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B.B.A. (Semester - I) (New) (CBCS) Examination Oct/Nov-2019
PRINCIPLES OF MANAGEMENT - I

Day & Date: Saturday, 09-11-2019
 Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) In the _____ Organization authority flow from the Top o Bottom.
 - a) Line
 - b) Functional
 - c) Matrix
 - d) None of these.
- 2) Management is a creative and _____ process.
 - a) Short
 - b) Continuous
 - c) Long
 - d) None of these
- 3) _____ is those plans that are extended beyond three years.
 - a) Long term
 - b) short term
 - c) Strategic Plans
 - d) None of these
- 4) _____ is the process of improving knowledge and skills in a particular job.
 - a) Organization
 - b) Training
 - c) Performance Appraisal
 - d) None of these
- 5) Management is said to be the combination of three factors arts, science and the third is _____.
 - a) Profession
 - b) Authority
 - c) Communication
 - d) None of these
- 6) What is the term used to define the number of subordinates directly controlled by a manager?
 - a) Division Management
 - b) Span Of Management
 - c) Departmentation
 - d) Investment plan
- 7) Identification of each job in terms of duties and responsibilities is called as _____.
 - a) Job Description
 - b) Application
 - c) Medical examination
 - d) Budget
- 8) _____ is the real father of Modern management.
 - a) HenryFayol
 - b) F. W. Taylor
 - c) Adam Smith
 - d) Maslow

B) Explain the following concepts 04

- 1) Management
- 2) Power

- Q.2 Write Short Notes. (Any Two)** **06**
- 1) Making Planning Effective
 - 2) Levels of Management
 - 3) Importance of Planning
- Q.3 Long Answer.** **10**
Explain Henry Fayols Administrative Management.
- Q.4 Long Answer. (Any One)** **12**
- 1) Explain the Selection Process?
 - 2) What is Organization? Explain the types of Organization Structure?

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**B.B.A. (Semester - I) (Old) (CBCS) Examination Oct/Nov-2019
BUSINESS ECONOMICS (MICRO)**

Day & Date: Monday, 18-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 07

- 1) The production function depicts the relationship between _____ and Output.
 - a) Input
 - b) Cost
 - c) Inventory
 - d) All the above
- 2) The type of utility which is measurable in numerical terms is called _____.
 - a) Ordinal
 - b) Cardinal
 - c) Marginal
 - d) None of the above
- 3) Supply is Commodity that is offered for sale by _____.
 - a) Distributor
 - b) Consumer
 - c) Producer
 - d) Creditor
- 4) The total cost of production divided by total number of units produced is called as _____.
 - a) Marginal Cost
 - b) Total cost
 - c) Production cost
 - d) Average Cost
- 5) The law of demand describes the relation between price and _____.
 - a) Inventory
 - b) Quantity
 - c) Utility
 - d) Sales
- 6) The cost that changes with the level of output is called _____.
 - a) Variable cost
 - b) Fixed Cost
 - c) Semi – Variable
 - d) None of the above
- 7) A cost of plant is _____ cost.
 - a) Fixed
 - b) Variable
 - c) Opportunity
 - d) Real

B) State whether the following are true or false- 07

- 1) The combination of coffee or tea as replacement for each other is example of substitute products.
- 2) In case of inelastic demand the proportionate change in quantity is less than proportionate change in price.
- 3) As we consume more units of a commodity the derived benefits increase gradually.
- 4) Oligopoly is a market structure in which only one single seller dominates sales in markets.
- 5) Cost of raw material is variable cost in factors of production.
- 6) Higher the price greater the supply, is the principle of law of supply.
- 7) Prof. Alfred Marshall stated concept of monopolistic competition.

- Q.2 Write Short Notes. (Any Two)** **14**
- a) Oligopoly and kinked demand curve
 - b) Law of Supply
 - c) Relation between Total utility and Marginal utility
- Q.3 Answer the following questions. (Any Two)** **14**
- a) Explain different types of cost in the concept of cost of production?
 - b) Define Micro economics? Explain the significance of micro economics?
 - c) Define the Concept of Monopoly? Explain different features of Monopoly?
- Q.4 Answer the following questions. (Any One)** **14**
- What is business economics? Explain scope and objectives of business
- OR**
- What is price elasticity of demand? Explain types of price elasticity of demand?
- Q.5 Answer the following questions. (Any One)** **14**
- What is monopolistic competition? Explain features and the concept of price equilibrium under monopolistic competition?
- OR**
- What is law of demand? Explain the concept of law of diminishing marginal utility with a neat figure.

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B.B.A. (Semester - I) (Old) (CBCS) Examination Oct/Nov-2019
BUSINESS ORGANIZATION AND SYSTEMS

Day & Date: Wednesday, 20-11-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) The best definition of a sole trader form of Business organization is _____.
 - a) The business only employe's one person
 - b) The business is owned by one person
 - c) The firm has a single customer
 - d) There is a single firm in the industry
- 2) Which of the following statements about co-operative business organization is true?
 - a) All co-operatives are only concerned with retailing
 - b) Profit are shared equally amongst members
 - c) They are owned by shareholders
 - d) Workers have no say in decision making
- 3) _____ is an important function of warehousing.
 - a) Buying
 - b) Selling
 - c) Grading
 - d) Risk Bearing
- 4) Manufacturing Industries belongs to _____ types of Industries.
 - a) Primary
 - b) Secondary
 - c) Tertiary
 - d) None of these
- 5) A _____ is a business with two or more owners.
 - a) Corporation
 - b) Conglomerate
 - c) Partnership
 - d) Public Corporation
- 6) Retailing includes all activities incident to selling to the unlimited _____.
 - a) Consumer
 - b) Firm
 - c) Agent
 - d) Wholesaler
- 7) The minimum of member in a private limited company is _____.
 - a) 2
 - b) 3
 - c) 7
 - d) 10
- 8) _____ is an activity involving the physical movement of human beings or goods from one place to another.
 - a) Transport
 - b) Banking
 - c) Retailing
 - d) None of these
- 9) When two or more firms dealing in similar lines of activity combine together merger.
 - a) Horizontal
 - b) Vertical
 - c) Conglomerate
 - d) None of these

- 10) Personal touch with customer is in _____ firm of business.
a) Sole Trading b) Co-operative
c) Joint stock company d) Partnership firm
- 11) _____ is a purchases in large quantities from manufactures and sells to retailers in small quantities.
a) Wholesaler b) Retailer
c) Transportation d) None of these
- 12) FDI Stands for _____.
a) Foreign Direct Investment b) Free Deposit Investment
c) Foreign Deposit Investment d) None of these
- 13) _____ means indemnity or protection against risk of loss.
a) Insurance b) Transport
c) Communication d) None of these
- 14) Import and Export trade is also called _____ trade.
a) Home b) Foreign
c) Re-export d) None

Q.2 Write Short notes. 14

- 1) Scope of commerce and Industry
2) Foreign Trade and its Disadvantages

Q.3 Write Short notes. 14

- 1) Modes of Transport
2) Types of Mergers

Q.4 Answer any one of the following questions. 14

What is Retail Trade? Explain the different types of Retailers?

OR

What is Joint Stock Company and its Advantages and Disadvantages?

Q.5 Answer any one of the following questions. 14

What is partnership firm? Explain its Advantages and Disadvantages?

OR

Define Insurance? Explain different types of Insurance?

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B.B.A. (Semester - II) (CBCS) Examination Oct/Nov-2019
BUSINESS ENVIRONMENT

Day & Date: Friday, 08-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) It is the responsibility of the _____ to regulate money and credit, and protect the money value of the currency in terms of other currencies.
 - a) Government
 - b) People
 - c) Prime Minister
 - d) None of these
- 2) Company should provide a fair return on the investment made by
 - a) Managers
 - b) Shareholders
 - c) Employees
 - d) None of these
- 3) _____ is a tool or a method with which the designed or expected aims can be achieved.
 - a) Technology
 - b) Employees
 - c) Money
 - d) None of these
- 4) _____ Policy covers all those procedures, principles, policies, rules & regulations.
 - a) Industrial
 - b) 5 year Plan
 - c) Technology
 - d) None of these
- 5) _____ Audit is a tool for evaluating how satisfactorily a company has discharged its social responsibility.
 - a) Financial
 - b) Social
 - c) Routine
 - d) None of these
- 6) _____ feeds on itself.
 - a) Technology
 - b) Government
 - c) Privatization
 - d) None of these
- 7) Corporate Governance refers to the way a corporation is _____.
 - a) Followed
 - b) Run
 - c) Governed
 - d) None of these
- 8) _____ arise from the businessman's efforts to satisfy the needs & wants of customers.
 - a) Profits
 - b) Man power
 - c) Technology
 - d) None of these
- 9) _____ is expected to give preference to the industrialization of backward regions of the country.
 - a) Business
 - b) Profit
 - c) Money
 - d) None of these
- 10) _____ Evaluate the social dimension of the performance of the company.
 - a) Rules
 - b) Regulations
 - c) Social Audit
 - d) None of these

- 11) _____ system refers to the system of borrowing & lending of funds.
 - a) Financial
 - b) Social
 - c) Audit
 - d) None of these
- 12) Good corporate governance requires _____ on the part of the top management of the corporation.
 - a) Finance
 - b) Social
 - c) Independence
 - d) None of these
- 13) _____ is an agreement under which the owner of a patent, trademark or other intellectual property gives permission to another company to use the technology developed by him (her).
 - a) Licensing
 - b) Rules
 - c) Policy
 - d) None of these
- 14) The last institute of the political system is the_____.
 - a) executive
 - b) judiciary
 - c) government
 - d) none of these

Q.2 Write short answer of the following questions. (Any Two) 14

- a) Impact of Natural Environment on Business
- b) Advantages of privatization

Q.3 Write short answer of the following questions. (Any Two) 14

- a) Impact of New Economic Policy on the Business
- b) What are the features of Technology?

Q.4 Attempt any one of the following questions. 14

Explain the demographic factors of Environment.

OR

Explain Political & legal Environment with Political Institutions.

Q.5 Attempt any one of the following questions. 14

Explain the dimensions of Business Environment. (Internal and External Environment)

OR

Explain the concept of Globalization.

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B.B.A. (Semester - II) (CBCS) Examination Oct/Nov-2019
BUSINESS COMMUNICATION - II

Day & Date: Monday, 11-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ means technical language or terminology relating to a particular section of profession.
 - a) Verbosity
 - b) Adverb
 - c) Jargon
 - d) None
- 2) The informal talk or gossip in organization is known as _____.
 - a) Rumour
 - b) Grapevine
 - c) Cliché
 - d) None
- 3) A period on particular subject with practical approach is known as _____.
 - a) Symposium
 - b) Conference
 - c) Workshop
 - d) Seminar
- 4) The invention made by Alexander Graham Bell is _____.
 - a) Telephone
 - b) Facsimile
 - c) Voicemail
 - d) Mobile
- 5) _____ is a phrase which is often used while communicating and have no meaning.
 - a) Verbosity
 - b) Cliché
 - c) Jargon
 - d) None
- 6) 'Ums', 'ahs', 'aa' are _____ which are common at the time of communication.
 - a) Slang
 - b) Tone
 - c) Voice segregation
 - d) Accent
- 7) Oral communication saves _____.
 - a) Time
 - b) Money
 - c) Both
 - d) None
- 8) _____ is one of the methods of interview for periodical assessment of employee.
 - a) Problem
 - b) Grievance
 - c) Promotion
 - d) Appraisal
- 9) A random topic is given to a speaker at the same time is known as _____.
 - a) Extempore speech
 - b) Seminar
 - c) Speech
 - d) Conference
- 10) The communication between two managers of different departments is _____.
 - a) Upward
 - b) Downward
 - c) Diagonal
 - d) Horizontal
- 11) The source of rumours is _____.
 - a) Formal talk
 - b) Prompt talk
 - c) Informal talk
 - d) Formal discussion

- 12) Techniques of effective speech includes _____.
 - a) Use of quotations
 - b) Personal greetings
 - c) Handouts
 - d) All of these
- 13) Written orders, Annual Reports are medias of _____ communication.
 - a) Downward
 - b) Upward
 - c) Horizontal
 - d) Diagonal
- 14) Clean and well cut nails, properly combed hairs are _____ preparation done by candidate for giving Interview.
 - a) Mental
 - b) Psychological
 - c) Physical
 - d) Emotional

Q.2 Write Short Notes. 14

- a) Extempore speech.
- b) Principles of effective oral communication.

Q.3 Write Short Notes. 14

- a) Speech Preparation.
- b) Group Discussion.

Q.4 Answer the following question. (Any One) 14

- a) What is an Interview? Explain types of interview in detail.

OR

- b) What are various formal channels of communication in organization?

Q.5 Answer the following question. (Any One) 14

- a) Explain various medias of oral communication.

OR

- b) What are the various uses of technology in communication explain in detail?

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**B.B.A. (Semester - II) (CBCS) Examination Oct/Nov-2019
COST ACCOUNTING**

Day & Date: Thursday, 14-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Machine hour rate, labour hour rate are the methods of overheads _____.
a) absorption b) apportionment
c) distribution d) re-apportionment
- 2) Simultaneous equation, repeated distribution are the methods of overheads _____.
a) absorption b) apportionment
c) distribution d) re-apportionment
- 3) Prime cost + factory overheads = _____.
a) Works cost b) Factory cost
c) Manufacturing cost d) All of these
- 4) Minimum level + half of re order quantity = _____ level.
a) maximum b) danger
c) reorder d) average
- 5) _____ Cost remains constant at all levels of production.
a) variable b) semi variable
c) fixed d) direct
- 6) LIFO, FIFO, Simple average are the methods of pricing _____.
a) receipts b) issues
c) balances d) all of these
- 7) Halsey premium plan is also called as _____ plan.
a) Halsey weir b) 50-50 sharing
c) Piece rate d) 25-75 sharing plan
- 8) Bin Card is maintained by _____.
a) Gate keeper b) Store keeper
c) Accountant d) Purchase manager
- 9) Final list of material to be purchased, prepared by storekeeper is called _____.
a) Material requisition b) Bill of material
c) Purchase order d) Stock levels
- 10) Aggregate of indirect material, indirect wages, and indirect expenses = _____.
a) prime cost b) works cost
c) factory cost d) overheads
- 11) Rent is apportioned to department on basis of _____ of department.
a) light points b) asset value
c) area sq.ft. d) staff of department

- 12) Time require to get fresh delivery of materials is termed as _____.
 a) super time b) lead time
 c) normal time d) standard time
- 13) Rent, rates taxes, interest in capital, insurance related to material, are included in _____ cost.
 a) ordering b) buying
 c) carrying d) procurement
- 14) Margin of Safety X P.V.Ratio = _____.
 a) fixed cost b) profit
 c) sales d) break even sales

Q.2 Write short notes. **14**

- a) Difference between Cost and Financial Accounting.
 b) Classification of overheads.

Q.3 A) **14**

Standard time require to produce one unit - 30 minutes
 Rate per hour Rs. 12
 During a week of 48 hours Mr. Nitin produced 120 units
 You are require to compute his weekly earnings under Halsey premium and Rowan premium plan.

B) Particulars	2018	2019
Sales Rs.	5,00,000	10,00,000
Profit Rs.	1,00,000	3,00,000

Find out – Break even sales

Q.4 **14**

Particulars	Production Departments			Service Departments	
	A	B	C	D	E
Primary Distribution of overheads Rs.	30,000	20,000	10,000	4,000	2,000
Service rendered by service Dept. D	30%	40%	20%		10%
Service rendered by service Dept. E	40%	30%	25%	5%	
Machine hours	10000	5000	3000		

You are required to apportion the overheads of service Departments to production departments using simultaneous equation method and determine the overhead rate per Machine hour.

OR

Q.4 X Ltd produces product X, Which require three raw materials A,B and C, the particulars of which are as under

Material	Usage per unit of X (kg)	Reorder Quantity	Reorder period	Price per kg
A	4	10000 kg	3 to 5 weeks	12
B	2	5000 kg	2 to 4 weeks	09
C	3	6000 kg	1 to 3 weeks	06

Weekly production of product X varies from 600 to 1000 averaging 800 units
 You are require to compute the reorder level and maximum level of each material

- Q.5** Selling price per unit 20, variable cost per unit Rs. 12, Fixed cost per year Rs. 40,000 **14**
You are required to find out –
Profit volume Ratio, Break even sales, Sales require to earn profit of Rs. 10,000
Profit when sales are Rs. 2,00,000

OR

- Q.5** Prepare Store ledger by using Simple average and weighted average method of pricing issues.
- | | |
|------------|--|
| Jan 1 2018 | opening stock 300 units @ Rs 5 per unit |
| Jan 5 | Purchase - 400 units @ Rs. 6 per unit |
| Jan 7 | Issue 250 units |
| Jan 15 | Purchase - 100 units @ Rs. 5.50 per unit |
| Jan 18 | Issue 200 units |
| Jan 20 | Purchase - 100 units @ Rs. 7 per unit |
| Jan 25 | Issue 250 units |
| Jan 30 | Issue 50 units |

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B.B.A. (Semester - II) (CBCS) Examination Oct/Nov-2019
MANAGEMENT OF BUSINESS SERVICES

Day & Date: Saturday, 16-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ types of hotels are located near airport.
 - a) highway
 - b) Airport
 - c) Motel
 - d) commercial
- 2) RBI was established in _____.
 - a) 1 April 1935
 - b) 11 April 1932
 - c) 22 March 1948
 - d) 10 August
- 3) Services cannot be stored because of _____.
 - a) product
 - b) services
 - c) perishability
 - d) product & services
- 4) Which among the following business is not characterized as the services?
 - a) bank
 - b) insurance
 - c) hotel
 - d) cement industry
- 5) _____ is non paid form of marketing communication.
 - a) advertising
 - b) word of mouth
 - c) sales promotion
 - d) billboard
- 6) _____ is the channel of distribution or venue where the service is offered.
 - a) process
 - b) physical evidence
 - c) people
 - d) place
- 7) Discount is an example of _____.
 - a) sales promotion
 - b) advertising
 - c) physical evidence
 - d) personal selling
- 8) TRAI stands for _____.
 - a) Telecomm regulatory & development authority of India
 - b) Insurance regulation department agencies
 - c) Telecomm regulation authority of India
 - d) Telecomm regulation & development act
- 9) _____ is the communication mechanism of service marketing for the exchange of information between buyer and seller.
 - a) promotion
 - b) sales
 - c) discount
 - d) product & service
- 10) In India RTGS Stands for _____.
 - a) Real time gross settlement
 - b) Real time gross salary
 - c) Ready to go scheme
 - d) Real transaction gross settlement

- 11) Banking is classified under which type of service _____.
a) Infrastructure b) Business oriented
c) Trade d) IT
- 12) NEP was introduced in India in _____.
a) 1991 b) 1990
c) 1949 d) 1945
- 13) _____ are the only service distributors which do not require direct human interactions.
a) Manufacturing
b) Electronic channel
c) hotel
d) mining
- 14) Among 4 p's _____ P is the bundle of satisfaction for the customer.
a) Product b) Price
c) Place d) Promotion

Q.2 Write short notes. 14

- a) Goods & services
b) Explain 4P's of service marketing.

Q.3 Write short notes. 14

- a) Define service & explain its importance.
b) Role of RBI

Q.4 Attempt any one of the following questions. 14

New economic policy & its impact on services.

OR

Explain importance of telecommunication services. Explain its promotion mix.

Q.5 Attempt any one of the following questions. 14

Explain types of hotels & add a note on location decisions of it.

OR

Explain in brief about classification of services. add a note on growth of service sectors in India.

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B.B.A. (Semester - II) (CBCS) Examination Oct/Nov-2019
BUSINESS INFORMATICS

Day & Date: Tuesday, 19-11-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) The ability of an operating system to control the activities of multiple programs at the same time is called _____.
 - a) Multitasking
 - b) Multiprocessing
 - c) Multi operating
 - d) Multi-paging
- 2) Which one is not an input device?
 - a) Keyboard
 - b) Mouse
 - c) Speaker
 - d) Scanner
- 3) Which of the following is not Image editing software?
 - a) CorelDraw
 - b) MS-Power Point
 - c) MS.Paint
 - d) Photoshop
- 4) A list of instructions used by a computer is called _____.
 - a) Text
 - b) Program
 - c) Output
 - d) None of the above
- 5) Mozilla Firefox is a _____.
 - a) Web Page
 - b) Website
 - c) Operating System
 - d) Web Browser
- 6) Insurance companies are likely to use which type of computer to manage data on policy holders?
 - a) Supercomputers
 - b) Micro computers
 - c) Laptop Computers
 - d) Mainframe Computers
- 7) Which memory is non volatile and may be written only once?
 - a) EEPROM
 - b) RAM
 - c) PROM
 - d) EPROM
- 8) The operating system manages _____.
 - a) Memory
 - b) Processor
 - c) Input/output device
 - d) All
- 9) _____ is a set of Computer Programs used on a computer to perform specific tasks.
 - a) Processor
 - b) Software
 - c) Memory
 - d) Instruction
- 10) Which of the following is used to interpret information printed on Bank Cheques?
 - a) CAD
 - b) OMR
 - c) MICR
 - d) MCR

- 11) The 0 and 1 in the binary numbering system are called Binary Digits or _____.
- a) Bits
 - b) Kilobytes
 - c) Bytes
 - d) None of these
- 12) Any data or instruction entered into the memory of a computer is called _____.
- a) Storage
 - b) Input
 - c) Output
 - d) Information
- 13) Second Generation computers are made of _____.
- a) Transistors
 - b) Vacuum Tubes
 - c) LSI
 - d) VLSI
- 14) Amazon.com comes under the following model of e-commerce.
- a) B2B
 - b) B2C
 - c) C2C
 - d) C2G

Q.2 Write short notes. **14**

- a) Characteristics of Computer
- b) E-mail and Voice Mail

Q.3 Write short notes. **14**

- a) Internet Application in Business scenario
- b) Compiler and Interpreter

Q.4 Answer any one of the following questions. **14**

What is software? Explain in detail the different Types of Software.

OR

What is Computer? Explain the various Input devices of Computer.

Q.5 Answer any one of the following questions. **14**

What is Computer memory? Explain Internal and External Memory.

OR

State the concept of e-commerce. Explain the Types and Applications of E-commerce.

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**B.B.A. (Semester - III) (CBCS) Examination Oct/Nov 2019
BUSINESS STATISTIC**

Day & Date: Saturday, 09-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternative from the following & rewrite the sentence. 14

- 1) For perfect positive correlation r is equal to _____.
 - a) -1
 - b) +1
 - c) 0
 - d) 2
- 2) Sampling method is _____ as compare to census method.
 - a) Economical
 - b) Less time consuming
 - c) both a) and b)
 - d) none of these
- 3) Mode of the series 3, 9, 6,4, 3, 2, 6, 3, 5 is
 - a) 6
 - b) 2
 - c) 9
 - d) 3
- 4) If sum of 'n' observation is 250 and mean is 10, then $n =$ _____.
 - a) 21
 - b) 50
 - c) 25
 - d) 5
- 5) The two regression coefficients are - 1.8 and - 0.2, then correlation coefficient between the variable is _____.
 - a) -0.36
 - b) 0.36
 - c) 0.6
 - d) -0.6
- 6) Which measure of dispersion is based on two extreme values of ordered data?
 - a) Range
 - b) Variance
 - c) SD
 - d) All of these
- 7) _____ Index number is an ideal index number.
 - a) Fisher Index Number
 - b) Laspeyre's Index Number
 - c) Paasch's Index Number
 - d) All of these
- 8) If the correlation coefficient r between x and y is 0.4 then, r between $-x$ and $-y$ is _____.
 - a) -1
 - b) 0.4
 - c) -0.4
 - d) 0
- 9) _____ is unit less measures of dispersion.
 - a) SD
 - b) Range
 - c) CV
 - d) None of these
- 10) The A.M. of 12 observations is 20. if each observation is decreased by 3, then A. M. becomes _____.
 - a) 7
 - b) 15
 - c) 25
 - d) 17

- 11) If two variables are changes in opposite direction and in proportion, then there is _____ correlation.
- a) +ve
b) -ve
c) Zero
d) none of these
- 12) _____ price index number uses quantities in base period as weights.
- a) Laspeyre's
b) Paasche's
c) Fisher's
d) None of these
- 13) Which of the following is a central value?
- a) Mean
b) Mode
c) Median
d) All of these
- 14) The number of observation in a particular class is called _____.
- a) Class frequency
b) Class interval
c) Class width
d) Class limit

Q.2 Answer the following.**14**

- a) Explain the concept of scatter diagram and its types.
- b) Calculate mode from following distribution.

Weight	0-10	10-20	20-30	30-40	40-50
No. of students	5	15	25	10	5

Q.3 Attempt the following questions.**14**

- a) Describe advantages of Sampling method over census method.
- b) Calculate CV from following observations
- 280 180 96 98 104 75 80 94

Q.4 Attempt any one of the following.**14**

- a) If two lines of regressions are $3x - y - 5 = 0$ and $4x - 3y = 0$ then find
- 1) Mean values of X and Y.
- 2) Correlation between X and Y.

OR

- b) Explain the concept of measures of central tendency. Draw two Ogive curves and locate median between from following data.

Score	0-10	10-20	20-30	30-40	40-50
No. of students	20	27	54	44	15

Q.5 Attempt any one of the following.**14**

- a) From the following data calculate Laspeyre's, Paasche's and Fisher's price Index number and Quantity Index number.

Commodity	2017		2018	
	Price(Rs./Kg)	Quantity(Kg.)	Price(Rs./Kg.)	Quantity(Kg.)
A	14	10	20	7
B	55	15	50	18
C	95	5	120	4.5
D	6	22	7	30

OR

- b) Define correlation and types of correlation. Following are the value of import of raw data and export of finished products in suitable units.

Export (x)	10	11	14	14	20	22	16	12	15	13
Import (y)	12	14	15	21	26	21	15	16	14	18

Calculate the correlation coefficient between the import and export.

Seat No.	
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B.B.A. (Semester - III) (CBCS) Examination Oct/Nov-2019
MARKETING RESEARCH

Day & Date: Wednesday, 13-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) In random sampling, the probability of selecting an item from the population is _____.
 - a) unknown
 - b) known
 - c) undecided
 - d) zero
- 2) _____ analysis simultaneously analyze more than two variables on a sample of observation.
 - a) Bivariate
 - b) Univariate
 - c) Unidimensional
 - d) Multivariate
- 3) _____ is the process of summarizing raw data and displaying same into compact form for further analysis.
 - a) Tabulation
 - b) Editing
 - c) Coding
 - d) Framing
- 4) _____ implies that the objective of survey should be achieved with Minimum cost & effort.
 - a) Measurability
 - b) Economy
 - c) Goal oriented
 - d) Practicality
- 5) Research always starts with _____.
 - a) solution
 - b) suggestions
 - c) conclusion
 - d) problem
- 6) _____ is any finite or infinite collection of individuals.
 - a) Sample
 - b) Sample size
 - c) Census
 - d) Population
- 7) _____ is used for well defined research problem and the observers have been told specifically about what is observed.
 - a) Structured Observation
 - b) Disguised observation
 - c) Unstructured Observation
 - d) Undisguised Observation
- 8) _____ connects consumer and marketer through information.
 - a) Reports
 - b) Marketing Research
 - c) Data analysis
 - d) Marketing Management
- 9) _____ sampling deals with dividing population into homogeneous subgroups and then drawing sample randomly.
 - a) Stratified Random
 - b) Quota
 - c) Snowball
 - d) Cluster

- 10) _____ refers to a list of technical words used in the report and their explanation.
 - a) Index
 - b) Bibliography
 - c) Glossary
 - d) Appendix
- 11) To reduce sampling error, researchers have to _____.
 - a) Reduce the sample size
 - b) Increase the sample size
 - c) Enhance Personal bias
 - d) None of these
- 12) The internal source of secondary data is _____.
 - a) Government Publications
 - b) Accounting Records
 - c) Internal experts
 - d) b and c
- 13) A mean, median and mode are all the examples of _____.
 - a) measures of correlation
 - b) measures of variation
 - c) measures of Central tendency
 - d) measures of coefficient
- 14) _____ is the part or subset of population drawn for investigation.
 - a) Universe
 - b) Element
 - c) Sample
 - d) Classification

Q.2 Write short answer 14

- a) Steps in sample design
- b) Determining sample size

Q.3 Write short notes 14

- a) Observation methods
- b) Research Report Format

Q.4 What is Marketing Research? Explain its process in detail. 14

OR

What is data processing? Explain the different processing operations used in marketing research.

Q.5 What is sample deign? Explain the different types of sample design. 14

OR

XYZ Retail Store wants to conduct a survey to know customers perception towards Products and services provided at store. Related to this, assume and define population, sample unit, sample size, sampling frame, sampling technique used for study and frame a suitable questionnaire containing both open-ended and close-ended questions.

Seat
No.

B.B.A. (Semester - III) (CBCS) Examination Oct/Nov-2019
FOUNDATION OF HUMAN SKILLS

Day & Date: Friday, 15-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below.**14**

- 1) Multiple Intelligence is developed at _____ University.
 - a) Oxford
 - b) Harvard
 - c) Howard
 - d) Cambridge
- 2) Gathering Information and Facts, Figures is done by _____ Hat.
 - a) Red
 - b) Blue
 - c) Black
 - d) White
- 3) When two parties come to one agreement with mutual understanding is known as _____.
 - a) Bargain
 - b) Negotiation
 - c) Conflict
 - d) None of these
- 4) A Gentlemen opens the door while lady is walking is _____ Etiquette.
 - a) Business Meeting
 - b) Telephone
 - c) Accompanying Women
 - d) Personal
- 5) In SMART Goals, A stands for _____.
 - a) Admire
 - b) Achieved
 - c) Achievable
 - d) Adorable
- 6) 80:20 Rule is also known as _____ principle.
 - a) Pareto
 - b) Bono
 - c) Buzan
 - d) Alex
- 7) To write the central idea in center of page and also to shows relationship between all is done in _____.
 - a) Critical Reading
 - b) Multiple Intelligence
 - c) Etiquette
 - d) Mind Mapping
- 8) _____ are attributes of soft skills.
 - a) Team working skills
 - b) Communication skills
 - c) Interpersonal skills
 - d) All of the above
- 9) SWOT analysis should be _____.
 - a) Complex
 - b) Simple
 - c) Exclusive
 - d) Costly
- 10) _____ means the way you conduct yourself in front of others.
 - a) Etiquette
 - b) Body Language
 - c) Eye Contact
 - d) Postures
- 11) Lateral Thinking techniques includes _____.
 - a) Harvesting
 - b) Challenge
 - c) Focus
 - d) All

- 12) _____ is the term which refers to personality traits, social graces, personal habits, etc.
- a) Soft Skills
 - b) Goals
 - c) Hard Skills
 - d) Etiquettes
- 13) Making the best use of time available is known as _____.
- a) Stress Management
 - b) Time Management
 - c) Both
 - d) None of these
- 14) Proxemics in body Language is related to _____.
- a) Space
 - b) Touch
 - c) Emotions
 - d) Eye contact

Q.2 Write Short Notes. 14

- a) Multiple Intelligence
- b) Practicing Soft Skills

Q.3 Write Short Notes. 14

- a) Parts of Body Language
- b) Johari Window

Q.4 Attempt any one of the following questions. 14

Write various classifications of Etiquettes.

OR

Define Stress Management. Explain tips to manage stress?

Q.5 Attempt any one of the following questions. 14

Describe SMART Goals. What are the different reasons of Goal Setting Failing?

OR

Define Soft Skills. Explain Classification of Soft Skills?

Seat No.	
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B.B.A. (Semester - I) (New) (CBCS) Examination Oct/Nov-2019
Business Communication – I

Day & Date: Wednesday, 13-11-2019
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 08

- 1) Communication is the exchange of _____.
 - a) Facts
 - b) Opinion
 - c) Emotions
 - d) All the above
- 2) _____ communication is behavioral expressions.
 - a) Verbal communication
 - b) Non-verbal communication
 - c) Oral
 - d) Written
- 3) _____ is the types of report.
 - a) Formal report
 - b) Informal report
 - c) Non-Statutory report
 - d) All the above
- 4) A document that outlines the contains of a forth coming meeting is known as _____.
 - a) Notice
 - b) Minutes
 - c) Agenda
 - d) Resolution
- 5) The receivers of the response or non response is called _____.
 - a) Feedback
 - b) Media
 - c) Message
 - d) Brain-Drain
- 6) _____ barrier arises from the natural and artificial conditions.
 - a) Physical barrier
 - b) Semantic
 - c) Cultural
 - d) None of the above
- 7) Business letters are also used to maintain documentary _____.
 - a) Relationship
 - b) Evidence
 - c) Goodwill
 - d) Information
- 8) The word "Communication" is derived from _____ language.
 - a) Greek
 - b) German
 - c) Latin
 - d) French

Q.1 Explain the following concepts. 04

- a) Overcoming communication barriers.
- b) Agenda

Q.2 Write short notes. (Any Two) 06

- a) Communication Process
- b) Merits & Demerits Of Written Communication
- c) Planning and layout of business letter

Q.3 What is report? Discuss the different types of Report. 10

OR

What is communication? Explain Objectives of Communication.

Q.4 Write a letter of enquiry about 100 laptops for your organization. And also write a reply of confirming the order. **12**

OR

Define the term communication and explain the principles of effective communication.

Seat No.	
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B.B.A. (Semester - III) (CBCS) Examination Oct/Nov-2019
BUSINESS ECONOMICS - II (MACRO)

Day & Date: Monday, 18-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ is the first phase of business cycle.
 - a) Recession
 - b) Depression
 - c) Prosperity
 - d) Recovery
- 2) Macro economics is the study of _____ at a large.
 - a) Individual
 - b) Firm
 - c) Economy
 - d) World
- 3) _____ is one of the objective of the macro economics.
 - a) Depreciation
 - b) Demand
 - c) Full employment
 - d) Profit making
- 4) Social justice means it is distribution of _____ within the society.
 - a) Tax
 - b) Wealth
 - c) Goods and services
 - d) Profit
- 5) Inflation is a stage where value of money is _____.
 - a) Rising
 - b) Falling
 - c) Equal
 - d) Zero
- 6) Inflation is purely a _____ phenomenon.
 - a) Fiscal
 - b) Monetary
 - c) Non-monetary
 - d) None of these
- 7) The balance of payment of a country is an annual record of its _____ transactions with other countries of the world.
 - a) Fiscal
 - b) Monetary
 - c) Budgetary
 - d) None of these
- 8) _____ is a monetary remedy for correcting balance of payment.
 - a) Import quotas
 - b) Devaluation
 - c) Import prohibition
 - d) Export promotion policies
- 9) The _____ of a country shows its trade transaction with the rest of the world during the course of the year.
 - a) Balance of Payment
 - b) Imports
 - c) Exports
 - d) Balance of Trade
- 10) _____ budget is necessary to control inflation.
 - a) Income
 - b) Surplus
 - c) Deficit
 - d) Revenue

Seat No.	
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B.B.A. (Semester - III) (CBCS) Examination Oct/Nov-2019
IT IN MANAGEMENT

Day & Date: Wednesday, 20-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Information is _____.
 - a) data
 - b) processes data
 - c) manipulated data
 - d) computer output
- 2) Which of the following is a characteristics of Data?
 - a) Numerically Expressed
 - b) Affected of Facts
 - c) Aggreates of Facts
 - d) All of these
- 3) The device which is used to input images into the computer is _____.
 - a) Mouse
 - b) Joystick
 - c) Digital camera
 - d) None of the above
- 4) The fastest memory in a computer system is _____.
 - a) ROM
 - b) RAM
 - c) Cache
 - d) None of these
- 5) What is the most important component of a decision support system?
 - a) Arthitecture
 - b) Database
 - c) Mathematical models and analytical tools
 - d) User Interface
- 6) An MIS objective can be stated as _____.
 - a) Increase product sales
 - b) Reduce marketing cost
 - c) Increase sale of product A by 100% in the next year
 - d) All of these
- 7) Mobile Computer and personal digital assistant (PDA) are the examples of _____.
 - a) Radio broad casting
 - b) Wireless network
 - c) Geosynchronous
 - d) LAN
- 8) Which item can be a password be used to protect?
 - a) Network
 - b) File
 - c) Folder
 - d) All the above
- 9) E-Business is _____.
 - a) Any electronically mediated communication between an organization and its shareholders
 - b) An organization using electronic media to sell direct to customers
 - c) An organization using electronic media to purchase from its stakeholders
 - d) The use of electronic communication for all business processes

- 10) Which of the following system ensure that proper stock of each item are maintained in a organization?
 - a) Human resources information system
 - b) An inventory control system
 - c) Manufacturing information system
 - d) Marketing information system
- 11) The Accounting system is _____ where as the demand forecasting system is _____.
 - a) Deterministic
 - b) Open, close
 - c) Close, open
 - d) Probabilistic, Deterministic
- 12) Which of the following is the input of marketing information system?
 - a) Marketing research data
 - b) Marketing intelligence data
 - c) External environment data
 - d) All of the above
- 13) Which of the following statements about call centers is true?
 - a) Call center do not handle outbound call
 - b) Call center always increase service cost
 - c) The number of all centers is increasing
 - d) Call centers do not include teleselling
- 14) B₂C commerce _____.
 - a) Include service such as legal advice
 - b) Means only shopping for physical goods
 - c) Means only customer should approach customers to sell
 - d) Means only customer should approach business to buy

Q.2 Write Short Notes. 14

- 1) Hardware its input and output devices.
- 2) Front-end and back-end Application in Hospital Information System

Q.3 Write Short Notes. 14

- 1) Benefits and limitations of MIS
- 2) DSS

Q.4 Answer any one of the following questions. 14
Briefly discuss different types of network topologies with Advantages and Disadvantages.

OR

Discuss IT Application in Insurance Industry.

Q.5 Answer any one of the following questions. 14

Explain information technology and its use in marketing management.

OR

Explain data communication and all communication channels

Seat No.	
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**B.B.A. (Semester - IV) (CBCS) Examination Oct/Nov-2019
BUSINESS LAW**

Day & Date: Friday, 08-11-2019
Time: 08:00 AM To 10:30 AM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing the correct alternatives given below: 14

- 1) A Company formed by Registration under the Indian companies act is known as _____ Company.
 - a) Chartered
 - b) Statutory
 - c) Registered
 - d) None of these
- 2) Jurisdiction of District Consumer Forum is _____.
 - a) Rs. 1 to 1 Lakh
 - b) Rs. 1 to 20 Lakh
 - c) above 50 lakh
 - d) above one Crore
- 3) Generally an agreement without consideration is _____.
 - a) Valid
 - b) Void
 - c) Voidable
 - d) None of these
- 4) The negotiable Instrument Act _____.
 - a) 1986
 - b) 1872
 - c) 1881
 - d) 2013
- 5) A written or oral allegation is known as _____.
 - a) complaint
 - b) agreement
 - c) both A & B
 - d) none of these
- 6) A partner who takes a active part in the conduct of business is called _____.
 - a) Dormant partner
 - b) Nominal partner
 - c) Minor partner
 - d) Actual partner
- 7) Minimum number of the member is required to form a private company is _____.
 - a) 7
 - b) 5
 - c) 2
 - d) 1
- 8) _____ person is competent to contract.
 - a) Major
 - b) Unsound minded
 - c) Drunken
 - d) Minor
- 9) A president of District Forum-who is or has been or is qualified to be a _____.
 - a) District judge
 - b) High Court Judge
 - c) Supreme Court Judge
 - d) None of these
- 10) If two lines are drawn on the left hand upper corner of the cheque is called _____.
 - a) Bearer cheque
 - b) Cross Cheque
 - c) Both A & B
 - d) None of these

- 11) Agreement in restraint of trade is _____.
 - a) Valid
 - b) Voidable
 - c) Legal
 - d) Void

- 12) The Sale of Goods Act _____.
 - a) 1932
 - b) 1986
 - c) 1938
 - d) 1930

- 13) The Indian Contract Act _____.
 - a) 1881
 - b) 1886
 - c) 1872
 - d) 1930

- 14) A company has a common _____.
 - a) Capital
 - b) Liability
 - c) Personality
 - d) Seal

Q.2 Write short notes. 14
1) Memorandum of Association
2) Remedies for breach of contract

Q.3 Write short notes. 14
1) Capacity of parties to contract
2) Negotiable Instrument and kinds of Negotiable Instruments

Q.4 Attempt any one of the following questions. 14
Explain the agreements which are declared as void agreement.
OR
Define consumer- disputes redressal Machinery – Explain.

Q.5 Attempt any one of the following questions. 14
Explain the rights and duties of Partner.
OR
Explain the characteristics of Company.

Seat No.	
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**B.B.A. (Semester - IV) (CBCS) Examination Oct/Nov-2019
INTERNATIONAL BUSINESS**

Day & Date: Monday, 11-11-2019
Time: 08:00 AM To 10:30 AM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) A tariff which is designed to provide revenue to the home government is called ____ tariff.
 - a) protective
 - b) revenue
 - c) both
 - d) None of these
- 2) An ____ to exporter is placed by the importer for the supply of specified goods.
 - a) intellectual
 - b) bill
 - c) indent
 - d) none of these
- 3) VER Stands for _____.
 - a) Voluntary Export Restructure
 - b) Void Economic Resource
 - c) Voluntary Export Restraint
 - d) None of these
- 4) _____ agreed that absolute difference in cost gives a clear reason for trade to take place.
 - a) Adam Smith
 - b) Hecksher
 - c) David Ricardo
 - d) None of these
- 5) The Quota system can be divided into _____.
 - a) Tariff Quota
 - b) Bilateral Quota
 - c) Multilateral Quota
 - d) All of these
- 6) _____ duties are imposed "according to value."
 - a) Ad Valorem Duty
 - b) Single Colum
 - c) Double Colum
 - d) None of these
- 7) The European Union (EU) was founded in _____.
 - a) 1957
 - b) 1955
 - c) 1956
 - d) 1958
- 8) A subsidy is a government support to a _____ producer.
 - a) international
 - b) domestic
 - c) both
 - d) None of these
- 9) The World Bank was established in _____.
 - a) 1945
 - b) 1946
 - c) 1942
 - d) 1948
- 10) _____ is the central institution embodying the international monetary system.
 - a) IMF
 - b) IDBI
 - c) ICICI
 - d) none of these

- 11) IBRD is an international _____ institute.
 - a) Financial
 - b) Legal
 - c) Insurance
 - d) None of these
- 12) _____ is the major sectors of FDI.
 - a) Infrastructure
 - b) Automotive
 - c) Manufacturing
 - d) All of these
- 13) Fixed Exchange Rate is also known as _____.
 - a) Pegged Exchange Rate
 - b) Floating Exchange Rate
 - c) Managed Exchange Rate
 - d) None of these
- 14) When 2 or more Firms join together to create a new business entity, it is called _____.
 - a) Joint Ventures
 - b) importing
 - c) exporting
 - d) All of above

Q.2 Write short answer of the following. 14
a) Objectives of IMF.
b) Prospects of International Business.

Q.3 Write short answer of the following. 14
a) Problems of International Business
b) Functions of IMF

Q.4 Answer the following questions. (Any One) 14
a) Explain Free Trade Policy and its arguments for and against.
OR
b) Explain the types of International Trade Barriers.

Q.5 Answer the following questions. (Any One) 14
a) Define International Business. Explain the Nature of International Business.
OR
b) Explain The Import Procedure In details.

Seat No.	
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**B.B.A. (Semester - IV) (CBCS) Examination Oct/Nov-2019
ORGANISATIONAL BEHAVIOR**

Day & Date: Thursday, 14-11-2019
Time: 08:00 AM To 10:30 AM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ is a study of individual behavior.
 - a) Psychology
 - b) Sociology
 - c) Political science
 - d) Anthropology
- 2) Intensity is closely related to _____.
 - a) Size
 - b) thinking
 - c) Technology
 - d) None of these
- 3) _____ means an individual skill and capacity to perform job.
 - a) Skill
 - b) Education
 - c) Ability
 - d) None of these
- 4) The perception process starts with the reception of _____.
 - a) Risk
 - b) Stimuli
 - c) Planning
 - d) None of these
- 5) People differ in the type of _____ plan that they want or desire.
 - a) Compensation
 - b) Work
 - c) Culture
 - d) None of these
- 6) Repeated _____ have more impact on performance than a single statement.
 - a) Stimuli
 - b) Contrast
 - c) Motion
 - d) None of these
- 7) _____ satisfies various individual needs.
 - a) Technology
 - b) Organization
 - c) Wages
 - d) None of these
- 8) _____ stage is the highest level of group maturity.
 - a) Forming
 - b) Storming
 - c) Performing
 - d) None of these
- 9) _____ are evaluative statements that are either favorable or unfavorable.
 - a) Values
 - b) Attitude
 - c) Perception
 - d) Job involvement
- 10) _____ is a psychological factor.
 - a) Value
 - b) Politics
 - c) Gender
 - d) None of these
- 11) Group level of OB involves the study of _____.
 - a) Group dynamics
 - b) Attitude
 - c) Perception
 - d) None of these

- 12) Organizations are _____ Systems.
- a) Social
 - b) Formal
 - c) Unformed
 - d) None of these
- 13) The _____ effect occurs only when a single factor is taken for performance evaluation.
- a) Stereotyping
 - b) Halo
 - c) Contrast
 - d) None of these
- 14) _____ is concerned with the study of human behavior at work.
- a) Goal
 - b) Values
 - c) Organizational behavior
 - d) Attitude

Q.2 Write short answer. 14

- a) Attitude Formation
- b) Internal factors affecting Perception

Q.3 Write short answer. 14

- a) External factors affecting Perception
- b) Key elements of Organizational Behavior

Q.4 Answer the following questions. (Any One) 14

- a) Explain the perception process in detail.

OR

- b) Define Individual Behavior. Explain the factors affecting Individual Behavior.

Q.5 Answer the following questions. (Any One) 14

- a) Explain how Culture is created in an organization.

OR

- b) Explain the difference between Emotions & Moods. Also explain the sources of Emotions and Moods.

- 10) Major entrepreneur competencies are base on _____.
 - a) personal characteristics
 - b) social elements
 - c) technological aspect
 - d) all of above
- 11) Maslow's theory of motivation is based on _____.
 - a) human needs
 - b) environment
 - c) industry
 - d) society
- 12) Which is the first step in developing competencies?
 - a) Feedback
 - b) Recognition
 - c) Self Assessment
 - d) Application
- 13) Which among the following is offered to SME's for the purpose of tax benefit?
 - a) Tax concession
 - b) Tax deduction
 - c) Tax holiday
 - d) Tax repayment
- 14) In India _____ acts as a nodal agency for development of SME.
 - a) SIDO
 - b) MIDC
 - c) DIC
 - d) NIC

Q.2 Write short notes. 14

- a) Entrepreneurs VS Intrapreneurs
- b) Problems of rural entrepreneurs

Q.3 Write short notes. 14

- a) Factors affecting entrepreneurial growth in India
- b) Social entrepreneurship

Q.4 Attempt any one of the following questions. 14
Define the role of government in entrepreneurship development.

OR

What is woman entrepreneurship? Explain remedies for women entrepreneurship development.

Q.5 Attempt any one of the following questions. 14
Explain types of entrepreneurs. Add a note on characteristic of it.

OR

Explain role of entrepreneur in the promotion of export & import substitution.

Seat No.	
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**B.B.A. (Semester - IV) (CBCS) Examination Oct/Nov-2019
MANAGEMENT OF SME**

Day & Date: Tuesday, 19-11-2019
Time: 08:00 AM To 10:30 AM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ is an example of Brain Storming method.
 - a) Seminar
 - b) Work shops
 - c) Conference
 - d) All of these
- 2) _____ is the analysis of cost and profit.
 - a) Marketing analysis
 - b) Technical analysis
 - c) Financial analysis
 - d) Trading analysis
- 3) _____ business organization is known for limited liability.
 - a) Sole trading
 - b) Partnership
 - c) Proprietorship
 - d) Joint stock company
- 4) Incubation is _____ stage of idea generation.
 - a) First
 - b) Second
 - c) Third
 - d) Fourth
- 5) _____ institution is established to promote new entrepreneurs.
 - a) MIDC
 - b) DIC
 - c) MSEDIC
 - d) All of these
- 6) Tax holiday and Subsidies are _____ measures for promoting new venture.
 - a) Marketing
 - b) Technical
 - c) Financial
 - d) All of these
- 7) The analysis of building and machinery of proposed project is called _____ feasibility.
 - a) Market
 - b) Technical
 - c) Financial
 - d) Trade
- 8) _____ business organization is known for unlimited liability.
 - a) Sole trading
 - b) Partnership
 - c) Co-operatives
 - d) Joint stock company
- 9) _____ institution is established in the year 1962.
 - a) MIDC
 - b) DIC
 - c) SICOM
 - d) TCO
- 10) All the services and support required by small scale industries are provided under One roof by _____.
 - a) DIC
 - b) MIDC
 - c) SIICOM
 - d) HDFC

- 11) _____ is work plan devised to achieve a specific objective within specific period of time.
- a) Budget
 - b) Balance sheet
 - c) Report
 - d) Project
- 12) Small enterprises are famous for _____.
- a) Employment generation
 - b) Regional balanced development
 - c) Equal distribution of income
 - d) All of the above
- 13) _____ internal source is used to generate idea.
- a) Government Laws
 - b) Patents
 - c) Check list
 - d) Customers' suggestion
- 14) Ability to bring something new into existence is called _____.
- a) Brain storming
 - b) Creativity
 - c) Check list
 - d) Group Discussion

Q.2 Write short answer. 14

- 1) Technical analysis of project
- 2) Creativity method for ideas generation

Q.3 Write short answers. 14

- 1) District Industrial Centre (DIC)
- 2) Joint Stock Company

Q.4 Attempt any one of the following question. 14

Define project. Explain its classification and different steps for Identification.

OR

Describe the various steps to start new venture.

Q.5 Attempt any one of the following question. 14

Discuss characteristics and problems of small enterprises.

OR

Explain different sources of ideas generation and Brain Storming Method.

Seat No.	
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Set **P**

B.B.A. (Semester - V) (New) (CBCS) Examination Oct/Nov-2019
MARKETING MANAGEMENT - I

Day & Date: Saturday, 09-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ is the process whose objective is to enhance customer loyalty.
 - a) Customer Relationship Management
 - b) Customer
 - c) Network Marketing
 - d) None of these
- 2) Which of the following is NOT a recognized basis for segmenting markets?
 - a) Socio - Economic
 - b) Demographic
 - c) Psychographic
 - d) Competitive Position
- 3) Promotion Mix includes _____.
 - a) Advertising and personal selling
 - b) Price Mix
 - c) Product Improvement
 - d) None of these
- 4) _____ buy product and _____ use product.
 - a) Consumer and customer
 - b) Customer and consumer
 - c) Buyers and seller
 - d) Buyers and customers
- 5) An Organization with several product lines has which one of the following Mix that consist of all product lines and items which a particular seller offer for sale?
 - a) Product Mix
 - b) Brand Mix
 - c) Consumer Mix
 - d) Packaging Mix
- 6) Which of the following is not a trend in the natural environment?
 - a) Government intervention in natural resource Management
 - b) increased pollution
 - c) Shortages of raw materials
 - d) Reduced cost of energy
- 7) Product Positioning is about _____.
 - a) Developing a product
 - b) Developing a perception of the product or service
 - c) Product quality decision
 - d) None of these
- 8) Market Segmentation means _____.
 - a) segmenting the salesman
 - b) Segmenting the employees
 - c) Segmenting the customer as per their need
 - d) All of these

- 9) Selling process includes _____.
 - a) Publicity
 - b) Lead Generation
 - c) Cross Country contacts
 - d) Product Designing
- 10) The most basic level of a product is called the _____.
 - a) Core Product
 - b) Central Product
 - c) Fundamental Product
 - d) Augmented Product
- 11) Which is one of the buyer's characteristic in the model of consumer behavior?
 - a) Cultural
 - b) Social
 - c) Psychological
 - d) All of these
- 12) No cost tools of Promotion Mix are _____.
 - a) Advertisement
 - b) Publicity
 - c) Displays
 - d) Incentives
- 13) _____ is the delivery of standard of living to society.
 - a) Micro Environment
 - b) buyer
 - c) Marketing
 - d) None of these
- 14) _____ is the process of marketing a product or service using the Internet.
 - a) E - Marketing
 - b) Product
 - c) Social Marketing
 - d) None of these

Q.2 Write Short Notes. **14**
 a) E-Marketing
 b) Marketing Environment

Q.3 Write Short Notes. **14**
 a) Network Marketing
 b) Target Marketing

Q.4 Attempt any one of the following questions. **14**
 a) Define Marketing? Explain the Importance of the Marketing?
 b) Define Market Segmentation? Explain the Benefits of Market Segmentation?

Q.5 Attempt any one of the following questions. **14**
 a) Explain Marketing Mix?
 b) What is Consumer Behavior? Explain the Buying Behavior of Buying Behavior Buying Process?

Seat No.	
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B.B.A. (Semester - V) (New) (CBCS) Examination Oct/Nov-2019
Human Resource Management-I

Day & Date: Wednesday, 13-11-2019
Time: 03:00 PM To 05:30 AM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ is a process of receiving and welcoming employee when he joins company.

a) Employment	b) Induction
c) Placement	d) Job task
- 2) Education, Experience, Training are included in _____.

a) Job specification	b) Job description
c) Job evaluation	d) None
- 3) _____ integrates work contents, rewards and qualification required for each job.

a) Job description	b) Job evaluation
c) Job specification	d) Job design
- 4) If there are surplus employees organization should take _____ step.

a) Recruitment	b) Selection
c) VRS	d) Overtime
- 5) Process of searching prospective candidate means _____.

a) Selection	b) Recruitment
c) Placement	d) Employment
- 6) _____ is the act of increasing knowledge and skills of an employee for doing job.

a) Training	b) Selection
c) Planning	d) Recruitment
- 7) _____ is the assignment of job to the selected candidate.

a) Selection	b) Promotion
c) Placement	d) Induction
- 8) _____ means forecasting future demand and supply of human resource.

a) Human Resource Management	b) Personnel Management
c) Human Resource Planning	d) Human Resource accounting
- 9) _____ involves expanding the number of tasks and duties assigned to a given job.

a) Work simplification	b) Job enlargement
c) Job evaluation	d) Job enrichment
- 10) _____ is the technique of vertical expansion in organization.

a) Job rotation	b) Job enlargement
c) Job design	d) Job Structure

- 11) _____ is on the job technique of management development.
 - a) Conferences
 - b) Coaching
 - c) Lectures
 - d) All
- 12) In _____ business game employees analytical, judgmental skills are seen.
 - a) Role Play
 - b) Sensitivity
 - c) Simulations
 - d) Case study
- 13) Retention of employees means _____.
 - a) Retraining
 - b) Redeployment
 - c) Separations
 - d) Placement
- 14) _____ means movement of employees from one department to another.
 - a) Demotion
 - b) Job rotation
 - c) Promotion
 - d) Job enrichment

Q.2 Write Short Notes. 14

- a) Methods of collecting Job data
- b) Types of Induction

Q.3 Write Short Notes. 14

- a) HRP at different levels
- b) Challenges faced by HRM

Q.4 Attempt any one of the following questions. 14

Explain various methods of Training.

OR

Define selection. Explain process of selection in detail.

Q.5 Attempt any one of the following (Long Answer/Problem) 14

Define HRM. Explain its functions in detail.

OR

What are the sources of Recruitment?

Seat No.	
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Set	P
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B.B.A. (Semester - V) (New) (CBCS) Examination Oct/Nov-2019
FINANCIAL MANAGEMENT-I

Day & Date: Friday, 15-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Managing the risk of bad debts is the aim of _____ management.
 - a) Cash
 - b) Receivables
 - c) Inventory
 - d) None of the above
- 2) Which of the following would be included in a cash budget?
 - a) Depreciation charges
 - b) Goodwill
 - c) Dividend
 - d) Patent Amortization
- 3) Setup costs are analogous to which one of these costs?
 - a) Shortage
 - b) Excess
 - c) Holding
 - d) Ordering
- 4) Which of these is a current liability?
 - a) Inventory
 - b) Account Receivable
 - c) Account Payable
 - d) Retained Earnings
- 5) What are the constituents of current assets?
 - a) Bank balance
 - b) Marketable securities
 - c) Fixed Deposits with bank
 - d) All of the above
- 6) The time allowed by the company to its customers to pay their dues is known as _____.
 - a) Re-order time
 - b) Discounting
 - c) Credit Period
 - d) Consumption time
- 7) Which of the following motive is considered for holding cash/near cash as a cushion to meet unexpected demand?
 - a) Compensating motive
 - b) Speculative motive
 - c) Precautionary motive
 - d) Transaction motive
- 8) Share may be issued at _____.
 - a) Par
 - b) Premium
 - c) Discount
 - d) All of these
- 9) Which of the following is not an inventory?
 - a) Machines
 - b) Finished product
 - c) Raw material
 - d) Consumables tools
- 10) Debenture represents _____ of Company.
 - a) Fixed capital
 - b) Fluctuating capital
 - c) Permanent Capital
 - d) Loan capital
- 11) Funds required for purchasing current assets is an example of _____.
 - a) Fixed capital requirement
 - b) Working capital requirement
 - c) Ploughing back of profits
 - d) Lease financing

- 12) The cash conversion cycle equals _____.
- Payables period + inventory period – Collection period
 - Inventory period + Collection period – Payables period
 - Payables period – Inventory period – Collection period
 - Inventory period – Collection period + Payables period
- 13) The minimum stock level is calculated as _____.
- Reorder Level – (Normal Consumption × Normal delivery time)
 - Recorder Level + (Normal Consumption × Normal delivery time)
 - Recorder Level – (Maximum Consumption × Maximum delivery time)
 - Recorder Level – (Minimum Consumption × Minimum delivery time)
- 14) Net Working Capital refers to _____.
- Total assets minus fixed assets
 - Current assets minus current liabilities
 - Current assets minus inventories
 - Current assets

Q.2 Answer the following : 14

- Scope of Financial Management.
- Features of Equity Shares.

Q.3 Attempt the following: 14

- Currently a company purchases 5000 boxes / order for four times in a year. The cost per box is Rs.100 and ordering cost is Rs.120 per order. The inventory carrying cost is 4.8% of unit value.
 - What is the total cost of existing inventory policy?
 - How much money could be saved by employing EOQ?
- The following data are available from records of M/s Naveen Industries Ltd. Using two types of materials A and B for the manufacture of their product.

Particulars	Material A	Material B
Normal Usage (units per month)	300	320
Minimum Usage (units per month)	275	300
Maximum Usage (units per month)	325	340
Re-order Quantity (units)	700	800
Re-order Period (months)	2 to 3	3 to 4

Compute for each type of material, the following:

- Re-order Level
- Minimum Stock Level
- Maximum Stock Level

Q.4 Attempt any one of the following: 14

- The management of German Collaboration Limited has called for a statement showing the working capital needed to finance a level of activity of 300000 units output for the year.
 - Past trend indicates that raw materials are held in stock on an average for two months.
 - Work in progress will approximate to half a month's production (Conversion costs used 50%)
 - Finished Goods remain in warehouse on average for a month.
 - Suppliers of materials extend a month's credit.
 - Two months credit is normally allowed to debtors.
 - A minimum cash balance of Rs. 25000 is expected to be maintained.
 - The production pattern is assumed to be even during the year.

The cost structure for the company's product is detailed below:

	Cost per unit (Rs.)
Raw Materials	20
Direct Labour	5
Overhead	15
Total Cost	40
Profit	10
Selling Price	50

Prepare the statement of working capital determination.

OR

b) Calculate working capital from the following particulars:

1) Annual Expenses:

Wages	Rs.78000
Stores and Materials	Rs.14400
Office Salaries	Rs.18720
Rent	Rs.3000
Salesmen Salary	Rs.5000
Other Expenses	Rs.12000

2) Lag in payment of:

Wages	1.5 weeks
Stores and Materials	1 month
Office Salaries	0.75 months
Rent	4 months
Salesmen Salary	3 months
Other Expenses	1 month

3) Expenses paid in advance (Quarterly advance) Rs.9000 per annum

4) Average amount of stocks to be maintained

Finished goods stock	Rs.30000
Materials/ Stores Stock	Rs.45000

5) Annual Sales

Home Market	Rs.624000	(credit 1.5 weeks)
Foreign Market	Rs.468000	(credit 2 weeks)

Q.5 Attempt any one of the following

14

a) Following particulars are extracted from the books of Ajanta Co. Ltd. For the quarter ending 31.03.2018

Opening Cash balance as on 01.01.2018: Rs.30000

Sales budget were as follows: November Rs.80000, December Rs. 90000, January Rs.75000, February Rs.75000, March Rs.80000. Analysis of records show that debtors settle according to the following pattern: 60% within the month of sale, 25% in next month and 15% in the second next month.

Extracts from the purchase budget were as follows: December Rs.60000, January Rs.55000, February Rs. 45000, March Rs. 55000 All purchases are on credit and past experience show that 90% are settled in the month of purchase and the balance settled the month after

Wages are Rs.15000 per month and overheads Rs.20000 per month (Including Rs.5000 depreciation) are settled monthly. Taxation of Rs.8000 has to be settled in February and the company will receive settlement of an insurance claim of Rs.25000 in March.

Prepare a cash budget for January, February and March 2018

OR

b) Define a Financial Plan and explain its importance. Also discuss the steps involved in Financial Planning.

Seat No.	
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B.B.A. (Semester - I) (New) (CBCS) Examination Oct/Nov-2019
ACCOUNTING FOR BUSINESS - I

Day & Date: Friday, 15-11-2019
 Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) State Bank of India Account is _____ type of Account.
 - a) Real
 - b) Personal
 - c) Nominal
 - d) Others
- 2) Sold goods to Rajesh of Rs. 5,000, _____ account should be credited.
 - a) Sales
 - b) Rajesh
 - c) Cash
 - d) Discount
- 3) Machinery costs of Rs. 1,50,000; life is 8 years and scrap value is Rs. 20,000. The value of depreciation will be _____.
 - a) 1,48,000
 - b) 1,49,500
 - c) 1,47,500
 - d) 1,50,000
- 4) _____ is prepared from Journal entry.
 - a) Ledger
 - b) Trial Balance
 - c) Book
 - d) List
- 5) Amount invested by the owner to start the business is called _____.
 - a) Asset
 - b) Capital
 - c) Income
 - d) Money
- 6) Cash Book should always show _____ Balance.
 - a) Debit
 - b) Credit
 - c) Negative
 - d) Positive
- 7) _____ concept shows that business and proprietor are separate.
 - a) Going Concern
 - b) Entity
 - c) Dual Aspect
 - d) Accounting Period
- 8) Accounting year is of _____ months.
 - a) 1
 - b) 6
 - c) 12
 - d) 18

B) Explain the following concepts. 04

- a) Depreciation
- b) Accounting

Q.2 Answer the following questions. (Any Two) 06

- a) Causes of Depreciation
- b) Journalise the following transactions in the books of Mr. Vithal for the month Jan 2019
 - 1 Started Business with Cash Rs. 20,000 and goods Rs. 15,000
 - 4 Cash Sales Rs. 10,000
 - 7 Purchased goods of Rs. 8,000 from Rakesh at 10% T.D.
 - 15 Purchased laptop of Rs. 12,000 from Mohan and done part Payment in cash
 - 20 Sold goods of Rs. 12,000 at 2% Cash Discount

- c) Reema Traders purchased machinery on 1.10.2017 of Rs. 1,40,000 and spent Rs.10,000 on its installation. The depreciation is provided of 10% on SLM. Show Machinery Account for 2017-18 and 2018-19 with working note.

Q.3 Prepare two column cash book in the books of Mr. Kapil for the month of January 2019. **10**

- 1 Cash in hand Rs. 80,000 and Cash at Bank Rs. 30,000
- 4 Sold goods for cash Rs. 10,000
- 9 Purchased goods of Rs. 18,000
- 10 Received a bearer cheque from Ganesh of Rs. 12,250
- 13 Paid rent of office Rs. 5,000 by cheque
- 16 Purchased furniture of Rs. 7,500 and payment done by cheque
- 19 Received a cheque Rs. 15,000 from Jadhav in full settlement of his account
- 24 Bank credit interest of Rs. 325
- 26 Purchased goods of Rs. 10,000 at 10% Cash Discount, half paid by cheque and half paid by cash
- 29 Withdrawn from bank for office use Rs. 7,000

Q.4 Answer any one of the following questions. **12**

Given below is the Trail Balance of Mr. Gubba. You are required to prepare Trading and Profit and Loss Account for the year ended 31.3.18 and Balance Sheet as on that date.

Debit Balance	Amount	Credit Balance	Amount
Stock on 1.4.17	23,000	Capital	84,200
Purchases	61,500	Sales	1,02,500
Rates and Taxes	1,500	Sundry Creditors	20,000
Furniture	18,000	Return Outward	1,500
Postage and stationery	1,700	Commission	4,200
Advertisement	1,000		
Wages	5,000		
Salaries	6,000		
Plant and machinery	30,000		
Drawings	6,000		
Sundry Debtors	21,000		
Carriage	1,000		
Royalties	2,000		
Motive Power	2,200		
Investments	30,000		
Return Inward	2,500		
	2,12,400		2,12,400

Adjustments -

- 1) Stock on 31st March 2018 was worth Rs 15,200/-
- 2) Wages Rs 1,000/- and salaries Rs 2,000/- were unpaid.
- 3) Commission includes 1,200/- received an advance.
- 4) Depreciate Plant and Machinery 10% and Furniture by Rs 1000/-

OR

Q.4 Explain in detail accounting concepts and conventions?

Seat No.	
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Set	P
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**B.B.A. (Semester - V) (New) (CBCS) Examination Oct/Nov-2019
PRODUCTION MANAGEMENT - I**

Day & Date: Monday, 18-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) A process of transformation of inputs into output is known as _____.
 - a) Production
 - b) Consumption
 - c) Savings
 - d) Investment
- 2) An average of machines and plant facilities is known as _____.
 - a) Plant layout
 - b) Plant location
 - c) Production planning
 - d) Production system
- 3) Generally a size of order for productions is very large in _____ production systems.
 - a) Job shop
 - b) Fixed position
 - c) Mass
 - d) Batch
- 4) _____ refers the sum of attributes or properties which describe a product.
 - a) Quantity
 - b) Market
 - c) Quality
 - d) Cost
- 5) Which of the following considers while selecting suitable location for a plant?
 - a) Topography
 - b) Raw material
 - c) Market
 - d) All of these
- 6) _____ Maintenance is undertaken before the machines or equipments fail.
 - a) Preventive
 - b) Corrective
 - c) Total
 - d) Productive
- 7) _____ is the most common production system for straight production.
 - a) Batch
 - b) Project
 - c) Mass
 - d) job
- 8) Production is an _____ activity in manufacturing.
 - a) Controlled
 - b) Decentralized
 - c) Organized
 - d) Regulates
- 9) _____ is the prime object of production management.
 - a) maximum sale
 - b) maximum revenue
 - c) quality control
 - d) maximum cost
- 10) An object of plant layout is to maximize output with minimum _____.
 - a) cost
 - b) place
 - c) time
 - d) all of these

- 11) A selection of suitable location for plant is necessary to _____.
 - a) New business
 - b) Expansion of business
 - c) Expiry of lease
 - d) All of these
- 12) Growth is the _____ stage of product life cycle.
 - a) First
 - b) Second
 - c) Third
 - d) Fourth
- 13) A allocation of machines and process facilities is known as _____.
 - a) Plant layout
 - b) Plant location
 - c) Production planning
 - d) Production system
- 14) _____ production system is suitable for pharmaceutical company.
 - a) Job shop
 - b) Fixed position
 - c) Mass
 - d) Batch

Q.2 Write short answers. 14
a) Continuous flow production system
b) Factors affecting plant layout

Q.3 Write short answers. 14
a) Types of productivity
b) Types of production technology

Q.4 Attempt any one of the following questions. 14
Define production management. Explain its objectives.

OR

What is plant layout? Describe its objectives.

Q.5 Attempt any one of the following questions. 14
Discuss the various factors affecting plant location.

OR

What is product design? Explain its determinants.

- 11) Break even point means _____ situation.
 - a) profit
 - b) loss
 - c) no profit no loss
 - d) no profit but loss
- 12) If actual loss is more than expected loss, then it is called as _____.
 - a) abnormal loss
 - b) abnormal gain
 - c) normal loss
 - d) normal gain
- 13) Several products are obtained from the same process using same raw material having less importance than main products are called as _____.
 - a) by-products
 - b) co-products
 - c) joint products
 - d) equivalent products
- 14) If profit is 33.333% on transfer price, then it is _____ % on cost.
 - a) 33.33
 - b) 20
 - c) 16.67
 - d) 50

Q.2 Write short notes. **14**

- 1) Distinguish between Cost and Management Accounting.
- 2) Distinguish between Job Costing and Process Costing.

Q.3 A) Draw break even chart and profit volume graph from the following selling price per unit 10, variable cost per unit Rs. 06, Fixed cost per year Rs. 20,000. **14**

- B)** Selling price per unit 40, variable cost per unit Rs. 30, Fixed cost per year Rs. 40,000 you are require to find our-
 Profit volume Ratio,
 Break even sales,
 Sales require to earn profit of Rs. 20,000
 Profit when sales are Rs. 4,00,000

Q.4 Product A yields by products X and Y. The joint cost is Rs. 80,500. From the following information, show how you would apportion the joint cost. **14**

Products	Main product A	By product X	By-product Y
Sales Rs.	1,00,000	50,000	40,000
Cost after separation Rs.	20,000	10,000	8,000
Estimated selling expenses on sales	20%	15%	15%
Estimated profit on sales		20%	25%

Also prepare comparative statement showing total cost and profit.

OR

Particulars	Year-2018	Year-2019
Sales	2,00,000	6,00,000
Profit	20,000	1,00,000

you are require to compute

- 1) Profit volume Ratio
- 2) Fixed cost
- 3) Break even sales
- 4) Profit when sales are Rs.8,00,000
- 5) Sales to earn profit of Rs.80,000
- 6) Margin of safety for 2019
- 7) Variable cost of 2018

- Q.5** The product of a company passes through two processes before completion. **14**
The particulars of which are as follows.

4,000 units were introduced initially at a cost of Rs. 20000

Particulars	Process I	Process II
Material Rs.	10,000	15,000
Labour Rs.	15,000	5,000
Manufacturing expenses	2,000	4,000
Other factory overheads	3,000	2,000
Normal scrap %	10	4
Scrap value per unit Rs.	1.00	2.50
Output units	3500	3400

Prepare Process accounts, Abnormal Loss account, Abnormal Gain account and Normal Loss account.

OR

A factory uses a job costing system. The following cost data are available from the books for the year ended 31 March 2019.

Direct Material Rs. 9,00,000	Direct wages Rs.7,50,000
Factory overheads Rs. 4,50,000	Administrative overheads Rs. 4,20,000
Selling overheads Rs. 5,25,000	Profit Rs. 6,09,000

- 1) Prepare cost sheet indicating prime cost, works cost, cost of production, cost of sales and sales.
- 2) In 2019-20 the factory had received an order, which require direct material of Rs.12,000 and direct labor would cost Rs. 7,500. What would be the price for this job if the factory intends to earn same rate of profit on sales, assuming that factory recovers factory overheads as % of direct wages and administrative and selling overheads as % of works cost, based on above cost sheet.

Seat No.	
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B.B.A. (Semester - V) (New) (CBCS) Examination Oct/Nov-2019
RETAIL MANAGEMENET

Day & Date: Wednesday, 20-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) A _____ maintains a ready stock of goods & displays this in his shop.
 - a) Wholesaler
 - b) Retailer
 - c) Manufacturer
 - d) None of these
- 2) A _____ retailer is one who owns & operates only one retail outlet.
 - a) Independent
 - b) Chain
 - c) Franchise
 - d) None of these
- 3) A _____ store is a small outlet which neither has its own floor nor own customers.
 - a) Chain
 - b) Parasite
 - c) Departmental
 - d) None of these
- 4) In a _____ types of marketing retailer communicates about its product with a help of catalogue.
 - a) Catalogue
 - b) Vending machine
 - c) Tel marketing
 - d) None of these
- 5) The risk of a business failure is reduced by _____.
 - a) marketing
 - b) franchising
 - c) selling
 - d) none of these
- 6) _____ type of retail location is basically a standalone building.
 - a) Isolated
 - b) Business district
 - c) Specialty stores
 - d) None of these
- 7) _____ is a factor affecting retail location decisions.
 - a) Infrastructure
 - b) Cultural
 - c) Demand
 - d) All of these
- 8) _____ refers to both pedestrian & vehicular traffic.
 - a) Traffic flow
 - b) Accessibility
 - c) Visibility
 - d) None of these
- 9) It is the _____ look of the store that draws the customers to the store.
 - a) design
 - b) exterior
 - c) singe
 - d) none of these
- 10) _____ is the first mark of identification of a retail store.
 - a) Store marquee
 - b) Exterior
 - c) Signage
 - d) None of these

- 11) _____ brand is also known as a family brand.
- a) Umbrella
 - b) Store
 - c) Individual
 - d) None of these
- 12) _____ is an art of creating visual displays of the product.
- a) Atmosphere
 - b) Visual merchandising
 - c) Personal selling
 - d) None of these
- 13) _____ is an electronic communication method that provides standard for Exchanging data via any electronic means.
- a) EDI
 - b) RFID
 - c) E- tailing
 - d) None of these
- 14) _____ is a form of wireless communication that uses radio waves to identify & track objects.
- a) EOI
 - b) RFID
 - c) E-tailing
 - d) None of these

Q.2 Answer the following questions. 14

- a) What are the factors affecting Retail Location decision?
- b) Explain the concept of Franchising.

Q.3 Answer the following questions. 14

- a) Explain the Functions of Retailer.
- b) Explain the role of merchandiser.

Q.4 Answer the following questions. (Any One) 14

Explain the methods of Retail Communication Mix.

OR

Explain the concept of Bar-code and RFID in detail.

Q.5 Answer the following questions. (Any One) 14

Explain the retail Strategy process in details.

OR

Explain different types of retail formats in details.

Seat No.	
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B.B.A. (Semester - VI) (New) (CBCS) Examination Oct/Nov-2019
MARKETING MANAGEMENT – II

Day & Date: Friday, 08-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives. 14

- 1) The primary function of a distribution channel is to bridge the gap between _____ and consumption.

a) distribution	b) production
c) usage	d) none of these

- 2) _____ covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness.

a) Sales promotion	b) Advertising
c) Distributing	d) None of these

- 3) _____ are the most important element of any service or experience.

a) Promotion	b) Selling
c) People	d) None of these

- 4) _____ is also a way of mass communication.

a) Distribution	b) Publicity
c) Marketing	d) None of these

- 5) The _____ layout refers to the way in which the equipment and furniture are arranged.

a) Spiritual	b) Spatial
c) Organizational	d) None of these

- 6) The _____ results help the business in coming up with the final concept to be developed into a product.

a) Testing	b) Checking
c) Sampling	d) None of these

- 7) _____ activities typically are designed to build or maintain a favorable image for an organization.

a) Personal Selling	b) Mass Communication
c) Public Relation	d) None of these

- 8) _____ employees are the one who directly faces the customers and comes directly in contact with them.

a) Fresh	b) New Recruits
c) Contact	d) None of these

- 9) Marketing experts view _____ as only one of the many important elements of the marketing mix.

a) Price	b) Distribution
c) Products	d) None of these

- 10) In _____ level channel framework manufacturer sells merchandise directly to customers.
a) Zero
b) One
c) Two
d) None of these
- 11) Signs, symbols and artifacts are the components of _____.
a) Décor
b) Display
c) Entrance
d) None of these
- 12) _____ a positive and motivated staff is vital to an organization's success.
a) Terminating
b) Retaining
c) Exchanging
d) None of these
- 13) _____ communicates the external image of the service to consumers.
a) Customers
b) Owners
c) Packages
d) None of these
- 14) _____ to the number of product lines that an organization offers to its customers.
a) Product Mix
b) Marketing Mix
c) Price Mix
d) None of these

Q.2 Answer the following questions 14

- a) Branding
- b) Functions of Retailing

Q.3 Answer the following questions 14

- a) Function of Wholesaling
- b) Importance of Training Front Line Staff

Q.4 Answer the following questions (any one) 14

Define Promotion Mix. What are the elements of Promotion Mix?

OR

Explain the various methods of pricing.

Q.5 Answer the following questions (any one) 14

Define PLC. Explain its various stages and relevant strategies.

OR

Explain the factors affecting Pricing Decisions.

Seat
No.

B.B.A. (Semester - VI) (New) (CBCS) Examination Oct/Nov-2019
FINANCIAL MANAGEMENT – II

Day & Date: Monday, 11-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Earnings per Share X Price Earnings Ratio = _____.
 a) Dividend per share b) Growth
 c) Market price per share d) Premium
- 2) If an equity share of the company is currently selling a for Rs. 50. The company expects to pay Rs 6 per share at the end of current year. Dividend per share expected to grow @ 8% p.a, then the Ke = _____.
 a) 10 b) 12
 c) 15 d) 20
- 3) IF MPS Rs.50, EPS Rs. 10, Then P/E Ratio is _____.
 a) 5% b) 5 times
 c) 20% d) 20 times
- 4) If fixed asst turnover ratio is 2.5 times, Fixed assets Rs. 2,50,000, then sales will be Rs. _____.
 a) 1,00,000 b) 10,00,000
 c) 6,25,000 d) 62,500
- 5) Traditionally a quick ratio of _____ is considered to be a satisfactory ratio.
 a) 2:1 b) 3:1
 c) 1:1 d) Any figure
- 6) Debenture is _____ capital.
 a) owned b) share
 c) borrowed d) working
- 7) Preliminary expenses, underwriting commission, discount on issue of shares etc. are the examples of _____ assets and losses.
 a) fixed b) current
 c) liquid d) fictitious
- 8) Proprietors fund is also called as _____.
 a) net worth b) shareholders fund
 c) owner's equity d) all of these
- 9) While determining NPV of Capital project, the amount of working capital is _____.
 a) cash inflow b) Cash out flow
 c) both cash inflow & outflow d) None of these
- 10) At _____ the net present value is zero.
 a) ARR b) IRR
 c) NPV d) CFAT
- 11) Sales minus cost of goods sold = _____.
 a) Contribution b) Net profit
 c) Gross profit d) Closing stock

- 12) If average debt collection period is 73 days, credit sales Rs. 12,00,000 , Bills receivable Rs 40,000. Then debtors amounts to Rs. _____.
- a) 3000 b) 1,50,000
c) 2,40,000 d) 2,00,000
- 13) Interest (1-tax rate)/ net proceeds of debentures _____.
- a) K_d b) K_e
c) K_p d) K_o
- 14) $[D_1/P_0] + G =$ _____.
- a) K_d b) K_e
c) K_p d) K_o

Q.2 Write short notes on **14**

- A) Methods of determining profitability of capital projects
B) Classification of Ratios

Q.3 A) **07**

Particulars	Model X	Model Y
Cost of Model Rs.	5,00,000	7,00,000
Life in years	5	6
Annual CFAT Rs.	1,50,000	1,80,000

Determine the Payback period and average rate of return on investment and comments.

- B)** **07**
Gross Profit Ratio 25%
Gross Profit Rs. 4,00,000
Stock Velocity - 5 times
Closing Stock was Rs. 10,000 more than Opening Stock
Find out sales and purchases.

Q.4 **14**

Current Ratio	4.5
Quick Ratio	3.0
Working Capital Rs.	4,90,000
Fixed assets To Net worth	0.75
Bank overdraft Rs.	25,000
Reserves and surplus to share capital	0.25

There were no long term loans and fictitious assets.

Prepare Balance Sheet with as many details as possible.

OR

Q.4 State significance and limitations of Ratio analysis. **14****Q.5** State factors determining the dividend policy. **14**

OR

Q.5 X Ltd is desirous to purchase a printing machine, for that purpose two alternatives are available, particulars of which are as follows: **14**

Particulars	CANON	SHARP
Cost of machine Rs	3,00,000	4,00,000
Life in Years	4	4
<u>Profit after tax but before Depreciation</u>		
1 st year	1,00,000	1,80,000
2 nd year	1,25,000	1,50,000
3 rd year	1,50,000	1,20,000
4 th year	1,75,000	1,00,000

Evaluate the alternatives using

- a) Pay back period
b) Net Present Value at 10% discounting rate
c) Average rate of return

Seat No.	
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B.B.A. (Semester - VI) (New) (CBCS) Examination Oct/Nov-2019
HUMAN RESOURCE MANAGEMENT - II

Day & Date: Thursday, 14-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives by given below. 14

- 1) _____ means employee's demands are more and they depend on some other organization to earn more money.
 - a) Flexi Time
 - b) Dual Career Group
 - c) Moonlighting by Employees
 - d) Virtual Organization
- 2) _____ is also known as Payment by result.
 - a) Incentives
 - b) Perquisites
 - c) Fringe Benefits
 - d) All
- 3) In provisions under Factories Act, 1948 Precaution in case of Fire comes in _____ section.
 - a) 21
 - b) 36
 - c) 40
 - d) 38
- 4) Lateral Shift or movement of employee at same level in organization is known as _____.
 - a) Transfer
 - b) Promotion
 - c) Demotion
 - d) None
- 5) _____ are the aspects of E-HRM.
 - a) E-Planning
 - b) E-Recruitment
 - c) E-Records
 - d) All of the above
- 6) The remuneration paid by employer for the services of hourly, daily, weekly and fortnightly to employees is _____.
 - a) Salary
 - b) Incentives
 - c) Wages
 - d) None
- 7) Bacteria, Fungi, Viruses, Insects are included in _____ hazards.
 - a) Occupational
 - b) Psychological
 - c) Chemical
 - d) Biological
- 8) MBO was advanced by _____ back in 1954.
 - a) Halsey
 - b) George Odione
 - c) Peter Drucker
 - d) Maslow
- 9) _____ incentive plan allows worker to get low rate.
 - a) Gnatt Task
 - b) Merrie's Multiple Piece Rate System
 - c) Bedeaux Point Plan
 - d) 100 Percent Premium Plan
- 10) A man having good health is _____.
 - a) Mentally Stable
 - b) Physically Fit
 - c) Emotionally Strong
 - d) All of these

- 11) Transfers initiated to increase the versatility of employees is known as _____ transfer.
- a) Remedial
 - b) Shift
 - c) Rotation
 - d) Replacement
- 12) Reassignment to a lower position with less authority and responsibility is known as _____.
- a) Promotion
 - b) Transfers
 - c) Demotion
 - d) Separation
- 13) BARS stands for _____.
- a) Behavioral Anchored Rating Scheme
 - b) Behavioral Anchored Rating Scale
 - c) Behavioral Anchored Rating System
 - d) None of the above
- 14) _____ are allowed to executives like company car, club membership, etc.
- a) Wages
 - b) Perquisites
 - c) Fringe Benefits
 - d) Incentives

Q.2 Write short notes. 14

- a) Virtual Organization
- b) Promotion

Q.3 Write short notes. 14

- a) Career Stages
- b) Incentives

Q.4 What are various types and causes of Accidents? 14

OR

Explain methods of Performance Appraisal.

Q.5 Explain forms of Employee Separation in detail. 14

OR

Write about Fringe Benefits in detail.

Seat No.	
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B.B.A. (Semester - VI) (New) (CBCS) Examination Oct/Nov-2019
PRODUCTION MANAGEMENT - II

Day & Date: Saturday, 16-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) ISO 9000 is accepted globally for _____ certification.
 - a) product
 - b) planning
 - c) quality
 - d) inventory
- 2) _____ type of maintenance is done before failure.
 - a) Preventive
 - b) corrective
 - c) Planned
 - d) running
- 3) Choose the correct sequence of operations in production planning.
 - a) Scheduling, routing, loading, estimating
 - b) Estimating, routing, scheduling, loading
 - c) loading, routing, scheduling, estimation
 - d) routing, estimating, loading, scheduling
- 4) _____ is associated with continuous improvement at all levels of lean manufacturing.
 - a) ISO 9000
 - b) TQM
 - c) JIT
 - d) ABC
- 5) Which of the following costs are not involved in the inventory management?
 - a) cost of ordering
 - b) cost of shortage
 - c) cost of machine
 - d) carrying cost
- 6) _____ is the time period between placing an order & its receipt in stock is well known as.
 - a) Lead time
 - b) carrying time
 - c) shortage time
 - d) over time
- 7) _____ analysis of inventory control technique underlines the principles of Vital few- Trivial many.
 - a) ABC
 - b) TQM
 - c) FSN
 - d) HML
- 8) Just in time philosophy can be used in the area of _____.
 - a) Manufacturing
 - b) Distribution of finance
 - c) Sales & Marketing
 - d) all of above
- 9) Deming's PDCA cycle is based on _____.
 - a) Plan, Do, Check, Act
 - b) Plan, Do, Calculate, Analyse
 - c) Plan, Do, Check, Activity
 - d) None of the above
- 10) BPR - Business Process Reengineering achieves improved _____.
 - a) Quality
 - b) Productivity
 - c) lead time
 - d) all of the above

- 11) VED stands for _____.
 - a) Vital, essential, desirable
 - b) Value, essential, design
 - c) Variety, excellence, durability
 - d) Vital, Economic, durable
- 12) Storage is the function of _____ materials.
 - a) Storing & issuing
 - b) storing & dispatch
 - c) receiving, storing, issuing
 - d) storing & maintenance
- 13) The Pull method of material flow is a characteristic of _____.
 - a) VED
 - b) JIT
 - c) ISO 9000
 - d) ABC
- 14) Which of the following concept of combines total quality management with strategic management for the purpose of maintenance management?
 - a) Corrective
 - b) Preventive
 - c) Total productive maintenance
 - d) Running

Q.2 Write short note of the following questions. 14
a) Levels & functions of production planning
b) Classification of maintenance

Q.3 Write short note of the following questions. 14
a) Functions of purchasing department
b) Types of material handling equipments

Q.4 Answer the following questions. (Any one) 14
Define inventory management & explain various inventory control techniques.
OR
Define store functions & add a note on types of stores.

Q.5 Answer the following questions. (Any one) 14
Explain in detail ISO 9000 Quality certification.
OR
Define quality & explain Deming's 14 Principle of quality.

Seat No.	
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Set **P**

B.B.A. (Semester - VI) (New) (CBCS) Examination Oct/Nov-2019
COST & MANAGEMENT ACCOUNTING - II

Day & Date: Tuesday, 19-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ budget shows the anticipated sources & utilization of cash.
 - a) Master
 - b) Cash
 - c) Fixed
 - d) Flexible
- 2) The main objectives of setting budgets are _____.
 - a) Planning & Controlling
 - b) Co-ordinating & Controlling
 - c) Managing & Co-ordinating
 - d) None of these
- 3) _____ budget is most suited for fixed expenses.
 - a) Master
 - b) Cash
 - c) Fixed
 - d) Flexible
- 4) Standard cost is a _____ cost.
 - a) Actual
 - b) Historical
 - c) Predetermined
 - d) None of these
- 5) Labour cost variance is the difference between standard cost of labour & _____.
 - a) Actual cost of labour
 - b) Idle cost of labour
 - c) Variance
 - d) None of these
- 6) Idle time variance = Idle time * _____.
 - a) Actual rate
 - b) Standard rate
 - c) Predetermined rate
 - d) None of these
- 7) Labour cost variance = Labour Rate variance + _____.
 - a) Labour Yield variance
 - b) Idle time variance
 - c) Labour Efficiency variance
 - d) None of these
- 8) Fixed overhead cost variance = Fixed o/h Expenditure variance + _____.
 - a) Fixed o/h Volume variance
 - b) Fixed o/h Efficiency variance
 - c) Fixed o/h capacity variance
 - d) None of these
- 9) If standard output for 8 hours is 200 nits & actual output in 10 hours is 350 units, the efficiency level will be _____.
 - a) 175%
 - b) 140%
 - c) 57.14%
 - d) 71.42%
- 10) A hotel having 100 rooms of which 80% are normally occupied in summer & 40% in winter. Period of summer & winter will be taken as 6 months each & normal days in a month be assumed to be 30 days. Total occupied room days in a year will be: _____.
 - a) 28,800
 - b) 21,600
 - c) 14,400
 - d) 36,000

- 11) From the following information, the total passenger kilometers for the month of May, 2018 will be _____.
 No. of buses 4
 Round trips made by each bus per day 5
 Distance of route 60 km
 Capacity of bus 45 passengers
 Normal Passenger travelling 90% of capacity
 Days operated in the month all days
 a) 15,06,600 pass – km b) 7,53,300 pass- km
 c) 7,29,000 pass – km d) 14,58,000 pass – km
- 12) Which of the following variance is always adverse?
 a) Labour Rate Variance b) Efficiency Variance
 c) Labour Idle time variance d) Capacity Variance
- 13) _____ is an operating & financial plan of a business enterprise.
 a) Forecast b) Budget
 c) Estimate d) Standard
- 14) _____ traces or links the cost of performing certain activities to cost objects in Activity Based costing system.
 a) Resource Drivers b) Cost Drivers
 c) Cost Pools d) Cost Objects

Q.2 Answer the following questions.

14

- a) Zero Based Budgeting
 b) Cost Drivers

Q.3 Attempt the following questions.

14

- a) A manufacturing concern which had adopted standard costing, furnishes the following information of material X.

Standard:

Materials for 70 kgs. of Finished products	100 kgs. Of material
Price of materials	Rs.10 per kg

Actual:

Output	2,10,000 kgs
Material used	2,80,000 kgs
Cost of materials	Rs.25,20,000

Calculate:

- a) Material usage variance
 b) Material price variance
 c) Material cost variance
- b) A city Municipality arranges for the removal of its garbage by means of motor vehicle transport. The following vehicles are maintained:

No. of Vehicles	Specification (tone Lorries)
20	5
30	4
50	3
40	2

On an average each lorry makes six trips a day & in each trip covers an average distance of five km. Each lorry carries garbage of 60% its capacity. On an annual average, 20% of the lorries are laid up for repairs. The conservancy work is carried out daily. Calculate tone- km utilized for removal of garbage per month.

Q.4 Answer the following questions. (Any One)

A company using standard costing system has the following information for the budget period:

Budgeted Fixed overheads Rs.5,00,000

Budgeted Variable overheads Rs.8,00,000

Overhead are recovered on the basis of standard machine hours. The company had budgeted for 1,00,000 machine hours for the year. During the budget period the company used 1,10,000 machine hours while it should have used 95,000 machine hours for actual output.

Actual Variable Overhead Rs. 8,00,000

Actual Fixed Overheads Rs. 4,70,000

Calculate the following variances:-

- 1) Variable overhead cost variance
- 2) Variable overhead Efficiency variance
- 3) Fixed overhead cost variance
- 4) Fixed overhead Expenditure variance
- 5) Fixed overhead Volume variance
- 6) Fixed overhead Efficiency variance
- 7) Fixed overhead Capacity variance

OR

Explain meaning of standard costing & Advantages Disadvantages of standard costing.

Q.5 Answer the following questions. (Any One)

The following is the summarized information relating to contract accounts number 100:

	Rs.
Contract Price	6,00,000
Wages	1,64,000
General Expenses	8,600
Materials	1,20,000
Cash Received (80% of certified work)	2,40,000
Materials at site	10,000
Plant	20,000

Include in the above information are wages Rs.3,500, materials Rs.4,000 , & other Expenses Rs.2,500 which were incurred since certification. Depreciate plant at 10%. Prepare contract A/c.

OR

Define Activity Based Costing & also Distinguish between Traditional costing & Activity Based Costing.

- 11) Market analysis & identifying the target market is one of the steps of _____.
- a) Media Scheduling
 - b) Media Budgeting
 - c) Media Plan
 - d) None of these
- 12) TRP is associated with _____.
- a) Television
 - b) Internet
 - c) Newspaper
 - d) None of these
- 13) _____ is the media vehicles used by a business to deliver advertising message to its target audience.
- a) Broadcast
 - b) Print
 - c) Digital
 - d) All of these
- 14) _____ is the non paid form of communication.
- a) Sale promotion
 - b) Advertising
 - c) Publicity
 - d) Personal selling

Q.2 Write short answer of the following questions. (Any Two) 14

- a) Problems in Media Planning
- b) Advantages of Transit Media

Q.3 Write short answer of the following questions. (Any Two) 14

- a) Media Scheduling
- b) Characteristics of TV

Q.4 Attempt any one of the following questions. 14

Explain the steps for developing a media Plan.

OR

What is Magazine advertising? Explain its advantages & Disadvantages.

Q.5 Attempt any one of the following questions. 14

Write in brief different Miscellaneous medias.

OR

Explain the advantages and disadvantages of Newspaper Advertising.

Seat No.	
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Set P

B.B.A. (Semester - VI) (Old) (CGPA) Examination Oct/Nov-2019
BUSINESS LAW

Day & Date: Friday, 08-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives. 14

- 1) The Indian Contract Act _____.
 - a) 1872
 - b) 1873
 - c) 1997
 - d) 1998

- 2) A partner who takes active part in the conduct of the business is called _____ partner.
 - a) Dormant
 - b) Active
 - c) Nominal
 - d) Minor

- 3) _____ are the rules, regulations and bye - laws for the internal management of the company.
 - a) Memorandum of Association
 - b) Prospectus
 - c) Articles of Association
 - d) All of the above

- 4) The Consumer Protection Act _____.
 - a) 1986
 - b) 1987
 - c) 1988
 - d) 1989

- 5) _____ means forcing or compelling a person to enter into a contract.
 - a) Coercion
 - b) Undue Influence
 - c) Fraud
 - d) Mistake

- 6) A partnership started for a particular adventure or undertaking is called _____ partnership.
 - a) General
 - b) Particular
 - c) Fixed
 - d) Partnership at will

- 7) _____ must be absolute and unconditional.
 - a) Acceptance
 - b) Proposal
 - c) Consideration
 - d) Consent

- 8) The motion is put before the meeting. It is discussed and if passed by the meeting, it becomes a _____.
 - a) Proceeding
 - b) Complaint
 - c) Resolution
 - d) Record

- 9) An agreement made without consideration is _____.
 - a) Void
 - b) Valid
 - c) Voidable
 - d) All of the above

- 10) Agreement in Restraint of Trade is _____.
 - a) Valid
 - b) Void
 - c) Voidable
 - d) All of the above

- 11) A _____ is not competent to contract.
 - a) Minor
 - b) Major
 - c) Sound Mind
 - d) All of the above

- 12) _____ means any allegations in writing made by a complainant that an unfair trade practice or restrictive trade practice has been adopted by any trader.
 - a) Complaint
 - b) Application
 - c) Proposal
 - d) All of the above

- 13) _____ of a company means bringing to an end the existence of the company as a corporate entity.
 - a) Winding up
 - b) Promotion
 - c) Flotation
 - d) All of the above

- 14) An agreement which is enforceable by law at the option of one or more of the parties thereto, but not at the option of other or others is a _____ contract.
 - a) Valid
 - b) Voidable
 - c) Void
 - d) All of the above

Q.2 Write short notes **14**
a) Characteristics of Partnership
b) Share Capital

Q.3 Write short notes **14**
a) Characteristics of Companies
b) Remedies for Breach of Contract

Q.4 Attempt any one of the following questions. **14**
Define "Discharge of Contract" and explain modes of discharge of contract.
OR
Explain Rights and Duties of Partners.

Q.5 Attempt any one of the following questions. **14**
Define "Company" and explain kinds of companies
OR
Define "Consumer" and explain consumer dispute Redressal Machinery.

Seat No.	
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**B.B.A. (Semester - I) (New) (CBCS) Examination Oct/Nov-2019
BUSINESS ECONOMICS - I**

Day & Date: Monday, 18-11-2019
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) The law of demand shows _____ relationship between price and quantity demanded.
 - a) Direct
 - b) Inverse
 - c) Proportionate
 - d) Indirect
- 2) When the disposable income of the consumer increases with drastic fall in price of commodity it is called as _____.
 - a) Income effect
 - b) Substitution effect
 - c) Demand effect
 - d) Rational effect
- 3) The _____ function depicts relationship between input and output.
 - a) Investment
 - b) Technological
 - c) Distribution
 - d) Production
- 4) A market where there is a single seller and large number of buyers is called as _____ market.
 - a) Oligopoly
 - b) Monopoly
 - c) Duopoly
 - d) Perfect competition
- 5) The cost of inputs which cannot be readily adjusted for making change in level of output is called as _____ cost.
 - a) Variable Cost
 - b) Fixed Cost
 - c) Opportunity Cost
 - d) Semi-Variable Cost
- 6) _____ Introduced the concept of elasticity of demand.
 - a) Keynes
 - b) Stigler
 - c) Marshall
 - d) Watson
- 7) Type of price elasticity of demand where demand elasticity is infinite, is called as _____.
 - a) Perfectly Elastic Demand
 - b) unit elastic demand
 - c) Elastic demand
 - d) Inelastic Demand
- 8) _____ is the revenue earned per unit of output.
 - a) Total revenue
 - b) Marginal Revenue
 - c) Capital Revenue
 - d) Average Revenue

B) Explain the following concepts. 04

- a) Business Economics.
- b) Law of supply.

- Q.2 Write short notes.** **06**
- a) Monopolistic Competition
 - b) Business Decisions
 - c) Price elasticity of demand
- Q.3** Define the term Utility? Explain the law of Diminishing Marginal Utility with diagram. **10**
- Q.4 Attempt any one of the following questions.** **12**
- Define the concept of Micro Economics? Explain Scope, Significance and limitations of microeconomics.

OR

What is production function? Explain different types of production functions.

Seat No.	
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**B.B.A. (Semester - VI) (Old) (CGPA) Examination Oct/Nov-2019
MARKETING MANAGEMENT – II**

Day & Date: Monday, 11-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) The Promotion P of Marketing is also known as _____.
a) Product Differentiation b) Distribution
c) Cost d) Marketing Communication
- 2) The most basic level of a product is called the _____.
a) Core Product b) Central Product
c) Fundamental product d) Augmented product
- 3) Which of the following involves designing and manufacturing the container or wrapper for a product?
a) Labeling b) Packaging
c) Branding d) Product line
- 4) _____ refers to the system that assists the organization in delivering the services.
a) Product b) Process
c) Price d) Physical Environment
- 5) Price is the only element in the Marketing Mix that produces.
a) Fixed cost b) Expense
c) Variable cost d) Revenue
- 6) The Skimming, Penetration, Bargaining and Bundling are decided in the _____ of the Marketing Mix.
a) Price Decision b) Place Decision
c) Product Decision d) Promotion Decision
- 7) Which of the following is not an element of People?
a) Motivation b) Teamwork
c) Flow of Activities d) Customer Training
- 8) _____ markets are made up of member of the distribution chain.
a) Consumer b) B2B
c) Channel d) Institutional
- 9) _____ is the first stage of Product Life Cycle.
a) Growth b) Maturity
c) Introduction d) None of these
- 10) Adding a standard mark up to the cost of the product refers to _____.
a) Price Elasticity b) Break even price
c) Cost plus price d) None of these

- 11) Decor Lighting Building and Parking area are the example _____.
a) Physical Evidence Mix b) Product Mix
c) Price Mix d) Place Mix
- 12) _____ includes the company activities that make the product available to target customer.
a) Product b) Price
c) Place d) Promotion
- 13) _____ is the best Promotion tools in any types of Marketing.
a) Creativity b) Communication
c) Publicity d) Tele Calling
- 14) Place in 4Ps means same as _____.
a) Promotion b) People
c) Distribution d) Demand

Q.2 Short Notes : **14**
a) Branding
b) Role of Front Line Staff.

Q.3 Short Notes : **14**
a) Development of Employee.
b) Product Life Cycle - Stages and Strategies.

Q.4 Define Place Mix? Describe the various types of Marketing Channels? **14**
OR
Define Price Mix? Explain the factors affecting Product Pricing Decision?

Q.5 Define Process Mix? Explain the Service Blue Print? **14**
OR
Define Promotion Mix? Explain the elements of Promotion Mix?

Seat No.	
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**B.B.A. (Semester - VI) (Old) (CGPA) Examination Oct/Nov 2019
FINANCIAL MANAGEMENT- II**

Day & Date: Thursday, 14-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Use of calculator is allowed.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) A project requires Rs.16,00,000 investment; annual cash inflows expected Rs. 4,00,000 for 6 years. Then it's payback period is _____.
a) 0.25 years b) 4 years
c) 3 years d) 4 months
- 2) If FA = Rs. 4,00,000 and WC = Rs. 2,00,000, then Capital Employed = _____.
a) Rs. 2,00,000 b) 2 times
c) Rs. 6,00,000 d) 200%
- 3) If CA = Rs.4,00,000 and CL = Rs. 2,50,000, then Current Ratio = _____.
a) 1.6 times b) Rs.1,50,000
c) Rs. 6,50,000 d) 0.625 times
- 4) The accounting equation is _____.
a) Capital = Assets - Liabilities b) Both a & b
c) Capital + Liabilities = Assets d) None of them
- 5) Sales minus Gross Profit = _____.
a) Net Profit b) Operating profit
c) Cost of goods sold d) Non operating profit
- 6) If present Value of Cash Outflow is equal to Present Value of Cash Inflow, the net present value will be _____.
a) Positive b) Negative
c) Zero d) Infinite
- 7) Liquid assets are determined by _____.
a) CA - Stock - Prepaid Expenses
b) CA + Prepaid Expenses
c) CA + Stock + Prepaid Expenses
d) None of the above
- 8) If Credit Sales = Rs.3,00,000, Average Debtors = Rs.1,50,000 then Debtors Turnover Ratio = _____.
a) Rs.1,50,000 b) 0.20 times
c) Rs.4,50,000 d) 2 times
- 9) If Fixed Asset to Net Worth Ratio = 2.2 and Net Worth = Rs.1,00,000, then Fixed Asset = _____.
a) Rs. 2,20,000 b) Can't say
c) Rs. 62,500 d) None of these
- 10) If sales = Rs.10,00,000, Gross Profit = Rs. 4,00,000, Average Stock = Rs. 2,00,000, then the Stock Turnover Ratio will be _____.
a) 0.3 b) 13.33
c) 300 d) 3

- 11) _____ ratio measures a firm's ability to meet short term obligations.
 - a) Liquidity
 - b) Profitability
 - c) Leverage
 - d) None of these

- 12) If average inventory is Rs.50,000 and value of closing stock is Rs.5,000 more than opening stock then value of closing stock is Rs. _____.
 - a) 45,000
 - b) 37,500
 - c) 52,500
 - d) 50,000

- 13) The NPV of three projects is Project A: Rs.2,50,000, Project B: Rs.1,00,000, Project C: Rs.2,20,000. How should the projects be ranked using NPV method?
 - a) A,B,C
 - b) B,C,A
 - c) A,C,B
 - d) C,B,A

- 14) The current worth of a sum of money to be received at a future date is called _____.
 - a) Real Value
 - b) Present Value
 - c) Future Value
 - d) Salvage Value

Q.2 Answer the following questions. 14

- a) Importance of Capital Budgeting
- b) Advantages of Ratio Analysis

Q.3 Answer the following questions. 14

- a) Calculate the cost of Debentures.
 13% Debentures Rs.100 each issued at par and redeemable after 3 years at 5% premium. Floatation cost is 2% of issue price. Corporate Tax rate 35%.
- b) Calculate the cost of Preference Shares
 8% Preference Share of Rs.100 each issued at par and redeemable after 4 year at 8% premium. Floatation Cost is 2.5% of issue price.

Q.4 Answer any one of the following questions. 14

- a) A Company is considering two projects. Each require an investment of Rs.1,00,000. The firm's cost of capital is 10%. The expected cash inflows are as follows:

Year	1	2	3	4	5
X	50000	40000	30000	10000	---
Y	10000	20000	30000	40000	50000

Which project should be accepted as per the Pay Back Period Method?

OR

- b) Discuss the factors affecting Dividend Policy.

Q.5 Answer any one of the following questions. 14

- a) From the information provided, prepare Trading, Profit and Loss A/c and Balance Sheet.

Sales Rs.7,30,000

Quick Ratio 1.3

Working Capital Rs.1,20,000

Current Ratio 2.5

Bank overdraft Rs. 15,000

Fixed Asset/ Proprietary Fund 0.6

Share Capital Rs. 2,50,000

GP Ratio 10%

Net profit is 10% of proprietary fund. There are no long term liabilities and fictitious assets. Closing stock is 10% more than the opening stock.

OR

- b) A Company has to make a choice between two possible investments - Project A and Project B. The immediate capital outlays for Project A is Rs. 5,00,000 and for Project B is Rs. 4,00,000. Each project will continue for 5 years. The cash flows before depreciation and tax for the projects are as follows:

Year	Project A (Rs.)	Project B (Rs.)
1	150000	100000
2	200000	100000
3	250000	200000
4	300000	200000
5	250000	200000

Which project would you recommend using NPV method @ 10% discount and why?

Seat No.	
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B.B.A. (Semester - VI) (Old) (CGPA) Examination Oct/Nov-2019
HUMAN RESOURCE MANAGEMENT - II

Day & Date: Saturday, 16-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) In _____ method of Performance Appraisal, the appraiser ranks the employees by comparing with other in a Group.
 - a) Paired Comparison Method
 - b) Ranking Method
 - c) Forced Distribution Method
 - d) Checklist Method
- 2) _____ is also known as Golden Hand cuffs.
 - a) Voluntary Retiring System
 - b) Voluntarily Retirement system
 - c) Voluntary Retirement Scheme
 - d) Volunteer Retirement Scheme
- 3) The amount of remuneration paid to a worker over and above the normal wage for employees increased production contribution is known as _____.
 - a) Living Wage
 - b) Standard Wage
 - c) Minimum Wage
 - d) Incentive Wage
- 4) Health Benefits includes _____.
 - a) Sickness Benefits
 - b) Medical Benefits
 - c) Disablement Benefits
 - d) All these Benefits
- 5) An easy which describes employees performance during rating period is _____.
 - a) Freeform Appraisal
 - b) Forced Choice Method
 - c) Critical Incident Method
 - d) None
- 6) In _____ stage the performance is increase or decrease or maintain.
 - a) Exploration
 - b) Mid Career
 - c) Late Career
 - d) Establishment
- 7) _____ means movement of employee from lower position to higher position.
 - a) Promotion
 - b) Demotion
 - c) Transfer
 - d) None
- 8) Employees who work on holidays get _____ fringe benefits.
 - a) Paid Holiday
 - b) Holiday Pay
 - c) Paid Vacation
 - d) Paid for hours of work
- 9) Temporary employee separation because of machinery breakdown is known as _____.
 - a) Retrenchment
 - b) VRS
 - c) Dismissal
 - d) Layoff
- 10) _____ hazards may cause hearing loss because of noise pollution.
 - a) Environmental
 - b) Chemical
 - c) Occupational
 - d) Psychological

- 11) Disability caused by accident can be _____.
- | | |
|--------------------|----------------------|
| a) Total & Partial | b) Fatal & Non Fatal |
| c) Both | d) None |
- 12) _____ examines & evaluates HR Policies, Procedures, etc.
- | | |
|------------------|-------------|
| a) HR Accounting | b) HR Audit |
| c) HR Record | d) None |
- 13) _____ is voluntary separation.
- | | |
|----------------|-----------------|
| a) Retirement | b) Discharge |
| c) Resignation | d) Retrenchment |
- 14) Welfare and recreation facilities include _____.
- | | |
|-----------------------|-----------------|
| a) Consumer societies | b) Holiday Home |
| c) Credit Societies | d) All |

Q.2 Write short notes. 14

- a) 360 Degree Performance Appraisal
- b) Voluntary Retirement Scheme

Q.3 Write short notes. 14

- a) Human Resource Accounting
- b) Process of Career Planning

Q.4 Answer the following questions. (Any One) 14

Explain Safety provisions under Factories Act of 1948.

OR

Write in detail about Promotion, Transfers and Demotion.

Q.5 Answer the following questions. (Any One) 14

Explain Modern methods of Performance Appraisal.

OR

Write a detailed note on Incentives.

Seat No.	
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B.B.A. (Semester - VI) (Old) (CGPA) Examination Oct/Nov-2019
PRODUCTION MANAGEMENT - II

Day & Date: Tuesday, 19-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ is the function of production planning.
 - a) Loading
 - b) Estimating
 - c) Routing
 - d) All of these
- 2) J. I. T. system of quality management stands for _____.
 - a) Just In Time
 - b) Joint Industrial Technique
 - c) Joint Inventory Technique
 - d) Joint Investment Technique
- 3) A _____ equipment is used for material handling in production.
 - a) Hoists
 - b) Robot
 - c) Cranes
 - d) All of these
- 4) Preservation of material is the function of _____ management.
 - a) Stores
 - b) Market
 - c) Purchase
 - d) Cost
- 5) A planning by Board of Directors is _____ planning.
 - a) Operational
 - b) Tactical
 - c) Strategic
 - d) National
- 6) _____ Maintenance is undertaken when the machines or equipments fail.
 - a) Preventive
 - b) Corrective
 - c) Total
 - d) Productive
- 7) Just In Time (JIT) is the _____ system of production management.
 - a) American
 - b) Chinese
 - c) Indian
 - d) Japanese
- 8) In _____ storage system, goods are stored in any place which is available.
 - a) Fixed
 - b) Zoned
 - c) Random
 - d) Mixed
- 9) _____ means up keeping and ensuring smooth functioning of machinery.
 - a) Production
 - b) Marketing
 - c) Layout
 - d) Maintenance
- 10) Pipes are closed tubes used to transport _____.
 - a) Liquids
 - b) Machines
 - c) Equipments
 - d) Spare parts
- 11) ISO Certification is necessary for _____ marketing.
 - a) Local
 - b) Regional
 - c) National
 - d) International

- 12) TQM stands for _____.
a) Total Quantity Maintenance b) Total Quality Management
c) Total Quality Marketing d) Total Quality Methods
- 13) Inventories includes _____.
a) raw materials b) Intermediate goods
c) Finished goods d) All of these
- 14) Just In Time system of management is developed by a _____ motor Company.
a) Honda b) Suzuki
c) Maruti d) Toyota

Q.2 Write short answer of the following questions. 14

- a) Types of maintenance.
b) Functions of stores manager.

Q.3 Write short answer of the following questions. 14

- a) Total Quality Management System.
b) Types of stores layout.

Q.4 Attempt any one of the following questions. 14

Define inventory management. Explain its different techniques.

OR

Discuss in detail Just in Time (JIT) production management system.

Q.5 Attempt any one of the following questions. 14

Describe purchase management and role of purchase manager.

OR

Define material management. Explain its objectives and significance.

Seat No.	
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**B.B.A. (Semester - I) (New) (CBCS) Examination Oct/Nov-2019
BUSINESS ORGANISATION & ENVIRONMENT – I**

Day & Date: Wednesday, 20-11-2019
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) A good businessman needs to not be afraid to take _____.
 - a) risks
 - b) money
 - c) feedback
 - d) none of this
- 2) Bulk buying is another feature of _____.
 - a) Retailer
 - b) customer
 - c) wholesaling
 - d) none of this
- 3) Mobility of labor and capital increases with the development of _____.
 - a) transport
 - b) retailing
 - c) wholesaling
 - d) none of this
- 4) Sound _____ is very essential for the success of any business.
 - a) products
 - b) organization
 - c) customers
 - d) none of this
- 5) _____ is expected to supply the goods & services required by the society.
 - a) Customer
 - b) Government
 - c) Business
 - d) None of these
- 6) The _____ insurance includes Property Insurance, Liability Insurance, and Other Forms of Insurance.
 - a) Life
 - b) Marine
 - c) general
 - d) None of this
- 7) _____ is another major advantage offered by Sole proprietorship.
 - a) Secrecy
 - b) Discussion
 - c) Planning
 - d) None of this
- 8) Banking solves the problem of _____.
 - a) Finance
 - b) Labour
 - c) Production
 - d) None of this

B) Explain the following concepts. 04

- 1) What is Business?
- 2) What do you mean by Import Trade?

Q.2 Attempt any two of the following question. 06

- 1) Features of Retailing. (any four functions)
- 2) Functions of Warehousing.
- 3) Functions of Transport. (any four functions)

Q.3 What do you mean by insurance? What are the different types of Insurance? 10

Q.4 Attempt any one of the following question. 12

What are the Essential of a Successful Business?

OR

What are the types of Banking?

Seat No.	
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B.B.A. (Semester - I) (Old) (CBCS) Examination Oct/Nov-2019
PRINCIPLES OF MANAGEMENT

Day & Date: Saturday, 09-11-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Under Black Mouton Managerial grid _____ leadership style is characterized by high people & high task focus.
 - a) Team Management
 - b) County club Management
 - c) Task Management
 - d) Impoverished management
- 2) A departmentation in a printing press based on operation like composing, proof reading, printing, binding is called _____.
 - a) Product departmentation
 - b) Customer departmentation
 - c) Process departmentation
 - d) Territorial departmentation
- 3) Which of the following feature does not form one of Fayol's 14 Principles of management?
 - a) Order
 - b) Imitative
 - c) Individualism
 - d) Esprit de corps
- 4) The need of planning exist at _____ level of management.
 - a) top
 - b) middle
 - c) lower
 - d) All
- 5) _____ consist of recruiting, selecting, training, and developing people who can contribute to the organized effort.
 - a) controlling
 - b) organizing
 - c) planning
 - d) staffing
- 6) A statement that define the reason or purpose of organization for its existence is referred as _____.
 - a) Mission
 - b) Values
 - c) Goals
 - d) Procedure
- 7) _____ is the right to give orders and power to exact obedience.
 - a) Power
 - b) Authority
 - c) Planning
 - d) Responsibility
- 8) Which of the following is not a motivator factor in Herzberg's theory?
 - a) Growth
 - b) Recognition
 - c) Work itself
 - d) Company policy
- 9) _____ training is given for new recruits in order to make them familiarize with organization.
 - a) Induction
 - b) Skill
 - c) Refresher
 - d) Promotional

- 10) _____ is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way.
- a) Staffing
 - b) Management
 - c) Organizing
 - d) Planning
- 11) In _____ style of leadership, decision making takes less time as the leader need not invite suggestions from subordinates.
- a) Autocratic
 - b) democratic
 - c) free-rein
 - d) none
- 12) Within Maslow's hierarchy of needs, the need for belonging is associated with _____.
- a) Safety needs
 - b) social needs
 - c) esteem needs
 - d) physiological needs
- 13) _____ is the primary function of management.
- a) Organizing
 - b) Directing
 - c) Planning
 - d) Controlling
- 14) _____ level of management is primarily responsible for the daily Supervision of non-managerial personnel.
- a) Middle
 - b) Lower
 - c) Top
 - d) None

Q.2 Write short notes. 14

- a) Types of Plan
- b) Types of Training

Q.3 Write short notes. 14

- a) Theory 'Z' by William Ouchi
- b) Types of Control

Q.4 Attempt any one of the following questions. 14

State Trait theory of leadership. Explain in detail different leadership styles.

OR

What is departmentaion? State and explain the types of departmentation.

Q.5 Attempt any one of the following questions. 14

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

OR

State and Explain the levels of management along with its functions.

Seat No.	
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B.B.A. (Semester - I) (Old) (CBCS) Examination Oct/Nov-2019
Business Communication Paper - I

Day & Date: Wednesday, 13-11-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Human relations, Empathy, Persuasion are _____ of communication.
 - a) Functions
 - b) Features
 - c) Objectives
 - d) Importance
- 2) The message transmitted from sender to receiver is known as _____.
 - a) Ancoding
 - b) Encoding
 - c) Decoding
 - d) Media
- 3) Radios, Interviews, Group Discussions are included in _____.
 - a) Verbal
 - b) Non-verbal
 - c) Written
 - d) None
- 4) _____ barriers are arised because of religion and society.
 - a) Organisational
 - b) Semantic
 - c) Cross Cultural
 - d) None
- 5) FIR stands for _____.
 - a) First Information Report
 - b) First Informal Report
 - c) First Informed Report
 - d) First Informal Response
- 6) _____ letters are used for advertisements.
 - a) Circular
 - b) Notice
 - c) Sales
 - d) Enquiries
- 7) Graphs, Charts are used for _____.
 - a) Letters
 - b) Advertisements
 - c) Presentation
 - d) None
- 8) Letter head does not include _____.
 - a) Name of Company
 - b) Address of Company
 - c) Contact Number
 - d) Name of Owner
- 9) A _____ means an account or statement which describes an opinion, situation, and etc. which results in observation and enquiry.
 - a) Letter
 - b) Report
 - c) Agenda
 - d) Image
- 10) A document that outlines the Contents of forthcoming meeting is _____.
 - a) Notice
 - b) Minutes
 - c) Agenda
 - d) Resolution
- 11) Communication can be _____.
 - a) Oral
 - b) Written
 - c) Nonverbal
 - d) All

- 12) Letters written for getting quotation is _____.
 a) Order b) Sales
 c) Circular d) Enquires
- 13) Layout of letter includes _____.
 a) Reason for writing b) Stationary
 c) Subject d) None
- 14) Non verbal communication includes _____.
 a) Silence b) Facial expressions
 c) Handshake d) All of these

Q.2 Write Short Notes. 14

- a) Written Communication - Merits and Demerits
 b) Kinesics and its elements

Q.3 Write Short Notes. 14

- a) Process of communication
 b) Styles of Layout

Q.4 Attempt any one of the following questions. 14

Define Report. What are various types of reports?

OR

You have a franchise for teaching computer courses of a well known computer Institute. Draft a sales letter to be sent to potential students in your locality.

Q.5 Attempt any one of the following questions. 14

Explain barriers to communication in detail.

OR

What are functions of business letters? Explain planning and layout of business letters.

Seat No.	
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B.B.A. (Semester - I) (Old) (CBCS) Examination Oct/Nov-2019
FINANCIAL ACCOUNTING

Day & Date: Friday, 15-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Use of calculator is allowed.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Money value or the reputation of business is known as _____.
 - a) Copyright
 - b) Goodwill
 - c) Patent
 - d) Trademark
- 2) Amount withdrawn by the owner for his personal expenses is called _____.
 - a) Drawings
 - b) Personal Expense
 - c) Cash
 - d) Expense
- 3) Capital = _____ less liabilities.
 - a) Drawings
 - b) Assets
 - c) Debtors
 - d) Revenue
- 4) Recording of transactions in the journal is called as _____.
 - a) Posting
 - b) Casting
 - c) Tallying
 - d) journalizing
- 5) The _____ A/c with the bank is most convenient to the traders.
 - a) Saving
 - b) Current
 - c) Recurring
 - d) Fixed Deposit
- 6) Sub-division of journal is called as _____ Book.
 - a) Purchase return
 - b) Subsidiary
 - c) Purchase
 - d) Journal proper
- 7) Carried down (c/d) balancing indicates _____ balance.
 - a) Opening
 - b) Closing
 - c) Real
 - d) Nominal
- 8) The capital account always shows a _____ Balance.
 - a) Debit
 - b) Credit
 - c) Negative
 - d) Positive
- 9) Under _____ Method, depreciation is calculated on written down value.
 - a) Fixed Installment
 - b) Reducing Balance
 - c) Revaluation
 - d) Depletion
- 10) Depreciation is charged only on the _____.
 - a) Current Assets
 - b) Fixed Assets
 - c) Intangible Assets
 - d) Immovable Assets
- 11) According to _____ Concept, business should be treated separately from businessman.
 - a) Entity
 - b) Accounting Period
 - c) Realisation
 - d) Dual aspect

- b) Journalise the following transactions in the books of Sanju for the month of November 2016:

Date	Transaction
1	Started business with Cash Rs.120000, Goods Rs. 60000 & Machinery Rs.65000
3	Opened a current account in bank by depositing Rs.80000
4	Cash Sales Rs.60000
6	Cash Purchase Rs.30000
8	Purchased goods worth Rs.25000 from Raj & Co. @2% trade discount
10	Purchased furniture of Rs. 5000
15	Rent paid by cheque Rs.6000
16	Goods taken by Sanju for personal use Rs.600
18	Paid postage Rs.100 & Electricity Bill Rs.2000
21	Purchased Computer of Rs.40000 from Shyam & Co. and paid him cash Rs.25000
25	Paid Audit fees by cheque Rs .5000
26	Goods Costing Rs.1100 distributed as a free samples.
28	Salaries paid Rs.5000 in Cash & Rs.10000 by cheque
30	Taxes paid in cash Rs.3000

Q.5 Attempt any one of the following:

14

- a) M/s ASC & Co. purchased a Machinery worth Rs. 80000 on 1st April 2015 and additional machinery on 1st October 2015 worth Rs.60000. They charged depreciation at 10% p.a. on fixed installment basic. On 1st October 2017 they sold Machinery for Rs.60000 which was purchased on 1st April 2015. Prepare Machinery Account & Depreciation A/c for the year 2015-16, 2016-17, & 2017-18 assuming that the financial year closes on 31st March every year.

OR

- b) From the following Trial balance of M/s Happy Traders, you are required to prepare Trading A/c, profit & loss A/c & balance sheet as on 31st March 2017.

Particulars	Debit Rs.	Credit Rs.
Insurance	5500	
Salaries	30000	
Debtors	33000	
Creditors		94000
Wages	12600	
Opening Stock	20000	
Purchase & Sales	396600	450800
Plant & Machinery	120000	
Building	280000	
Capital		350000
Office Rent	4800	
Bank Overdraft		15200
Cash	7500	
Total	910000	910000

Adjustment:

1. Stock on 31st March was valued at Rs.32,000
2. Depreciate Plant & Machinery at 10% p.a. and Building at 5% p.a.
3. Wages include Rs. 2,000 paid to worker as advance
4. Salary Rs.2,000 and office rent Rs.400 were outstanding.