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B.B.A. (Semester - I) (CBCS) Examination Mar/Apr-2018
PRINCIPLES OF MANAGEMENT

Time: 2½ Hours

Max. Marks: 70

Instructions: 1) All Questions are Compulsory.

2) Figures to the right indicate full marks.

Q.1 A) Choose correct alternative from the given alternative: 07

- 1) _____ is a determining future course of action in advance.
 - a) Planning
 - b) Controlling
 - c) Staffing
 - d) Training
- 2) In _____ leadership, leader reserves all decision making rights.
 - a) Democratic
 - b) Autocratic
 - c) Free-rein
 - d) None
- 3) _____ is a process of encouraging employees to get desired results.
 - a) Motivation
 - b) Communication
 - c) Controlling
 - d) Planning
- 4) _____ function of management deals with filling gaps in organization.
 - a) Organising
 - b) Leadership
 - c) Planning
 - d) Staffing
- 5) _____ is a group of people working together to achieve set goals.
 - a) Controlling
 - b) Management
 - c) Organisation
 - d) Plans
- 6) _____ needs satisfies the need of belongingness & interpersonal relations.
 - a) Basic
 - b) Social
 - c) Safety
 - d) Esteem
- 7) _____ is the assessment, evaluation or checking the performance of employees.
 - a) Performance Appraisal
 - b) Organising
 - c) Planning
 - d) Staffing

Q.1 B) Fill in the blanks. 07

- 1) _____ is the process of comparison of actual against standard.
- 2) _____ refers to the art of getting things done through others.
- 3) _____ refers to imparting job knowledge to employees.
- 4) _____ organisation structure includes specialist or Expert who support from outside..
- 5) _____ is the ability to influence others.
- 6) _____ is the process choosing right candidate and rejecting the unfits.
- 7) McGregor's Theory _____ is traditional, negative and autocratic in nature.

- Q.2 Write short notes. (Any two)** **14**
- a) Theory “Z” by William Ouchi
 - b) Steps in Control Process
 - c) Difference between Power & Authority
- Q.3 Write short notes. (Any two)** **14**
- a) Middle Level Management
 - b) Maslow’s Need Hierarchy Theory
 - c) Types of Training
- Q.4 Define Management. Explain the functions of management in detail.** **14**
- OR**
- Explain the Fayol’s Principles of Administrative Management?
- Q.5 Define Leadership. Explain the various Leadership styles in detail.** **14**
- OR**
- Explain the various motivational techniques used in organisation.

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**B.B.A. (Semester - I) (CBCS) Examination Mar/Apr-2018
BUSINESS COMMUNICATION PAPER – I**

Time: 2½ Hours

Max. Marks: 70

Instructions: 1) All Questions are Compulsory.
2) Figures to the right indicate full marks.

Q.1 A) Fill in the blank with correct alternative:- 07

- 1) _____ is used the method used to communicate through body & arms.
 - a) Postures
 - b) Gestures
 - c) Eye Gaze
 - d) None of above
- 2) Communication is the exchange of _____.
 - a) Facts
 - b) Opinion
 - c) Emotions
 - d) All the above
- 3) _____ is message shows respect to the reader of the message.
 - a) Clarity
 - b) Consideration
 - c) Conciseness
 - d) Courtesy
- 4) The receivers of the response or non response are called _____.
 - a) Message
 - b) Media
 - c) Feedback
 - d) Brain-Drain
- 5) A document that outlines the contains of a forth coming meeting is known as _____.
 - a) Notice
 - b) Minutes
 - c) Agenda
 - d) Resolution
- 6) _____ is the types of report.
 - a) Formal report
 - b) Informal report
 - c) Non-statutory report
 - d) All the above
- 7) _____ is the process of ensuring that the receiver has received the message & understood in the same sense.
 - a) Semantic
 - b) Feedback
 - c) Cultural
 - d) None of the above

Q.1 B) State the following statements true or false. 07

- 1) Non-verbal things in communication are called written communication.
- 2) The process of converting thoughts / ideas into coded language is known as encoding.
- 3) Each message must have a clear and logical conclusion.
- 4) Feedback is the response which is communicated back to the sender.
- 5) Minutes can be defined as a written, permanent record of the business house.
- 6) Communication is not the exchange of information one person to another person.
- 7) Minutes are official records of communication.

Q.2 Write short notes. (Any two) **14**
a) Merits & demerits of Written Communication
b) Draft the minutes of annual General Meeting
c) Explain the communication Process.

Q.3 Write short notes: (Any two) **14**
a) Principles of effective Communication.
b) What is meeting? State the types of meeting?
c) Explain agenda of a meeting with suitable example.

Q.4 What is letter of order? Write an order 50 copies of 'Commerce Dictionary' a reference book of undergraduate students. Also write a reply of confirming the order. **14**

OR

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

Q.5 Write an application letter for the post of sales executive in precision Industry, Solapur along with resume. **14**

OR

What are the barriers of effective communication?

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B.B.A. (Semester - I) (CBCS) Examination Mar/Apr-2018
FINANCIAL ACCOUNTING

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select correct alternative: 07

- 1) _____ refers to the amount used by proprietor from business.
 - a) Capital
 - b) Assets
 - c) Drawings
 - d) Profit
- 2) Concept which provides a line between present & future is known as _____.
 - a) Going Concern
 - b) Cost Concept
 - c) Accrual Concept
 - d) Entity Concept
- 3) A commodity in which a trader deals is known as _____.
 - a) Property
 - b) Goods
 - c) Assets
 - d) Liabilities
- 4) Salary paid to Mandar should be debited to _____.
 - a) Mandar A/c
 - b) Salary A/c
 - c) Expenses A/c
 - d) Cash A/c
- 5) _____ refers to the list of all debit & credit balances.
 - a) Summary
 - b) Journal
 - c) Ledger
 - d) Trail Balance
- 6) _____ is ascertained after preparing trading Account.
 - a) Gross Profit/Loss
 - b) Net Profit/Loss
 - c) Assets
 - d) Liabilities
- 7) According to _____ Concept, business should be treated separately from businessman.
 - a) Entity
 - b) Accounting Period
 - c) Realization
 - d) Dual Aspect

Q.1 B) Fill in the blanks. 07

- 1) In SLM of depreciation amount of depreciation remains _____.
- 2) The amount of money realized at the end of working life of asset _____.
- 3) An entry recorded on both side of cash book is called _____.
- 4) Patents are _____ type of account.
- 5) _____ discount is given by seller to buyer to encourage early payment of cash.
- 6) According to _____ convention closing stock is recorded at market price and cost price whichever is less.
- 7) A prepaid expense is _____ account.

Q.2 Attempt any two questions:

- a) Mahesh Industries purchased a Machinery of Rs. 4,00,000/- on 1st April, 2010.
On 1st Oct 2010 additional machinery was purchased for Rs.1,50,000/-
On 1st Oct 2011 firm sold Machinery had on 1st April 2010 for Rs. 3,00,000/-.
The firm provides depreciation @15% p.a. under straight line method on 31st March every year.
Prepare Machinery account for three years i.e. 2010-11, 2011-12, 2012-13.
- b) From the following ledger balances of Mr. Suresh you are required to prepare Trial Balance as on 31/03/2012.

Particular	Rs.	Particular	Rs.	Particular	Rs.
Goodwill	40,000	Plant & Machinery	1,60,000	Patents	36,000
Carriage	17,200	General Expenses	2,800	Electricity & Lighting	12,000
Debtors	48,000	Advertisement	6,000	Bank Loan	2,00,000
Trade Expenses	1,200	Furniture	28,400	Wages	56,000
Capital	2,00,000	Purchases	1,18,000	Opening Stock	41,600
Creditors	82,000	Building	2,13,200	Printing & Stat.	8,400
Sales	3,00,800	Commission (Dr.)	1,600	Interest on Bank Loan	8,000
Discount (Dr.)	1,600	Cash in Hand	2,000	Bills Payable	19,200

- c) Accounting Concept

Q.3 Attempt any two questions:

14

- a) From the following transaction prepare necessary ledger accounts
2011 May
1. Mr. Ganesh started business with cash Rs. 16,000/-
 2. Cash Sales Rs.6,000/-
 3. Goods purchased for cash Rs. 4,000/-
 5. Purchased Machinery on credit from Sanjay Traders Rs. 34,000/-
 6. Paid cash to Rohan Traders Rs. 10,000/-
- b) Branches of accounting.
c) Subsidiary books

Q.4 Attempt any one Question.

14

- a) Journalize the following transactions in the books of Mr. Smart for the month of August 2015
- 2015**
- Aug 1 – Mr. Smart started business with Cash Rs. 15,000/-, Furniture Rs. 10,000/- and Machinery Rs.15,000/-
- Aug 2 – Purchased goods of Rs. 11,000/- from Rajesh
- Aug 4 – Sold goods on credit to Karan for Rs.15,000/-
- Aug 8 – Goods of Rs.400/- being defective returned by Karan
- Aug 10 – Remitted Cash to Rajesh Rs.10,600/- in full settlement of his accounts.
- Aug 19 – Purchased furniture from Royal Furniture worth Rs.10,000/-. Paid half amount immediately by cash.
- Aug 21 – Purchased a machinery for Rs. 8000/- and paid installation Rs. 200/-
- Aug 24 – Withdrawn from bank Rs. 4000/- for personal use.
- Aug 27 – Received cheque from Karan for his amount due.
- Aug 28 – Paid for Advertisement Rs. 1000/-
- Aug 29 – Paid for Conveyance expenses Rs. 1000/-
- Aug 30 – Received commission by cheque Rs.5000/-
- Aug 31 – Sold goods for cash Rs. 8000/-

OR

- b)** From the following particulars write up a Three Column Cash Book of Mr. Rajeev **14**
- May 1 - Cash in hand Rs. 40,000/-, Cash at Bank Rs. 30,000/-
 - May 3 - Goods sold for Cash Rs. 9,000/-
 - May 5 - Goods sold for Cash Rs. 18,000/-
 - May 8 - Received Cheque from Mr. Sharma Rs. 19,300/- in full settlement of his dues Rs. 19,600/- and deposited into bank.
 - May 11 - Paid to Mr. Verma Cash Rs. 10,000/- and cheque for Rs. 9,400/- in full settlement of his dues of Rs. 20,000/-
 - May 15 - Cash Received from Mr. Jadhav Rs. 9,800/- in full settlement of his dues of Rs.10,000/-
 - May 20 - Bank credited Interest Rs. 750/-
 - May 24 - Purchased Goods worth Rs. 10,000/- half paid by cheque and half paid by cash
 - May 26 - Purchased Furniture worth Rs.7,500/- and paid by cheque.
 - May 30 - Paid Salary worth Rs. 3000/-
 - May 31 - Bank debited Rs. 350/- towards annual charges.

Q.5 Attempt any one question.

14

- a)** From the following Trail Balance of M/s Hind Traders, you are required to prepare a Trading, Profits & Loss Account for the year ended on 31st March,2012 and Balance sheet as on that date

Trail Balance as on 31/03/2012

Particulars	Debit Rs.	Credit Rs.
Insurance	1,000	
Discount	500	400
Postage and Telegram	1,500	
Salaries	28,000	
Debtors & Creditors	33,000	34,000
Wages	12,000	
Opening stock	20,000	
Carriage	4,500	
Returns	2,800	4,600
Purchase & Sales	96,600	1,50,800
10% Bank Loan		60,000
Plant & Machinery	20,000	
Buildings	80,000	
Drawings	4,000	
Capital		50,000
Office Rent	2,000	
RDD		1,000
Bad debts	600	
Bank Overdraft		9,200
Cash	3,500	
Total	3,10,000	3,10,000

Adjustments:-

- 1) Closing Stock was valued at Rs. 32,000/-
- 2) Depreciate Machinery by 10% and building by 5%
- 3) Wages includes Rs. 2,000/- paid to worker as advance
- 4) Salary Rs. 2000 and office rent Rs. 4,000/- were outstanding
- 5) Create RDD on debtors 1400/-

OR

- b)** Explain the concept of depreciation. What are the various causes of depreciation **14**
also explain the types of depreciation.

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**B.B.A. (Semester - I) (CBCS) Examination Mar/Apr-2018
BUSINESS ECONOMICS (MICRO)**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) A demand for electricity is _____ demand.
 - a) Complementary
 - b) Competitive
 - c) Composite
 - d) Complex
- 2) Micro and Macro economics these two terms were first presented by _____.
 - a) Prof. Ragner Frisch
 - b) Prof. J. M. Keynes
 - c) Adam Smith
 - d) Prof. Alfred Marshall
- 3) A marginal utility from first unit of a commodity is _____.
 - a) Minimum
 - b) Maximum
 - c) Zero
 - d) Negative
- 4) Which of the following Market is famous for product differentiation?
 - a) Perfect Competition
 - b) Monopoly
 - c) Monopolistic Competition
 - d) Oligopoly
- 5) _____ is a payment for the use of labour in production.
 - a) Wages
 - b) Interest
 - c) Capital
 - d) Profits
- 6) Which of the following condition is necessary for equilibrium of a firm?
 - a) $MR > MC$
 - b) $MR < MC$
 - c) $MR = AR$
 - d) $MR = MC$
- 7) _____ has greatly developed the theory of profits based on uncertainty.
 - a) A. C. Pigou
 - b) F. H. Knight
 - c) Schumpeter
 - d) F. B. Hawley

Q.1 B) State whether True or False: 07

- 1) Micro economics study aggregate units.
- 2) Utility analysis of a consumer behavior is presented by Alfred Marshall.
- 3) The concept of Quasi-rent is given by Prof. J. M. Keynes.
- 4) Interest is a payment for the use of capital in production.
- 5) A functional relation between inputs & outputs is known as production function.
- 6) The structure of telecommunication Industry in India is best described as Oligopoly.
- 7) Business economics is micro and macro in nature.

- Q.2 Write short notes. (Any two)** **14**
a) Explain the law of demand.
b) Modern theory of rent.
c) Features of oligopoly market.
- Q.3 Write short notes. (Any two)** **14**
a) Features of Business economics.
b) Explain the features of Monopolistic Competition.
c) Innovation theory of profits.
- Q.4 Define business decisions. Describe Internal & external business decisions.** **14**
OR
Define Price elasticity of demand. Explain the types of Price elasticity of demand.
- Q.5 State & explain the “liquidity preference theory of Interest”, Write its criticisms.** **14**
OR
State & explain the law of diminishing Marginal utility. Write its exceptions.

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B.B.A. (Semester - I) (CBCS) Examination Mar/Apr-2018
BUSINESS ORGANIZATION AND SYSTEMS

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) Personal touch with customer is in _____ firm of business organization.
 - a) Sole Trading
 - b) Co-operative
 - c) Joint Stock Company
 - d) Partnership Firm
- 2) A consumer comes in direct contact with _____.
 - a) Wholesaler
 - b) Producers
 - c) Retailer
 - d) None of these
- 3) _____ is a function of preserving goods for future consumption.
 - a) Warehousing
 - b) Transport
 - c) Banking
 - d) Insurance
- 4) _____ acts as signature of the company.
 - a) Trade mark
 - b) Brand name
 - c) Common seal
 - d) Symbol
- 5) Mining is _____ industry.
 - a) Genetic
 - b) Extractive
 - c) Manufacturing
 - d) None of these
- 6) If garment company merge with another garment company is example of _____ merger.
 - a) Takeover
 - b) Horizontal
 - c) Vertical
 - d) None of these
- 7) Non-banking partnership firm consist of maximum _____ members.
 - a) 10
 - b) 15
 - c) 20
 - d) 50

Q.1 B) Fill in the blanks. 07

- 1) Wholesaler is link between manufacturer & _____.
- 2) Insurance services are part of _____ industry.
- 3) Super market is _____ scale retail business.
- 4) The liability of shareholder of Joint Stock Company is _____.
- 5) _____ trade means sales goods to another country.
- 6) RBI stands for _____.
- 7) FDI stands for _____.

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

- a) Features of Sole proprietorship.
- b) Types of whole sale trade.
- c) Classification of Industry.

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

- a) Functions of Retail Trade.
- b) Legal aspects of Mergers & Acquisitions.
- c) Transportation & Its types.

- Q.4** Define business? Discuss in detail scope of business? **14**
OR
What is Joint Stock Company? Explain its merits & demerits.
- Q.5** Explain Foreign Trade with its Advantages & Disadvantages. **14**
OR
What is Retail trade? Explain its types.

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**B.B.A. (Semester - II) (CBCS) Examination Mar/Apr-2018
BUSINESS ENVIRONMENT**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) _____ is composed of a large number of factors beyond national frontiers.

a) Business Environment	b) Technology
c) Economics	d) Politics
- 2) Economic environment of a country is dependent on the _____ prevailing in that country.

a) Natural System	b) Economic System
c) Technical System	d) Political System
- 3) _____ means to bring most of the enterprises of the country under the ownership, control and management of the private sector.

a) Liberalization	b) Globalization
c) Privatization	d) None of these
- 4) _____ is the knowledge of methods to reform certain tasks or solve problems pertaining to products & services.

a) Economics	b) Politics
c) Environment	d) Technology
- 5) _____ is important to business because it determines the nature and behavior of persons.

a) Cultural	b) Economics
c) Technology	d) None of these
- 6) _____ is the government which is also called State.

a) Legislature	b) Judiciary
c) Executive	d) Preamble
- 7) _____ environment is a source of all manufacturing inputs.

a) Natural	b) Demographic
c) Economical	d) Technological

Q.1 B) True or False: 07

- 1) All the factors which together have a bearing on business are called Business Environment.
- 2) Modern economies are closed economies.
- 3) External Environment of the business is also called as Global environment.
- 4) Freedom of enterprise does not exist in Capitalist System.
- 5) Decline in the people watching films in cinema houses due to introduction TV & CD Players is an example of Technological Environment.
- 6) Different business laws of the government are a part of Political Environment.
- 7) The Indian constitution has three parts.

- Q.2 Write short notes: (Any two)** **14**
- a) Objectives of Business
 - b) Globalization
 - c) Regulation in Technology Transfer
- Q.3 Write short notes: (Any two)** **14**
- a) Economic Factors
 - b) Types of Social Audit
 - c) Political Institutions
- Q.4** What is Social Responsibility? Explain its responsibility towards Employees & Customers. **14**
- OR**
- Explain the Internal environment of business.
- Q.5** What is Political & Legal Environment? What are responsibilities of the state towards business? **14**
- OR**
- What is Natural Environment? Explain its impact on Business.

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**B.B.A. (Semester - II) (CBCS) Examination Mar/Apr-2018
BUSINESS COMMUNICATION – II**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) _____ refers to an oral communication in which small number of a people meet and to discuss an issue.
 - a) Interview
 - b) Group Discussion
 - c) Workshop
 - d) Training
- 2) _____ is the process of speaking to a group of people in a structured manner to inform, to persuade or to entertain them.
 - a) Press conference
 - b) Seminar
 - c) Public Speaking
 - d) Conference
- 3) The flow of information from the lower level to the upper managerial level is called _____.
 - a) Upward
 - b) Horizontal
 - c) Diagonal
 - d) Downward
- 4) _____ refers to transmission of messages through electronic media via telecommunication links.
 - a) Fax
 - b) Mobile
 - c) E-mail
 - d) Telephone
- 5) Communication through the spoken word is known as _____ communication,
 - a) Oral
 - b) Written
 - c) Modern
 - d) None of these
- 6) _____ is a formal meeting & discussion with someone on a particular subject.
 - a) Public Relations
 - b) Interview
 - c) Customers relations
 - d) Speech
- 7) Informal communication is popularly known as _____ communication.
 - a) downward
 - b) upward
 - c) horizontal
 - d) grapevine

Q.1 B) State the following statements true or false: 07

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

- Q.2 Write short answer of the following (Any two)** **14**
- a) Types of Interviews
 - b) Extempore
 - c) Workshop & Orientation
- Q.3 Write short answer of the following (Any two)** **14**
- a) Group Discussion
 - b) Grapevine
 - c) Conference
- Q.4 Explain oral communication with its merits & demerits.** **14**
- OR**
- Explain the use of technology in communication.
- Q.5 Define speech. Explain the various techniques of effective speech.** **14**
- OR**
- What is oral communication? Explain the principles of effective communication.

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B.B.A. (Semester - II) (CBCS) Examination Mar/Apr-2018
COST ACCOUNTING

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives:**07**

- 1) _____ costs are partly fixed and partly variables in relation to output.
a) Variable b) Fixed c) Semi variable
- 2) Packing Cost is an item of _____.
a) Production overhead
b) Selling overhead
c) Office overhead
- 3) _____ cost per unit does not change with change in activity level.
a) Semi Fixed b) Variable c) Fixed
- 4) Direct Expenses are also called _____ expenses.
a) Variable b) Chargeable c) Fixed
- 5) If the minimum stock levels is 3000 units and re-order quantity is 2000 units, what is the average stock Level?
a) 5000 units b) 4000 Units c) 3000 units
- 6) _____ will leads to unnecessary blocking of working capital.
a) Over stocking b) Under stocking c) Minimum stocking
- 7) Under _____ method of wage payment, wages on time basis are not guaranteed.
a) Halsey Pan b) Rowan Plan c) Taylor's Piece rate

Q.1 B) Fill in the blanks:**07**

- 1) If Contribution per unit is Rs.25 and Fixed Costs are Rs. 250000, the breakeven point in units is equal to _____.
- 2) If Contribution per unit = Rs.15 and Sales per unit = Rs. 60, the PV Ratio = _____ per cent.
- 3) If Direct Labour is Rs.600000 and Factory overheads = 72% of Direct Labour, Then factory overhead = Rs. _____.
- 4) _____ budget is designed to change according to the level of activity actually attained.
- 5) Sales = Rs. 440000 and Profit = 10% on Cost of Sales, then Cost of Sales = Rs. _____.
- 6) When standard output is 10 units per hour and actual output is 12 units per hour, the efficiency is _____ per cent.
- 7) Aggregate of all expenses relating to indirect material cost, indirect labour cost and indirect expenses is known as _____.

Q.2 Solve any two questions from the following:

- a) Prepare a cost sheet to determine the Profit when the Selling Price is Rs. 120 per unit.

Particular	Cost	Particular	Cost
Raw materials Consumed	Rs.240000	Office overheads	10% of factory cost
Direct wages	Rs. 75000	Selling overheads	Rs. 5 per unit
Factory overheads	Rs. 25550	Units produced	4000 units
Direct Expenses	Rs. 53500	Units Sold	3588 units

- b) Prepare a Store Leger Account using LIFO Method of pricing the issue of materials:

April 1	Opening Balance	10850 Kg @ Rs.130 per Kg
2	Purchased	20000 Kg @ Rs.134 per Kg
3	Issued	6750 Kg to Production Dept
5	Issued	8500 Kg to Production Dept
6	Received Back	550 Kg from Production Dept
7	Purchased	17550 Kg @ Rs. 128 per Kg
8	Issued	11250 Kg to Production Dept

- c) Short a Note on
Break-Even analysis.

Q.3 Solve any two questions from the following:

- a) Calculate the total wages earned by a workman for a working day of 8 hours under Halsey and Rowan Plan.

Standard production per hour	35 units
Actual Production of the day	385 units
Wage rate per hour	Rs. 32

- b) Calculate EOQ and No. of Orders in a year:

Annual Demand = 5000 Kg
 Cost of placing one order = Rs.125
 Carrying Cost per unit per annum = Rs. 1.25

- c) Write note on Cost control and cost reduction.

Q.4 Solve any one questions from the following:

- a) A manufacturing company has three production departments and two service departments. Overheads allocated for a period to these departments are as follows:-

Production Department	Rs.	Service Department	Rs.
A	225000	X	80000
B	130000	Y	50000
C	120000		

Basis of Apportionment :-

Department	A	B	C	X	Y
X	50%	20%	10%	--	20%
Y	30%	20%	40%	10%	--

Re-apportion the overheads of Service Department by Simultaneous Equation method.

- b) Distinction between Financial & Cost Accounting

Q.5 Solve any one questions from the following:

a) The following data pertains to Material 'X'.

<u>Consumption rate:-</u>	
Maximum : 1600 units per month	Price per unit of material Rs. 64
Minimum : 900 units per month	Storage costs are 5% of stock value
Normal : 1250 Units per month	Ordering costs are Rs.400 per order
Yearly : 36000 units	Supply period: 3 to 4 months.

Calculate:

- 1) Re-order Quantity
- 2) Re-order Level
- 3) Maximum Level
- 4) Minimum Level

b) Fixed Expenses – Rs. 47000

Variable Cost – Rs. 72 p.u.

S.P. – Rs. 120 p.u.

On the basis of the information calculate:-

- 1) P/V Ratio
- 2) Profit when sales are Rs. 250000
- 3) Sales to earn profit of Rs. 60000
- 4) New Break Even Point if selling price is reduced by 5%.

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**B.B.A. (Semester - II) (CBCS) Examination Mar/Apr-2018
MANAGEMENT OF BUSINESS SERVICES**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: **07**

- 1) _____ is a intangible product offered to consumers.
 - a) Organization
 - b) Service
 - c) People
 - d) Business
- 2) _____ is a revenue earning tool of Marketing Mix.
 - a) Physical Evidence
 - b) Publicity
 - c) Price
 - d) Brand
- 3) _____ includes variety of programs designed to promote and protect company's image or individual products.
 - a) Sales promotion
 - b) Personal selling
 - c) Publicity
 - d) Advertisement
- 4) _____ based price considers basic expenditure incurred in production and distribution as the base for calculation.
 - a) Cost
 - b) Competition
 - c) Market
 - d) Demand
- 5) The first phase of nationalization of banks in India took place in _____.
 - a) 1950
 - b) 1940
 - c) 1947
 - d) 1969
- 6) _____ regulates and controls the insurance industry in India.
 - a) GIC
 - b) IRDA
 - c) LIC
 - d) TRAI
- 7) Banking, legal, consultancy, transportation, advertising agency are _____ services.
 - a) Business
 - b) Public
 - c) Infrastructure
 - d) Consumer

Q.1 B) Fill in the blanks: **07**

- 1) _____ is the bundle of satisfaction offered to customer.
- 2) _____ is a type of hotel located on highways.
- 3) _____ insurance is targeted to safeguard non-living assets.
- 4) _____ is also known as Marketing Communication.
- 5) Services are _____ in nature, so they can't be stored for long period of time.
- 6) _____ level of product results in customer delight by offering unexpected benefits.
- 7) _____ is the short term incentives offered to encourage customer for purchase.

- Q.2 Write short notes. (Any two)** **14**
- a) People in Services
 - b) Physical Evidence at Hotels
 - c) New Trends in Banking
- Q.3 Write short notes. (Any two)** **14**
- a) Goods V/S Services
 - b) Role of RBI
 - c) Levels of Service Product.
- Q.4 Define Service. Explain the salient features of services.** **14**
- OR**
- Explain the various elements of promotion mix in detail.
- Q.5 Explain the Product and Promotion mix of Telecommunication services.** **14**
- OR**
- Explain New Economic Policy & its impact on service sector.

Seat No.	
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**B.B.A. (Semester - II) (CBCS) Examination Mar/Apr-2018
BUSINESS INFORMATICS**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) In which of the following form, data is stored in a computer system?
_____.

a) Decimal	b) Octal
c) Binary	d) Hexadecimal

- 2) _____ device is used for sending digital data over a phone lines.

a) USB	b) Modem
c) Printer	d) Scanner

- 3) Mozilla Firefox is a _____.

a) Web page	b) Website
c) Operating System	d) Web Browser

- 4) Insurance companies are likely to use which type of computer to manage data on policy holders? _____.

a) Super Computers	b) Micro Computers
c) Laptop Computers	d) Mainframe Computers

- 5) Which of the following memory allows simultaneous Read and Write operations? _____

a) ROM	b) RAM
c) PROM	d) EPROM

- 6) Which of the following is not an Image editing software? _____

a) MS. PowerPoint	b) CoralDraw
c) MS. Paint	d) Photoshop

- 7) Which of the following is used to interpret information printed on Bank Cheques? _____.

a) CAD	b) OMR
c) MICR	d) MCR

Q.1 B) State the following statements true or false. 07

- 1) The process of transferring files from computer on the internet to your computer is called downloading.
- 2) End Key on the keyboard is used to move the cursor at the end of the document.
- 3) Fifth generation computers are based on ULSI technology.
- 4) Electronic commerce that focuses on non-commercial customers or consumers is called B2C e-commerce.
- 5) The Operating System is the most common type of application software.
- 6) Website is a collection of Web Pages.
- 7) Ram is a Non-Volatile Memory.

Q.2 Write short notes (Any two) **14**
a) Types of Computer
b) E-mail and Voice Mail
c) Modem

Q.3 Write short notes (Any two) **14**
a) Internet Application in Business scenario
b) Operating System
c) Compiler and Interpreter

Q.4 State the characteristics of computer. Explain the various Input devices of Computer **14**

OR

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

Q.5 State the concept of e-commerce. Explain the Types and Applications of E-commerce. **14**

OR

What is Computer memory? Explain Internal and External Memory.

Seat No.	
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**B.B.A. (Semester - III) (New) (CBCS) Examination Mar/Apr-2018
BUSINESS STATISTICS**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: **10**

- 1) The number of observation in a particular class is called _____.
a) Class frequency
b) Class interval
c) Class width
d) Class limit
- 2) The mode of the series is 4, 18, 8, 6, 4, 8, 10, 12, 8, 15, 9, 5, 17, 16.
a) 18
b) 4
c) 8
d) 3
- 3) In Exclusive method _____ is excluded,
a) Lower limit
b) Upper limit
c) Both limit
d) None of these
- 4) The correlation between advertisement and sale is _____.
a) Zero
b) Positive
c) Negative
d) Cannot be determined
- 5) Coefficient of Range is _____.
a) $S - L$
b) $L - S$
c) $\frac{L+S}{L-S}$
d) $\frac{L-S}{L+S}$
- 6) For perfect negative correlation r is equal to _____.
a) 0
b) +1
c) -1
d) +2
- 7) Direct personal observations or interview method is used to collect _____.
a) Primary data
b) Secondary data
c) Both a and b
d) None of these
- 8) If instead of studying the entire population, a part of it is studied is called the _____.
a) Sampling method
b) Census method
c) Both a and b
d) Cannot be calculated
- 9) Index number of base year is _____.
a) 0
b) 100
c) 50
d) None of these
- 10) Spearman's Rank correlation is mainly used for _____.
a) Quantitative Data
b) Qualitative Data
c) Large Data
d) None of these

Q.1 B) Fill in the blanks:-

- 1) When the population under study is heterogeneous type then _____ Sampling method is used.
- 2) $b_{yx} = 0.25$ and $b_{xy} = 0.20$ then $r =$ _____.
- 3) C.V. is _____ measure of dispersion.
- 4) The ideal Index number is _____.

Q.2 Answer any two of the following:-

14

- a) Calculate Mean, Mode and Median for the following series of observation.
50 45 65 58 43 65 42 45 60
- b) Describe advantages of Sampling method over census method.
- c) For the following data, prepare a frequency distribution by taking classes 0-10, 10-20 and so on.

53	42	15	19	28	39	40	45	55	62
68	68	03	15	09	28	30	35	48	58
59	51	16	14	18	29	31	42	45	06
03	05	18	19	29	30	38	40	48	50

Q.3 Answer any two of the following:-

14

- a) Write a note on Dispersion. State different measures of Dispersion.
- b) Calculate coefficient of variation (C.V.) for the following data:-

Class	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	3	9	15	30	18	5

- c) The average income of a factory worker is Rs.270. The mean income of 70 male workers is Rs.300. Find the mean income of 30 female workers.

Q.4 Draw histogram and locate mode. Also obtain Mean.

14

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	9	13	25	30	23	12	08

OR

Draw Scatter diagram. Calculate Karl Pearson's Coefficient of correlation between X and Y.

X:	9	11	13	15	17	19	21	23
Y:	6	8	10	12	14	16	18	20

Q.5 Explain Weighted and Unweighted Price index numbers. From the following data calculate Fisher's price Index number and Quantity Index number.

14

Item	Base Year		Current year	
	Price	Qty	Price	Qty
A	2	40	5	75
B	4	16	8	40
C	1	10	2	24
D	5	25	10	60

OR

Define regression lines. Explain properties of regression coefficients. The equations $5x + 90 = 6y$ and $15x = 8y + 130$ are the lines of regression.

Find:-

- 1) Mean Values of X and Y
- 2) Correlation coefficient between X and Y
- 3) σ_y^2 if $\sigma_x^2 = 16$

Seat No.	
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**B.B.A. (Semester - III) (New) (CBCS) Examination Mar/Apr-2018
MARKETING RESEARCH**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) _____ is the first hand information collected by researcher.
 - a) Interpretation
 - b) Secondary data
 - c) Sampling
 - d) Primary data
- 2) In _____ sampling, sample selection is done in more than one stage.
 - a) Area
 - b) Multiphase
 - c) Multistage
 - d) Cluster
- 3) _____ is the part or subset of population drawn for investigation.
 - a) Reporting
 - b) Classification
 - c) Census Survey
 - d) Sample
- 4) _____ reports are also known as Problem Solving Reports.
 - a) Analytical
 - b) Informal
 - c) Informational
 - d) Private
- 5) In _____ observation, past behavior of respondents is observed.
 - a) Direct
 - b) Undisguised
 - c) Disguised
 - d) Indirect
- 6) _____ is the number of samples drawn from population.
 - a) Population
 - b) Sample Size
 - c) Census
 - d) Sampling
- 7) _____ is the process of assigning numerals or symbols to responses.
 - a) Framing
 - b) Editing
 - c) Tabulation
 - d) coding

Q.1 B) Fill in the blanks: 04

- 1) _____ refers oral communication of research findings.
- 2) Lottery Methods is type of _____ sampling.
- 3) _____ is the first step in Marketing Research Process.
- 4) _____ is set of questions to be asked to respondents for research.

Q.1 C) Match the pairs:- 03

Set 'A'

- 1) Standard Deviation
- 2) Interview
- 3) Secondary Data
- 4) Interpretation

Set 'B'

- 1) Purposeful Conversation
- 2) Methods and procedures
- 3) Explanation of Analysis
- 4) Measures of Dispersion
- 5) Internet & Books

Q.2 Write short notes. (Any Two) 14

- a) Types of Analysis
- b) Determining Sample Size
- c) Methods of Observation

- Q.3 Write short notes. (Any Two)** **14**
- a) Survey Methods
 - b) Steps in Sample Design.
 - c) Types of Written Reports
- Q.4 Define Marketing Research. Explain its process in detail** **14**
- OR**
- Define Sampling? Explain the various methods of sampling? **14**
- Q.5 What is Interpretation & Report Writing? Explain the chapter scheme for written reports.** **14**
- OR**
- XYZ firm wants to conduct a Customer Satisfaction survey in your city for “**Jio Services**”, Frame a suitable questionnaire containing both open and close ended questions for the same. (Assume Necessary Information) **14**

Seat No.	
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**B.B.A. (Semester - III) (New) (CBCS) Examination Mar/Apr-2018
FOUNDATION OF HUMAN SKILLS**

Time: 2½ Hours

Max. Marks: 70

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

- Q.1 A) Choose correct alternatives: 07**
- 1) _____ can inspire & motivate you.
 - a) Skills
 - b) Goals
 - c) Attitude
 - d) Body Language
 - 2) Body Language is _____ communication.
 - a) Telephonic
 - b) Verbal
 - c) Non verbal
 - d) Online
 - 3) Good _____ skills are essential to ones job performance.
 - a) Health
 - b) Communication
 - c) Confidence
 - d) None of these
 - 4) _____ setting can be used to overcome weakness.
 - a) Mind
 - b) Time
 - c) Goal
 - d) Place
 - 5) _____ Skills include the ability to leads, motivate & delegate.
 - a) Interpersonal
 - b) Selling
 - c) Time
 - d) None of these
 - 6) _____ is a code that governs the expectations of social behavior within a society.
 - a) Etiquette
 - b) Body language
 - c) Eye contact
 - d) Postures
 - 7) _____ Principle is also known as 80:20 rule.
 - a) Sherman
 - b) Pareto
 - c) Godman
 - d) None of these
- Q.1 B) State whether the following statement is TRUE or FALSE:- 07**
- 1) Milton Rokeach is a founder of Stress Management.
 - 2) Work etiquettes are not considered important.
 - 3) Body language speaks more than verbal communication.
 - 4) Managing Time effectively is a crucial ingredient in successful people.
 - 5) Exercise increases stress.
 - 6) Goals should to specific in nature.
 - 7) Nodding is a type of body language.
- Q.2 Write Short Notes. (Any two) 14**
- a) Smart Goals
 - b) Attributes of Soft Skills
 - c) Lateral Thinking
- Q.3 Write short answer. (Any two) 14**
- a) Johari Window
 - b) 80:20 Rule
 - c) Practicing Soft Skills

- Q.4** Explain the various problem solving techniques. **14**
OR
What is Goal setting & importance of Goal setting? Why goal setting fails.
- Q.5** What is body language? Explain way of improving body language. **14**
OR
What is stress? Discuss various sources of stress.

Seat No.	
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**B.B.A. (Semester - III) (New) (CBCS) Examination Mar/Apr-2018
BUSINESS ECONOMICS – II (Macro)**

Time: 2½ Hours

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 A) Choose correct alternative from the given alternatives: 07

- 1) Debit card is _____ money.
 - a) Currency
 - b) Legal tender
 - c) Credit
 - d) All of these
- 2) _____ Bank is not a profit making institution.
 - a) Reserve Bank of India
 - b) Co-operative
 - c) Private
 - d) None of these
- 3) Goods and Service Tax (GST) is a _____ tax.
 - a) Global
 - b) Direct
 - c) Indirect
 - d) Local
- 4) A recession phase of trade cycle is characterized by _____.
 - a) Fall in profit
 - b) Fall in price
 - c) Fall in demand
 - d) All of the above
- 5) _____ is a macroeconomic objective.
 - a) Maximum profit
 - b) Maximum sale
 - c) Full employment
 - d) Maximum satisfaction
- 6) Services transactions is a part of _____ account of Balance of payment.
 - a) Current
 - b) Capital
 - c) Settlement
 - d) All of these
- 7) During inflation _____ gains more.
 - a) Businessmen
 - b) Traders
 - c) Merchants
 - d) All of these

Q.1 B) State the following statements true or false. 07

- 1) Repo rate is a short term lending rate of Central Bank.
- 2) Direct Tax reduces purchasing power.
- 3) Current account deposits are not useful for credit creation.
- 4) Monetary policy is employed by Finance Minister.
- 5) Demand pull inflation is because of rise in import prices.
- 6) Balance of payment is for local trade.
- 7) Money is a medium of barter exchange.

Q.2 Write short notes (Any two) 14

- a) Balance of payment (BOP) and Balance of Trade (BOT)
- b) Sources of public expenditure
- c) Types of deposits.

- Q.3 Write short notes (Any two)** **14**
- a) Macro- economic objectives.
 - b) Business cycle
 - c) Functions of money
- Q.4 Describe process of multiple credit creation. Write its limitations.** **14**
- OR**
- Define indirect tax. Explain its merits and demerits.
- Q.5 Discuss the causes of inflation and explain measures to control it.** **14**
- OR**
- Explain the features of foreign trade. Describe the cause of disequilibrium in balance of payment.

Seat No.	
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**B.B.A. (Semester - III) (New) (CBCS) Examination Mar/Apr-2018
IT IN MANAGEMENT**

Time: 2½ Hours

Max Marks: 70

Instructions: 1) Each question carries equal marks.
2) All questions are compulsory.

Q.1 A) Choose correct alternatives:**07**

- 1) _____ is a set instruction and programs which executive specific tasks.
 - a) Hardware
 - b) Software
 - c) Communication
 - d) Data
- 2) CIM stands for _____.
 - a) Computer Information System
 - b) Computer Integrated Manufacturing
 - c) Computer Interchange System
 - d) Computer Information Manufacturing
- 3) _____ Term is not related to the finance management system.
 - a) Cash management
 - b) Investment management
 - c) Capital management
 - d) Process management
- 4) Slow speed response is disadvantages of _____ topology.
 - a) Star
 - b) Ring
 - c) Bus
 - d) None of these
- 5) Printer is an example of _____ device.
 - a) Output
 - b) Input
 - c) Both
 - d) None
- 6) Internet is a _____ internetwork that all includes large number of machines and millions of users worldwide.
 - a) LAN
 - b) MAN
 - c) WAN
 - d) Decentralize
- 7) Patient database is _____ application is Hospital sector.
 - a) Backend
 - b) Frontend
 - c) Primary
 - d) Secondary

Q.1 B) State whether following statements true and false:-**07**

- 1) The speed is maximum in Bus topology.
- 2) Coaxial cable consists of a transmitter which transmits the audio signal through a glass cladding.
- 3) Very small area is covered by WAN.
- 4) Customer database is important backbone of every service industry.
- 5) Plotters are one the input device of computer.
- 6) Noise affects the bandwidth of the signal and corrupts the signal.
- 7) DSS stands for Decent Structured System

- Q.2 Write short notes:- (Solve any two)** **14**
- a) Output devices
 - b) LAN
 - c) IT applications for Transport Industry
- Q.3 Write short notes. (Solve any two)** **14**
- a) Intranet & Internet.
 - b) E-mail & Tools
 - c) Wireless Communication Channels
- Q.4** a) Explain the Marketing Information System in detail. **14**
- OR**
- b) Explain the IT Applications in Hotel Industry.
- Q.5** a) Explain the Human Resource Information System in detail. **14**
- OR**
- b) Define MIS. Explain characteristics of MIS.

- Q.1 B) Fill in the blanks:-** **04**
- 1) When the population under study is heterogeneous type then _____ Sampling method is used.
 - 2) $b_{yx} = 0.25$ and $b_{xy} = 0.20$ then $r =$ _____.
 - 3) C.V. is _____ measure of dispersion.
 - 4) The ideal Index number is _____.

- Q.2 Answer any two of the following:-** **14**
- a) Calculate Mean, Mode and Median for the following series of observation.
50 45 65 58 43 65 42 45 60
 - b) Describe advantages of Sampling method over census method.
 - c) For the following data, prepare a frequency distribution by taking classes 0-10, 10-20 and so on.

53	42	15	19	28	39	40	45	55	62
68	68	03	15	09	28	30	35	48	58
59	51	16	14	18	29	31	42	45	06
03	05	18	19	29	30	38	40	48	50

- Q.3 Answer any two of the following:-** **14**
- a) Write a note on Dispersion. State different measures of Dispersion.
 - b) Calculate coefficient of variation (C.V.) for the following data:-

Class	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	3	9	15	30	18	5

- c) The average income of a factory worker is Rs.270. The mean income of 70 male workers is Rs.300. Find the mean income of 30 female workers.

- Q.4 Draw histogram and locate mode. Also obtain Mean.** **14**

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	9	13	25	30	23	12	08

OR

Draw Scatter diagram. Calculate Karl Pearson's Coefficient of correlation between X and Y.

X:	9	11	13	15	17	19	21	23
Y:	6	8	10	12	14	16	18	20

- Q.5 Explain Weighted and Unweighted Price index numbers. From the following data calculate Fisher's price Index number and Quantity Index number.** **14**

Item	Base Year		Current year	
	Price	Qty	Price	Qty
A	2	40	5	75
B	4	16	8	40
C	1	10	2	24
D	5	25	10	60

OR

Define regression lines. Explain properties of regression coefficients. The equations $5x + 90 = 6y$ and $15x = 8y + 130$ are the lines of regression.

Find:-

- 1) Mean Values of X and Y
- 2) Correlation coefficient between X and Y
- 3) σ_y^2 if $\sigma_x^2 = 16$

Seat No.	
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**B.B.A. (Semester - III) (Old) (CGPA) Examination Mar/Apr-2018
MARKETING RESEARCH**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternatives. 07

- 1) A mean, median & mode are all the examples of _____.
a) Measures of correlation b) Measures of venation
c) Measures of central tendency d) Measures of co-efficient
- 2) Marketing Research is a function which links customer & public to the marketer though _____.
a) Computer b) Information
c) Cable d) Connections
- 3) _____ sampling implies equal probability to every unit in the Population.
a) Random b) Judgment
c) Snowball d) Convenience
- 4) _____ refers to the task of drawing inference from collected facts after analysis.
a) Report writing b) Data Editing
c) Interpretation d) Research Design
- 5) _____ implies that the objective of survey should be achieved with minimum cost & effort.
a) Measurability b) Economy
c) Goal oriented d) Practicality
- 6) _____ sampling deals with dividing population into homogeneous subgroups & than randomly sample is drawn.
a) Judgment b) Cluster
c) Quota d) Stratified Random
- 7) _____ is the process of examining data to detest error & to correct then when possible.
a) Statistical analysis b) Sampling
c) Editing d) Classification

Q.1 B) Fill in the blanks:- 07

- 1) _____ Questions has only two alternatives in the form of 'Yes or No', 'True or False' etc.
- 2) All items in any field of inquiry constitute _____.
- 3) The type of observation mode as per set plan is called _____.
- 4) _____ is a statistical tool of analysis with the help of which researcher determines relationship between two more than two variables.
- 5) The process of collecting data from small part of population is called _____.
- 6) A problem well defined is _____.
- 7) Method of sampling used for public opinion survey is called _____.

Q.2 Write short notes. (Any two) **14**
a) Describe the steps in sample design.
b) Explain observation methods.
c) Describe the contents in report writing.

Q.3 Write short answer. (Any two) **14**
a) Questionnaires Designing
b) Determining sample size
c) Primary data & secondary data

Q.4 Define Marketing Research. State & explain the applications of Marketing Research. **14**

OR

Explain the sources of secondary data. How evaluation of secondary data is done?

Q.5 What the different processing operations used in marketing research. **14**

OR

Explain the different processing operations used in Marketing Research.

Seat No.	
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B.B.A. (Semester - III) (Old) (CGPA) Examination Mar/Apr-2018
FOUNDATION OF HUMAN SKILLS

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select the correct answer from the possible choice:- **07**

- 1) _____ can inspire & motivate you.
 - a) Skills
 - b) Goals
 - c) Attitude
 - d) Body Language
- 2) Body language is _____ communication.
 - a) Telephonic
 - b) Verbal
 - c) Non-verbal
 - d) Online
- 3) _____ values refer to the ways we achieve goals.
 - a) Terminal
 - b) Instrumental
 - c) Different
 - d) Temporary
- 4) _____ setting can be used to overcome weakness.
 - a) Mind
 - b) Time
 - c) Goal
 - d) Place
- 5) For effective reading _____ training is also necessary with eye training.
 - a) Mind
 - b) Ear
 - c) Brain
 - d) Speed
- 6) _____ Attitude believes worst about others.
 - a) Positive
 - b) Negative
 - c) Good
 - d) None of these
- 7) _____ is art of lending your ears to others.
 - a) Thinking
 - b) Listening
 - c) Reading
 - d) Learning

B) State whether the following are True or False: **07**

- 1) Milton Rokeach is a founder of Stress Management.
- 2) You can't listen if you are busy in thinking something else.
- 3) Body language speaks more than verbal communication.
- 4) Neighborhood affects on attitude.
- 5) Exercise increases stress.
- 6) Goals should to be specific in nature.
- 7) Nodding is a type of body language.

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

- a) Explain the Obstacles in positive attitude.
- b) Basic abilities of human skills
- c) Types of values

- Q.3 Write short answer following. (Any two)** **14**
- a) Negative attitude and how to overcome it.
 - b) How to develop a positive attitude.
 - c) Grid Goal Setting
- Q.4** What is SWOT analysis? What is SMART GOAL? Explain Dream Vs Goal. **14**
- OR**
- What is Goal setting & importance of Goal setting? Why goal setting fails.
- Q.5** What is body language? Explain way of improving body language. **14**
- OR**
- What is stress? Discuss various sources of stress.

Seat No.	
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Set **P**

B.B.A. (Semester - III) (Old) (CGPA) Examination Mar/Apr-2018
MANAGEMENT OF SME

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select the correct answer from the possible choice:- **07**

- 1) Technical Consultancy Organization (TCO) provides _____ measure for promoting small enterprises.
 - a) Tax holidays
 - b) Subsidies on machines
 - c) Export duties
 - d) All of these
- 2) _____ is the analysis of building and machines.
 - 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 investment.
 - a) MIDC
 - b) DIC
 - c) SIICOM
 - d) HDFC
- 6) Small enterprises are superior for _____.
 - a) Employment generation
 - b) Balanced regional development
 - c) Equality of incomes
 - d) All of these
- 7) Brain storming method is used to _____.
 - a) Design product
 - b) Generate ideas
 - c) Selection of location
 - d) Purchase raw material

Q.1 B) State whether following statements true or false: **07**

- 1) Small enterprises have problems in marketing.
- 2) Joint Stock Company is well known for limited liability.
- 3) Project is work plan to start new venture.
- 4) Creativity method is used to start new venture.
- 5) Trade fare and exhibitions are promotional schemes for marketing.
- 6) Co-operative enterprises functions on company principles.
- 7) Technical consultancy organization is setup for marketing assistance.

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

- a) Sources of ideas generations.
- b) Technical analysis of project
- c) Creativity method

- Q.3 Write short notes: (Any two)** **14**
- a) District Industrial Centre (DIC)
 - b) Joint Stock Company
 - c) Brain Storming method
- Q.4** Discuss the marketing assistance and export incentives to promote small enterprises. **14**
- OR**
- Describe the various steps for starting small enterprises.
- Q.5** Explain the significance and problems of small enterprises. **14**
- OR**
- Discuss the role of Small Industries Development Bank of India (SIDBI) in promotion of small enterprises.

- Q.2 Write short notes any two of the following:** **14**
- a) Uses of internet
 - b) Software & it's types.
 - c) Difference between LAN & WAN.
- Q.3 Write short notes:- (Any 2)** **14**
- a) Characteristics of MIS.
 - b) Uploading & Downloading.
 - c) Hardware & Software.
- Q.4 Define IT? Explain IT application in Banking industry.** **14**
- OR**
- What is meant by Data communication? Explain various data Communication channels in detail.
- Q.5 Define Network topology. Explain types of topology.** **14**
- OR**
- Explain IT application in Hotel Industry.

Seat No.	
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**B.B.A. (Semester - IV) (New) (CBCS) Examination Mar/Apr-2018
BUSINESS LAW**

Time: 2½ Hour

Max. Marks: 70

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

Q.1 A) Choose correct alternatives: 07

- 1) A contract made by coercion is _____ contract.
 - a) valid
 - b) void
 - c) voidable
 - d) illegal
- 2) The Negotiable Instrument Act _____.
 - a) 1932
 - b) 1934
 - c) 1930
 - d) 1981
- 3) A partner who lends his name and credit to the firm is called _____ partner.
 - a) Nominal
 - b) Dormant
 - c) Active
 - d) Minor
- 4) A company formed by registration under the Indian Companies Act is known as _____ company.
 - a) chartered
 - b) registered
 - c) statutory
 - d) none of these
- 5) The Sale of Goods Act _____.
 - a) 1932
 - b) 1986
 - c) 1930
 - d) 1934
- 6) Consideration must move at the desire of the _____.
 - a) promiser
 - b) promisee
 - c) both a & b
 - d) none of these
- 7) Jurisdiction of State Commission is _____.
 - a) Rs.1 to 1 lac
 - b) Rs. 1 to 20 lac
 - c) Rs. 20 to 1 Cr.
 - d) Above 1 Cr.

Q.1 B) State whether the following statements are true or false. 07

- 1) An offer must be communicated.
- 2) Person of unsound mind is competent to contract.
- 3) A partner has no rights to inspect the accounts.
- 4) Company is a separate legal entitle.
- 5) The members of District Consumer Forum are appointed by central government.
- 6) If two lines are drawn on the left hand upper corner of the cheque is called cross cheque.
- 7) Unpaid seller has no right to lien.

Q.2 Write Short Notes. (any two) 14

- a) Unpaid seller and his rights
- b) Essential characteristics of partnership
- c) Agreement declared void

- Q.3 Write Short Notes. (any two)** **14**
- a) Memorandum of Association
 - b) Define Negotiable Instruments and kinds of Negotiable Instrument.
 - c) Explain types of partners.
- Q.4** Explain the remedies for breach of contract. **14**
- OR**
- Explain the kinds of companies.
- Q.5** Consumer disputes redressal machinery Explain. **14**
- OR**
- Rights and duties of partner.

Seat No.	
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**B.B.A. (Semester - IV) (New) (CBCS) Examination Mar/Apr-2018
INTERNATIONAL BUSINESS**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select the Correct alternative: 07

- 1) Heckscher-Ohlin advocated _____ theory.
 - a) Factor Endowments
 - b) Cost Comparative
 - c) Opportunity Cost
 - d) Productivity
- 2) Under _____ the franchisee pays a fee the franchisor.
 - a) Exporting
 - b) Franchising
 - c) Importing
 - d) Turn key Projects
- 3) A tariff as levied as a proportion of the value of the imported goods is called _____.
 - a) Specific
 - b) Compound
 - c) Ad-Valorem
 - d) None of these
- 4) _____ is a proposal submitted by an exporter to export specific goods.
 - a) Offer
 - b) Proposal
 - c) Receipt
 - d) Enquiry
- 5) _____ is an exchange document needed by the customs officials.
 - a) GR-I
 - b) GR-II
 - c) Shipping Bill
 - d) IEC Form
- 6) Flexible Exchanged Rate is also known as _____.
 - a) Pegged Exchange Rate
 - b) Floating Exchange Rate
 - c) Managed Exchange Rate
 - d) Fixed Exchange Rate
- 7) WTO was come in action in _____.
 - a) 1965
 - b) 1975
 - c) 1985
 - d) 1995

Q.1 B) State Whether the following statement is True or False. 07

- 1) A quota system provides the protection to the domestic firms from the foreign competitors.
- 2) Balance of payment is a single entry system.
- 3) Mate receipt furnished by the captain of the ship to port superintendent.
- 4) WTO works to promote internal trade.
- 5) Investment made by Enron in Power plant in India is an example of FDI.
- 6) Forwarding agent works on behalf of government.
- 7) Domestic companies enter into international business through mergers & acquisitions.

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

- a) Types of Trade Blocs
- b) Quota System
- c) IMF & Its functions

- Q.3. Write short answer (Any two)** **14**
- a) Factor Endowments Theory
 - b) Import Procedure
 - c) Features of MNC
- Q.4** Define International Business. Explain its prospects. **14**
- OR**
- Define World Bank with its objectives & functions.
- Q.5.** Explain modes of entries in International Market. **14**
- OR**
- Explain BOP & its components in detail.

Seat No.	
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**B.B.A. (Semester - IV) (New) (CBCS) Examination Mar/Apr-2018
ORGANISATIONAL BEHAVIOR**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select the correct answer from the possible choice. 07

- 1) ___ are the intense feelings that are directed at someone or something.
 - a) Values
 - b) Moods
 - c) Emotions
 - d) Perception
- 2) _____ is concerned with the understanding, prediction & control of human behavior in organization.
 - a) Organization behavior
 - b) Culture
 - c) Personality
 - d) None
- 3) _____ reflects employee's loyalty to their organization.
 - a) Job Involvement
 - b) Job satisfaction
 - c) Job association
 - d) Organizational Commitment
- 4) _____ values represent the desirable end state of existence.
 - a) Instrumental
 - b) Terminal
 - c) Personal
 - d) Environmental
- 5) _____ is generally accepted beliefs, values, behavioural norms, morals & ways of doing business that are unique to each organization.
 - a) Group behavior
 - b) Organization Behaviour
 - c) Organisational Culture
 - d) Work Teams
- 6) _____ is a cognitive process by which individuals select, organize & interpret their sensory impressions and make interpretations.
 - a) Attitude
 - b) Perception
 - c) Values
 - d) Grouping
- 7) _____ group is composed of a supervisor and subordinates who report directly to that supervisor.
 - a) Command
 - b) Project
 - c) Committee
 - d) Task

B) Fill in the blanks:- 07

- 1) Personality, Attitude and Perception are ___ factors affecting individual behavior.
- 2) ___ is the degree to which employee immerse themselves in their jobs.
- 3) _____ lasts longer than emotions & their cause is often general & unclear.
- 4) _____, Structure, Technology and Environment are the key elements of OB.
- 5) _____ is a stage of group development the group gets fully functional and it results in teamwork & task accomplishment.
- 6) Drawing a general impression about an individual based on single characteristics or trait is called as _____.
- 7) Honesty, Ambition, Courage & Self Control are _____ values.

- Q.2 Write short notes. (Any two)** **14**
- a) Group Cohesiveness
 - b) Types of Emotions.
 - c) Key elements of OB
- Q.3 Write short answer. (Any two)** **14**
- a) Types of Organizational Attitude
 - b) Types of Values.
 - c) Cultural Artifacts.
- Q.4 Explain the various factors affecting Individual Behavior.** **14**
- OR**
- Explain the perceptual process in detail.
- Q.5 Explain the various internal & external factors affecting perception.** **14**
- OR**
- Define Group. Explain the types of groups and stages of group development in detail.

Seat No.	
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B.B.A. (Semester - IV) (New) (CBCS) Examination Mar/Apr-2018
ENTREPRENEURSHIP DEVELOPMENT

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select correct alternatives: 07

- 1) For an entrepreneur, innovation is an important criterion is stated by _____.
 - a) Richard Cantillon
 - b) Peter Drucker
 - c) Joseph A. Schumpeter
 - d) David McClelland
- 2) Drone entrepreneur are _____.
 - a) Adapt new technologies
 - b) Refuge to adopt new changes
 - c) Imitative
 - d) None of these
- 3) Intrapreneur is the person who performs their operation _____.
 - a) Independently
 - b) Dependently
 - c) Personal Investment
 - d) Either a & c
- 4) After generation of idea what is the next step in promotion of venture?
 - a) Carrying detailed information
 - b) Exploring the opportunities
 - c) SWOT analysis
 - d) All of the above
- 5) David McClelland put forward _____ as the major determinant of entrepreneurship development.
 - a) Withdrawal of status respect
 - b) Need achievement
 - c) Legitimacy of entrepreneurship
 - d) Minimal security
- 6) Choose the wrong alternative from the following:-
 - a) Entrepreneurs have a strong desire to achieve
 - b) Entrepreneurs are innovators
 - c) Entrepreneurs take calculated risk
 - d) Entrepreneurs like to work for others
- 7) Entrepreneurship emerging in ____ areas is called rural entrepreneurship.
 - a) Rural
 - b) Urban
 - c) Slum
 - d) Undeveloped

Q.1 B) State whether following statements true or false: 07

- 1) Only a capitalist is the entrepreneur.
- 2) An economy is the effect for which entrepreneurship is the cause.
- 3) Financial institutions find men and women entrepreneurs equally worth for advocating funds to them.
- 4) Rural entrepreneurship precedes rural industrialization.
- 5) Social entrepreneurship & business entrepreneurship are conceptually same.
- 6) Availability of capital is the only condition for establishing and running an enterprise.
- 7) The basic objective of EDP is to create awareness about enterprises in the country.

- Q.2 Write short notes: (Any two)** **14**
- a) Explain government incentives.
 - b) Problems of women entrepreneurship.
 - c) Entrepreneur V/S Intrapreneur.
- Q.3 Write short notes: (Any two)** **14**
- a) Explain various characteristics of an entrepreneur.
 - b) Process of developing competencies.
 - c) Maslow's Need Hierarchy Theory.
- Q.4** What is meant by Entrepreneur? Explain it's various functions of an entrepreneur. **14**
- OR**
- Explain the role of entrepreneurship in Economic Development.
- Q.5** Define Women Entrepreneur. Explain remedies for women entrepreneurship development. **14**
- OR**
- Explain major entrepreneurial competencies.

Seat No.	
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B.B.A. (Semester - IV) (New) (CBCS) Examination Mar/Apr-2018
MANAGEMENT OF SME

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select the correct alternative. 07

- 1) Method used to generating idea is _____.
 - a) Market Surveys
 - b) Trade Fairs
 - c) Govt. Directories
 - d) Brain Storming
- 2) The NSIC was established in _____.
 - a) 1955
 - b) 1965
 - c) 1945
 - d) 1975
- 3) _____ provides all details necessary for establishing a new unit.
 - a) Audit report
 - b) Financial Report
 - c) Project Report
 - d) Balance Sheet
- 4) The investment limit for of small & medium scale industries is up to Rs. _____.
 - a) 5 Cr.
 - b) 1 Cr
 - c) 20 Cr.
 - d) 10 Cr
- 5) Small enterprises are based on _____.
 - a) Capital intensive
 - b) Labour incentive
 - c) Land intensive
 - d) None of these
- 6) Technical consultancy organization promotes small enterprises through _____.
 - a) Marketing Facilities
 - b) Financial Facilities
 - c) Technical Facilities
 - d) None of these
- 7) Under _____ assistance Government of India has set up trade centres to cater the marketing needs.
 - a) Marketing
 - b) Technical
 - c) Financial
 - d) All of these

B) State Whether the following statement is True or False. 07

- 1) Small & Medium enterprises increase regional imbalances in economy.
- 2) The project appraisal is generally done by Political institutions.
- 3) Liberalized credit is one of the Export assistance to SMEs.
- 4) A subsidy is govt. payment or grant to a private enterprise for the good of public.
- 5) Technical feasibility examines the project with reference to cost & profitability of project.
- 6) Only new industrial units are exempted from payment of income tax up to five years.
- 7) Tax Holiday means tax rebate to entrepreneurs who have been on enjoying holidays in other places

- Q.2 Write short answer for the following. (Any two)** **14**
- a) Various sources of generating business idea.
 - b) Marketing Assistance.
 - c) Classification of Project.
- Q.3 Write short answer for the following. (Any two)** **14**
- a) Functions of DIC.
 - b) Creativity-Concept
 - c) Problems of SME.
- Q.4 Describe planning commission guidelines for formulation of project report.** **14**
- OR**
- Explain various steps in project identification.
- Q.5 Define SME. Explain the role of SME in Indian Economic Development.** **14**
- OR**
- Discuss the various subsidy schemes available for SMEs.

Seat No.	
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**B.B.A. (Semester - IV) (Old) (CGPA) Examination Mar/Apr-2018
EVENT MANAGEMENT**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternative. 07

- 1) The venue manager is generally _____ a permanent employee.
 - a) Private
 - b) Permanent
 - c) Contractual
 - d) Temporary
- 2) _____ Events tend to have high budget and high profiles.
 - a) Festival
 - b) Promotional
 - c) Family
 - d) None of these
- 3) _____ is a powerful creator of mood.
 - a) Stage
 - b) Music
 - c) Decor
 - d) Layout
- 4) _____ should be realistic & measurable.
 - a) Objectives
 - b) Events
 - c) Audience
 - d) None of these
- 5) Market _____ is the process of analyzing your customers in group.
 - a) Planning
 - b) Segmentation
 - c) Competition
 - d) None of these
- 6) The appropriate _____ for formal occasions should be included on the invitation.
 - a) Food
 - b) Music
 - c) Dress
 - d) Guest
- 7) _____ is generally required for premises, equipments, cash & other valuables.
 - a) Security
 - b) Planning
 - c) Organizer
 - d) Host

B) State Whether the following statement is True or False. 07

- 1) Volunteers do not have the right to be treated as coworkers.
- 2) In Greek marriage the priest crowns both the bride & groom.
- 3) Briefing the staff before the event is essential.
- 4) Core talent creates variation in every event.
- 5) Manager's in charge of staffing need not be aware of legal requirement of staffing.
- 6) Technical problems are professionals.
- 7) The importance of conducting rehearsals cannot be underestimated.

Q.2 Write short answer for the following (Any two) 14

- a) Proposal of event
- b) Key Elements of event
- c) Size of event

- Q.3 Write short answer for the following (Any two)** **14**
- a) Security
 - b) Types of event
 - c) 5 C's of Event
- Q.4** What are different jobs in event management? **14**
- OR**
- Explain the emergency planning process.
- Q.5** Explain the process of event marketing. **14**
- OR**
- Explain the different types of financing statements.

Seat No.	
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B.B.A. (Semester - IV) (Old) (CGPA) Examination Mar/Apr-2018
BUSINESS ECONOMICS – II (Marco)

Time: 2½ Hours

Max. Marks: 70

- Instructions:** 1) All Questions are compulsory.
 2) Figures to the right indicate full marks.
 3) Give diagrams & schedule wherever necessary.

Q.1 A) Choose correct alternative. 07

- 1) There are _____ phases of business cycles.
 - a) Three
 - b) Two
 - c) Four
 - d) Five
- 2) _____ is a direct tax.
 - a) Sale tax
 - b) Production tax
 - c) Wealth tax
 - d) VAT
- 3) Credit creation increases _____.
 - a) Supply of money
 - b) Wealth
 - c) Recurring deposit
 - d) Time deposit
- 4) National Income is a subject matter of _____ economics.
 - a) Macro
 - b) Micro
 - c) Public
 - d) Agriculture
- 5) When the price level rises the value of _____ is decrease.
 - a) Commodity
 - b) Money
 - c) Services
 - d) Land
- 6) In the _____ view the inflation occurs after the full employment.
 - a) Dr. Marshall
 - b) J.B. Say
 - c) Prof. Keynes
 - d) Hawtray
- 7) A subject matter of public finance is _____.
 - a) Public revenue
 - b) Public expenditure
 - c) Public debt
 - d) All of these

B) State Whether the following statement is True or False. 07

- 1) Wealth tax is indirect tax.
- 2) Price level falls is known as inflation.
- 3) RBI employees monetary policy.
- 4) Macroeconomics includes large study.
- 5) Measures of value is the contingent function of money.
- 6) Sale tax is direct tax.
- 7) VAT means Value Added Tax.

Q.2 Write short answer for following (Any two) 14

- a) Explain the phases of business cycles.
- b) Explain the types of budget.
- c) Objectives of Monetary Policy

Q.3 Write short answer following (Any two) 14

- a) Qualitative control of credit
- b) Functions of central banks
- c) Causes of inflation

- Q.4** Explain the merits & demerits of Indirect taxes. **14**
OR
Define Commercial Banks? What are the functions of Commercial Banks?
- Q.5** Explain the merits & demerits of Macro Economics. **14**
OR
Define B.O.P & B.O.T.? What are the causes of disequilibrium in balance of payment?

Seat No.	
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B.B.A. (Semester - IV) (Old) (CGPA) Examination Mar/Apr-2018
ORGANIZATIONAL BEHAVIOR

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternative:- **07**

- 1) Organizations are _____ systems.
 - a) Social
 - b) Formal
 - c) Unformed
 - d) None of these
- 2) Organizations are the associations of _____.
 - a) Memorandums
 - b) Individuals
 - c) Family
 - d) None of these
- 3) The perception process starts with the reception of _____.
 - a) Risk
 - b) Stimuli
 - c) Planning
 - d) None of these
- 4) Intensity is closely related to _____.
 - a) Size
 - b) Thinking
 - c) Technology
 - d) None of these
- 5) _____ Stage is the highest level of group maturity.
 - a) Forming
 - b) Storming
 - c) Performing
 - d) None of these
- 6) _____ means an individual skill and capacity to perform job.
 - a) Skill
 - b) Education
 - c) Ability
 - d) None of these
- 7) _____ is concerned with the study of human behavior at work.
 - a) Goal
 - b) Values
 - c) Organizational behavior
 - d) Attitude

Q.1 B) True or false:- **07**

- 1) Attitudes are final statements.
- 2) People join groups for safety & security.
- 3) Decisions are not made out of alternatives in groups.
- 4) Psychological Factor affects individual behavior.
- 5) Virtual teams work across time & space.
- 6) Reference group is an informal group.
- 7) Experience & knowledge does not serve as any basis for perception.

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

- a) Stages of group development.
- b) Key elements of OB.
- c) Cognitive Dissonance theory.

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

- a) Types of Groups.
- b) Changing Organizational Culture
- c) Teams V/S Groups

- Q.4** What is Individual behavior? Explain the factors affecting Individual behavior. **14**
OR
Explain the factors affecting perception.
- Q.5** Define Attitude. Explain types of attitude & Formation of attitude. **14**
OR
What is Perception? Explain perception process.

- Q.2 Write Short Notes: (Any two)** **14**
- a) Obstacles for Entrepreneurship development.
 - b) Explain various characteristics of an entrepreneur.
 - c) Franchising.
- Q.3 Write Short answers: (Any two)** **14**
- a) Distinguish between Entrepreneur and entrepreneurship.
 - b) Distinguish between Intraprenur and entrepreneur.
 - c) Distinguish between entrepreneur and Manager.
- Q.4 Define entrepreneur? Explain various functions of an entrepreneur.** **14**
- OR**
- Define rural entrepreneur? Explain Problems of rural entrepreneurship.
- Q.5 Define women entrepreneur? Explain the problems of women entrepreneur & also discuss remedies for problems.** **14**
- OR**
- Explain entrepreneurship & discuss various factors affects the growth of entrepreneurship.

Seat No.	
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**B.B.A. (Semester - IV) (Old) (CGPA) Examination Mar/Apr-2018
MARKETING MANAGEMENT - I**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternatives: **07**

- 1) _____ is a group potential customer sharing a common need/want.
 - a) Marketing Management
 - b) Marketing
 - c) Market
 - d) Segmentation
- 2) _____ is the act of designing & producing container for product.
 - a) Physical Evidence
 - b) Publicity
 - c) Brand
 - d) Packaging
- 3) _____ includes variety of programs designed to promote and protect company's image or individual products.
 - a) Sales promotion
 - b) Advertisement
 - c) Publicity
 - d) Personal selling
- 4) _____ refers studying reasons behind consumers' purchase actions.
 - a) Market Segmentation
 - b) Consumer behavior
 - c) Marketing Environment
 - d) Marketing Management
- 5) Big Bazaar, Wal-mart, Tesco are examples of _____.
 - a) Discount Stores
 - b) Specialty Stores
 - c) Hypermarket
 - d) Network Marketing
- 6) _____ is a strategy of maintaining relations and loyalty of customers.
 - a) Social Marketing
 - b) Customer Relationship Management
 - c) Consumer Behavior
 - d) Marketing Mix
- 7) The modern concept of marketing is Seeking, Matching & _____.
 - a) Positioning
 - b) Publicity
 - c) Programming
 - d) All of the above

Q.1 B) Fill in the blanks:- **07**

- 1) _____ consists of factors & forces affecting marketing activities.
- 2) _____ is an ultimate end user of a product or service.
- 3) _____ is the last activity in Marketing Distribution Channel.
- 4) Lifestyle & Personality are _____ bases of Market Segmentation
- 5) Modern marketing is _____ focused.
- 6) _____ is marketing tools used by the marketer to achieve the marketing goals.
- 7) _____ tangibilises the intangible services.

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

- a) Network Marketing
- b) Packaging
- c) Social Marketing

- Q.3 Write short notes. (Any two)** **14**
- a) Target Marketing.
 - b) Promotion Mix.
 - c) E-Marketing
- Q.4 Explain the various factors affecting Consumer Behavior.** **14**
- OR**
- Explain various bases for Market Segmentation.
- Q.5 Explain the Buying Decision Making Process with example.** **14**
- OR**
- Explain the various forces of Marketing Environment.

Seat No.	
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**B.B.A. (Semester - V) (CGPA) Examination Mar/Apr-2018
INTERNATIONAL BUSINESS**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternatives: 07

- 1) The major different between IMF and IBRD is _____.
a) Location
b) Promotion
c) Short-term and long term lending
d) None of these
- 2) The New Trade Policy of India for 2015-2020 is presented by _____.
a) Nirmala Sitaraman
b) Sushama Swaraj
c) Ambika Soni
d) Jayanti Natrajan
- 3) _____ is popularly known as World Bank.
a) IMF
b) IBRD
c) BOP
d) None of these
- 4) For customs clearance, the _____ is prepared by the exporter.
a) Carting order
b) Letter of origin
c) The Shipping Bill
d) Licensing
- 5) Tariff is imposed _____.
a) To add to government revenue
b) To curtail imports
c) To save scarce foreign exchange
d) To provide a boost to domestic industries
- 6) When tariff levied as a proportion of the value of the imported goods, it is called _____ tariff.
a) Specific
b) Ad-valorem
c) Compound
d) None of these
- 7) _____ means selling the product below cost of production.
a) SDR
b) Export
c) Import
d) Dumping

Q.1 B) State the following statements are True or False:- 04

- 1) Balance of payments records the inflow and outflow of foreign exchange.
- 2) Letter of credit is issued by exporter's Bank.
- 3) Franchising is a form of Licensing.
- 4) India is member of EU.

Q.1 C) Fill in the blanks:- 03

- 1) Fixed exchange rate is also known as _____.
- 2) GATT is converted into _____.
- 3) MEIS stands for _____.

- Q.2 Write short note:- (Any two)** **14**
- a) Objectives and Functions of WTO
 - b) Objectives and Functions of IMF
 - c) BOT and BOP
- Q.3 Write short note:- (Any Two)** **14**
- a) Problems of International Business
 - b) Comparative Cost Theory
 - c) Protection Trade Policy – Arguments for and against
- Q.4 Long Term question:-** **14**
- Define MNC. Explain in detail various features and importance of MNC's.
- OR**
- Explain objectives and functions of BRICS and SAARC.
- Q.5 Explain in detail the various modes of entries into International Business.** **14**
- OR**
- Explain in detail New Trade Policy of India.

Seat No.	
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B.B.A. (Semester - V) (CGPA) Examination Mar/Apr-2018
RETAIL MANAGEMENT

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Select the correct alternatives.**07**

- 1) KFC, CCD & Domino's are the examples of _____.
 - a) Malls
 - b) Retail Franchising
 - c) Hypermarket
 - d) Specialty stores
- 2) _____ is a clear & definite plan of action that retailer outlines.
 - a) Location
 - b) Retail Strategy
 - c) Promotion
 - d) Technology
- 3) _____ is the manner / system in which merchandise can be arranged in store.
 - a) Visual merchandising
 - b) Promotion
 - c) Store Layout
 - d) Branding
- 4) The term European Articles Numbering (EAN) is related to _____.
 - a) Private brands
 - b) Store Design
 - c) RFID
 - d) Barcoding
- 5) Following is one of the components of retail supply chain management.
 - a) Store Design
 - b) Transportation
 - c) Warehousing
 - d) Both b & c
- 6) Store Marquee, Store Front are the components of _____.
 - a) Interior Store Design
 - b) Exterior Store Design
 - c) Supply Chain Management
 - d) Grid Layout
- 7) Store openings, Celebrity visits, store renovations etc are the tools of _____.
 - a) Advertisement
 - b) Personal selling
 - c) Publicity
 - d) Sales promotion

Q.1 B) Fill in the blanks.**07**

- 1) UPC stands for _____.
- 2) _____ store front is parallel to road.
- 3) _____ layout of store is used in supermarkets.
- 4) A _____ is the retailer's own brand which shares common shelf place with national brands.
- 5) _____ is the planning involved in marketing the right product at right place at right time at price in right quantity.
- 6) _____ is a diagram that visually communicates how merchandise is physically fit in store.
- 7) Amway, Avon, Oriflame, Herbalife are the forms of _____ retailing.

Q.2 Write Short Notes. (Any Two)**14**

- a) Barcoding
- b) Assortment Planning
- c) Retail Franchising

- Q.3 Write Short Notes. (Any Two)** **14**
- a) Components of Retail supply chain management
 - b) Point of Purchase Display
 - c) Types of Store Layout
- Q.4** Explain the various factors affecting Retail location decisions. **14**
- OR**
- Explain the steps involved in retail strategy process?
- Q.5** Define Merchandising? Explain the Merchandising Planning process in detail. **14**
- OR**
- Explain the various retail formats in detail with suitable examples.

Seat No.	
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B.B.A. (Semester - V) (CGPA) Examination Mar/Apr-2018
FINANCIAL MANAGEMENT – I

Time: 2½ Hours

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 A) Select the correct alternatives:**07**

- 1) A firm making less cash sales requires _____ working capital.
 - a) Less
 - b) More
 - c) No
 - d) None of these
- 2) Equity share are paid dividend at _____ rate.
 - a) Fluctuating
 - b) Fixed
 - c) High
 - d) Low
- 3) Outstanding Expenses is part of _____.
 - a) Current Liability
 - b) Current Assets
 - c) Fixed Assets
 - d) None of these
- 4) The objective of receivable management is/are _____.
 - a) Maximizing the value of firm
 - b) Optimum investment in sundry debtors.
 - c) Both a & b
 - d) None of these
- 5) Debentures are issued to raise _____ Capital.
 - a) Owned
 - b) Borrowed
 - c) Working
 - d) Internal
- 6) _____ is the statement estimating the amount of capital required and formulating policies for effective administration of raised capital.
 - a) Cash Budget
 - b) Working Capital Management
 - c) Financial Plan
 - d) Capital Structure
- 7) Maximization of _____ is the main goal of financial Management.
 - a) Cash
 - b) Profit
 - c) Wealth
 - d) Capital

Q.1 B) Complete the following Sentences:-**07**

- 1) _____ provide capital to new and innovative business.
- 2) _____ is prepared to predict the cash flows over a given period of time.
- 3) _____ is a contract in which user agrees to take an asset at prestated rent with an option to purchase.
- 4) _____ motive necessitates the holding of inventories for unexpected changes in demand and supply factor.
- 5) Minimum Stock Level plus half of the reorder quantity is equal to _____.
- 6) _____ Objective of financial management does not consider time value of Money.
- 7) Accumulated dividend is paid to _____ preference shares.

Q.2 Attempt (Any Two)

a) ZEE is a product manufactured out of three raw materials M, N and Q. Each unit of ZEE requires 10 Kgs, 8 Kgs and 6 Kgs. of M, N and Q respectively. The re-order levels of M and N are 15,000 Kgs. and 10,000 kgs. respectively while the minimum level of Q is 2,500 Kgs. The weekly production of ZEE varies from 300 to 500 units, while the weekly production is 400 units. You are required to compute –

- The minimum stock level of M
- The maximum Stock Level of N &
- The reorder level of Q

The following additional data are given:-

	M	N	Q
Re-order Qty.	20,000	15,000	20,000
Delivery (in weeks)			
Minimum	2	4	3
Average	3	5	4
Maximum	4	6	5

- Objectives of Receivable Management
- Importance of Financial Plan

Q.3 Attempt :- (Any Two)

a) Annual demand for a particular item of inventory is 6,000 units. Inventory carrying cost per unit per year is 10% & ordering cost is Rs. 60/- per order. The price quoted by the supplier is Rs. 20/- per unit
However the supplier is willing to give discount of 5% for order of 900 units or more. Is it worthwhile to avail the discount offer?

b) From the following prepare each budget for the month of January - 2016

- Cash in hand estimated on 1st January Rs. 20,000/-
- Sales - December 2015 – Rs. 50,000/-
- January 2016 – Rs. 80,000/-
- 80% of amount is recovered in the month of sale & balance is received in subsequent month.
- Purchase for the month of December 2015 & January 2016 are estimated to be 20,000/- and 30,000/- respectively.
- No credit period is allowed by the creditors.
- A sales commission of 5% is paid in the month of sales itself.

c) Hire Purchase

Q.4 Attempt (Any One)

a) From the following particulars prepare the cash budget for the period January to March 2016.

Month	Sales Rs.	Purchase Rs.	Wages Rs.	Expenses Rs.
Nov	50,000	10,000	20,000	4,000
Dec	60,000	20,000	20,000	4,000
Jan	40,000	30,000	22,000	5,000
Feb	50,000	20,000	22,000	5,000
March	60,000	10,000	24,000	5,000

Additional information:-

1. 10% of sales are on cash.
2. Debtors are allowed – 1 month, on an average 50% of debtors will make payment on due date, while rest will make payment 1 month thereafter.
3. Credit from suppliers – 2 months. 10% cash discount will be received if payment is made within 1 month and it is estimated that 50% of purchases will take advantage of cash discount.
4. Wages to be paid twice in a month 1st & 16th respectively.
5. Expenses generally paid in next month.
6. Plant costing Rs. 10,000/- will be installed in Feb on payment of 25% of cost. In addition to the installation cost of Rs. 500/- Balance to be paid in 3 equal installments from the following month.
7. Opening cash balance Rs. 20,000/-

OR

- b)** State and explain the feature, advantages and disadvantages of debentures.

Q.5 a) Attempt (Any One):-

14

Cost sheet of company provides the following data:-

Elements of Cost	Amount per unit Rs.
Raw Material	50
Direct Labour	20
Overheads (including Dep. Of Rs.10)	40
Total cost	110
Profit	20
Selling Price	130

Additional Information:-

Average raw material in stock is for one month. Average material in progress is for half month. Credit allowed by supplier is one month. Credit allowed to debtors – one month. Average time lag in payment of wages – 10 days. Average time lag in payment of overheads – 30 days. 25% of the sales are on cash basis. Cash balance is expected to be Rs.1,00,000/- finished goods lie in the warehouse for one month. You are required to prepare a statement showing the working capital needed to finance a level of activity of 50,000 units of production. State your assumptions, if any clearly.

OR

- b)** Explain the functions of Finance Manager and also explain the objectives of Financial Management.

Seat No.	
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B.B.A. (Semester - V) (CGPA) Examination Mar/Apr-2018
HUMAN RESOURCE MANAGEMENT-I

Time: 2½ Hours

Max. Marks: 70

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 A) Choose the correct alternative from the given alternatives:- 07

- 1) The _____ and the job applicant are interrelated at each step in the selection process.
 - a) Job specification
 - b) Job evaluation
 - c) Both (A) and (B)
 - d) None
- 2) A major internal factor that can determine the success of the recruiting program is whether or not the company engages in _____.
 - a) Selection
 - b) Development
 - c) HRP
 - d) Induction
- 3) _____ involves a continuing flow of instructions, comments and suggestions from the manager.
 - a) Coaching
 - b) Role playing
 - c) Lecture
 - d) None of these
- 4) Which of the following is an organizational factor that affects the process of Job design? _____.
 - a) Social and Cultural
 - b) Ergonomics
 - c) Feedback
 - d) None
- 5) _____ is vertical expansion of the job.
 - a) Job rotation
 - b) Job enrichment
 - c) Job enlargement
 - d) Work simplification
- 6) Which of the following option is adopted in organization while planning for surplus of Human Resource?
 - a) Reassign the jobs
 - b) Reduce Work hours
 - c) Redesign the jobs
 - d) All of these
- 7) _____ focuses on acquiring skill and capabilities not only for job but also for future managerial tasks.
 - a) Training
 - b) Head hunting
 - c) Learning
 - d) Management development

Q.1 B) State whether following statements are true or false. 07

- 1) Cost of selection is minimized by using internal source of recruitment.
- 2) Collection of aggregate of tasks, duties and responsibilities is known as job.
- 3) Employee referral is an external source of recruitment.
- 4) Private employment agencies are also called as executive search agencies.
- 5) Training is needed to fill the gap between employee specification and job requirements.

- 6) HR department at the central office perform all the functions of recruitment is known as decentralized recruitment.
- 7) Job analysis is prerequisite to HRP.

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

- a) Modern sources of recruitment.
- b) Role of HR Manager.
- c) Methods of job design.

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

- a) Objectives and Types of Induction.
- b) Methods of collecting Job Data.
- c) HRP at different levels.

Q.4 Define HRM. State and Explain the Managerial and Operative Functions of HRM. 14

OR

What is Human Resource Planning? Explain the process of HRP.

Q.5 Explain Selection Process along with factors affecting selection decision. 14

OR

State the need of training. Explain the methods of training.

Seat No.	
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**B.B.A. (Semester - V) (CGPA) Examination Mar/Apr-2018
PRODUCTION MANAGEMENT – I**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternative. 07

- 1) _____ means the ratio between the volume of output & volume of labour.
 - a) Production
 - b) Quality
 - c) Productivity
 - d) Process
- 2) _____ is defined to be the know-how, physical things and procedures used to produce products & services.
 - a) Management
 - b) Layout
 - c) Technology
 - d) Automation
- 3) Reparability is important objective of _____.
 - a) Plant Layout
 - b) Product Design
 - c) Production
 - d) Plant Location
- 4) _____ development is specialized activity which may result in creation of new product.
 - a) Product
 - b) Service
 - c) Technology
 - d) Idea
- 5) _____ is a management tools to achieve higher productive efficiency of an organization.
 - a) Production
 - b) Work-study
 - c) Layout
 - d) Location
- 6) Availability of water influences the selection of _____.
 - a) Location
 - b) Plant
 - c) Production
 - d) None of these
- 7) _____ technology is an out-dated technology which has been replaced by a superior technology.
 - a) Automated
 - b) Manual
 - c) Current
 - d) Obsolete

Q.1 B) State the following statements true or false: 07

- 1) Production is the results of various types of output like men, material, machine etc.
- 2) Control decisions relating to planning & controlling operations.
- 3) Strategic decisions relating to products, processes and manufacturing facilities.
- 4) In intermittent production system the flow of production is continuous.
- 5) Manual technology is the use of machine power to do work which was prevalent before industrial revolution.
- 6) Good layout helps to manufacture quality goods at less manufacturing cost.
- 7) Objective of work study is to improve operational efficiency.

- Q.2 Write short notes: (Any Two)** **14**
- a) Product Life Cycle.
 - b) Indices of Productivity.
 - c) Continues Manufacturing System.
- Q.3 Write short notes: (Any Two)** **14**
- a) Factors Affecting the Productivity.
 - b) Recent trends in production management.
 - c) Intermitted Manufacturing System.
- Q.4 Explain Factors affecting Plant Location.** **14**
- OR**
- Scope of production management.
- Q.5 Define Product Design. Characteristics of good product design.** **14**
- OR**
- Explain factors influencing plant layout.

Seat No.	
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Set **P**

**B.B.A. (Semester - VI) (CGPA) Examination Mar/Apr-2018
BUSINESS LAW**

Time: 2½ Hours

Max. Marks: 70

- Instructions:** 1) Q.1, Q.4 & Q.5 are compulsory.
2) Write any 2 of Q.2. & Q.3.
3) Figures to the right indicate full marks.

Q.1 A) Choose the correct alternatives: 07

- 1) _____ person is competent to contract.
 - a) Major person
 - b) Sound mind person
 - c) Both a & b
 - d) None of these
- 2) A partner who takes active part in the conduct of the business is called _____.
 - a) Nominal partner
 - b) Partner in profit only
 - c) Actual partner
 - d) Dormant partner
- 3) Consumer Protection Act _____.
 - a) 1988
 - b) 1986
 - c) 1989
 - d) 1950
- 4) In private company minimum _____ member required.
 - a) 7
 - b) 8
 - c) 2
 - d) 5
- 5) An agreement enforceable by law is called _____.
 - a) Contract
 - b) Void contract
 - c) Voidable Contract
 - d) None of these
- 6) The Indian Company Act _____.
 - a) 1958
 - b) 1959
 - c) 1960
 - d) 1956
- 7) Jurisdiction of State Commission is _____.
 - a) Rs. 1 lac to 20 lac
 - b) 20 lac to 1 Crore
 - c) Above 1 Crore
 - d) Below 1 Crore

Q.1 B) State whether following statements are true or false:- 07

- 1) Consideration must be real.
- 2) An agreement without consideration is void agreement.
- 3) High Court judge is the president of National Commission.
- 4) A partnership started for a particular adventure or undertaking is called a particular partnership.
- 5) The maximum number of members cannot exceed 50 in case of private company.
- 6) A contract made by the words spoken or written is known as implied contract.
- 7) Any person aggrieved by an order of the District forum may prefer an appeal within a period of 30 days.

- Q.2 Write short answer:- (any Two) 14**
a) Dissolution of partnership firm
b) Articles of Association
c) Free consent
- Q.3 Write short answer:- (any Two) 14**
a) District consumer forum
b) Modes of discharge of contract
c) Duties of partners
- Q.4 State Remedies for breach of contract. 14**
OR
Explain the types of partner.
- Q.5 Kinds of companies, explain in detail. 14**
OR
Agreements which are expressly declared as void agreement explain.

Seat No.	
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**B.B.A. (Semester - VI) (CGPA) Examination Mar/Apr-2018
MARKETING MANAGEMENT – II**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives:**07**

- 1) _____ is an activity which is concerned with protection, economy, convenience and promotional considerations.
 - a) Packaging
 - b) Promotion
 - c) Branding
 - d) Physical Evidence
- 2) Prices which are based on costs and make no explicit reference to market factors are called _____.
 - a) Demand based pricing
 - b) Cost-Demand based pricing
 - c) Cost based pricing
 - d) Competition based pricing
- 3) Which of the following stage in the PLC is characterized by rapid market acceptance, increasing sales and increasing profits?
 - a) Growth
 - b) Maturity
 - c) Decline
 - d) Introduction
- 4) _____ is the non-paid form of communication.
 - a) Sale promotion
 - b) Publicity
 - c) Advertising
 - d) Personal selling
- 5) _____ indicates total number of product lines a company carrier.
 - a) Product Mix Width
 - b) Product Mix Depth
 - c) Product Mix Length
 - d) Product Mix Consistency
- 6) _____ is route or pathway through which product flow from producers to consumers.
 - a) Marketing Channel
 - b) Market Segmentation
 - c) Promotion Mix
 - d) Product Mix
- 7) Signage, Business Card, Equipment etc. are the example of _____.
 - a) People mix
 - b) Process
 - c) Price Mix
 - d) Physical Evidence

Q.1 B) State whether True or False:**07**

- 1) Publicity is low degree of creditability.
- 2) Industrial goods are supplied through shorter channels.
- 3) Sales promotional measures aim of attaining long term goals.
- 4) Services are labour oriented industry.
- 5) Internal environmental factors are generally uncontrollable by the management
- 6) Product is a base for entire marketing programme.
- 7) Branding and labeling are included in the packing.

- Q.2 Write short notes. (Any Two)** **14**
- a) Factors affecting Product pricing decisions
 - b) Packaging
 - c) Development of Employees
- Q.3 Write short notes. (Any Two)** **14**
- a) Role of physical evidence in service
 - b) Product life cycle – stages
 - c) Functions and flows in marketing channels
- Q.4 Define Promotion & Promotion Mix? Explain the elements of promotion mix.** **14**
- OR**
- What is product and product mix? Explain in detail product mix dimensions and decisions with examples.
- Q.5 Define price and pricing. Explain methods of pricing.** **14**
- OR**
- What is Market logistics? Explain in detail market logistics objectives.

Seat
No.

Set P

B.B.A. (Semester - VI) (CGPA) Examination Mar/Apr-2018
FINANCIAL MANAGEMENT - II

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose correct alternatives:**07**

- 1) Debt-Equity Ratio is a _____.
 - a) Liquidity Ratio
 - b) Solvency Ratio
 - c) Profitability Ratio
 - d) Activity Ratio
- 2) Capital Employed means _____.
 - a) Net Worth
 - b) Net Worth + Long term loans
 - c) Current Assets
 - d) CA + CL
- 3) Calculate Current Assets:
Cash : Rs.5000, Finished goods:Rs.12000, Debentures: Rs. 4000, Long term Loan : Rs. 5000,
Creditors: Rs.10000, Debtors: Rs.20000 and Prepaid Expenses: Rs. 3000.
 - a) 50000
 - b) 45000
 - c) 40000
 - d) 59000
- 4) Which of the following capital budgeting techniques ignores the time value of money?
 - a) Payback period
 - b) Net Present Value
 - c) Internal Rate of Return
 - d) PI
- 5) Which of the following statements concerning the NPV is not true?
 - a) The NPV technique takes account of the time value of money
 - b) The NPV of a project is sum of all the discounted cash flows associated with project.
 - c) The NPV technique takes account of all the cash flows associated with a project
 - d) If two competing projects are being considered, the one expected to yield the lowest NPV should be selected.
- 6) Financial instruments with maturities of less than one year are traded in the _____.
 - a) Equity market
 - b) Capital market
 - c) Money market
 - d) Fixed-income market
- 7) The basic regulatory authority for mutual funds and stock markets lies with the _____.
 - a) Stock Exchanges
 - b) Government of India
 - c) Reserve bank of India
 - d) SEBI

Q.1 B) Give the long form of :-**07**

- 1) OTCEI
- 2) T-Bills
- 3) SEBI
- 4) FDI
- 5) FOREX Market
- 6) RTGS
- 7) FII's

Q.2 Solve Any Two:-

14

- a) Cost of goods sold of a company was Rs.100000 in 2015.
Inventory Turnover was 4 Times.
Inventory at the end was 1.5 times of that at the beginning.
Calculate the closing inventory.
- b) A company issued Rs. 100 Lakhs, 12% Preference Shares of Rs. 100 each.
Dividend Tax Rate is 20%. What would be the Cost of Preference Share in case they are issued at par.
- c) Write note on – Advantages of Retained Earnings.

Q.3 Solve Any Two:-

14

- a) Calculate the average collection period:-
Total Sales (including cash sales Rs.20000) – Rs. 100000
Sales returns – Rs. 7000
Debtors – Rs. 9000
Bills Receivable – Rs. 2000
Creditors – Rs. 10000
- b) The share of a company is currently selling for Rs.100. It wants to finance its capital expenditures of Rs.10 Crores either by retained earnings or selling new shares. If the company sells new shares, the issue price will be Rs. 97. The dividend per share next year will be Rs. 4.55 and it is expected to grow at 5 per cent. Calculate:
1) Cost of internal equity and
2) Cost of external equity
- c) Write note on – Trading on Equity

Q.4 Solve any One:-

14

- a) Computech Limited is considering the purchase of a Machine costing Rs. 500000 having the following expected cash flows:-

Year	1	2	3	4	5
Expected Cash Inflows	200000	250000	150000	100000	75000

Calculate Pay Back Period and Net Present Value if discount rate is 13%.
For calculation of Discounting Factor of Re.1 consider a decimal number with 3 decimal places.

- b) Explain the features of Money Market.

Q.5 Solve any One:-

14

- a) From the given information, prepare the Balance Sheet showing the details of working:-

Paid up Capital	Rs. 50000	Inventory Turnover	4
Plant & Machinery	Rs. 125000	Fixed Assets Turnover	2
Total Sales (p.a)	Rs. 500000	Current Ratio	2
Sales Returns	20% of Sales	Average Collection Period	73 Days
Gross Profit	25%	Bank Credit to Trade Credit	2
Credit Sales	80% of Net Sales	Cash to Inventory	1:15
Total Debt to CL	3		

- b) State the importance of Capital Budgeting.

Seat No.	
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**B.B.A. (Semester - VI) (CGPA) Examination Mar/Apr-2018
HUMAN RESOURCE MANAGEMENT – II**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternative from the given alternatives: 07

- 1) _____ type of Hazard leads to emotional disturbance, which in turn lead to fatigue and exhaustion.
 - a) Psychological
 - b) Environmental
 - c) Chemical
 - d) Biological
- 2) The series of positions that a person occupies throughout his work life is normally referred as _____.
 - a) Job
 - b) Task
 - c) Career
 - d) None of these
- 3) The focus of psychological appraisal is on _____.
 - a) Actual Performance
 - b) Future potential
 - c) Past Performance
 - d) None of these
- 4) _____ is variable reward granted to employees according to variations in their performance.
 - a) Remuneration
 - b) Perks
 - c) Fringe Benefits
 - d) Incentives
- 5) _____ transfer take place to correct the wrong placement made by employer.
 - a) Remedial
 - b) Versatility
 - c) Penal
 - d) Production
- 6) Long term process of identifying and developing plan for replacement of key employees orderly is known as _____.
 - a) Performance Appraisal
 - b) Psychological Testing
 - c) Assessment Centre
 - d) Succession Planning
- 7) The primary purpose of employee Safety programmes is to preserve the employees _____.
 - a) Physical health
 - b) Mental Health
 - c) Emotional Health
 - d) All of these

Q.1 B) State whether the following statements are true or false. 07

- 1) HR Audit establishes the benchmark for measuring the performance of the HR department.
- 2) As Lay-Off is initiated by employer, the compensation is not provided to employee.
- 3) Health and Safety benefits are being provided to those who show their better performance in job.
- 4) Taking up another part time job or business simultaneously with that original job is known as moon lighting by employees.
- 5) Dry Promotion is initiated with increment in Responsibility, Status and Pay.

- 6) Shift transfer facilitates the employees to acquire a wide variety of skills.
- 7) At Later Career stage person cannot think about work mobility.

Q.2 Write Short Notes. (Any Two) 14
A) Lay-off and Retrenchment
B) Types of Transfer
C) Virtual Organization

Q.3 Write Short Notes. (Any Two) 14
A) Incentives
B) Types and bases of Promotion
C) Human Resource Accounting

Q.4 What is Compensation? State and explain the various components of remuneration. 14

OR

State the concept of Career. Explain the Career Planning Process along with advantages and disadvantages of career planning and development.

Q.5 What is Performance Appraisal? Explain the methods of Performance Appraisal. 14

OR

What is Accident? Explain the types and causes of accidents.

Seat No.	
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**B.B.A. (Semester - VI) (CGPA) Examination Mar/Apr-2018
PRODUCTION MANAGEMENT - II**

Time: 2½ Hours

Max. Marks: 70

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

Q.1 A) Choose the correct alternative. 07

- 1) Material handling is responsible for creation of _____ utility.
 - a) Time
 - b) Place
 - c) Form
 - d) Time and Place
- 2) Store management is a function of _____.
 - a) Receiving
 - b) Issuing
 - c) Retrieval
 - d) All of these
- 3) Scarce difficult Easy (SDE) inventory management technique is based on _____ of materials.
 - a) Problems of procurement of materials
 - b) Price of material
 - c) Annual consumption value of materials
 - d) Effects on production
- 4) Checking the invoice and approve it for payment is the function of _____.
 - a) Store manager
 - b) Purchase manager
 - c) Material manager
 - d) Maintenance manager
- 5) _____ is a time table of starting and completion time for each operation.
 - a) Routing
 - b) Estimating
 - c) Loading
 - d) Scheduling
- 6) _____ planning is done by the top level management for long term.
 - a) Operation
 - b) Strategic
 - c) Tactical
 - d) Economic
- 7) When the stock is kept on _____ side, it is called comb type lay out.
 - a) One
 - b) Three
 - c) Two
 - d) Four

Q.1 B) True or False:- 07

- 1) A management of inventories is necessary for minimizing production cost.
- 2) Expediting is for improving performance of machines.
- 3) Trucks are the devices for material handling.
- 4) JIT quality system stands for international organization for standardization.
- 5) A checking invoice and approval is last step of maintenance management.
- 6) ABC stands for Always Better Control.
- 7) A daily job of a worker is an example of operation planning.

- Q.2 Write Short answer for any two of the following:-** **14**
- a) Functions of production control
 - b) Objectives of material management.
 - c) Just in time system of management
- Q.3 Write Short answer for any two of the following:-** **14**
- a) Material handling equipment
 - b) Function of inventory management
 - c) Functions of stores management
- Q.4 Describe the different levels of production planning. Explain its objectives.** **14**
- OR**
- Explain the importance of purchasing department and describe the make or buy decision.
- Q.5 Define material management. Explain its objectives.** **14**
- OR**
- Discuss in detail Total Quality Management System.