.
- 7) There is full indention in full block form of letter.

2. Write short notes (Solve **any 2**) : **14**
- a) Merits and Demerits of Oral Communication.
  - b) Various types of Report.
  - c) Cross-cultural barriers.
3. Write short notes (Solve **any 2**) : **14**
- a) Merits and Demerits of Written Communication.
  - b) Various layouts of Letter.
  - c) Explain – Silence.
4. a) Make an enquiry with a manufacturer of steel furniture for purchase of furniture for a college office. **14**
- OR
- b) Explain Objectives of Communication. **14**
5. a) There has been some unrest among the women employees of Pharma company. Write the report of the HR Manager who was asked to make an enquiry. **14**
- OR
- b) Define Communication. Explain barriers of Communication. **14**
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Seat No.	
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**B.B.A. – I (Semester – I) (Old) (CGPA Pattern) Examination, 2016  
FINANCIAL ACCOUNTING**

Time : 2½ hours

Max. Marks : 70

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

1. A) Choose the correct alternative :

7

- 1) Surplus of income over expenses is  
a) Loss                      b) Profit                      c) Expenditure                      d) Income
- 2) Cash purchases of goods should be credited to  
a) Purchases A/c                      b) Sales A/c  
c) Cash A/c                      d) Goods A/c
- 3) Sub-division of journal is known as \_\_\_\_\_ book.  
a) Subsidiary                      b) Purchase Return  
c) Purchase                      d) Journal Proper
- 4) Left hand side of an account is called \_\_\_\_\_ side.  
a) Credit                      b) Debit                      c) Middle                      d) Centre
- 5) \_\_\_\_\_ is prepared from the balances in Ledger Accounts.  
a) List                      b) Journal  
c) Book                      d) Trial Balance
- 6) Depreciation arises because of  
a) Wear and Tear                      b) Efflux of Time  
c) Obsolescence                      d) All of these
- 7) Outstanding wages is a \_\_\_\_\_ account.  
a) Real                      b) Personal  
c) Nominal                      d) None of these

P.T.O.



B) Fill in the blanks :

7

1) Depreciation =  $\frac{\text{Cost of Assets} - \text{Scrap Value}}{\text{Number of Years}}$

2) An entry recorded on both side of cash book is called \_\_\_\_\_.

3) SLM stands for \_\_\_\_\_.

4) Goodwill is \_\_\_\_\_ type of account.

5) Debit what comes in, credit what goes out is the rule of \_\_\_\_\_ account.

6) \_\_\_\_\_ discount is given for early payment of cash.

7) BRS stands for \_\_\_\_\_.

2. Write short notes on (any 2) :

14

1) Accounting concepts.

2) Accounting conventions.

3) Users of accounting information.

3. Solve (any 2) :

14

1) M/s Dilip and Sons purchased a Machinery for Rs. 90,000 on 1<sup>st</sup> April, 2008. On 1<sup>st</sup> Oct., 2008 additional machinery was purchased for Rs. 60,000.

The firm provides depreciation @ 10% p.a. under straight line method on 31<sup>st</sup> March every year.

Prepare Machinery account for three years i.e. 2008-09, 2009-10, 2010-11.

2) Prepare Trial Balance from the following Ledger of Shri Ganesh as on 31<sup>st</sup> March, 2015 :

Particulars	Rs.	Particulars	Rs.	Particulars	Rs.
Capital	50,000	Carriage	2,500	Bad Debts	600
Debtors	2,500	Purchases	15,000	Bank Loan	2,000
Wages	3,500	Salary	4,500	Cash in Hand	1,250
Depreciation	1,500	Sales	40,000	Land and Building	45,000
Furniture	12,500	Postage	250	Rent	2,900
Advertisement	2,500	Creditors	4,000	Drawings	1,500

3) Subsidiary Books.



4. Journalize the following transactions in the books of Shri Herambh. 14

- 2015, April
- 1 Herambh started business with cash Rs. 71,000
  - 2 Purchased goods from Mahesh Rs. 20,000 on Credit
  - 5 Deposited Cash into Bank of India Rs. 30,000
  - 9 Sold goods to Dhanraj Rs. 25,000 on Credit
  - 11 Purchased furniture of Rs. 10,000 for cash
  - 14 Paid to Mahesh by Cheque of Bank of India Rs. 10,000
  - 30 Received a bearer Cheque for Rs. 15,000 from Dhanraj
- OR

The Bank column of a cash book showed a debit balance of Rs. 49,000 on 31<sup>st</sup> Oct., 2014. While comparing the cash book balance with the pass book balance following difference were noticed :

- 1) Cheques of Rs. 9,000 and Rs. 15,000 were deposited but were not collected and credited by Bank till 31<sup>st</sup> Oct., 2014.
- 2) Our debtor directly deposited Rs. 8,000 into bank account not recorded in the cash book.
- 3) Bank credited interest in investment Rs. 500.
- 4) Cheque of Rs. 10,000 issued but not presented for payment to the bank.
- 5) Bank paid insurance premium Rs. 6,000 but not recorded in cash book.
- 6) Bank debited bank charges Rs. 100.

5. Enter the following transactions in the analytical petty Cash Book under Imprest system for the month of February 2011. 14

- 2011, February
- 1 Received Cheque from Head Cashier Rs. 1,500
  - 4 Purchased pencils for Rs. 30, ink pot Rs. 20 and papers Rs. 50
  - 6 Paid for repairs Rs. 175
  - 10 Paid taxi fare to Manager Rs. 75
  - 13 Paid subscription for newspaper Rs. 140
  - 17 Paid for refreshment to customers Rs. 92
  - 20 Paid to Rajat in settlement of his accounts Rs. 130
  - 22 Paid wages to workers Rs. 105
  - 24 Paid electricity bill Rs. 255
  - 25 Paid for carriage Rs. 95
  - 27 Purchased a Wooden Shelf for Rs. 160

Also find the amount to be received by petty cashier from main cashier on 1<sup>st</sup> March, 2011.

OR



Following is the Trial Balance of Kalpana Traders as on 31<sup>st</sup> March, 2009. You are required to prepare Trading and Profit and Loss Accounts for the year ended 31<sup>st</sup> March, 2009 and Balance Sheet as on the date.

<b>Particulars</b>	<b>Rs.</b>	<b>Particulars</b>	<b>Rs.</b>
Stock on 1-4-2008	30,000	Capital	35,500
Purchases	85,000	Discount Received	1,500
Return inward	2,500	Sales	1,27,500
Wages	5,300	Return outward	1,000
Salaries	6,600	Creditors	15,000
Carriage Inward	1,200	Bills payable	5,000
Carriage Outward	200		
Power and Fuel	700		
Advertisement	1,300		
Office expenses	400		
Printing and Stationary	800		
Commission	1,000		
Furniture	8,500		
Machinery	30,000		
Cash in Hand	1,200		
Drawings	800		
Debtors	7,500		
Bills Receivables	2,500		
<b>Total</b>	<b>1,85,500</b>		<b>1,85,500</b>

**Adjustment** : Closing stock Cost Price 34,000 and Market Price Rs. 32,000.

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<b>Seat No.</b>	
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**B.B.A. – I (Semester – I) Examination, 2016  
BUSINESS ECONOMICS (MICRO) (CGPA) (Old)**

Time : 2 Hours 30 Minutes

Max. Marks : 70

1. A) Select the correct alternatives :

**7**

- 1) Micro economics is the study of
  - a) Individual unit
  - b) Aggregates
  - c) Both of these
  - d) None of these
- 2) Subject matter of economics is
  - a) Wants
  - b) Efforts
  - c) Satisfaction
  - d) All of these
- 3) Inductive method of analysis start from particular facts and makes
  - a) Generalisation
  - b) Particular conclusion
  - c) Both of these
  - d) None of these
- 4) A consumer is a person who buys goods and services for
  - a) Satisfaction of wants
  - b) For further production process
  - c) To sales
  - d) None of these
- 5) Consumer's surplus is
  - a) Potential price minus actual price
  - b) Potential price plus actual price
  - c) Market price
  - d) Selling price
- 6) Law of demand does not apply for
  - a) Inferior goods
  - b) Consumers goods
  - c) Durable goods
  - d) None of these
- 7) Price elasticity of demand refers to the rate of responsiveness of quantity demanded to a change in \_\_\_\_\_ of the product.
  - a) Advertisement
  - b) Price
  - c) Income
  - d) Price of substitute or complementary goods



- B) State whether following statements are **true** or **false** : **7**
- 1) Labour is perishable production factor.
  - 2) Advertisement elasticity of demand is always positive.
  - 3) Supply is not different from stock.
  - 4) Depreciation is example of book cost.
  - 5) More quantity demanded for same price or same quantity demanded at higher price is called increase in demand.
  - 6) Rent is reward for use of land.
  - 7) Innovation theory of profit, says profit is due to economic innovation.

2. Write **any two** : **14**
- a) Micro economics and macro economics.
  - b) Monopolistic competition.
  - c) Risk theory of profit.

3. Write **any two** : **14**
- a) Fixed cost and variable cost.
  - b) Kinked demand curve.
  - c) Demand function.

4. Explain law of diminishing marginal utility. **14**

OR

Demand forecasting and methods of forecasting.

5. Liquidity preference theory of interest. **14**

OR

Price elasticity of demand.

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Seat No.	
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**B.B.A. – I (Semester – I) (CGPA) Examination, 2016  
BUSINESS ORGANISATION AND SYSTEMS (Old)**

Time : 2½ Hours

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) Business is \_\_\_\_\_
  - a) Social Activity
  - b) Commercial Activity
  - c) Economic Activity
  - d) All of the above
- 2) A business organization with a distinct legal entity is called \_\_\_\_\_
  - a) Non-Corporate Form
  - b) Corporate Form
  - c) Private Sector
  - d) Joint Sector
- 3) SEZ stands for \_\_\_\_\_
  - a) Special Economic Zone
  - b) Special Enterprise Zone
  - c) Special Expert Zone
  - d) Starting Entrepreneur Zone
- 4) \_\_\_\_\_ refers to purchase of goods from a business house in foreign country.
  - a) Import
  - b) Export
  - c) Wholesale
  - d) Retail
- 5) The term \_\_\_\_\_ refers to conveyance of goods and passengers from one place to another.
  - a) Banking
  - b) Travel
  - c) Transport
  - d) Warehousing
- 6) The maximum number of partner in a banking business is \_\_\_\_\_
  - a) 20
  - b) 10
  - c) 25
  - d) 7
- 7) Manufacturing industries belongs to \_\_\_\_\_ type of industries.
  - a) Primary
  - b) Secondary
  - c) Tertiary
  - d) None of these



- B) State the following statements **true** or **false** : **7**
- 1) Sole trading concern is public organisation.
  - 2) Public company can start its business after receiving certificate of incorporation.
  - 3) A social study is the detail study of a project in an attempt to find its qualities, reliability and viability.
  - 4) The trade which is carried on within the boundaries of country is called as internal trade.
  - 5) Super market is small scale retail business.
  - 6) If Footwear company wants to merge with leather company is example of vertical merger.
  - 7) Registered trademark shown by image.
2. Write short notes. (Solve **any 2**) : **14**
- a) Auxiliaries to trade.
  - b) Legal aspects of merger and acquisitions.
  - c) Special economic zone.
3. Write short notes. (Solve **any 2**) : **14**
- a) Functions of wholesalers.
  - b) Privatisation.
  - c) Features of Partnership firm.
4. a) What is business ? Explain the nature and scope of business. **14**
- OR
- b) Explain the various factors affecting the location of the business. **14**
5. a) What is sole proprietorship ? Explain its advantages and disadvantages. **14**
- OR
- b) Define merger and acquisitions. Explain its various types. **14**
-





Seat No.	
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**B.B.A. I (Semester – II) (CGPA) Examination, 2016**  
**BUSINESS ENVIRONMENT**

Time : 2½ Hours

Max. Marks : 70

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

1. A) Select correct alternatives : 7
- 1) All the factors which together have a bearing on business are called
    - a) Technological Environment
    - b) Regulatory Environment
    - c) Business Environment
    - d) Micro Environment
  - 2) Modern economies are \_\_\_\_\_ economies.
    - a) Closed
    - b) Open
    - c) Diverted
    - d) Migrated
  - 3) External Environment of the business is also called \_\_\_\_\_ environment.
    - a) Micro
    - b) Technological
    - c) General
    - d) Global
  - 4) Freedom of enterprise does not exist in
    - a) Capitalist System
    - b) Socialist System
    - c) Mixed System
    - d) All the above
  - 5) Decline in the people watching films in cinema houses due to introduction TV and CD players is an example of
    - a) Economic Environment
    - b) Social Environment
    - c) Regulatory Environment
    - d) Technological Environment
  - 6) Different business laws of the government is a part of
    - a) Economic Environment
    - b) Political Environment
    - c) Legal/Regulatory Environment
    - d) Social Environment
  - 7) The Indian Constitution has \_\_\_\_\_ parts.
    - a) Four
    - b) Three
    - c) Two
    - d) One



- B) State the following statements **true** or **false** : **7**
- 1) After Independence Govt. of India has adopted American model of economic development.
  - 2) Because of technology jobs gets more intellectual.
  - 3) Globalization works within the frontiers of the nation.
  - 4) Indian economy is Mixed economy.
  - 5) To pay fair wages to employee is the prime responsibility of business.
  - 6) Religion is the factor of Cultural Environment.
  - 7) Right of equality is individual right.
2. Short notes (Solve **any 2**) : **14**
- a) Importance of business environment.
  - b) Factors of demographic environment.
  - c) Globalization.
3. Short notes (Solve **any 2**) : **14**
- a) Features of technology.
  - b) Economic Factors.
  - c) Micro factors of business environment.
4. a) Define business environment. Explain Macro factors of external environment. **14**
- OR
- b) What is social environment and its impact on business. **14**
5. a) Explain New Economic Policy and its various components. **14**
- OR
- b) Explain Constitution of India with its parts. **14**
-





- 7) Informal communication is popularly known as \_\_\_\_\_ communication.
- a) downward
  - b) upward
  - c) horizontal
  - d) grapevine

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

- 1) Face to face communication is one of the objective communication.
- 2) Rumor is a part of grapevine.
- 3) Fax is acronym for email.
- 4) Extempore speeches are also called impromptu speeches.
- 5) Oral communication is the part of non-verbal communication.
- 6) Horizontal communication exists between the employees of same rank or equal status in organization.
- 7) Clarity, Brevity, Sequences are the principle of effective oral communication.

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

- a) Types of interviews.
- b) Extempore
- c) Workshop and Orientation.

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

- a) Group discussion.
- b) Grapevine.
- c) Conference.

4. a) Explain various communication channels in organization. **14**

OR

b) Explain various ways of modern office communication. **14**

5. a) Define speech. Explain the various techniques of effective speech. **14**

OR

b) What is oral communication ? Explain the principles of effective communication. **14**

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Seat No.	
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**B.B.A. – I (Semester – II) (CGPA Pattern) Examination, 2016  
COST ACCOUNTING**

Time : 2½ Hours

Max. Marks : 70

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

1. A) Choose correct alternative : 7
- 1) Sales multiplied by profit volume ratio, we get \_\_\_\_\_
    - a) Contribution
    - b) Profit
    - c) Fixed cost
    - d) Margin of safety
  - 2) Halsey plan is also called as \_\_\_\_\_ plan.
    - a) 50-50 sharing
    - b) Halsey Weir
    - c) Rowan
    - d) Barth Sharing
  - 3) Summary of all functional budgets is called as \_\_\_\_\_ budget.
    - a) Zero based
    - b) Master
    - c) King size
    - d) Summarized
  - 4) Fixed cost + \_\_\_\_\_ = contribution.
    - a) Sales
    - b) Variable cost
    - c) Profit
    - d) Loss
  - 5) \_\_\_\_\_ is maintained by store keeper.
    - a) Store ledger
    - b) Bin card
    - c) Stock verification sheet
    - d) Cost sheet
  - 6) At \_\_\_\_\_ ordering and carrying cost is minimum.
    - a) EOQ
    - b) Minimum level
    - c) ABC
    - d) Re-order level
  - 7) A budget is prepared for a particular level of activity is called \_\_\_\_\_ budget.
    - a) Fixed
    - b) Flexible
    - c) Master
    - d) Elastic



B) Fill in the blanks :

7

- 1) Aggregate of direct material, direct labor and direct expenses is called \_\_\_\_\_
- 2) Works cost is also called as \_\_\_\_\_
- 3) Margin of safety multiplied by profit volume ratio, we get \_\_\_\_\_
- 4) Breakeven point means \_\_\_\_\_ situation.
- 5) At \_\_\_\_\_ level, fresh order of material is to be placed.
- 6) Works cost + administrative overheads = \_\_\_\_\_
- 7) \_\_\_\_\_ is the average of the prices of the consignments lying in store.

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

14

- 1) ABC technique
- 2) Objectives of Cost Accounting
- 3) Bin Card and Store ledger.

3. Attempt **any 2** :

14

- 1) Year 2014 – sales Rs. 2,00,000, Profit Rs. 20,000  
Year 2015 – sales Rs. 5,00,000, Profit Rs. 1,40,000  
Calculate breakeven point.
- 2) Calculate EOQ and no. of orders in a year from the following :  
Annual demand of material 4000 kg, cost of placing one order Rs. 150,  
price per kg. Rs. 10, carrying cost per unit per year Rs. 0.30.
- 3) Prepare store ledger using simple average method :  
April 1 – Purchase 200 kg. @ Rs. 10 per kg.  
April 6 – Purchase 300 kg. @ Rs. 12 per kg.  
April 9 – Issue 250 kg.  
April 15 – Issue 100 kg.  
April 18 – Purchase 500 kg @ Rs. 11 per kg.  
April 24 – Issue 200 kg.  
April 30 – Issue 200 kg.



4. Prepare cash budget for the three months ending 30-6-2015 from the following information :

14

Month	Sales	Purchases	Labour	Expenses
Feb.	80,000	45,000	12,000	4,000
Mar.	60,000	30,000	18,000	4,500
April	70,000	35,000	24,000	7,000
May	75,000	30,000	19,500	6,000
June	60,000	20,000	21,000	5,600

Cash balance on 1-04-2015 Rs. 10,000

One fifth sales are on cash basis credit sales are realized 50% in same month subject to 5% discount and 50% in next month subject to no discount.

Credit allowed by supplier is 1 month; Time lag in payment of wages one third month and time lag in payment of expenses is half month.

OR

4. Sales 1000 units @ Rs. 50 per unit, variable cost Rs. 30 per unit, fixed cost Rs. 8,000 per annum.

You are require to calculate P.V. Ratio, Break Even Sales Rs. Margin of Safety and also calculate the same if selling price reduced by 10%.

5. Time allowed to produce one dozen articles – 30 minutes

14

Rate per hour Rs. 20

During a day of 8 hours Mr. Tukaram Adhikari produced 240 articles.

Your are required to calculate earning of the day of Tukaram Adhikari according to

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

OR

5. Prepare cost sheet from the following :

Direct material consumed Rs. 50,000, direct wages Rs. 30,000 direct expenses Rs. 20,000

Factory overheads – 50% of wages, Administrative overheads – 25% of works cost.

Selling overheads Rs. 18,000, sales Rs. 2,50,000

Raw material – opening balance Rs. 10,000, closing balance Rs. 5,000

Work in progress – opening balance Rs. 4,000, closing balance Rs. 6,000

Finished goods – opening balance Rs. 12,000, closing balance Rs. 9,000.







- B) Fill in the blanks : 7
- 1) LIC was established in \_\_\_\_\_ .
  - 2) \_\_\_\_\_ is a type of hotel located on water surface.
  - 3) \_\_\_\_\_ is the expensive 'P' in marketing mix.
  - 4) \_\_\_\_\_ is characteristics of service indicating that it can't be separated from provider and consumer of service.
  - 5) Services are \_\_\_\_\_ in nature, so they can't be stored for long period of time.
  - 6) In banking ATM stands for \_\_\_\_\_.
  - 7) Indian government controls insurance industry through \_\_\_\_\_.
2. Write short notes (**any 2**) : 14
- 1) Product Mix of Banking.
  - 2) Profile of Hotel Services.
  - 3) Problems in Service Marketing.
3. Write short notes (**any 2**) : 14
- 1) RBI and its functions.
  - 2) Computerization in banking.
  - 3) Physical evidence.
4. Define service. Explain the salient features of services. 14
- OR
- Explain the types and promotion of insurance services. 14
5. Explain the factors affecting location decisions of hotel services. 14
- OR
- Explain NEP and its impact on Indian service sector. 14
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Seat No.	
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**B.B.A. – I (Semester – II) (CGPA) Examination, 2016  
BUSINESS INFORMATICS**

Time : 2 Hours 30 Minutes

Max. Marks : 70

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

1. A) Select correct alternatives. 7
- 1) Drum Printer is the type of \_\_\_\_\_ printer.  
a) Impact                      b) Non-impact      c) Both                      d) None of these
  - 2) Ram is \_\_\_\_\_ memory.  
a) Volatile                      b) Non-volatile      c) ROM                      d) Hard disk
  - 3) MS-Word is an example of \_\_\_\_\_ software.  
a) Application                      b) System                      c) Multiple                      d) None of these
  - 4) Computer can work on multiple applications without any delay is known as  
a) Diligence                      b) Versatility                      c) Accuracy                      d) Continuity
  - 5) Executive support system works at \_\_\_\_\_ level of Management Information System.  
a) Middle                      b) Strategic                      c) Lower                      d) Operational
  - 6) Business to Business, Business to Consumers are the models of  
a) MIS                      b) DBMS                      c) E-Commerce                      d) ERP
  - 7) Computer is a combination of input, process and  
a) output                      b) devices                      c) machines                      d) none of these



- B) State the following statements **true** or **false**. **7**
- 1) Operating system is the type of application software.
  - 2) Through printer we can insert the data into computer.
  - 3) ERP stands for Enterprise Resource Planning.
  - 4) EPROM stands for Eminent Program able Memory.
  - 5) The search engine lets you to search information on WWW.
  - 6) Laser printer uses a series of nozzles to spray drops of ink directly.
  - 7) Corel draw is the application software.
2. Write short notes (solve **any 2**). **14**
- a) Characteristics of Computer
  - b) WWW
  - c) E-mail.
3. Write short notes (solve **any 2**). **14**
- a) Internet
  - b) M-Commerce
  - c) Functions of DBMS.
4. a) Define MIS. Explain major types of information system in organization. **14**
- OR
- b) Define Computer. Explain its components in detail. **14**
5. a) Define Software. Explain its types. **14**
- OR
- b) Explain in detail MS-Word. **14**
-



Seat No.	
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**B.B.A. – II (Semester – III) (CGPA) Examination, 2016  
BUSINESS STATISTICS**

Time : 2½ Hours

Total Marks : 70

1. A) Choose the correct alternative : 10
- 1) Data collected by direct observations are called as
    - a) Primary data
    - b) Secondary data
    - c) Both a) and b)
    - d) None of these
  - 2) In inclusive method \_\_\_\_\_ is included in the same class.
    - a) Lower limit
    - b) Upper limit
    - c) Both a) and b)
    - d) None of these
  - 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 3, 9, 6, 4, 3 is
    - a) 3
    - b) 6
    - c) 5
    - d) 9
  - 5) If X and Y are perfect positively correlated then correlation coefficient r is equal to
    - a) Zero
    - b) 1
    - c) – 1
    - d) None of the above
  - 6) If each value of data is increased by 3 then range of new data will be
    - a) Increased by 3
    - b) Decreased by 3
    - c) Remains same
    - d) Cannot be determined
  - 7) Which of the following lies at the intersection of less than and greater than ogive curves ?
    - a) AM
    - b) Median
    - c) Mode
    - d) None of these





4. From the following data draw histogram and locate mode from it. Also obtain Mean and Standard deviation. 14

<b>Class :</b>	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70	70 – 80
<b>Frequency :</b>	15	18	23	22	25	10	5	10

OR

4. Given below are the data for heights of fathers and sons. Find out the two lines of regression. Calculate the expected height of the son when the height of father is 67.5 inches. 14

<b>Height of father (X) :</b>	65	66	67	67	68	69	71	73
<b>Height of son (Y) :</b>	67	68	64	58	72	70	69	70

5. Write note on index number and find Fisher’s index numbers : 14

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

OR

5. From the following data obtain correlation by 14  
a) Scatter diagram  
b) Karl Pearson correlation coefficient.

<b>Age (X) :</b>	48	55	47	57	42	38	60	50	58
<b>Blood pressure (Y) :</b>	136	151	138	148	126	116	152	148	150

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B) Fill in the blanks : 4

- 1) \_\_\_\_\_ refers finding out meaning for analysed data.
- 2) \_\_\_\_\_ analysis studies relationship between two variables.
- 3) \_\_\_\_\_ is the assumption or preposition made by researcher which he wants to verify in research.
- 4) \_\_\_\_\_ is the systematic study to study marketing problems.

C) Match the pairs : 3

**Set 'A'**

- 1) Area Sampling
- 2) Secondary data
- 3) Research

**Set 'B'**

- 1) Search for knowledge
- 2) Probability Sampling
- 3) Maps
- 4) Sales force reports

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

- 1) Applications of MR.
- 2) Body of report/Chapter Scheme.
- 3) Steps in Sample Design.

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

- 1) Methods of Observation.
- 2) Determining Sample Size.
- 3) Criteria of selecting a sampling procedure.

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

OR

Define Sampling. Explain the various methods of sampling. 14

5. Define Questionnaire. Explain steps involved in designing it. 14

OR

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). 14

\_\_\_\_\_







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

7

- 1) Organizational work can lead to stress.
- 2) SWOT Analysis is important technique of knowing yourself.
- 3) Psychological factors does not form attitude.
- 4) Goals should be measurable.
- 5) Happiness is the terminal Value.
- 6) Mental ability refers to physical ability.
- 7) If Your mind is not working, you are not reading.

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

14

- 1) SWOT analysis.
- 2) Types of values.
- 3) Managing stress.

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

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

14

OR

What is Human Skill ? Explain the various types of human skills.

---





- B) State the following statements **true** or **false**. **7**
- 1) Brain Storming is the method for Idea generation.
  - 2) A project report is full of estimates and calculations.
  - 3) Tax holiday is allowed for period of 5 years from the commencement of production.
  - 4) MIDC is national level organisation.
  - 5) The first step in project identification is conceiving project ideas.
  - 6) Marketing problems are not meant for small enterprises.
  - 7) Joint stock company is famous for limited capital.
2. Write short notes (Solve **any 2**) : **14**
- a) Tax Concessions for SME
  - b) Problems of SME
  - c) TCO.
3. Write short notes (Solve **any 2**) : **14**
- a) Sources of Business Idea
  - b) Marketing Assistance for SME
  - c) Features of Project Report.
4. a) Define SME. Explain the role of SME in Indian Economic Development. **14**
- OR
- b) What is Project Report ? Prepare a project report for starting new venture. **14**
5. a) Discuss the various subsidy schemes available for SMEs. **14**
- OR
- b) What is DIC ? Narrate the structure and functions of DIC. **14**
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Seat No.	
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**B.B.A. – II (Semester – III) (CGPA) Examination, 2016  
IT IN MANAGEMENT**

Time : 2½ Hours

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) Hardware is collection of computer \_\_\_\_\_ that perform task.  
a) Device                      b) Programmes      c) Operations      d) Procedure
- 2) CAD stands for  
a) Computer Aided Manufacturing      b) Computer Aided Design  
c) Computer Aided Machine              d) Computer Aided Data
- 3) A personal network within an organization is called  
a) Web net                      b) Internet              c) Intranet              d) Corporate net
- 4) In \_\_\_\_\_ topology all nodes are attached to a common cable called as bus.  
a) Star                              b) Bus                      c) Ring                      d) Hybrid
- 5) \_\_\_\_\_ system responsible for recording and processing of data resulting from business transactions.  
a) Transaction Processing System      b) Knowledge Work System  
c) Decision Support System              d) Management Information System
- 6) The network which interconnects multiple stations over a very small area is called  
a) Local Area Network                      b) Wide Area Network  
c) Central Area Network                      d) Low Area Network
- 7) \_\_\_\_\_ is a system whereby a computer user can exchange messages with computer users.  
a) Browser                      b) E-mail                      c) Internet                      d) None of these



- B) State the full forms of following terms : 7
- 1) CAM : \_\_\_\_\_
  - 2) WWW : \_\_\_\_\_
  - 3) HTML : \_\_\_\_\_
  - 4) FTP : \_\_\_\_\_
  - 5) HTTP : \_\_\_\_\_
  - 6) TCP : \_\_\_\_\_
  - 7) URL : \_\_\_\_\_
2. Write short notes (Solve **any 2**) : 14
- a) LAN
  - b) Ring Topology
  - c) Wired Communication Channels.
3. Write short notes (Solve **any 2**) : 14
- a) Wireless Communication Channels.
  - b) Star Topology
  - c) WAN.
4. a) Explain Information System for Marketing Management. 14  
OR
- b) Explain IT Applications used in Banking Sector. 14
5. a) Explain Information System for Human Resource Management. 14  
OR
- b) Explain IT Applications used in Hotel Sector. 14
-





B) **True or False :**

7

- 1) Logistics is about getting things organized.
- 2) Security is generally required for premises, equipments, cash etc.
- 3) The largest events are called as regional events.
- 4) Theme should not appeal any senses.
- 5) Costing involves calculation of cost of production.
- 6) Every business should have guidelines for emergency planning.
- 7) Briefing staff prior to shift is not essential.

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

14

- i) BEP and Balance Sheet.
- ii) Size of event.
- iii) Protocols for sporting ceremonies.

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

14

- a) Proposal of event.
- b) Protocols for speakers.
- c) Types of event.

4. Explain the marketing mix of events.

14

OR

Explain the emergency planning process.

5. Explain the different elements and the 5 C's of events.

14

OR

5. Explain the process of event marketing.

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Seat No.	
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**B.B.A. – II (Semester – IV) (C.G.P.A.) (New) Examination, 2016  
BUSINESS ECONOMICS – II (Macro)**

Time : 2 ½ Hours

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) A relationship between value of money and price levels is \_\_\_\_\_  
a) Direct                      b) Negative                      c) Indirect                      d) Inverse
- 2) Which of the following is direct tax ?  
a) Sales tax    b) Income tax  
c) Service tax    d) Value Added tax
- 3) A depression phase of trade cycle is characters by \_\_\_\_\_  
a) Highest level of unemployment      b) Lowest level of unemployment  
c) Lowest level of price                      d) All of the above
- 4) Which of the following is measure of quantitative credit control ?  
a) Moral suasion      b) Direct action      c) Publicity                      d) Bank rate
- 5) Balance of Trade (BOT) comprises \_\_\_\_\_ transaction.  
a) Goods                      b) Capital                      c) Services                      d) All of these
- 6) Deflation is responsible for \_\_\_\_\_ in value of money.  
a) Fall                      b) Rise                      c) Neurtrality                      d) Stagnancy
- 7) In \_\_\_\_\_ budget. Government expenditure is more than income.  
a) Balanced                      b) Deficit                      c) Surplus                      d) Zero

B) **True or False :** 7

- 1) Bank rate is decided by commercial bank.
- 2) Direct tax is regressive in nature.
- 3) Central bank employee trade policy.
- 4) Credit control employees to achieve macro economics goal.
- 5) Cost push inflation is because of rise in wage rate.
- 6) Balance of payment is a part of balance of trade.
- 7) Money is a medium of exchange.

P.T.O.



2. Write short answer for following **(any two)** : **14**
- a) Define macro economics. Explain its merits.
  - b) Types of budgets.
  - c) Reasons for rise in public expenditure.
3. Write short answer following **(any two)** : **14**
- a) Phases of trade cycles.
  - b) Features of international trade.
  - c) Primary functions of commercial bank.
4. Define direct tax. Explain its merits and demerits. **14**
- OR
- Explain the process of credit creation. Write its limitations.
5. Discuss the causes of inflation and explain measures to control inflation. **14**
- OR
- Define Balance of payments. Explain disequilibrium in balance of payments.
-



Seat No.	
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**B.B.A. – II (Semester – IV) (New CGPA) Examination, 2016**  
**ORGANIZATIONAL BEHAVIOR**

Time : 2½ Hours

Max. Marks : 70

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

1. A) Choose correct alternative : 7
- 1) \_\_\_\_\_ means an individual skill and capacity to perform job.  
a) Skill                      b) Education      c) Ability                      d) None of these
  - 2) Groups at the \_\_\_\_\_ stage develop guidelines and standards of acceptable behavior for members.  
a) Forming                      b) Adjourning      c) Storming                      d) Norming
  - 3) \_\_\_\_\_ means giving meaning to the environment around us.  
a) Attitude                      b) Perception      c) Values                      d) Stereotyping
  - 4) The work theme that work across space, time and organizational boundaries through Web technology is called \_\_\_\_\_ theme.  
a) Lead                                      b) Cross functional  
c) Problem solving                      d) Virtual
  - 5) \_\_\_\_\_ is a study of individual behavior.  
a) Psychology                                      b) Sociology  
c) Political science                                      d) Anthropology
  - 6) \_\_\_\_\_ are evaluative statements that are either favourable or unfavourable.  
a) Values                                      b) Attitude  
c) Perception                                      d) Job involvement
  - 7) \_\_\_\_\_ is concerned with the study of human behavior at work.  
a) Goal                                      b) Values  
c) Organizational behavior                                      d) Attitude



B) **True or false :** **7**

- 1) Organizational commitment is an attitude about employee's loyalty to their organisations.
- 2) Groups which are informal are formal groups.
- 3) Political factors is not a factor affecting OB.
- 4) Employees do not learn by observing the others.
- 5) A key belief of human relations movement is that satisfied workers are more productive.
- 6) Attitude cannot be changed over the period of time.
- 7) Organization behavior is only an art.

2. Write short answer of the following **any two :** **14**

- i) Levels of OB.
- ii) Types of team.
- iii) Group decision making.

3. Write short answer of the following **any two :** **14**

- a) Determinants of group behavior.
- b) Types of attitude.
- c) Cognitive Dissonance Theory.

4. What is perception ? Explain perception process. **14**

OR

What is individual behavior ? Explain the factors affecting individual behavior.

5. Define OB. Explain the nature of organizational behavior along with key elements of organization behavior. **14**

OR

Define Group. Explain the different types of group.

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- B) Fill in the blanks : 7
- 1) The economic reward for risk bearing is \_\_\_\_\_
  - 2) While entrepreneur refers to a person, entrepreneurship refers to \_\_\_\_\_
  - 3) A person who start new venture within an organization is called \_\_\_\_\_
  - 4) The person to discover new method, new material and machines is called an \_\_\_\_\_
  - 5) \_\_\_\_\_ entrepreneur who undertake agricultural activities as raising and marketing of crops.
  - 6) \_\_\_\_\_ is established with a view to carry out entrepreneurship development programme in each district.
  - 7) \_\_\_\_\_ entrepreneur are not ready to make changes in their existing production method even they suffer from losses.

2. Write short notes (**any two**) : 14
- i) Obstacles for entrepreneurship development.
  - ii) Educational entrepreneur.
  - iii) Distinguish between Intraprenur and entrepreneur.

3. Write short notes (**any two**) : 14
- i) Explain various characteristics of an entrepreneur.
  - ii) Distinguish between entrepreneur and manager.
  - iii) Social entrepreneur.

4. Define entrepreneur. Explain various functions of an entrepreneur. 14

OR

Explain entrepreneurship and discuss various factors affects the growth of entrepreneurship.

5. Explain the role of an entrepreneur in economic development in detail. 14

OR

Define women entrepreneur. Explain the problems of women entrepreneur. Also discuss remedies for problems.

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Seat No.	
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**B.B.A. – II (Semester – IV) CGPA Examination, 2016  
MARKETING MANAGEMENT – I**

Time : 2½ Hours

Max. Marks : 70

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

1. A) Choose the correct alternative : 7
- 1) \_\_\_\_\_ is a process of satisfying customer needs with suitable products.  
a) Marketing Management                      b) Marketing  
c) Market    d) Segmentation
  - 2) \_\_\_\_\_ is the study of reasons behind purchase action of customers.  
a) Market Segmentation                      b) Consumer Behavior  
c) Marketing Environment                      d) Marketing Management
  - 3) \_\_\_\_\_ are the short term incentives offered to induce customer for purchase.  
a) Sales promotion                              b) Advertisement  
c) Publicity    d) Personal selling
  - 4) \_\_\_\_\_ segmentation refers dividing the whole market on the basis of population characteristics.  
a) Behavioural Segmentation                      b) Psychographic Segmentation  
c) Geographic Segmentation                      d) Demographic Segmentation
  - 5) Big Bazar, Wlamart, Tesco 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



B) Fill in the blanks :

7

- 1) \_\_\_\_\_ is the surrounding forces affecting marketing activities.
- 2) \_\_\_\_\_ is buyer who is a regular purchaser who has created a custom of purchasing a particular brand or from specific outlet.
- 3) \_\_\_\_\_ includes the activities where goods and services are sold to final consumers.
- 4) Lifestyle, personality is elements of \_\_\_\_\_ segmentation of Market.
- 5) \_\_\_\_\_ is the central theme of marketing.
- 6) In \_\_\_\_\_ orientation, business firms focuses on production of quality products.
- 7) \_\_\_\_\_ is the revenue earning element of Marketing Mix.

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

14

- 1) Social Marketing.
- 2) Traditional and Modern Concept of Marketing.
- 3) Buying Process.

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

14

- 1) Product Positioning.
- 2) Packaging.
- 3) Characteristics of Indian Consumer Market.

4. Explain the various factors affecting consumer behavior.

14

OR

Explain the functions of marketing management.

14

5. Explain the bases of market segmentation.

14

OR

Explain the forces of marketing environment.

14

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Seat No.	
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**B.B.A. II (Semester – IV) (Old) Examination, 2016  
BUSINESS ECONOMICS – II (Macro)**

Time : 3 Hours

Max. Marks : 80

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

1. Objectives types question. (16)
- A) Choose the correct alternatives. 8
- 1) There are \_\_\_\_\_ phases of business cycles.
- a) Three      b) Two      c) Four      d) Five
- 2) \_\_\_\_\_ is a direct tax.
- a) Sale tax      b) Production tax  
c) Wealth tax      d) VAT
- 3) \_\_\_\_\_ tax is a progressive in nature.
- a) Income      b) Sales      c) Excise      d) Value added
- 4) A depression phase of trade cycle is characterised by
- a) Highest level of unemployment  
b) Lowest level of price  
c) Lowest level of wage rate  
d) All of the above
- 5) 'The purchasing power of money' this books is associated with
- a) J.S. Mill      b) Prof. Pigou      c) Prof. Knight      d) Keynes



- 6) A relationship between value of money and price level is  
a) Inverse      b) Direct      c) Both 'a' and 'b'      d) None of these
- 7) During inflation phases price level  
a) Rises      b) Falls      c) Constant      d) Same
- 8) \_\_\_\_\_ budget was one which total expenditure was more than total revenue.  
a) Balanced      b) Surplus      c) Zero      d) Deficit

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

- 1) Credit creation is a function of a Commercial Bank.
- 2) Sales tax is direct tax.
- 3) Macro economics study of individual unit.
- 4) Money is what money does.
- 5) VAT is indirect tax.
- 6) National income is estimated for one year.
- 7) A depreciation value is not included Net National Product.
- 8) Public borrowing is a component of budget policy.

2. Write short notes. **16**

- a) Explain the phases of business cycle.
- b) What are the objectives of fiscal policy ?

3. Write short notes. **16**

- a) Explain the causes of growth in public expenditure.
- b) Define Money. Explain its functions.



4. Define Inflation. What are the major causes of Inflation ? Explain effects of the Inflation. **16**

OR

Characteristics of imports trade and export trade of Indian Economy.

5. Explain the primary functions of commercial banks. What other services are provided by them to their customers ?

OR

Define Macro Economics. Explain its merits and demerits. **16**

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Seat No.	
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**B.B.A. – II (Semester – IV) (Old) Examination, 2016  
ORGANISATIONAL BEHAVIOR**

Time : 3 Hours

Max. Marks : 80

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

1. A) Choose the correct alternative : **8**
- 1) \_\_\_\_\_ is concerned with the understanding, prediction and control of human behavior in organisation.  
a) Organisation behavior                      b) Culture  
c) Personality                                      d) None
  - 2) Values, Perception, Learning, Attitude are the \_\_\_\_\_ factors affecting OB.  
a) Organisational                                      b) Psychological  
c) Personal    d) Environmental
  - 3) \_\_\_\_\_ is favourable or unfavourable opinion towards objects or events.  
a) Values    b) Learning  
c) Attitude    d) Perception
  - 4) \_\_\_\_\_ is the degree to which employees immerse themselves in their jobs.  
a) Job involvement                                      b) Job satisfaction  
c) Organisational Commitment                      d) Job association
  - 5) \_\_\_\_\_ teams are made up of members of various departments.  
a) Self managed                                      b) Cross functional  
c) Virtual    d) Lead
  - 6) \_\_\_\_\_ groups are composed of individuals who are united by their interest in common issues.  
a) Friendship    b) Interest  
c) Reference    d) Task





Seat No.	
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**B.B.A. II (Semester – IV) (Old) Examination, 2016  
ENTREPRENEURSHIP DEVELOPMENT**

Time : 3 Hours

Max. Marks : 80

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

1. A) Choose the correct alternative : 8
- 1) A successful entrepreneur is always in search of  
a) Material      b) Opportunity      c) Capital      d) Land
  - 2) DIC stand for  
a) District Industries Center      b) Direct Indirect Center  
c) Direct Investment Center      d) District Investment Center
  - 3) The word 'entrepreneur' is derived from the French word  
a) Entreprenre      b) Military expeditions  
c) Catalyst of development      d) Entrepreneurship
  - 4) Out of the following which problem is associated with the women entrepreneur  
a) Marketing      b) Land acquisition  
c) Product      d) Research and Development
  - 5) The Most important function of an entrepreneur  
a) Risk assumption function      b) Managerial function  
c) Function of innovation      d) Decision making function
  - 6) The most important aspect of pre training phase is \_\_\_\_\_ potential entrepreneur.  
a) Identification      b) Qualification      c) Innovation      d) Advertising
  - 7) Entrepreneur act as \_\_\_\_\_ or agent for economic development by perceiving opportunity and putting them into action.  
a) Scientist      b) Doctor      c) Engineer      d) Catalyst
  - 8) \_\_\_\_\_ Factor encourage women to become entrepreneur.  
a) Pull      b) Push      c) Family      d) Creative





B) Fill in the blanks :

8

- 1) The economic reward for risk bearing is \_\_\_\_\_
- 2) While entrepreneur refers to a person entrepreneurship refers to \_\_\_\_\_
- 3) A person who start new venture within an organization is called \_\_\_\_\_
- 4) The person to discover new method, new material and machines is called an \_\_\_\_\_
- 5) \_\_\_\_\_ entrepreneur who undertake agricultural activities as raising and Marketing of crops.
- 6) \_\_\_\_\_ is established with a view to carry out entrepreneurship development project each district.
- 7) \_\_\_\_\_ type of entrepreneur are not ready to make changes in their existing product method even they suffer from losses.
- 8) An entrepreneur is the \_\_\_\_\_ of the enterprise which he establishes by himself.

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

16

- i) Obstacles for Entrepreneurship development.
- ii) Explain various characteristics of an entrepreneur.
- iii) Franchising.

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

16

- a) Distinguish between entrepreneur and entrepreneurship.
- b) Distinguish between intrapreneur and entrepreneur.
- c) Social entrepreneur.

4. Define entrepreneur. Explain various functions of an entrepreneur.

16

OR

Define rural entrepreneur. Explain problems of rural entrepreneurship.

5. Define women entrepreneur. Explain the problems of women entrepreneur and also discuss remedies for problems.

16

OR

Explain entrepreneurship and discuss various factors affects the growth of entrepreneurship.

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Seat No.	
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**B.B.A. – II (Semester – IV) (Old) Examination, 2016**  
**MARKETING MANAGEMENT – I**

Time : 3 Hours

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 a process of planning and executing marketing mix to create exchanges that satisfy individual and organisational needs.  
a) Marketing Management                      b) Marketing  
c) Market    d) Segmentation
  - 2) \_\_\_\_\_ environment consists of factors that affect consumer purchasing power and spending patterns.  
a) Demographic    b) Natural                      c) Economic                      d) Cultural
  - 3) \_\_\_\_\_ is a face to face persuasive communication to convince customers.  
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) Central, E-Square, Oasis are the examples of  
a) Discount Stores                                      b) Shopping Malls  
c) Hypermarket    d) Network Marketing
  - 6) \_\_\_\_\_ results in maintaining relations and loyalty of customers.  
a) Social Marketing  
b) Consumer Behavior  
c) Customer Relationship Management  
d) Marketing Mix



- 7) The modern concept of marketing is Seeking, Matching and
  - a) Programming    b) Publicity    c) Positioning    d) All of the above
- 8) \_\_\_\_\_ have wider scope than selling.
  - a) Retailing    b) CRM    c) Segmentation    d) Marketing

B) Fill in the blanks : 3

- 1) \_\_\_\_\_ personnel comes in direct contact with consumer.
- 2) \_\_\_\_\_ is also known as Marketing Communication.
- 3) Modern marketing is \_\_\_\_\_ focused.

C) Match the pairs : 5

- | ‘A’                  | ‘B’                     |
|----------------------|-------------------------|
| 1) Place             | 1) Multilevel Marketing |
| 2) Market            | 2) Consumer Behavior    |
| 3) Demographics      | 3) Container            |
| 4) Network Marketing | 4) Group of Buyers      |
| 5) Package           | 5) Distribution Channel |
|                      | 6) Population           |

2. Write short notes : 16

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

3. Write short notes : 16

- 1) Product Positioning
- 2) Buying Process.

4. Explain the various factors affecting consumer behavior. 16

OR

Explain the various types of store retailing. 16

5. Explain the bases for market segmentation. 16

OR

Explain the elements of marketing mix. 16

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Seat No.	
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**B.B.A. – III (Semester – V) (New CGPA) Examination, 2016  
INTERNATIONAL BUSINESS**

Time : 2½ Hours

Max. Marks : 70

1. A) Choose the correct alternative : 7

- 1) \_\_\_\_\_ refers to an investment in securities without participation in the management or operations of a firm in foreign countries.
  - a) International Portfolio Investment
  - b) International Direct Investment
  - c) Indirect Exporting
  - d) None of these
- 2) \_\_\_\_\_ gives the evidence that the goods are made in a particular country.
  - a) Bill of Lading
  - b) Consular Invoice
  - c) Certificate of origin
  - d) Dock receipt
- 3) In the Heckscher-Ohlin model of trade, International trade is based mostly on a difference in \_\_\_\_\_.
  - a) Tastes
  - b) Economies of scale
  - c) Factor endowments
  - d) None of these
- 4) Forwarding agent works on behalf of \_\_\_\_\_.
  - a) Importer
  - b) Exporter
  - c) Both a) and b)
  - d) None of these
- 5) Fixed Exchanged Rate is also known as \_\_\_\_\_.
  - a) Pegged Exchange Rate
  - b) Floating Exchange Rate
  - c) Managed Exchange Rate
  - d) Flexible Exchange Rate
- 6) SEIS stands for \_\_\_\_\_.
  - a) Service Exchange Investment Scheme
  - b) Social Exchange from India Service
  - c) Service Entry from International Scheme
  - d) Service Exports from India Scheme
- 7) Contract Manufacturing is also called as \_\_\_\_\_.
  - a) Export
  - b) Outsourcing
  - c) Licensing
  - d) Franchising



- B) **True or False :** **4**
- 1) India is founder member of the EU.
  - 2) Ident House Act as a link between importer and exporter.
  - 3) EPCG stands for Export Promotion Capital Goods Scheme.
  - 4) IMF stands for International Monetary Foundation

- C) **Fill in the blanks :** **3**
- 1) WTO stands for \_\_\_\_\_
  - 2) Tariffs refers to \_\_\_\_\_ imposed on imports.
  - 3) Recent approach of \_\_\_\_\_ project is B-O-T.

2. **Write short notes (any two) :** **14**
- a) Problems of International Business.
  - b) Protection Trade Policy : Argument for and against.
  - c) Exporting.

3. **Write short notes (any 2) :** **14**
- a) WTO
  - b) IMF
  - c) Export Procedure.

4. **Define MNC's and explain features and importance of MNC's in International Business.** **14**

OR

Explain in detail various tariff and non-tariff barriers.

5. **Discuss theory of comparative cost advantage. What are it's assumptions and implications ?** **14**

OR

What is BOT and BOP ? Give the difference between the BOT and BOP.

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Seat No.	
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**B.B.A. – III (Semester – V) Examination, 2016  
(New CGPA)  
RETAIL MANAGEMENT**

Time : 2½ Hours

Max. Marks : 70

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

1. A) Select the correct answer from the possible choice : 7
- 1) \_\_\_\_\_ is the study of population characteristics that are used to describe consumers.  
a) Demography    b) Income    c) Culture    d) Society
  - 2) When a product is sold \_\_\_\_\_ utility is created.  
a) Ownership    b) Form    c) Time    d) Temporary
  - 3) In \_\_\_\_\_ layout merchandise are arranged in a asymmetrical manner.  
a) Grid    b) Free Form  
c) Race Track    d) None of these
  - 4) A product \_\_\_\_\_ franchise model is very much like a supplier-dealer relationship.  
a) Distribution    b) Supply  
c) Ownership    d) Procurement
  - 5) \_\_\_\_\_ includes ordering, receiving, displaying merchandise in a retail store.  
a) Procurement    b) Selling    c) Exchange    d) Planning
  - 6) \_\_\_\_\_ Machines are automatic Machines that serves the purpose of selling general products like soft drinks, burgers, snacks.  
a) Vending    b) Catalogue    c) Coffee    d) All of these
  - 7) Storage warehouses stores goods for \_\_\_\_\_ period of time.  
a) Small    b) Medium to large  
c) One day    d) 15 days



- B) State whether the following statement is **true** or **false** : **7**
- 1) Website is the oldest but costliest way of communication.
  - 2) Asian Sky shop is a example of catalogue marketing.
  - 3) Store based retail formats are those stores that operate within bricks and mortar environment.
  - 4) Selecting store location is a long term and repetitive decision.
  - 5) Market identification is the last stage in retail location selection.
  - 6) Leased department store is also known as franchising.
  - 7) Specialty store offers discounted products.

2. Write short note (**any 2**) : **14**
- a) Roles and responsibilities of Merchandiser.
  - b) Types of store layout.
  - c) Drivers of supply chain management.

3. Write short answer (**any 2**) : **14**
- 1) Functions of retailer.
  - 2) Concept of retail franchising.
  - 3) Components of retail supply chain management.

4. Explain the various retail store formats. **14**
- OR
- Explain the concept of retail. Discuss the retail strategy process.

5. Explain Retail Communication Mix. **14**
- OR
- Discuss types of retail location and factors affecting location decisions.
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Seat No.	
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**B.B.A. – III (Semester – V) (CGPA) Examination, 2016  
FINANCIAL MANAGEMENT – I (New)**

Time : 2½ Hours

Total Marks : 70

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

1. A) Select correct alternative :

7

- 1) Working capital is also known as \_\_\_\_\_
  - a) Borrowed capital
  - b) Circulating capital
  - c) Owned capital
  - d) Long term capital
- 2) Gross working capital equals to total of \_\_\_\_\_
  - a) Current liability
  - b) Current assets – current liability
  - c) Current assets
  - d) Both a) and b)
- 3) \_\_\_\_\_ is a owned capital for the company.
  - a) Equity
  - b) Term loan
  - c) Debentures
  - d) Bond
- 4) If annual consumption is 40000 units and order size is 500 units, then number of orders to be place in a year will be \_\_\_\_\_
  - a) 8
  - b) 20
  - c) 80
  - d) 200
- 5) \_\_\_\_\_ debentures are those debentures which are to be repaid by the company at the end of specified period.
  - a) Irredeemable
  - b) Mortgaged
  - c) Redeemable
  - d) Convertible
- 6) \_\_\_\_\_ is a tool used to predict surplus or deficit cash balance for particular time period.
  - a) Cash book
  - b) Cash budget
  - c) Cash flow statement
  - d) None of these
- 7) \_\_\_\_\_ shareholders are entitled fixed rate of dividend.
  - a) Preference
  - b) Equity
  - c) Both
  - d) None of these





B) Fill in the blanks with appropriate word :

7

- 1) Maximization of \_\_\_\_\_ is the main goal of financial management.
- 2) When current assets are more than current liabilities then the resulting figure is \_\_\_\_\_
- 3) \_\_\_\_\_ level = Maximum Rate of Consumption × Minimum Delivery Period.
- 4) The liability of shareholders \_\_\_\_\_
- 5) \_\_\_\_\_ and \_\_\_\_\_ are the two parties involved in the leasing agreement.
- 6) \_\_\_\_\_ shareholders are residual claimants of income and assets.
- 7) \_\_\_\_\_ objective of financial management considers time value of money.

2. Attempt **any 2** :

14

- 1) State the various principles of financial plan.
- 2) Difference between Profit Maximization and Wealth Maximization.
- 3) With the help of following information determine EOQ and Number of times order to be placed in year.

Annual consumption : 12000 units

Ordering cost : Rs. 120/- per order

Price per Unit : Rs. 20/-

Interest on Capital : 6%

Storage and other cost : 4% p.a.

3. Attempt **any 2** :

14

- 1) From the following calculate different inventory levels for both A and B product :
  - Two components, A and B are used as follows :
  - Normal usage – 150 units each per week
  - Maximum usage – 300 units each per week
  - Minimum usage – 100 units each per week
  - Re-order quantity A – 10,000 units  
B – 5,000 units
  - Reorder period A – 3 to 5 weeks  
B – 2 to 4 weeks



- 2) Features of Lease Financing.
- 3) Importance of financial planning.
- 4. Define working capital state the determinants of working capital requirement. **14**

OR

From the following particulars prepare the cash budget for April – June 2016 :

Month	Sales Rs.	Purchases Rs.	Wages Rs.	Misc. Expenses Rs.
Feb.	1,20,000	84,000	10,000	7,000
March	1,30,000	1,00,000	12,000	8,000
April	80,000	1,04,000	8,000	6,000
May	1,16,000	1,06,000	10,000	12,000
June	88,000	80,000	8,000	6,000

**Additional Information :**

- 1) Sales – 20% realized in the month of sale; discount allowed – 2%. Balance realized equally in 2 subsequent months.
- 2) Purchases – these are paid in the month following the month of supply.
- 3) Wages – 25% paid in arrears following month.
- 4) Misc. Expenses paid a month in arrear.
- 5) Rent Rs. 1,000/- per month paid quarterly in advance due in April.
- 6) Income tax – first installment of advance tax Rs. 25,000 due on or before 15<sup>th</sup> June.
- 7) Income from investment Rs. 5,000/- received quarterly April and July.
- 8) Cash in hand on 1<sup>st</sup> April Rs. 5,000/-.



5. Define equity shares. Explain the features of equity shares.

14

OR

A proforma cost sheet of a company provides the following particulars :

<b>Elements of cost :</b>	<b>Amount per Unit</b>
Materials	40%
Direct labour	20%
Overheads	20%

The following further particulars are available :

- a) It is proposed to maintain a level of activity of 2,00,000 units.
- b) Selling price is Rs. 12 per unit.
- c) Raw materials are expected to be in stores for an average of 1 month.
- d) Materials will be in process on an average for half a month.
- e) Finished goods are required to be in stock for an average of 1 month.
- f) Credit allowed to debtors in 2 months.
- g) Credit allowed to suppliers is 1 month.

Estimate working capital required.

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Seat No.	
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**B.B.A. – III (Semester – V) (New CGPA) Examination, 2016  
HUMAN RESOURCE MANAGEMENT – I**

Time : 2 Hours 30 Minutes

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) A major internal factor that can determine the success of the recruiting program is whether or not the company engage in
    - a) Selection
    - b) HRP
    - c) Induction
    - d) None
  - 2) Which of the following is not a component of Job Design ?
    - a) Job Enrichment
    - b) Job Rotation
    - c) Job Enlargement
    - d) Job outsourcing
  - 3) The managerial function of HRM does not include
    - a) Controlling
    - b) Planning
    - c) Employee relation
    - d) Directing
  - 4) \_\_\_\_\_ makes employee versatile in skill and knowledge.
    - a) Coaching
    - b) Job Rotation
    - c) Conference
    - d) Lecture
  - 5) Which of the following option is adopted in organisation while planning for surplus of Human Resource ?
    - a) Reassign the jobs
    - b) Redesign the jobs
    - c) Reduce work hours
    - d) All of the above
  - 6) \_\_\_\_\_ can be defined as process of choosing the right person for the right job.
    - a) Recruitment
    - b) Selection
    - c) Induction
    - d) Orientation
  - 7) Techniques of collecting job analysis data does not include
    - a) Observation
    - b) Training
    - c) Maintenance of log records
    - d) Check-list



- B) State **true** or **false** : **7**
- 1) Designing a job according to the workers physical strength and ability is known as job autonomy.
  - 2) Vestibule training utilises equipment which closely resemble the actual ones used on the job.
  - 3) Job evaluation determines the money value of job.
  - 4) When unemployment rate drops, recruiting efforts of the companies must be increased.
  - 5) Job specification is a written record of the duties, responsibilities and conditions of job.
  - 6) Job enrichment is vertical expansion of the job.
  - 7) Employee referral is not considered as internal source of recruitment.

2. Write short notes (**any 2**) : **14**
- a) Factors affecting recruitment.
  - b) Objectives and types of induction.
  - c) Methods of management development.

3. Write short notes (**any 2**) : **14**
- a) Role of HR Manager.
  - b) Methods of Job Design.
  - c) HRP at different level.

4. State the uses of Job Analysis. Explain the process of Job Analysis. **14**
- OR

Define HRM. State and explain Managerial and operative functions of HRM. **14**

5. State the need of Training. Explain the methods of Training. **14**
- OR

Explain the selection process along with factors affecting selection decision. **14**

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Seat No.	
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**B.B.A. – III (Semester – V) (CGPA – New) Examination, 2016**  
**PRODUCTION MANAGEMENT – I**

Time : 2½ Hours

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) Production management refers to the application of management principles to the \_\_\_\_\_ function in a factory.  
a) Inventory      b) Production      c) Material      d) Purchase
  - 2) \_\_\_\_\_ means the ratio between the volume of output and volume of labour.  
a) Production      b) Quality      c) Productivity      d) Process
  - 3) \_\_\_\_\_ uses computer graphics for designing the product helps to generate a number of alternative designs.  
a) TQM      b) CAD      c) Productivity      d) None of these
  - 4) \_\_\_\_\_ design is concerned with the form and function of a product.  
a) Product      b) Material      c) Machine      d) Factory
  - 5) \_\_\_\_\_ 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) Shop
  - 6) \_\_\_\_\_ is defined to be the know-how, physical things and procedures used to produce products and services.  
a) Management      b) Layout      c) Technology      d) Automation
  - 7) Reparability is important objective of  
a) Plant Layout      b) Product Design  
c) Production      d) Plant Location

P.T.O.



- B) State the following statements **true** or **false** : **7**
- 1) Production is the results of various types of output like men, material, machine etc.
  - 2) Plant layout is the function of determining location for a plant for maximum operating economy and effectiveness.
  - 3) Strategic decisions relating to products, processes and manufacturing facilities.
  - 4) Quality of design refers to the quality specifications incorporated in the design.
  - 5) Manual technology is the use of machine power to do work which was prevalent before industrial revolution.
  - 6) Improving productivity is the overall objective of good layout.
  - 7) Objective of work study is to improve operational efficiency.
2. Write short notes (Solve **any 2**) : **14**
- a) Product Life Cycle
  - b) Recent trends in production management
  - c) Factors affecting the productivity.
3. Write short notes (solve **any 2**) : **14**
- a) Classification of production technology
  - b) Factors influencing product design
  - c) Objectives of an Ideal Plant layout.
4. a) Define Plant Layout. Explain any three types of plant layout. **14**
- OR
- b) Explain Product Development. Explain various stages of product development. **14**
5. a) Define Production Management. Explain its objectives in detail. **14**
- OR
- b) Explain the steps in selection of location. **14**
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Seat No.	
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**B.B.A. – III (Semester – V) (Old) Examination, 2016**  
**INTERNATIONAL BUSINESS**

Time : 3 Hours

Max. Marks : 80

***N.B. : All questions are compulsory.***

1. A) Multiple choice questions. 8
- 1) The head office of BRICS is at \_\_\_\_\_  
a) Brazil                      b) South Africa      c) India                      d) Shanghai
  - 2) At present these are only \_\_\_\_\_ industries for which licensing is compulsory.  
a) 18                      b) 6                      c) 10                      d) 9
  - 3) FERA adopted in \_\_\_\_\_  
a) 1973                      b) 1974                      c) 1975                      d) 1976
  - 4) The New Industrial Policy was introduced in \_\_\_\_\_  
a) 1995                      b) 1991                      c) 1999                      d) 1951
  - 5) \_\_\_\_\_ refers to relaxation of previous government restrictions.  
a) Privatisation                      b) Globalisation  
c) Disinvestment                      d) Liberalisation
  - 6) Privatisation means \_\_\_\_\_  
a) Importance to private sector  
b) Co-existence of private and public sector  
c) Importance to public sector  
d) None of the above
  - 7) IMF started in the year \_\_\_\_\_  
a) 1949                      b) 1947                      c) 1941                      d) 1952
  - 8) The I.B.R.D. is known as \_\_\_\_\_  
a) Regional Bank                      b) State Bank  
c) World Bank                      d) None of these





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

- 1) SAARC was propounded by Zia-ur-Rahman.
- 2) Franchising is a form of licensing.
- 3) FDI means Foreign Domestic Investment.
- 4) India's Foreign Capital Policy is liberalized after 1991.
- 5) Comparative cost advantage theory was propounded by David Ricardo.
- 6) Balance of payment means export and import of visible good only.
- 7) SDRs means paper gold.
- 8) The World Bank provided long-term loans.

2. Write short notes : **16**

- a) Explain the SAARC.
- b) Explain the comparative cost advantage theory.

3. Write short notes : **16**

- a) Explain the objectives and functions of W.T.O.
- b) Causes of disequilibrium in balance of payment.

4. What is International Business ? Explain the advantage and disadvantage of International Business. **16**

OR

Explain the reasons of FDI and discuss the FDI policy of India.

5. Define Multinational Corporations. Explain the merits and demerits of Multinational Corporations. **16**

OR

What are the objectives functions and role of International Monetary Fund (IMF) ?

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Seat No.	
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**B.B.A. – III (Semester – V) (Old) Examination, 2016  
RETAIL MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

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

1. A) Select the correct answer from the possible choice : **8**
- 1) Retailing offers direct interaction with
    - a) Wholesaler
    - b) End Customer
    - c) Producer
    - d) None of these
  - 2) Private Label Brands are also known as
    - a) Store Owned
    - b) Third party
    - c) Imported Brands
    - d) Temporary
  - 3) The main feature of independent retailer is
    - a) Big in size
    - b) Ease of entry
    - c) Organized
    - d) None of these
  - 4) A \_\_\_\_\_ location is a store located along a major traffic artery without any competitive retailer around.
    - a) Theme center
    - b) Freestanding
    - c) Regional center
    - d) Park
  - 5) Consumer Co-operatives are owned and managed by
    - a) Government
    - b) Its Customers
    - c) Public
    - d) Trade Unions
  - 6) Asian sky shop is an example of
    - a) Electronic Shopping
    - b) Catalogue Retailing
    - c) Television Shopping
    - d) Direct Selling



- 7) Storage Warehouses stores goods for \_\_\_\_\_ period of time.
  - a) Small
  - b) Medium to large
  - c) One day
  - d) 15 days
- 8) Personal Selling can take place at
  - a) Store level
  - b) Customers home
  - c) Customers work place
  - d) All of above

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

- 1) It is rightly said that it very takes a long time to build a brand.
- 2) Visual Merchandising informs the visitors, creates desire and finally augments the selling process.
- 3) Category management is the process of making wholesale business.
- 4) In combination store only luxury products are sold.
- 5) Over 90% retail outlets in India are independent and organized.
- 6) Retailing offers employment opportunities to all groups irrespective of gender, qualification or religion.
- 7) Specialty store offers discounted products.
- 8) Retailing provides only place utility.

2. Write short note :

- a) Concept and types of retail Franchising. **8**
- b) Types of store layout. **8**

3. Write short answer :

- 1) Private Label Brands. **8**
- 2) Roles and responsibilities of Merchandiser. **8**

4. Explain the components and drivers of Supply Chain Management. **16**

OR

Explain the various retail store formats.

5. Explain retail communication mix. **16**

OR

Explain various technology used in retailing.

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Seat No.	
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**B.B.A. – III (Semester – V) (Old) Examination, 2016  
FINANCIAL MANAGEMENT – I**

Time : 3 Hours

Max. Marks : 80

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

1. a) Choose the correct alternative :

8

- 1) \_\_\_\_\_ concept considers time value of money.  
a) Profit Maximization                      b) Wealth Maximization  
c) Both (a) and (b)                          d) None of these
- 2) The \_\_\_\_\_ motive is the need to hold cash to meet contingencies in future.  
a) Precautionary                              b) Speculative  
c) Transaction                                  d) Profitability
- 3) A \_\_\_\_\_ net working capital will arise when the current assets exceeds current liabilities.  
a) Negative                                      b) Permanent  
c) Positive                                        d) Fluctuating
- 4) At \_\_\_\_\_ level new order of material is to be placed.  
a) Maximum      b) Minimum      c) Average      d) Reorder
- 5) Total of Current Assets = \_\_\_\_\_ Working Capital.  
a) Gross              b) Net              c) Fixed              d) Variable
- 6) \_\_\_\_\_ means time required to get fresh delivery of materials.  
a) Idle time              b) Over time      c) Lead time      d) Standard time
- 7) Prepaid expenses is part of  
a) Current Liability                              b) Current Assets  
c) Fixed Assets                                    d) None of these
- 8) \_\_\_\_\_ preference shares are converted into equity shares after specific time period.  
a) Convertible      b) Cumulative      c) Redeemable      d) None of these

P.T.O.



b) Fill in the blanks : 8

- 1) \_\_\_\_\_ share holders does not have voting rights.
- 2) Inventory is one of the component of \_\_\_\_\_
- 3) EOQ is also called as \_\_\_\_\_
- 4) Net Working Capital = \_\_\_\_\_
- 5) \_\_\_\_\_ is prepared to predict the cash flows over a given period of time.
- 6) Debenture is \_\_\_\_\_ capital.
- 7) \_\_\_\_\_ share holders have residual claim over the assets and profit of the firm.
- 8) The semi-manufactured inventories are called \_\_\_\_\_

2. Write short notes on : 16

- 1) Functions of Finance Manager.
- 2) Difference between Profit Maximization and Wealth Maximization.

3. A) Annual demand for a particular item of inventory is 10,000 units. Inventory carrying cost per unit per year 20% and ordering cost is Rs. 40 per order. The price quoted by the supplier is Rs. 4 per unit.

- 1) Calculate EOQ.
- 2) However the supplier is willing to give discount of 5% for order of 1500 units or more. Is it worthwhile to avail the discount offer ? 8

B) Two components A and B are used as follows :

Normal Usage – 50 units each per week

Maximum Usage – 75 units each per week

Minimum Usage – 25 units each per week

Re-order Quantity A – 300 units

B – 500 units

Re-order period A – 4 to 6 weeks

B – 2 to 4 weeks

Calculate :

- a) Reorder Level
- b) Minimum Level
- c) Maximum Level
- d) Average Stock Level for both the products. 8



4. Explain the features of equity shares and preference shares. 16

OR

Prepare the cash budget for the 3 months ending 30-6-2004 from the following information.

Month	Sales	Materials	Wages	(Amt. in Rs.)
				Overheads
February	14,000	9,600	3,000	1,700
March	15,000	9,000	3,000	1,900
April	16,000	9,200	3,600	2,000
May	17,000	10,000	3,200	2,200
June	18,000	10,400	6,000	2,300

**Additional information :**

A) Credit Terms :

- 1) Sales/Debtors – 10% sales are on cash, 50% of the credit sales are collected next month and the balances in the following month.
- 2) Creditors (Suppliers) – 2 months; Wages – ¼ month; Overheads ½ month.

B) Cash and Bank balance as on 1<sup>st</sup> April 2004 is expected to be Rs. 6,000.

C) Other Information :

- 1) Machinery will be installed in Feb. at a cost of Rs. 96,000. The monthly installment of Rs. 2,000 payable from April 2004.
- 2) Dividend @ 5% on preference share capital of Rs. 20,000 will be payable on May, the same is paid on 1<sup>st</sup> June.
- 3) Advance to be received for the sale of vehicle Rs. 9,000 in June.
- 4) Dividends from investments amounting to Rs. 1,000 are expected to be received in June.
- 5) Income Tax (advance) to be paid in June is Rs. 2,000.



5. Explain the concept of Working Capital and also explain the determinants of Working Capital.

16

OR

While preparing a Project Report on behalf of a client you have collected the following facts. Estimate the net working capital required for that project. Add 10% to your computed figure to allow contingencies.

<b>Particulars</b>	<b>Amount per Unit (Rs.)</b>
Estimated cost per unit of production :	
Raw Material	80
Direct Labour	30
Overheads (Exclusive of depreciation Rs. 10 per unit)	60
<b>Total Cost</b>	<b>170</b>

**Additional Information :**

- 1) Selling price, Rs. 200 per unit.
- 2) Level of activity 1,04,000 units of production per annum.
- 3) Raw material in stock, average – 4 weeks.
- 4) Work in progress (Assume 50% completion stage in respect of conversion costs and 100% completion in respect of materials), average 2 weeks.
- 5) Finished goods in stock, average – 4 weeks.
- 6) Credit allowed by suppliers, average – 4 weeks.
- 7) Credit allowed to debtors, average – 8 weeks.
- 8) Lag in payment of wages, average – 1.5 weeks.
- 9) Cash at bank is expected to be Rs. 25,000.

You may assume that the production is carried on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit basis only.

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

Time : 3 Hours

Max. Marks : 80

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

1. A) Choose the correct alternative : 8
- 1) \_\_\_\_\_ is a process of studying and collecting information related to the operations and responsibilities of specific job.  
a) HRM                      b) Job Analysis    c) Job Design        d) Job evaluation
  - 2) \_\_\_\_\_ is the process by which organisation moves from its current manpower position to the desired one.  
a) Development                      b) Training  
c) Human Resource Planning        d) Selection
  - 3) \_\_\_\_\_ is a comparative process of jobs by using common criteria.  
a) Job evaluation                      b) Job specification  
c) Job description                      d) None
  - 4) \_\_\_\_\_ is the act of increasing knowledge and skills of an employee for doing a job.  
a) Selection                      b) Training                      c) Engineering        d) Education
  - 5) \_\_\_\_\_ is the process of searching prospective candidate for job.  
a) HR Planning    b) Selection                      c) Training                      d) Recruitment
  - 6) \_\_\_\_\_ refers to movement of employee from one job to another.  
a) Job enrichment                      b) Job rotation  
c) Job enlargement                      d) Job design
  - 7) Case study, role play, simulation are the techniques of \_\_\_\_\_  
a) Recruitment                      b) Remuneration  
c) Business games                      d) Appraisal
  - 8) HRIS stands for \_\_\_\_\_  
a) Human Resource Information System  
b) Human Recording Information System  
c) Human Resource Interchange System  
d) Human Recording Interchange System





B) Fill in the blanks :

8

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

2. Write short notes :

16

- 1) Aspects of job analysis.
- 2) Business games.

3. Write short notes :

16

- 1) Need for training.
- 2) Role of HR Manager.

4. Explain the various sources of recruitment.

16

OR

Explain the various training methods.

16

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

16

OR

Explain the process of HRP in detail.

16

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

- 1) In process layout machines are arranged in one straight line.
- 2) A multi storey building provide lower site cost.
- 3) Break down maintenance is also known as preventive maintenance.
- 4) Inspection is carried out for detecting defects.
- 5) A repair of electric motor is civil maintenance.
- 6) Credit and debit card is an example of technology in banking services.
- 7) A choice of technology depends on layout only.
- 8) A good product design must ensure reliability.

2. Write short answers : **16**

- a) Classification of production technology.
- b) Indices of productivity.

3. Write short answers : **16**

- a) Merits and demerits of mass production.
- b) Factors influencing plant location.

4. Define product design. Explain factors influencing product design. **16**

OR

Explain internal and external factors influencing productivity.

5. Define plant layout. Explain the objectives of plant layout. **16**

OR

Define production management. Explain its objectives.

---





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

- 1) Free consent is an essential requisite of a valid contract.
- 2) A person who lends his name and credit to the firm is called active partner.
- 3) Company has a perpetual succession.
- 4) 'Complaint' means any allegations in writing made by a complainant about unfair trade practices by traders or about defective goods or deficiency in service etc.
- 5) An agreement which is enforceable by law at the option of one or more of the parties there to but not at the option of other or others is a valid contract.
- 6) The dissolution of partnership firm means a complete closure or end of the business of the firm.
- 7) Extra-ordinary general meeting is called for transacting some urgent or special business which cannot be postponed till the next general meeting.
- 8) If the parties not fulfill their obligations, it is the performance of the contract.

2. Write short answers. **16**

- a) Agreements declared void
- b) Articles of Association.

3. Write short answers. **16**

- a) Capacities of parties to contract
- b) Kinds of companies.

4. Define 'contract' and explain remedies for breach of contract. **16**

OR

Define 'partnership' and state rights of partners.

5. Define 'company' and explain share capital in detail. **16**

OR

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

---





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

- 1) \_\_\_\_\_ is the bundle of satisfaction offered to customer.
- 2) \_\_\_\_\_ includes general activities in designing the containers / wrapper for product.
- 3) \_\_\_\_\_ is gives identification to the product in market.
- 4) \_\_\_\_\_ is also known as Marketing Communication.
- 5) Modern marketing is \_\_\_\_\_ focused.
- 6) \_\_\_\_\_ level of product results in customer delight by offering unexpected benefits.
- 7) \_\_\_\_\_ is the last stage in Product life cycle.
- 8) \_\_\_\_\_ is the monetary value of product paid by customer in exchange of it.

2. Write short notes : **16**

- 1) Market Logistics
- 2) Types of Service Personnel.

3. Write short notes : **16**

- 1) Introduction Stage of PLC.
- 2) Products Mix Decisions.

4. Explain the various factors affecting Pricing decisions. **16**

OR

Explain the various elements of promotion mix in detail. **16**

5. What is Physical Evidence ? Explain the elements of Physical Environment. **16**

OR

Explain the various stages of product life cycle with its strategies. **16**

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Seat No.	
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**B.B.A. – III (Semester – VI) (New) Examination, 2016  
FINANCIAL MANAGEMENT – II**

Time : 3 Hours

Max. Marks : 80

- 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 :

8

- 1) The process of planning expenditures that will influence the operation of a firm over a number of years is called
  - a) Investment
  - b) Capital budgeting
  - c) Net present valuation
  - d) Dividend valuation
- 2) Which of the following is an internal source of investment funding ?
  - a) Issuing bonds
  - b) Sale of stocks
  - c) Undistributed profits
  - d) All of the above are internal sources
- 3) In weighted average cost of capital, the company can affect its capital cost through
  - a) Policy of capital structure
  - b) Policy of dividends
  - c) Policy of investment
  - d) All of above
- 4) For each component of capital, the required rate of return is considered as
  - a) Component cost
  - b) Evaluating cost
  - c) Asset cost
  - d) Asset depreciation value
- 5) The formula such as net income available to common stockholders divided by total assets is used to calculate
  - a) Return on total assets
  - b) Return on total equity
  - c) Return on debt
  - d) Return on sales

P.T.O.





- 6) The formula such as net income available to common stockholders divided by common equity is used to calculate
- a) Return on earning power
  - b) Return on investment
  - c) Return on common equity
  - d) Return on interest
- 7) In primary markets, the first time issued shares to be publicly traded in stock markets is considered as
- a) Traded offering
  - b) Public markets
  - c) Issuance offering
  - d) Initial public offering
- 8) The type of market in which securities with less than one year maturity are traded is classified as
- a) Money market
  - b) Capital market
  - c) Transaction market
  - d) Global market

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

8

- 1) Ratio Analysis is the only technique of analysis of financial statements.
- 2) Debt-Equity Ratio is a measure of long-term solvency of a firm.
- 3) Ratio Analysis provides the solution to the financial problems.
- 4) Cash budget is an important element of profit planning.
- 5) Capital budgeting decisions are long term decisions.
- 6) Dividend is a part of retained earnings.
- 7) Retained earnings are an easily available source of funds at no explicit cost.
- 8) Dividends are paid out of profit and therefore do not affect the liquidity position of the firm.

2. Write short notes :

16

- A) Explain the role of stock exchanges in Capital Market.
- B) Explain the term retain earnings and its advantages.





5. Explain money market and capital market and difference between the money market and capital market.

16

OR

ABC Ltd. is considering investing in a project that is expected to cost of Rs. 12,00,000. The expected cash inflows before tax and depreciation are given below. The company is using straight line method of depreciation.

Cash in flow (before tax and depreciation).

<b>Year</b>	<b>Rs.</b>
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000
<b>Total</b>	<b>22,50,000</b>

Calculate :

- 1) Payback period
  - 2) Net present value factors @ 10%.
-



Seat No.	
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**B.B.A. – III (Semester – VI) Examination, 2016  
HUMAN RESOURCE MANAGEMENT – II (New)**

Time : 3 Hours

Max. Marks : 80

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

1. A) Choose the correct alternative from the given alternatives : 8
- 1) The primary purpose of Employee Safety Programmes is to preserve the employees  
A) Physical Health                      B) Mental Health  
C) Emotional Health                      D) All of these
  - 2) \_\_\_\_\_ refers to the termination of employment at the instance of the employee.  
A) Dismissal                              B) Lay-Off  
C) Resignation                              D) Retrenchment
  - 3) Which of the following is an essential prerequisite of MBO ?  
A) Joint Goal Setting                      B) Mid-term Review  
C) Developing Reviews                      D) All of these
  - 4) Incentives depends on  
A) Productivity                              B) Sales  
C) Profits                                      D) All of these
  - 5) \_\_\_\_\_ ensures that the employees get an income which is sufficient for meeting their present and future necessities and contingencies.  
A) Living wages                              B) Fair wages  
C) Minimum wages                              D) Real wages
  - 6) At \_\_\_\_\_ stage of career, person's performance level either get continue to improve or deteriorates.  
A) Later Career                              B) Decline  
C) Mid-Career                                      D) Exploratory





4. State the concept and purpose of promotion. Explain the types and bases of promotion. **16**

OR

What is Performance Appraisal ? Explain the different methods of Performance Appraisal. **16**

5. State and explain the various components of remuneration. Discuss the factors affecting Wage and salary levels. **16**

OR

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

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

- 1) Master production schedule is an example of operation management.
- 2) Storage of materials is an important component of Quality Management.
- 3) To ensure supply of quality material is the objective of purchasing management.
- 4) Receiving and inspection operation relates to PPC.
- 5) ISO is the acronym for Indian Organisation for Standardisation.
- 6) Storage refers to physical act of storing or housing particular material.
- 7) Total customer satisfaction is the objective of TQM.
- 8) Just in Time system was developed by Maruti Suzuki India Ltd. in India.

2. Write short notes : **16**

- a) Importance of purchasing management.
- b) TQM.

3. Write short notes : **16**

- a) Types of stores layout.
- b) Importance of maintenance management.

4. a) Discuss the different techniques of inventory management. **16**

OR

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

5. a) Define maintenance management. Explain its classification. **16**

OR

b) Define material handling. Explain different type of material handling equipment. **16**

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Seat No.	
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**B.B.A. (Semester – VI) (Old) Examination, 2016  
BUSINESS LAW**

Time : 3 Hours

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) Generally an agreement without consideration is \_\_\_\_\_
  - a) valid
  - b) Void
  - c) Voidable
  - d) Ill-legal
- 2) \_\_\_\_\_ is the first meeting of shareholders of a Public Company.
  - a) Statutory meeting
  - b) Annual general meeting
  - c) Extra ordinary general meeting
  - d) All of the above
- 3) The Consumer Protection Act \_\_\_\_\_
  - a) 1987
  - b) 1986
  - c) 1985
  - d) 1984
- 4) Consideration must be \_\_\_\_\_
  - a) Real
  - b) illusory
  - c) Adequate
  - d) All of the above
- 5) In a partnership, there must be an agreement to share the \_\_\_\_\_ of a business.
  - a) Loss
  - b) Profit
  - c) Gain
  - d) All of the above
- 6) Agreement in Restraint of Trade is \_\_\_\_\_
  - a) Void
  - b) Valid
  - c) Legal
  - d) All of the above



7) In a Private Company at least \_\_\_\_\_ members required.

- a) 7                      b) 2                      c) 5                      d) 8

8) Jurisdiction of District Consumer Forum is \_\_\_\_\_

- a) Rs. 1 to 1 lac                      b) Rs. 1 to 20 lacs  
c) Over 20 lacs                      d) Rs. 1 to 5 lacs

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

- 1) Company has separate legal entity.
- 2) A minor is competent to contract.
- 3) A partner has no right to inspect the accounts.
- 4) Jurisdiction of State Commission is above 1 crore.
- 5) A complaint means written allegation.
- 6) An object of an agreement must be unlawful.
- 7) For valid partnership firm maximum 25 members are required.
- 8) A person who purchase goods for consideration of money is called consumer.

2. Write short answers : **16**

- 1) Free consent
- 2) Types of partnership.

3. Write short answers : **16**

- 1) Memorandum of association
- 2) Competent parties for contract.

4. Explain the various modes of discharge of contracts. **16**

OR

Define partnership and state rights of partners.

5. Define “consumer” and state provisions relating to consumers disputes redressal machinery. **16**

OR

Explain the remedies of breach of contract.

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Seat No.	
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**B.B.A. – III (Semester – VI) (Old) Examination, 2016**  
**MARKETING MANAGEMENT – II**

Time : 3 Hours

Max. Marks : 80

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

1. A) Choose the correct alternative : 8
- 1) \_\_\_\_\_ is also known as product assortment.  
a) Product Line    b) Product Mix    c) Product Level    d) Product Life
  - 2) The environment in which services are delivered is known as  
a) Physical evidence                      b) Publicity  
c) Packaging                                  d) Brand
  - 3) \_\_\_\_\_ is a paid mass communication.  
a) Sales promotion                      b) Personal selling  
c) Publicity                                  d) Advertisement
  - 4) \_\_\_\_\_ based price considers customer perception about product's price.  
a) Cost                      b) Competition    c) Buyer                      d) Demand
  - 5) \_\_\_\_\_ strategy deals with launching product with high promotion and high price in market.  
a) Slow penetration                      b) Rapid skimming  
c) Slow skimming                          d) Rapid penetration
  - 6) \_\_\_\_\_ is referred to discontinuing the unprofitable products from product line.  
a) Line Modernization                      b) Line featuring  
c) Line stretching                          d) Line pruning
  - 7) Logistics Management includes  
a) Order processing                      b) Inventory management  
c) Warehousing                              d) All of the above
  - 8) \_\_\_\_\_ in this marketing channel, there is no intermediary level.  
a) Direct marketing                      b) Personal selling  
c) Two level                                  d) Three level

P.T.O.



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

- 1) \_\_\_\_\_ is the bundle of satisfaction offered to customer.
- 2) \_\_\_\_\_ includes general activities in designing the containers/wrapper for product.
- 3) \_\_\_\_\_ is gives identification to the product in market.
- 4) \_\_\_\_\_ is also known as Marketing Communication.
- 5) Modern marketing is \_\_\_\_\_ focused.
- 6) \_\_\_\_\_ level of product results in customer delight by offering unexpected benefits.
- 7) \_\_\_\_\_ is the last stage in product life cycle.
- 8) \_\_\_\_\_ is the monetary value of product paid by customer in exchange of it.

2. Write short notes : **16**

- 1) Logistics management.
- 2) Types of service personnel.

3. Write short notes : **16**

- 1) Introduction stage of PLC.
- 2) Products Mix Decisions.

4. Explain the various factors affecting pricing decisions. **16**

OR

Explain the various elements of promotion mix in detail.

5. What is Physical Evidence ? Explain the elements of physical environment. **16**

OR

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

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Seat No.	
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**B.B.A. III (Semester – VI) (Old) Examination, 2016**  
**FINANCIAL MANAGEMENT – II**

Time : 3 Hours

Max. Marks : 80

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

1. A) Multiple choice questions : 8
- 1) If average inventory is Rs. 40,000 and value of closing stock is Rs. 5,000 more than opening stock then value of closing stock is Rs.  
a) 45,000                      b) 42,500                      c) 37,500                      d) 50,000
  - 2) If current ratio is 3.5 and working capital is Rs. 5,00,000 then the value of current asset are Rs.  
a) 3,50,000                      b) 2,50,000                      c) 5,00,000                      d) 7,00,000
  - 3) If price earning ratio is 4 times and market price per share is Rs. 100, then earning per share is Rs.  
a) 400                              b) 25                              c) 96                              d) 104
  - 4) Acid test ratio is also called as \_\_\_\_\_ ratio.  
a) Liquid                              b) Current  
c) Working capital                      d) Debt-equity
  - 5) If the company has an earning per share of Rs. 10, market value per share Rs. 50, dividend payout ratio is 60 %, then dividend per share is Rs.  
a) 30                              b) 6                              c) 500                              d) 3
  - 6) Sales minus cost of goods sold = \_\_\_\_\_  
a) Gross profit                              b) Net profit  
c) Operating profit                              d) Net operating profit



- 7) If credit sales are Rs. 5,00,000, cash sales are Rs. 60,000, accounts receivables are Rs. 1,00,000 then average age outstanding in debtors is \_\_\_\_\_ days.
- a) 36.5                      b) 73                      c) 50                      d) 56
- 8)  $K_e = D_0/P_0 + g$ , where as  $D_0$  stands for
- a) Drawings                      b) Dividend  
c) Dividend pay out ratio                      d) Deficit

B) Fill in the blanks :

8

- 1) A market where new securities are bought and sold for the first time is \_\_\_\_\_
- 2) \_\_\_\_\_ ratios relate profit to sales and investments.
- 3) \_\_\_\_\_ regulates the operations of primary and secondary markets in India.
- 4) NPV stands for \_\_\_\_\_
- 5) If working capital = Rs. 19,000, Current Liabilities = Rs. 9,000, then Current Assets = \_\_\_\_\_
- 6) SEBI stands for \_\_\_\_\_
- 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. 13 % Debentures Rs. 100 each issued at par and redeemable after 5 years at 5 % premium. Floatation Cost is 5 % of issue price. Corporate tax rate 40 %.

8

b) Calculate the cost of Preference Shares. 15 % Preference Share of Rs. 100 each issued at par and redeemable after 5 years at 5 % premium. Floatation Cost is 5 % of issue price.

8



3. a) State the various factors determining dividend policy. **8**
- b) Calculate the amount of opening stock from the following figures : **8**
- |                                  |              |
|----------------------------------|--------------|
| Current Ratio                    | 2.5          |
| Quick Ratio                      | 1.5          |
| Working Capital                  | Rs. 1,20,000 |
| Gross Profit @ 25 % on sales was | Rs. 1,50,000 |
| Stock Turnover Ratio             | 3 times      |
4. Attempt **any one** question :
- a) Compute the Pay Back Period and ARR from the information given below : **16**
- |                                      |                  |
|--------------------------------------|------------------|
| Purchase price of Machine            | Rs. 190,000      |
| Installation Expenses                | Rs. 10,000       |
| Useful Life of Machine               | 5 years          |
| Salvage value at the end             | Nil              |
| Tax Rate                             | 30 %             |
| Earnings before depreciation and tax | Rs. 100,000 p.a. |
- b) Explain the Primary Capital Market and Secondary Capital Market in detail. **16**
5. Attempt **any one** question :
- a) Prepare Balance Sheet from the following particulars **16**
- |  |            |
|--|------------|
| Stock Velocity                             | 5          |
| Capital Turnover Ratio                     | 2          |
| Fixed Assets Turnover Ratio                | 2.5        |
| Debt collection period                     | 1.5 months |
| Creditors payment period                   | 146 days   |
| Gross Profit                               | Rs. 60,000 |
| Excess of Closing stock over opening stock | Rs. 4,000  |
| Gross profit margin                        | 15 %       |
- b) What is Stock Market ? Explain the different functions of stock market. **16**
-







B) Fill in the blanks : 8

- 1) \_\_\_\_\_ is a temporary separation of employee at the instance of employer.
- 2) \_\_\_\_\_ refers to the termination of services of employee because of replacement of labour by machine.
- 3) \_\_\_\_\_ refers to various extra benefits provided to employees in addition to compensation.
- 4) \_\_\_\_\_ promotion results in greater responsibility, authority and status without any increase in salary.
- 5) \_\_\_\_\_ is anything or extra financial motivation that attracts a worker and stimulates him to work.
- 6) \_\_\_\_\_ is aimed at taking confidential feedback from employees that are terminating from their employment.
- 7) \_\_\_\_\_ method of performance appraisal was advanced by Peter Drucker way back in 1954.
- 8) The layoff compensation is \_\_\_\_\_ % of total wages.

2. Write short notes : 16

- 1) Promotion.
- 2) Old age and retirement benefits.

3. Write short notes : 16

- 1) Components of remuneration.
- 2) Employee security benefits.

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

OR

What are the factors influencing employee benefits and services ? 16

5. Define performance appraisal. Explain the various methods of it. 16

OR

What is employee separation ? Explain various way of it. 16

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Seat No.	
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**B.B.A. – III (Semester – VI) (Old) Examination, 2016**  
**PRODUCTION MANAGEMENT – II**

Time : 3 Hours

Max. Marks : 80

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

1. A) Select the correct alternatives : 8
- 1) \_\_\_\_\_ technique of inventory management is based on problem of procurement.  
a) High medium low                      b) Always better control  
c) Scarce difficult easy                  d) Vital essential desirable
  - 2) In production management MRP stands for  
a) Material Recording Programme  
b) Material Recording Procedure  
c) Material Requisition Planning  
d) Material Requisition Programme
  - 3) A scrap and surplus disposal is function of \_\_\_\_\_ management.  
a) Purchase              b) Sales              c) Stores              d) Inventory
  - 4) \_\_\_\_\_ is a time table for starting and completing time for each operation.  
a) Routing              b) Estimating      c) Loading              d) Scheduling
  - 5) Just In Time (JIT), production system is invented by  
a) Japan                  b) America          c) India                  d) England
  - 6) \_\_\_\_\_ is an automatic machine which can be reprogrammed.  
a) Crain                  b) Conveyors      c) Robot                  d) Truck
  - 7) \_\_\_\_\_ planning is done over short time by junior level management.  
a) Strategic              b) Tactical          c) Operational          d) Economic
  - 8) \_\_\_\_\_ is release of work order with instruction as per route sheet and schedule chart.  
a) Loading              b) Routing              c) Dispatching          d) Expediting



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

- 1) Plant layout is an example of strategic planning.
- 2) ISO 9000 is certificate for international business.
- 3) Make or buy decision is a function of purchase management.
- 4) A material handling create time and place utility.
- 5) ABC stands for annual better control.
- 6) A term inventory includes raw material only.
- 7) Conveyors are closed tubes used to transport liquid.
- 8) In random storage system goods are kept on one side of the aisle.

2. Write short answers : **16**

- a) Just In Time production system.
- b) Types of building and layout.

3. Write short answers : **16**

- a) Total Quality Management.
- b) Types of production planning.

4. Define purchase management. Explain its functions. **16**

OR

Describe objectives of material management. Explain material handling equipment.

5. Explain the objectives and functions of production planning and control. **16**

OR

Define inventory management. Explain its techniques.

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