



SLR-R – 1

Seat
No.

B.B.A. – I (Semester – I) (C.G.P.A. Pattern) Examination, 2014
PRINCIPLES OF MANAGEMENT

Day and Date : Friday, 7-11-2014

Max. Marks : 70

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

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

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

7

- 1) Comparing the actual performance with the planned one to ensure that there is no deviations between the two is called _____
 - a) Planning
 - b) Controlling
 - c) Directing
 - d) Organising
- 2) Which of the following is a standing plan ?
 - a) Budgets
 - b) Projects
 - c) Mission
 - d) Schedules
- 3) In _____ style of leadership subordinates are not allowed to participate in decision making process.
 - a) Democratic
 - b) Autocratic
 - c) Free-rein
 - d) Trait
- 4) _____ is the process of imparting technical and operative skill to employee for doing a particular job.
 - a) Selection
 - b) Recruitment
 - c) Job Analysis
 - d) Training
- 5) Which of the following is a financial incentive _____
 - a) Status
 - b) Promotion
 - c) Participation in decision making
 - d) Stock option

P.T.O.



- 6) Which level of management is primarily responsible for the daily supervision of non-managerial employees ?
 - a) Top level
 - b) Middle level
 - c) Lower level
 - d) None of these
- 7) Theory z of motivation is developed by _____
 - a) William Ouchi
 - b) Herzberg
 - c) McGregor
 - d) Maslow

B) Fill in the blanks :

7

- 1) _____ is a primary function of management.
- 2) Theory ‘Y’ people are having _____ attitude towards work.
- 3) _____ type of leadership is also called as participative also leadership style.
- 4) Every authority must have corresponding _____
- 5) ‘Right Man For Right Job’ is the function of _____ department.
- 6) _____ is the simple and oldest type of organisation structure.
- 7) _____ type of control is exercised after completion of activity.

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

14

- 1) Power and authority
- 2) Planning
- 3) McGregor’s Theory ‘Y’ of motivation.

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

14

- 1) Training
- 2) Financial incentives of motivation
- 3) Matrix Organisation structure.

4. Define motivation. Explain the Maslow’s need hierarchy theory in detail with its criticism.

14

OR

Define leadership. Explain the various leadership styles.

14

5. Define controlling. Explain the various types of control used in organisation.

14

OR

Explain various levels of management in detail.

14



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| Seat No. | |
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**B.B.A. – I (Semester – I) (Old) Examination, 2014
BUSINESS ORGANISATION AND SYSTEMS**

Day and Date : Monday, 17-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the appropriate alternative from given alternatives : **8**
- 1) A _____ purchases goods in small quantity.
 - a) Manufacturer
 - b) Retailer
 - c) Wholesaler
 - d) None of these
 - 2) HUF stands for
 - a) Hindu Unhealthy Family
 - b) Hindustan Union Federation
 - c) Hindu Undivide Family
 - d) None of these
 - 3) Maximum members of private company is
 - a) 100
 - b) 50
 - c) 20
 - d) 75
 - 4) Banking services is the part of _____ industry.
 - a) Extractive
 - b) Genetic
 - c) Service
 - d) Construction
 - 5) If Bata Company merge with Reebok is example of
 - a) Conglomerate
 - b) Horizontal
 - c) Vertical
 - d) None of these
 - 6) Buying and Selling of goods and services within the country is called
 - a) Re-Export
 - b) Foreign Trade
 - c) Home Trade
 - d) None of these
 - 7) Minimum government regulation is the feature of _____ firm.
 - a) Partnership
 - b) Sole Trader
 - c) Joint Stock Company
 - d) Co-Operative Society
 - 8) Retailer is the link between _____ and consumer.
 - a) Producer
 - b) Agent
 - c) Wholesaler
 - d) None of these

P.T.O.



B) Fill in the blanks :

8

- 1) Speciality shop is _____ scale retail business.
- 2) Movement of either people or goods from one place to another is known as _____
- 3) The maximum number of partner in a non-banking business is _____
- 4) SEZ stands for _____
- 5) _____ industry provides cattle breeding, poultry farming etc.
- 6) First Industry Revolution took place in _____
- 7) " One For All, and All For One" is slogan of _____ firm.
- 8) _____ transport provides door to door delivery of goods.

2. Write short notes :

16

- a) LPG
- b) Special Economic Zone.

3. Write short notes :

16

- a) Factors affecting selecting of location.
- b) Evolution of business.

4. a) Discuss various factors to be considered for setting up a new business unit.

16

OR

b) Discuss various forms of business organization with its merits and demerits.

16

5. a) What is meant by retail trade ? Explain its functions and types of retail.

16

OR

b) What is merger and acquisition ? Explain its types and advantages.

16



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**B.B.A. I (Semester – II) (New) Examination, 2014
BUSINESS COMMUNICATION (Paper – II)**

Day and Date : Tuesday, 11-11-2014

Max.Marks : 80

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

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

1. A) Select the correct alternative : 8

- 1) _____ means a phrase which is often used in communication but has no meaning.
a) Jargon b) Verbosity c) Cliche d) Preposition
- 2) _____ interview is undertaken by supervisor if employees disobey the rules and regulations of organization.
a) Exit b) Reprimand c) Appraisal d) Grievance
- 3) _____ is a meeting for exchanging the information and holding an academic discussion.
a) Discussion b) Conference c) Symposium d) Seminar
- 4) _____ refers to an oral communication in which small number of people meet and discuss an issue.
a) Group discussion b) Interview
c) Workshop d) Training
- 5) _____ refers to transmission of messages through electronic media via telecommunication links.
a) Telephone b) E-mail c) Fax d) Cellphone
- 6) _____ communication exists between the employees of same rank or equal status in organization structure.
a) Vertical b) Upward c) Horizontal d) Cross
- 7) _____ is a form of informal communication channel in organization.
a) Grapevine b) Listening c) Conference d) Seminar
- 8) The term 'interview' has been derived from the French word _____
a) Intrevoir b) Entrevoir c) Entrevue d) Interview



B) Fill in the blanks :

8

- 1) Reacting to an common agreement in the discussion is called as _____
- 2) Rumour is a part of _____
- 3) _____ is a part of email where messages are sent when receiver is not present.
- 4) _____ is a machine attached to telephones which pass on pre-recorded message to callers.
- 5) _____ means ability to understand and share the feelings, experiences, opinions of others.
- 6) _____ is also called as imprompty speeches.
- 7) _____ is a loud untrue voice.
- 8) Fax is an acronym for _____

2. Write short notes :

16

- a) Extempore speeches
- b) Group discussion

3. Write short notes :

16

- a) Workshops and orientation
- b) Group decision making

4. Define oral communication. Explain the various medias of oral communication.

16

OR

Explain the various communication channels in an organization.

16

5. Explain the various ways of modern office communication, used in business organization.

16

OR

What is interview ? Explain the various types of interview, also explain how to prepare for it.

16



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B.B.A. – I (Semester – II) Examination, 2014
COST ACCOUNTING (New)

Day and Date : Thursday, 13-11-2014

Total Marks : 80

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

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

1. A) Multiple Choice Questions :

8

- 1) The term used for charging overheads to cost unit is known as
 - a) Works cost
 - b) Absorption
 - c) Prime cost
 - d) None of these
- 2) Director's remuneration form a part of
 - a) Production overhead
 - b) Administration o/h
 - c) Selling overhead
 - d) Distribution o/h
- 3) Sales below break-even point indicates
 - a) Margin of safety
 - b) Profit
 - c) Loss
 - d) None
- 4) Warehouse expenses are included in _____ overheads.
 - a) Office
 - b) Administration
 - c) Distribution
 - d) None of these
- 5) Margin of safety =
 - a) BES – sales
 - b) Sales – BES
 - c) Fixed cost
 - d) Sales – G.P.
- 6) Max. Stock Level = $ROL - (\text{Min. Time} \times \text{Min. Rate}) +$
 - a) Re-order Quantity
 - b) Average Lead Time
 - c) Maximum Time
 - d) ARR



- 7) Contribution Margin =
- | | |
|-----------------|------------------|
| a) V.C. – F.C. | b) Sales – F.C. |
| c) Sales – V.C. | d) None of these |
- 8) In ABC analysis, 'A' stands for _____ value material.
- | | |
|-----------|-------------------|
| a) High | b) Low |
| c) Medium | d) Both b) and c) |

B) Fill in the blanks :

8

- 1) LIFO stands for _____
- 2) ROL stands for _____
- 3) Prime cost + Factory overheads = _____
- 4) Bin card is maintained by _____
- 5) _____ is the aggregate of Direct material, Direct wages and Direct expenses.
- 6) At _____, total revenue is equal to total costs.
- 7) When the volume of output increases, _____ cost also increases.
- 8) Annual usage = 6000 units, cost of placing and receiving order Rs. 60, Annual carrying cost of per unit Rs. 2. Then, EOQ = _____

2. A) Hindustan Limited provides you the following information :

8

Fixed expenses – Rs. 4,000, Break even point – Rs. 10,000, Variable cost – Rs. 60 p.u., S.P. – Rs. 100 p.u.

You are required to calculate :

- a) P/v ratio
- b) Profit when sales are Rs. 20,000
- c) Sales to earn profit of Rs. 6,000
- d) New Break even point if selling price is reduced by 20%.

B) From the following particulars find out :

8

- a) Re-order level
- b) Minimum Stock Level
- c) Maximum Stock Level
- d) Average Stock Level

Re-order Quantity – 10,000 units
 Time for delivery – 2 to 4 months
 Maximum usage – 2500 units p.m.
 Normal usage – 2000 units p.m.
 Minimum usage – 1500 units p.m.



3. A) The following are the particulars as regards a worker who worked on Job A and B. 8

| Job | Time allowed | Time taken |
|------------|---------------------|-------------------|
| A | 26 hours | 20 hours |
| B | 30 hours | 20 hours |

His normal and basic rate of wages is Rs. 8 per day of 8 hours and his dearness allowance was Rs. 12 per week of 48 hours.

Calculate the amount payable to him on

- a) Halsey plan Basis (Bonus at 50% time saved)
- b) Rowan plan Basis.

- B) Short notes : 8
- 1) EOQ
 - 2) Store Ledger.

4. Prepare cost sheet and find out the selling price per unit of the product. 16
- a) Direct material – 12.5% of selling price
 - b) Direct labour – 17.5% of selling price
 - c) Production overheads – $\frac{1}{3}^{\text{rd}}$ of prime cost
 - d) Administration overheads – 50% of production cost
 - e) Profit (Rs. 750 p.u.) – 15% of sales.

OR

- Write brief notes on : 16
- a) Budget and Budgetary control
 - b) Types of Budget.



5. The following particulars in respect of Material 'ZED' are available. Prepare a Stores Ledger account showing the receipts and issues pricing on the basis of : **16**

- a) Simple Average Method
- b) Weighted Average Method.

Receipts :

| | | |
|------------|---------------|---------------------------|
| 1-10-2013 | Opening Stock | 200 units @ Rs. 3.50 p.u. |
| 3-10-2013 | Purchased | 300 units @ Rs. 4.00 p.u. |
| 13-10-2013 | Purchased | 900 units @ Rs. 4.30 p.u. |
| 23-10-2013 | Purchased | 600 units @ Rs. 3.80 p.u. |

Issued :

| | | |
|------------|--------|-----------|
| 5-10-2013 | Issued | 400 units |
| 15-10-2013 | Issued | 600 units |
| 25-10-2013 | Issued | 600 units |

OR

Calculate :

16

- a) PVR and Fixed costs
- b) BES
- c) Sales to earn profit Rs. 90 lakhs
- d) MOS (2013)

| Particulars (Rs. in Lakhs) | 2012 | 2013 |
|----------------------------|------|------|
| Sales | 150 | 200 |
| Profit | 30 | 50 |



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| Seat No. | |
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**B.B.A. – I (Semester – II) (New) Examination, 2014
BUSINESS INFORMATICS**

Day and Date : Tuesday, 18-11-2014

Total Marks : 80

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

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

1. A) Select the correct alternatives : **8**
- 1) Business to business, business to consumer are the models of
a) MIS b) E-Commerce c) ERP
 - 2) _____ printer uses a series of nozzles to spray drops of ink directly.
a) Laser b) Inkjet c) Dot Matrix
 - 3) Plotters are very useful in applications such as
a) Financial Accounting
b) Word Processing
c) Computer Aided Design
 - 4) Which of the following cannot be considered an element of multimedia computer ?
a) CD ROM b) Speakers c) Printer
 - 5) The search engine lets you
a) Send messages
b) Receiving messages
c) Search information on World Wide Web
 - 6) _____ is one of the word processing program from following.
a) MS-Access b) MS Outlook c) MS Word
 - 7) In MS Excel there are _____ rows.
a) 65536 b) 65356 c) 63556
 - 8) Output printed through a printer is referred to as
a) Softcopy b) Hard copy c) Legal copy

P.T.O.



B) Fill in the blanks :

8

- 1) Keyboard is one of the _____ device.
- 2) HTML stands for _____
- 3) An extension to store a powerpoint file is _____
- 4) Coraldraw is type of _____ software.
- 5) The contents of _____ remain unchanged even after the power is turned off and on again.
- 6) MIS stands for _____
- 7) Desktop publishing softwares are _____ purpose application softwares.
- 8) WWW stands for _____

2. Write short notes :

16

- a) Characteristics of computer.
- b) Difference between DBMS and RDBMS.

3. Write short notes :

16

- a) Computer literacy V/s Information System Literacy.
- b) Internet Service Provider.

4. a) Define computer. Explain input and output devices with examples.

16

OR

b) Define E-commerce. Explain various types and applications of e-commerce.

16

5. a) What is memory ? Explain the types of memory.

16

OR

b) What is software ? Explain various types of software.

16



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B.B.A. – I (Semester – II) Examination, 2014
BUSINESS COMMUNICATION Paper – II (Old)

Day and Date : Tuesday, 11-11-2014

Max. Marks : 80

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

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

1. A) Choose the correct alternative :

8

- 1) _____ is a form of informal communication channel in organisation.
a) Seminar b) Grapevine c) Listening d) Conference
- 2) _____ means a phrase which is used oftenly in communication but has no meaning.
a) Jargon b) Verbosity c) Cliche d) Preposition
- 3) _____ refers to transmission of messages through electronic media via telecommunication links.
a) E-mail b) Fax c) Telephone d) Cellphone
- 4) _____ interview is undertaken by superior if employees disobey the rules and regulations of the organisation.
a) Exit b) Appraisal c) Grievance d) Reprimand
- 5) _____ communication exists between the employees of same rank or equal status in organisation.
a) Upward b) Downward c) Horizontal d) Cross
- 6) _____ is a gathering of journalists and press reporters.
a) Dramatisation b) Press conference
c) Demonstration d) Meeting
- 7) In _____ type of grapevine a single person is actively involved in passing information to everyone.
a) Gossip chain b) Single strand c) Probability d) Cluster
- 8) _____ programs are undertaken to update and revive the knowledge of existing employees.
a) Presentation b) Refresher c) Workshop d) Interview

P.T.O.



B) Fill in the blanks :

8

- 1) Fax is an acronym for _____
- 2) Telephone was invented by _____
- 3) _____ is a loud untrue voice.
- 4) _____ is a period of practical work on a particular subject in which people learn about a subject.
- 5) _____ is a process of involving awareness, reception and perception.
- 6) _____ means the ability to understand and share the feelings, experiences and opinions of others.
- 7) _____ speeches are also called as imprompty speeches.
- 8) _____ is a machine attached to telephones which pass on pre-recorded message to others.

2. Write short notes :

16

- a) Grapevine.
- b) Types of interviews.

3. Write short notes :

16

- a) Extempore speeches.
- b) Group discussions.

4. Define oral communication. Explain the various medias of oral communication.

16

OR

Define speech. Explain the various techniques of effective speech.

16

5. Explain the various communication channels in organisation.

16

OR

Explain various ways of modern office communication used in business organisation.

16



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| Seat No. | |
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**B.B.A. – I (Semester – II) Examination, 2014
BUSINESS INFORMATICS (Old)**

Day and Date : Tuesday, 18-11-2014

Max. Marks : 80

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

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

1. A) Fill in the blanks :

8

- 1) FTP stands for _____
- 2) _____ is used to log on to the remote computer.
- 3) A Powerpoint file is saved with _____ extension.
- 4) _____ is the short key to copy the data.
- 5) The base 16 numbering system is called as _____ numbering system.
- 6) Volatile memory is also called as _____ memory.
- 7) A spreadsheet has maximum _____ number of columns.
- 8) _____ is a symbolic representation to an application.

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

8

- 1) Unix is a type of application software.
- 2) ISP stands for Internet Service Provider.
- 3) To show all slides at a time view slide sorter is used.
- 4) Times new roman and comic sans are types of colors.
- 5) You can do margin setup by ruler as well as by page setup.
- 6) Selected cells are called as chart in Excel.
- 7) LCD stands for liquid color display.
- 8) Design template can change format of slide.



2. Write short notes : **16**
a) Input-output devices
b) Features of MS-windows.
3. Write short notes : **16**
a) Characteristics of computers
b) Paint brush.
4. a) Explain all types of computers and their applications. **16**
OR
b) What is meant by software ? Explain types of softwares.
5. a) Explain all types of programming languages with suitable examples. **16**
OR
b) Explain Word, Excel and Powerpoint applications.
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**B.B.A. – II (Semester – III) Examination, 2014
BUSINESS STATISTICS (New)**

Day and Date : Friday, 7-11-2014

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

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

1. A) Choose the correct alternative : **10**
- 1) The difference between upper limit and lower limit is called
 - a) class frequency
 - b) class intervals
 - c) class limits
 - d) none of these
 - 2) The mode of the series
3, 9, 6, 4, 3, 2, 6, 3, 5 is
 - a) 6
 - b) 2
 - c) 9
 - d) 3
 - 3) In inclusive method _____ is included.
 - a) Lower limit
 - b) Upper limit
 - c) Both lower and upper limit
 - d) None of these
 - 4) The correlation between petrol charges and prices of commodity is
 - a) zero
 - b) positive
 - c) negative
 - d) None
 - 5) For perfect negative correlation r is equal to
 - a) 0
 - b) -1
 - c) -2
 - d) -3
 - 6) If the sum of n observations is 300 and mean is 10, then $n =$
 - a) 21
 - b) 30
 - c) 15
 - d) 510
 - 7) Median can be obtained from
 - a) Histogram
 - b) Ogive curve
 - c) Pie chart
 - d) None



- 8) The average of 5 numbers 10, 20, 30, 40, 50 is
 a) 30 b) 150 c) 5 d) 50
- 9) Lottery method is one of the following method
 a) Subjective b) Judgement
 c) Simple random d) Stratified sampling
- 10) Index number of base year is
 a) 100 b) 0 c) 1 d) 5

B) Fill in the blanks :

6

- 1) The data extracted from other source is called _____
- 2) The average of the upper limit and lower limit of a class is known as _____
- 3) CV is _____ measure of dispersion.
- 4) The square root of product of two regression coefficient is a _____
- 5) Median of 2, 3, 5, 7, 9 is _____
- 6) Mode = 3 Median – _____

2. A) i) For a particular distribution mean is 26 and median is 25. Find out mode.
 ii) Find out combined Mean

| Particulars | Group A | Group B |
|-----------------|---------|---------|
| No. of Students | 60 | 40 |
| Average Marks | 50 | 85 |

- B) What do you mean by measures of dispersion ? Explain absolute and relative measures of dispersion. (8+8)

3. A) Write short note on Scatter diagram.

B) Following are marks obtained by 24 students in a test

| | | | | | | | |
|----|----|----|----|----|----|----|----|
| 39 | 54 | 33 | 45 | 26 | 31 | 12 | 33 |
| 25 | 48 | 59 | 34 | 23 | 46 | 44 | 37 |
| 17 | 35 | 21 | 43 | 57 | 36 | 32 | 36 |

(8+8)

Prepare frequency table with classes

10 – 20, 20 – 30 and so on

Also find out mean from it.



4. i) Explain general problems in the construction of Index Numbers.
 ii) Obtain Fisher’s price and quantity index numbers.

| Commodity | Base Year | | Current Year | | |
|-----------|-----------|-------|--------------|-------|-----------|
| | Quantity | Price | Quantity | Price | |
| X | 15 | 2 | 16 | 3 | |
| Y | 10 | 1 | 12 | 5 | |
| Z | 5 | 7 | 12 | 2 | 16 |

OR

Draw Histogram for the data given below and locate mode.

Also obtain median.

| Marks | 0 – 10 | 10 – 20 | 20 – 30 | 30 – 40 | 40 – 50 | |
|-----------------|--------|---------|---------|---------|---------|-----------|
| No. of Students | 2 | 7 | 10 | 5 | 1 | 16 |

5. Explain lines of regression.

Given $40x - 18y - 214 = 0$ and $8x - 10y + 66 = 0$ are the lines of regression of X on Y and Y on X respectively.

Find out :

- i) Means of X and Y
- ii) Correlation coefficients
- iii) Estimate X when Y = 10. **16**

OR

From the following table showing age of cars of a certain make and annual maintenance costs, obtain the regression equation for costs related to age. **16**

| Age of Cars (years) | Annual Maintenance cost (₹) |
|---------------------|-----------------------------|
| 2 | 1,600 |
| 4 | 1,500 |
| 6 | 1,800 |
| 7 | 1,900 |
| 8 | 1,700 |
| 10 | 2,100 |
| 12 | 2,000 |

Find approximate cost of maintaining a 3 years old car of the same make.



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| Seat No. | |
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**B.B.A. – II (Semester – III) Examination, 2014
MARKETING RESEARCH (New)**

Day and Date : Monday, 10-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Choose the clear alternative :

8

- 1) _____ questions has only two answers in form of yes or no, true or false.
a) open ended b) close ended
c) multiple choice d) dichotomous
- 2) _____ difficulties are clearly visible.
a) Overt b) Latent
c) Un-Noticed d) None of these
- 3) _____ data is been collected earlier for some other purpose.
a) Primary b) Secondary
c) Raw d) None of these
- 4) _____ sampling is also known as Random sampling.
a) Probability b) Quota
c) Judgement d) None of these
- 5) _____ refers to the process of giving numbers or symbols.
a) Classification b) Tabulation
c) Coding d) None of these
- 6) _____ research focus on discovery of new idea.
a) Descriptive b) Casual
c) Exploratory d) None of these
- 7) A problem well defined is a problem
a) confused b) full solved c) half solved d) none of these
- 8) _____ is one of the way of collecting data.
a) Observation b) Reporting c) Editing d) None of these



B) **True or False.**

8

- 1) Marketing Research is a costly activity.
- 2) Latent difficulties are clearly visible.
- 3) Sales-force reports are external sources of data.
- 4) In observation method direct questions are asked.
- 5) In questionnaire order of questions is pre-defined.
- 6) Convenience sampling is also known as accidental sampling.
- 7) In judgement sampling quotas are defined.
- 8) Syndicate services are internal sources of data.

2. Write short notes on : **16**

- a) Determining sampling size.
- b) Limitations of marketing research.

3. Write short notes on : **16**

- a) Methods of observation.
- b) Applications of marketing research.

4. What do you mean by secondary data ? Explain its sources. **16**

OR

Explain types/methods of sampling design.

5. Define Marketing Research. Explain the steps involved in Marketing Research process. **16**

OR

Explain processing of Data and its problems.



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| Seat No. | |
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**B.B.A. – II (Semester – III) Examination, 2014
MANAGEMENT OF SME (New)**

Day and Date : Friday, 14-11-2014

Max. Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

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

1. A) Select the correct alternatives :

8

- 1) Small enterprises are superior for
 - a) Huge investment of capital
 - b) Employment generation
 - c) Large scale production
 - d) Labour saving technology
- 2) The first step in starting a small business is to find out
 - a) Location
 - b) People
 - c) Business idea
 - d) Machinery
- 3) The analysis of the adequacy of the plant and equipment of the proposed project is called
 - a) Market feasibility analysis
 - b) Economic feasibility analysis
 - c) Financial feasibility analysis
 - d) Technical feasibility analysis
- 4) Partnership firm is well known for
 - a) Limited liability
 - b) Unlimited liability
 - c) Short period
 - d) Long period
- 5) Method used to generating idea is
 - a) Market surveys
 - b) Trade fairs
 - c) Govt. organizations
 - d) Brain storming
- 6) _____ promotional schemes the govt. provides for promotion of small enterprises.
 - a) Tax concessions
 - b) Subsidy
 - c) Export assistance
 - d) All of the above



- 7) All the services and support required by small scale industries are provided under one roof by
 - a) SIDCO b) NSIC c) DIC d) SISI
- 8) A business which requires personal attention to customer is the suitable under _____ form of organization.
 - a) Partnership firm b) Sole-trading
 - c) Joint stock company d) Co-operative society

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

- 1) Small enterprises are useful for balanced regional development.
- 2) Joint stock company is famous for limited capital.
- 3) A project report is full of estimates and calculations.
- 4) The project appraisal is generally done by financial institutions.
- 5) MIDC is a national level organisation.
- 6) A subsidy is govt. payment or grant to a private enterprise or institution for the good of the public.
- 7) Technical feasibility examines the project with reference to cost and profitability of project.
- 8) Only new industrial units are exempted from payment of Income tax upto five years.

2. Write short notes : **16**

- a) DIC b) Problems of SME

3. Write short notes : **16**

- a) Various project feasibility analysis
- b) TCO

4. a) Discuss the methods and sources of generating ideas **16**

OR

- b) Explain various tax concessions and subsidy schemes for SME. **16**

5. a) Describe various steps involved in starting new venture. **16**

OR

- b) What is project report ? Prepare a project report for starting a new unit. **16**



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B.B.A. – II (Semester – III) Examination, 2014
SERVICE MANAGEMENT (Old)

Day and Date : Monday, 10-11-2014

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

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

1. A) Choose the correct alternative :

8

- 1) _____ is the only 'P' of marketing mix which generate revenue for organisation.
 - a) Process
 - b) Promotion
 - c) Price
 - d) Product
- 2) In _____, there is an arranged sequence of operations/activities undertaken.
 - a) Intermittent operations
 - b) Line operations
 - c) Job shop operations
 - d) None of these
- 3) Telecommunication and Transportation are the examples of _____ services.
 - a) Trade
 - b) Public
 - c) Business
 - d) Infrastructure
- 4) Using part-time employee and stretching existing capacity are the strategies used to
 - a) Capacity to match demand
 - b) Demand to match capacity
 - c) Both (a) and (b)
 - d) None of these
- 5) _____ is the expensive 'P' of marketing mix, also known as marketing communication.
 - a) Product
 - b) Promotion
 - c) Price
 - d) Process
- 6) _____ dimension of service quality deals with willingness to help customers and provide prompt services.
 - a) Courtesy
 - b) Competence
 - c) Credibility
 - d) Responsiveness



7) The _____ is the core performance purchased by customer.

- a) Physical product b) Service environment
c) Service product d) Service delivery

8) The service location should fulfill basic two criterias as

- a) Retailing and franchising b) Promotion and pricing
c) Availability and Accessibility d) None of these

B) Fill in the blanks :

8

1) _____ is a visual representation of service system.

2) QFD stands for _____

3) _____ is the non-paid, non-personal stimulation of demand by obtaining commercial news in any media.

4) _____ is the process of measuring that of strongest competition in order to establish best practises.

5) _____ cost of service includes fatigue, discomfort, occasionally even injury while obtaining services.

6) _____ feature of service indicates that services have shorter life span.

7) Tangible components that facilitate/assist the service delivery is called as _____

8) _____ is the contractual agreement between franchiser and franchisee.

2. Write short notes :

16

- 1) Classification of services.
2) Service flowcharting.

3. Write short notes :

16

- 1) Franchising.
2) Pricing strategy.

4. Explain sales promotion and its various tools used in service promotion.

16

OR

Explain the various challenges and opportunities in Tourism and Transport sector.

5. Define services. Explain the characteristics and role of services in economy.

16

OR

Explain various challenges for a service manager.



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B.B.A. – I (Semester – I) (CGPA Pattern) Examination, 2014
FINANCIAL ACCOUNTING

Day and Date : Wednesday, 12-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Multiple choice questions :

7

- 1) _____ discount is given for quantity purchase.
a) Trade b) Cash c) Seasonal d) Promotion
- 2) Amount invested in business is
a) Drawings b) Capital c) Liability d) None
- 3) Exchange of goods for goods is called as
a) Transaction b) Money c) Barter d) None
- 4) Overdraft means _____ balance of passbook.
a) Opening b) Debit c) Credit d) Closing
- 5) Wages paid for installation of machinery should be debited to
a) Wages Account b) Machinery Account
c) Cash Account d) Installation Account
- 6) Bank account is a _____ type of account.
a) Personal b) Real c) Nominal d) Impersonal
- 7) Monetary value of reputation of the business is called as
a) Copy right b) Patents c) Goodwill d) Capital

B) Fill in the blanks :

7

- 1) Rule of personal account is debit the receiver, credit the _____
- 2) _____ = Capital + Liabilities.
- 3) Goods sold on credit basis are recorded in _____
- 4) Prepaid expenses are shown on _____ side of Balance Sheet.
- 5) Purchase of furniture is debited to _____ Account.
- 6) Profit and Loss Account reveals _____ profit.
- 7) _____ stock is valued at cost or market price whichever is less.

P.T.O.

2. Attempt **any two** :

- a) Define accounting. Explain importance of accounting. 7
- b) Short note on – Petty Cash Book. 7
- c) You are required to record the following transactions in the single column cash book of Miss. Palak for the month of April 2014. 7
- 1 Opening cash balance ₹ 3,000
- 4 Goods sold for cash ₹ 1,500
- 5 Received ₹ 520 from Trupti
- 12 Cash purchases ₹ 1,200
- 20 Paid ₹ 750 to Akash
- 24 ₹ 1,000 deposited into Bank.

3. Attempt **any two** :

- a) Explain various subsidiary books. 7
- b) A firm purchased a machinery on 1-4-2010 for ₹ 4,20,000 and paid ₹ 30,000 for its installation. It provides depreciation @ 10% p.a. by using straight line method. Machinery is sold for ₹ 1,50,000 on 31-3-2014. You are required to prepare Machinery Account for your years assuming 31st March as year end. 7
- c) Short note on – Need of Bank Reconciliation Statement. 7

4. Explain the accounting concepts in detail. 14

OR

Journalise the following transactions in the books of Anand Sharma for January, 14

1st – Started business with cash ₹ 20,000 and Furniture worth ₹ 5,000.

7th – Purchased goods from Amit ₹ 5,000 @ 10% trade discount for cash.

10th – Purchased machinery from Sumit Traders for ₹ 5,500 on credit and paid installation charges ₹ 500 in cash.

15th – Purchased furniture for office use ₹ 40,000, paying ₹ 10,000 in cash and balance by cheque.

20th – Cash ₹ 6,000 paid for insurance of stock. Paid life insurance premium of Mr. Sharma ₹ 5,000.

25th – Office rent ₹ 12,000 and staff salary ₹ 30,000 paid by cash.

28th – Sold goods to Sumit ₹ 3,000 and he paid ₹ 1,000 in cash and balance to be paid after 10 days.



5. Define Depreciation. Explain various methods of Depreciation.

14

OR

From the following Trial Balance prepare Final Accounts in the books of Dinesh Deokar for year ended 31st March, 2014.

Trial Balance

| Debit Balance | ₹ | Credit Balance | ₹ |
|----------------------|-----------------|-----------------------|-----------------|
| Cash in Hand | 6,000 | Bank Overdraft | 18,000 |
| Sundry Debtors | 20,500 | Sundry Creditors | 15,000 |
| Bills Receivable | 9,000 | Sales | 65,800 |
| Stock on 1-4-2013 | 16,700 | Purchase Returns | 2,200 |
| Sales Returns | 800 | Discount Received | 2,300 |
| Salaries | 11,000 | Capital | 53,000 |
| Purchases | 37,200 | | |
| Commission | 1,000 | | |
| Petty Cash | 800 | | |
| Wages | 2,000 | | |
| Machinery | 41,000 | | |
| Carriage on purchase | 1,500 | | |
| Octroi Duty | 800 | | |
| Furniture | 8,000 | | |
| | 1,56,300 | | 1,56,300 |

Adjustments:

- i) Stock of goods on 31-3-2014 was ₹ 21,000.
 - ii) Salary due but not paid were ₹ 1,000.
 - iii) ₹ 500 are to be provided for Bad Debts on Sundry Debtors.
 - iv) Furniture is to be depreciated @ 5% p.a.
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**B.B.A. – II (Semester – III) Examination, 2014
E-COMMERCE (Old)**

Day and Date : Monday, 17-11-2014

Max.Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

Instruction : All questions are compulsory.

1. a) Select the correct alternative :

8

- 1) B2B means transactions between organization and _____
 - a) Government
 - b) Education
 - c) Common man
 - d) Trading partner
- 2) _____ is a plastic card which is issued by the bank.
 - a) E-cheque
 - b) Credit card
 - c) Cyber cash
 - d) Sim card
- 3) _____ is barrier between 2 networks.
 - a) Password
 - b) E-signature
 - c) Firewall
 - d) Antivirus
- 4) Flipkart. com is _____ portal.
 - a) B2B
 - b) B2C
 - c) C2C
 - d) C2B
- 5) Threat is nothing but _____
 - a) Security
 - b) Authentication
 - c) Risk
 - d) Firewall
- 6) Credit card is a _____ instrument.
 - a) Financial
 - b) Marketing
 - c) Functional
 - d) Production
- 7) _____ is the electronic transfer from computer to computer for commercial and administrative purpose.
 - a) E-cash
 - b) B2B
 - c) EDI
 - d) C2C
- 8) Smart card is _____ payment system.
 - a) Instant paid
 - b) Prepaid
 - c) Post paid
 - d) All of the above

P.T.O.



- b) State True or False : **8**
- 1) The terms electronics commerce is made up of two words electronic and commerce.
 - 2) Telemarketing is a form of traditional marketing.
 - 3) Proxy servers allow indirect access from internet.
 - 4) Railway reservation is example of E-market.
 - 5) E-commerce is available 24 × 7.
 - 6) Firewalls are used for data security.
 - 7) Smart card contains magnetic tape.
 - 8) EDI stands for Electronic Data Information.
2. a) State the benefits of E-commerce. **8**
- b) Write a note on firewalls and proxy server. **8**
3. a) Explain the functions of E-commerce. **8**
- b) State the differences between traditional marketing v/s E-marketing. **8**
4. a) What is E-payment ? Explain various instant paid payment system. **16**
- OR
- b) Define E-commerce. Explain scope and basic models of E-commerce. **16**
5. a) What is security ? Explain various threats for security. **16**
- OR
- b) Define E-finance. Explain the various operations carried out under E-finance. **16**
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B.B.A. – II (Semester – IV) Examination, 2014
ORGANISATIONAL BEHAVIOUR

Day and Date : Thursday, 13-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) Self managed teams also known as
 - a) Autonomus teams
 - b) Problem solving teams
 - c) Lead teams
 - d) None of these
- 2) _____ means the degree to which the group members are attracted to each other.
 - a) Group Role
 - b) Group Norms
 - c) Group Cohesion
 - d) Group Conflict
- 3) _____ represent judgemental ideas like what is right.
 - a) Attitudes
 - b) Perception
 - c) Both a) and b)
 - d) Values
- 4) _____ refers to an individual's pleasurable state towards his or her job.
 - a) Job satisfaction
 - b) Job involvement
 - c) Organisational commitment
 - d) None of these
- 5) _____ are derived from peer groups.
 - a) Attitudes
 - b) Values
 - c) Group
 - d) None of these
- 6) _____ is yet another principle involved in selective perception.
 - a) Relevancy
 - b) Figure ground principle
 - c) Interpretation
 - d) None of these
- 7) _____ factors refers to an individual's mental characteristics and attributes that are not observable.
 - a) Environmental
 - b) Psychological
 - c) Economic
 - d) None of these

P.T.O.



8) _____ considers factors of group norms, group cohesion, group role, group conflict and group decision making.

- | | |
|--------------------|------------------|
| a) Group Behaviour | b) Team |
| c) Group | d) None of these |

B) Fill in the blanks : **4**

- 1) _____ is a standard of behaviour.
- 2) _____ undergo changes when something happens.
- 3) Perception process starts with the _____
- 4) _____ has positive synergy.

C) Match the following : **4**

- | | |
|-----------------------------|-------------------------|
| 1) Organisational Behaviour | A) Psychological factor |
| 2) Learning | B) Terminal value |
| 3) Freedom | C) Group maturity |
| 4) Performing stage | D) An applied science |

2. Write short notes : **16**

- a) Sources of values.
- b) Psychological factors affecting individual behaviour.

3. Write short notes : **16**

- a) Team V/s Group
- b) Evolution of OB.

4. Define organisational behaviour. Explain nature, scope and approaches to OB. **16**

OR

What is individual behaviour ? Explain in detail factors affecting individual behaviour.

5. Define values. Explain types and relevance of values to behaviour. **16**

OR

Define team. Explain its types. Write in detail team V/s group.



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**B.B.A. – II (Semester – IV) Examination, 2014
ENTREPRENEURSHIP DEVELOPMENT**

Day and Date : Saturday, 15-11-2014

Max. Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

Instructions : 1) *All questions are compulsory.*

2) *Figures at right indicate marks.*

1. A) Choose correct alternative from the alternatives given below each question : **8**
- 1) The most important function of an entrepreneur is
 - a) Risk assumption function
 - b) Managerial function
 - c) Function of innovation
 - d) Decision making function
 - 2) An entrepreneur is the _____ of the enterprise which he establishes by himself.
 - a) Owner
 - b) Manager
 - c) Employee
 - d) Worker
 - 3) In _____ phase of entrepreneurship development, the motivated entrepreneurs are properly trained.
 - a) Development
 - b) Training
 - c) Maturity
 - d) Initial
 - 4) While entrepreneurs refers to a person, entrepreneurship refers to
 - a) Action
 - b) Development
 - c) Achievement
 - d) Function
 - 5) _____ factors encourage women to become entrepreneurs.
 - a) Pull
 - b) Push
 - c) Family
 - d) Creative
 - 6) _____ may be defined as the process that motivates a person into action and includes him to continue the course of action for the achievement of goals.
 - a) Motivation
 - b) Innovation
 - c) Identification
 - d) Development
 - 7) The entrepreneurs who blindly follows the traditional methods of production inspite of the loss is called
 - a) Drone entrepreneur
 - b) Adoptive entrepreneur
 - c) Fabian entrepreneur
 - d) Innovative entrepreneur
 - 8) Entrepreneurship development consist of _____ phases.
 - a) One
 - b) Four
 - c) Two
 - d) Three



B) Fill in the blanks :

8

- 1) The economic reward for risk bearing is _____
- 2) _____ phase involves assessment as to how far the objectives of EDP are achieved.
- 3) _____ is based on purposeful and systematic innovation.
- 4) Entrepreneur act as _____ of economic development by perceiving opportunities and putting them into action.
- 5) _____ phase is concerned with the creation of awareness about entrepreneurial opportunities based on survey and research.
- 6) The identification and selection of potential entrepreneur is the most important aspect of _____ phase.
- 7) _____ visits to units consistent with the items identified by the entrepreneur is also a part of the training programme.
- 8) _____ entrepreneurs are the women or group who initiate, organise and operate a business enterprise.

2. Write short notes :

16

- a) Problems of women entrepreneurs.
- b) Explain various characteristics of an entrepreneur.

3. Write short notes :

16

- a) Social entrepreneur.
- b) Family entrepreneurship.

4. What is meant by entrepreneur ? Explain various functions of an entrepreneur.

16

OR

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

5. Define entrepreneurship. Explain the factors affecting entrepreneurship growth.

16

OR

What is meant by business opportunity and identification ? Explain various sources for suitable business selection.



SLR-R – 36

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B.B.A. – III (Semester – V) Examination, 2014
INTERNATIONAL BUSINESS

Day and Date : Friday, 7-11-2014

Max. Marks : 80

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

Instruction : All questions are compulsory.

1. A) Answer the following questions by choosing the correct alternative given below : **8**
- 1) Mobility of Indian labour's is
 - a) High
 - b) Constant
 - c) Low
 - d) None of the above
 - 2) The head office of I.L.O. is at
 - a) London
 - b) New York
 - c) Paris
 - d) Geneva
 - 3) Agriculture is the _____ occupation in under developed countries.
 - a) Main
 - b) Negligible
 - c) Secondary
 - d) None of the above
 - 4) International business means
 - a) Internal business
 - b) External business
 - c) Local business
 - d) None of the above
 - 5) B.P.O. means
 - a) Balance of Payment
 - b) Branch of Payment
 - c) Business of Payment
 - d) Bank of Payment

P.T.O.



- 6) The I.B.R.D. is known as
- a) Regional Bank
 - b) State Bank
 - c) World Bank
 - d) None of these
- 7) TRIPs means
- a) Trade Related Indian Property Rights
 - b) Trade Related Intelligent Property Rights
 - c) Trade Related Intellectual Poverty Right
 - d) Trade Related Intellectual Property Right
- 8) TRIMs means
- a) Trade Related Indian Measures
 - b) Trade Related Investment Measures
 - c) Trade Related Integrative Measures
 - d) None of these

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

8

- 1) Globalization promotes free trade in international market.
- 2) International business is useful to generate unemployment.
- 3) Indian economy is a developed economy.
- 4) International Monetary Funds lends long term capital for economic development.
- 5) International business is world business.
- 6) Comparative cost advantage theory was propounded by Dr. Alfred Marshall.
- 7) Balance of trade means export and imports of visible and invisible good.
- 8) SDRs means Special Drawing Rights.

2. Write short notes :

16

- a) Discuss the major objectives and role of IMF.
- b) Difference between domestic business and international business.



3. Write short notes : 16

a) Function or reason of direct foreign investment.

b) Explain the 'GATT'.

4. Define balance of payment. What are the causes of disequilibrium in the balance of payment ? Suggest measures for correcting the disequilibrium in the Balance of Payment. 16

OR

Discuss the all theories of international business.

5. What is International Business ? Explain the advantages and disadvantages of International Business ? 16

OR

Explain the international law and business firms.



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B.B.A. – III (Semester – V) Examination, 2014
FINANCIAL MANAGEMENT – I

Day and Date : Wednesday, 12-11-2014

Max. Marks : 80

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

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

1. A) Choose correct alternative :

- 1) _____ level is a stock level at which new order is placed.
a) maximum b) minimum c) average d) reorder
- 2) _____ cost means and includes storage cost insurance and interest on capital invested in material.
a) ordering b) carrying c) sunk d) fixed
- 3) _____ means time require to get fresh delivery of materials.
a) idle time b) overtime c) lead time d) standard time
- 4) In ABC analysis _____ represent of 15 to 20 percent inventory items and accounts for 60 to 75 percent of annual usage value.
a) A b) B c) C d) All the above
- 5) Current assets – current liabilities = _____ Working capital.
a) Gross b) Net c) Fixed d) Variable
- 6) John Maynard put forth _____ possible motives for holding cash.
a) three b) four c) five d) six
- 7) _____ working capital situation is happen when inventories and receivables are supported by credit provided by suppliers and the advances given by customers.
a) zero or negative b) positive c) maximum d) average
- 8) Authorised share capital is also called as _____ capital.
a) Nominal or registered b) Called up and paid up
c) Issued and subscribed d) All of the above



B) Fill in the blanks :

- 1) Debenture is _____ capital.
- 2) Equity share holders are _____ of the company.
- 3) _____ is required to seek total protection against stock out.
- 4) Maximum rate of consumption-multiplied by maximum delivery period is the formula of determining _____ level.
- 5) Aggregate of current assets is called as _____ working capital.
- 6) If average inventory is Rs. 50,000, value of opening stock is Rs. 35,000 then value of closing stock is Rs. _____
- 7) If annual consumption is 180000 units and reorder quantity is 6000 units, lead time is 10 days, then no. of orders to be placed in a year are _____
- 8) If working capital is Rs. 25,000 and current assets are double the current liabilities, then current assets = _____

8

2. Write short notes on :

16

- a) Operating cycle of working capital.
- b) Share capital as source of finance.

3. A) Modern enterprises requires 90000 units of a certain item annually. It costs Rs. 30 per unit. The cost per purchase order is Rs. 300 and inventory carrying cost is 20 percent per year

- 1) What is the E.O.Q. ?
- 2) What should the firm do if the supplier offers 2% discount on minimum purchase of 6000 units ?

8

B) Annual consumption 20000 units

Maximum consumption 1000 units per week

Minimum consumption 500 units per week

Normal consumption 750 units per week

Ordering cost per order Rs. 100

Carrying cost per unit per year Re. 1

Reorder period 4 to 6 weeks

Calculate stock levels.

8



4. Prepare Cash budget for three months ending of 31-12-2012.

Cash balance on 1-10-2012 Rs. 20,000

| Months | Sales | Purchases | Wages and expenses |
|--------|--------|-----------|--------------------|
| Sept. | 30,000 | 25,000 | 5,000 |
| Oct. | 40,000 | 30,000 | 5,200 |
| Nov. | 50,000 | 35,000 | 5,400 |
| Dec. | 60,000 | 40,000 | 5,600 |

Cash sales are 25% of credit sales

Credit allowed to Debtors – 1 month

Credit allowed by Supplier – half month

Lag in payment of wages and expenses – ¼ month.

16

OR

a) What are the motives of holding cash ?

b) What are the techniques of inventory control ?

5. Analysis of one rupee of sale

Material 50%, Labour 25%, Overheads 10% and Profit 15%

Annual Sales Rs. 26,00,000

It is estimated that

Raw materials will be in stock at an average period of 4 weeks

Materials are lying in process for an average period of 3 weeks

Finished goods waiting in warehouse for an average period of 5 weeks

25% Sales are on cash basis and period of credit allowed to customers 8 weeks

Period of credit allowed by Supplier-5 weeks

Lag in payment of wages-2 weeks

Lag in payment of overheads-1 week

Cash balance to be maintained-Rs. 20,000

Allow 10% for contingencies

You are require to compute the amount of working capital require to finance above level of activity.

16

OR

A) Determinants of working capital requirement.

B) Functions of financial management.



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**B.B.A. (Part – I) (Semester – I) (CGPA Pattern) Examination, 2014
BUSINESS ECONOMICS (Micro)**

Day and Date : Friday, 14-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternative :

7

- 1) Micro and Macro economics these two terms were first presented by
 - a) Prof. Ragner Frisch
 - b) Prof. J.M. Keynes
 - c) Prof. Adam Smith
 - d) Prof. Alfred Marshall
- 2) A perfectly elastic demand curve means elasticity is
 - a) Zero
 - b) Infinite
 - c) One
 - d) Negative
- 3) A cost of plant and machinery is _____ in short period.
 - a) Variable
 - b) Fixed
 - c) Infinite
 - d) Zero
- 4) A telecommunication industry in India is an example of _____ market.
 - a) Perfect competition
 - b) Monopoly
 - c) Monopolistic Competition
 - d) Oligopoly
- 5) Which of the following is internal business decision ?
 - a) Selection of plant location
 - b) Tax and Subsidies
 - c) Import and Export duties
 - d) Licence and permit
- 6) A demand for Pepsi and Coke is an example of _____ demand.
 - a) Indirect
 - b) Competitive
 - c) Composite
 - d) Complementary
- 7) Which of the following is non-insurable risk ?
 - a) Fire
 - b) Accident
 - c) Natural Calamities
 - d) Competition



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

7

- 1) Monetary policy is the subject of micro economics.
- 2) A demand is directly related to the price.
- 3) Profit is fixed income.
- 4) Money is the most liquid asset.
- 5) Utility is subjective concept.
- 6) Merely desire means not demand.
- 7) Explicit costs are entered in the books of account.

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

14

- a) Characteristics of utility.
- b) Fixed cost and Variable cost.
- c) Internal business decisions.

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

14

- a) Types of demand.
- b) Features of business economics.
- c) Types of price elasticity of demand.

4. State and explain the "Liquidity preference theory of Interest". Write its criticisms.

14

OR

Describe the scope of micro economics. Explain its merits and demerits.

5. State and explain the law of diminishing marginal utility. Write its exceptions.

14

OR

What are the features of oligopoly ? Explain kinked demand curve.



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**B.B.A. (Part – III) (Semester – V) Examination, 2014
PRODUCTION MANAGEMENT – I**

Day and Date : Monday, 17-11-2014

Total Marks : 80

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

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

I. A) Choose the correct alternatives :

8

- 1) _____ manufacturing unit is an example of project production system.
a) Toys b) Sugar c) Ship d) T. V. Set
- 2) _____ may be understood as the function of determining where the plant should be located for maximum operating economy and effectiveness.
a) Plant layout b) Plant location c) Plant building d) Plant servicing
- 3) _____ is the objective of a good layout.
a) Reduce accidents b) Improve productivity
c) Increase employee morale d) All of the above
- 4) _____ maintenance occurs when there is a waste stoppage because of machine breakdown.
a) Breakdown b) Corrective c) Both d) None
- 5) _____ refers to the sum of the attributes or properties that describe a product.
a) Maintenance b) Control c) Quality d) None
- 6) An Ideal building helps a manufacturer to smoothen operation of _____ activities.
a) Operation b) Production c) Service d) None
- 7) Periodic inspection, cleaning, lubrication and repair of production equipment after their service life is called
a) Preventive maintenance b) Predictive maintenance
c) Routine maintenance d) Breakdown maintenance
- 8) _____ includes things such as the lighting and background music.
a) spatial layout b) signs and symbols
c) ambient layout d) none of the above

P.T.O.



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

8

- 1) The objective of maintenance management is to minimize the repair time and repair cost.
- 2) Inspection is the key to all good preventive maintenance.
- 3) An ideally laid out plant reduces manufacturing costs through reduced material handling.
- 4) A fixed layout is the combination of product, process or fixed layout.
- 5) Operations is the process by which, raw materials and other inputs are converted into finished goods.
- 6) Public groups impose restrictions on the location of new units in the public interest.
- 7) A product layout is also called the straight line layout or layout for serialized manufacturer.
- 8) The store room is a place where raw materials, components, partly finished goods, supplies and finished goods are stored.

II. Write short notes :

16

- 1) Product layout.
- 2) Types of factory building.

III. Write short notes :

16

- 1) Factors affecting plant location.
- 2) Explain the importance and objectives of maintenance management.

IV. Discuss the different factors affecting selection of suitable location.

16

OR

Discuss the importance of production function and explain the objectives of production management.

16

V. What is meant by plant layout ? Explain the principles of a plant layout.
Discuss fixed position layout.

16

OR

What is meant by plant location ? Discuss the steps to be taken in choosing a location for the plant.

16



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**B.B.A. – III (Semester – VI) Examination, 2014
HUMAN RESOURCE MANAGEMENT – II**

Day and Date : Saturday, 15-11-2014

Max. Marks : 80

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

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

1. A) Choose correct alternative from the given alternatives : 8
- 1) When Jr. Lecturer is promoted as Sr. Lecturer, it is
A) Vertical promotion B) Horizontal promotion
C) Dry promotion D) None of these
 - 2) Which of the following involves redesigning of equipment, machinery and material for the safe performance of the job ?
A) Safety engineering B) Safety training
C) Safety campaign D) Safety committee
 - 3) Which of the following is not a reason for demotion ?
A) Inefficiency
B) Indiscipline
C) Absence of promotional opportunities
D) Administrative convenience
 - 4) Which of the following makes the employee ineligible for P.F. and gratuity benefit ?
A) Retirement B) Resignation C) Discharge D) None of these
 - 5) _____ ensures that the employees get an income which is sufficient for meeting their present and future necessities and contingencies.
A) Living wages B) Real wages C) Fair wages D) Minimum wages
 - 6) The primary purpose of employee safety programme is to preserve the employees
A) Mental Health B) Physical Health
C) Emotional Health D) All



7) _____ refers to the termination of employment at the instance of the employee.

- A) Discharge B) Lay-off C) Resignation D) None of these

8) _____ method of performance appraisal was 1st applied in German army in 1930.

- A) Ranking method B) Psychological appraisal
C) 360° performance appraisal D) Assessment centre

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

8

- 1) Under straight piece work scheme, earning of worker directly depends on his performance.
- 2) Lay-off is permanent separation of employee from employer.
- 3) Remedial transfer is initiated to correct the wrong placements.
- 4) Ranking method is also called as linear rating scale.
- 5) Discharge of an employee is due to violation of organisation rules.
- 6) Conveyance is not a component of compensation.
- 7) Promotion doesn't mean greater responsibility, status and increased pay.
- 8) VRS stands for Voluntary Resignation Scheme.

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

16

- A) Employee Security Benefits.
- B) Demotion.
- C) Need of performance appraisal.

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

16

- A) Variable Compensation.
- B) Safety Engineering.
- C) Employee Retrenchment.

4. What is compensation ? Explain factors and components of compensation.

16

OR

Define promotion. Explain types, advantages and disadvantages.

16

5. Write detail note on layoffs.

16

OR

Explain variable compensation concept and write incentive schemes in detail.

16



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B.B.A. – I (Semester – I) (Old) Examination, 2014
PRINCIPLES OF MANAGEMENT

Day and Date : Friday, 7-11-2014

Max. Marks : 80

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

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

1. A) Choose the correct alternative :

8

- 1) Comparing the actual performance with the planned one, to ensure that there is no deviation between the two, is called as
 - a) Planning
 - b) Organising
 - c) Directing
 - d) Controlling
- 2) A function concerned with manning the enterprise is called as
 - a) Directing
 - b) Staffing
 - c) Communication
 - d) Planning
- 3) Felt needs give rise to wants which causes
 - a) Reaction
 - b) Action
 - c) Tension
 - d) None
- 4) Control applied to prevent problem before an activity begins, is called as
 - a) Feed forward control
 - b) Concurrent control
 - c) Feedback control
 - d) Strategic control
- 5) _____ is a process by which manager guides and influences the work of his subordinates.
 - a) Organising
 - b) Motivation
 - c) Leadership
 - d) Controlling
- 6) Which of the following is a standing plan ?
 - a) Projects
 - b) Budgets
 - c) Schedules
 - d) Mission



7) _____ is the right of manager to give orders and power to exact obedience.

- a) Power
b) Authority
c) Responsibility
d) None

8) _____ is the systematic evaluation of individual with regard to his/her job performance.

- a) Performance appraisal
b) Training
c) Recruitment
d) Selection

B) Fill in the blanks :

8

1) _____ is the art of getting things done through others.

2) _____ can't be delegated or transferred.

3) _____ is the process of stimulating people to act so as to accomplish designed goals.

4) _____ is determining future course of action in advance.

5) 'Theory Z' of motivation was originated by _____

6) _____ is the process of identifying and grouping of the work to be done and establishing relationship in the organisation.

7) _____ management is responsible for strategic planning and long term planning.

8) _____ is the process of influencing the behaviour of employees.

2. Write short notes :

16

- a) Motivational techniques
b) Types of plans.

3. Write short notes :

16

- a) Ingredients of leadership
b) Training.

4. Define motivation. Explain Maslow's Theory of Motivation in detail.

16

OR

Define management. Explain the various functions of management in detail.

5. Define controlling. Explain the types of control as well steps in control process.

16

OR

What is organising ? Explain the various types of organization structure.



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**B.B.A. – I (Semester – I) (Old) Examination, 2014
BUSINESS COMMUNICATION (Paper – I)**

Day and Date : Monday, 10-11-2014

Total Marks : 80

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

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

I. A) Select the correct alternative :

8

- 1) _____ communication saves time.
 - a) Oral
 - b) Written
 - c) Face to face
 - d) None of these
- 2) _____ is essential of good communication.
 - a) Clarity
 - b) Information
 - c) Completeness
 - d) All of these
- 3) _____ contains information relating to the name of the firm and its other details.
 - a) Date
 - b) Inside address
 - c) Heading
 - d) Enclosures
- 4) _____ is written after the letter is closed.
 - a) Heading
 - b) Salutation
 - c) Post script
 - d) None of these
- 5) Reports prepared and presented according to the form and procedure laid down by the law are called
 - a) Formal
 - b) Non-statutory
 - c) Statutory
 - d) Informal
- 6) _____ part of letter contain message to be communicated to the receiver.
 - a) Body of the letter
 - b) Enclosure
 - c) Salutation
 - d) Complimentary close

P.T.O.



- 7) The train had arrived ten times _____ I reached the station.
 a) before b) ago c) as d) none of these
- 8) _____ communication is treated as legal document.
 a) Written b) Oral
 c) Face to face d) None of these

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

- 1) An official record of the proceedings of a meeting is called minutes.
- 2) Covering letter is sent with the letter of application for a job.
- 3) An interview is an example of face to face communication.
- 4) The function of the receiver is not to decode the message.
- 5) Noise and distance among workers are emotional type of barriers.
- 6) A tender notice is a written or formal offer to supply goods.
- 7) Attracting attention is one of the important function of sales letter.
- 8) More flexibility is advantage of face to face communication.

II. a) Define communication. Explain objectives of communication. **8**

b) Write a detail note on communication process. **8**

III. a) Explain oral communication with its merits and demerits. **8**

b) Write a note on notice, agenda and minutes. **8**

IV. Define communication. Explain barriers of communication with examples. **16**

OR

Messers. Hiremath Bros wish to place an order with Nerolac Paints Co. Ltd. for a few types of paints, Varnish and mixers. Prepare an order for them mentioning that the tins should be sent by passenger train, to your station where you will collect them. Mention also the method of payment. **16**

V. Define reports. Explain structure and types of reports. **16**

OR

Prepare your bio-data and covering letter for the walk in interview. **16**



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B.B.A. – I (Semester – II) Examination, 2014
BUSINESS ENVIRONMENT (New)

Day and Date : Saturday, 8-11-2014

Max. Marks : 80

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

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

- 1.A) Choose the correct alternatives : **8**
- 1) Technology reaches people through _____
a) Religion b) Family c) Legislature d) Business
 - 2) Size, age, structure are factors of _____ environment.
a) Legal b) Cultural
c) Economical d) Demographic
 - 3) Business environment is _____ in nature
a) Dynamic b) Static c) Neutral d) Negative
 - 4) In a _____ economy there is a co-existence of private and public sector.
a) Capitalist b) Mixed c) Socialist d) Communist
 - 5) _____ one of the responsibility of business towards government.
a) Divident payment b) Tax payment
c) Fair wages d) Environment protection
 - 6) _____ is the factor of political environment.
a) Economic system b) Innovation
c) Legislature d) Share holder
 - 7) Right of equality is _____ right.
a) Fundamental b) Cultural
c) Social d) Individual



8) _____ means to bring the most enterprises under the ownership, control and management of the private sector.

- | | |
|-------------------|--------------------|
| a) Liberalisation | b) Globalisation |
| c) Privatisation | d) Nationalisation |

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

- 1) Profit is the prime object of private enterprises.
- 2) Indian economy is capitalist of economy.
- 3) To pay fair wages to employee is the prime responsibility of business.
- 4) Free trade policy is necessary for globalisation.
- 5) Political and legal environment is also called regulatory environment.
- 6) Technology decreases productivity.
- 7) Liberalization means restrict industrial, trade and commerce to doing the business.
- 8) Religion is the factor of cultural environment.

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

- a) Impact of technology on society
- b) Importance of business environment
- c) Different political institution.

3. Write short notes (**any 2**) : **16**

- a) Describe the merits of business environment
- b) Factors of economic environment
- c) Constitution of India.

4. a) What is business environment ? Explain the micro and macro factors of environment. **16**

OR

b) Define economic environment . Explain New Economic Policy 1991. **16**

5. a) Define social environment and it's impact on business. **16**

OR

b) Describe demographic environment . Explain the importance of demographic environment. **16**



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**B.B.A. – I (Semester – II) (New) Examination, 2014
MANAGEMENT OF BUSINESS SERVICES**

Day and Date : Saturday, 15-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) _____ is a type of hotel also called as apartment type of hotel.
a) Motel
b) Residential Hotel
c) Resort
d) Commercial Hotel
- 2) Transportation and Telecommunication are the examples of _____ services.
a) Simultaneous
b) Perishable
c) Intangible
d) Heterogenous
- 3) Insurance operations in India are controlled by _____.
a) TRAI
b) RBI
c) LIC
d) IRDA
- 4) _____ strategy of pricing deals with setting lower prices while introducing services in market.
a) Penetration
b) Differential
c) Relationship
d) Skimming
- 5) _____ products are also called as generic products.
a) Expected
b) Core
c) Potential
d) Augmented
- 6) _____ is a paid form of non-personal presentation of products by an identified sponsor.
a) Personal selling
b) Sales Promotion
c) Advertising
d) Publicity
- 7) Nationalisation of Banks was undertaken in India in _____.
a) 1964 and 1980
b) 1991 and 1997
c) 1935 and 1956
d) 1972 and 1985
- 8) _____ is the element of marketing mix which helps to tangibalise services.
a) Process
b) People
c) Physical evidence
d) Product

P.T.O.



- B) Fill in the blanks : **8**
- 1) Supply of water, electricity are the examples of _____ services.
 - 2) The additional 'P' named ' _____ ' of marketing mix added because services are produced and consumed simultaneously.
 - 3) Offers, discounts, vouchers are the tools of _____
 - 4) _____ pricing strategy deals with different prices for different groups of customer for same services.
 - 5) Telephone, fax, e-mail etc. are the example of _____ services.
 - 6) _____ are the activities/benefits offered to consumers to satisfy their needs.
 - 7) _____ is the only 'P' of marketing mix which generates revenue for organisation.
 - 8) _____ is the non-personal, non-paid form of communication.
2. Write short notes : **16**
- 1) Classification of services
 - 2) Computerisation of banks.
3. Write short notes : **16**
- 1) Physical evidence
 - 2) Types of Insurance services.
4. Explain the management of Hotel Services. **16**
- OR
- Define services. Explain the reasons for growth and development of service sector in India. **16**
5. What is place mix ? Explain the various factors considered in selecting service location. **16**
- OR
- Explain the management of telecommunication services. **16**
-



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B.B.A. – I (Semester – II) Examination, 2014
BUSINESS ENVIRONMENT (Old)

Day and Date : Saturday, 8-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose correct alternative from given alternatives : **8**
- 1) A transfer of ownership of asset of public enterprise to private enterprise is known as
A) Privatisation B) Liberalisation C) Globalisation D) Nationalisation
 - 2) Which of the following institution plays an active role for globalisation ?
A) World Trade Organisation B) Life Insurance Corporation
C) State Bank of India D) Financial Corporation of India
 - 3) Religion, customs, traditions are the factors of _____ environment.
A) Natural B) Technological C) Economic D) Social
 - 4) Business Environment is _____ in nature.
A) Static B) Neutral C) Negative D) Dynamic
 - 5) A free export and import trade between different countries in the world is _____
A) Privatisation B) Nationalisation
C) Globalisation D) Industrialisation
 - 6) Technology reaches towards people through.
A) Religion B) Caste C) Business D) Family
 - 7) _____ is the factor of social environment.
A) Legislation B) Religion C) Technology D) All
 - 8) Which of the following institution is responsible for the settle of legal disputes ?
A) Constitution B) Executive
C) Legislation D) Judiciary



- B) State **True** or **False** : **8**
- 1) Dilution of government stake in public sector unit is referred as disinvestment.
 - 2) Population is the component of legal environment.
 - 3) Disinvestment, Dereservation, MOV are the factors of privatisation policy.
 - 4) In mixed economy consumer enjoys maximum freedom.
 - 5) Mission and objective is a factor of external environment.
 - 6) Language is the factor of economic environment.
 - 7) A dividend payment is the responsibility of business towards shareholders.
 - 8) Research and development is responsible for the advance technology.
2. Write short notes : **16**
- A) Political Institutions of Democracy.
 - B) Features of Technology.
3. Write short answers : **16**
- A) Why should government regulate business ?
 - B) Social Responsibility of Business.
4. State the objectives of liberalisation. Describe the features of liberalisation policy. **16**
- OR
- What is government ? Discuss the responsibility of government towards business. **16**
5. Define economic environment. Explain the factors of economic environment. **16**
- OR
- Define technology. Discuss the impact of technology on business and society. **16**
-



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**B.B.A. – I (Sem. – II) Examination, 2014
COST ACCOUNTING (Old)**

Day and Date : Thursday, 13-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

- Instructions:** 1) **All questions are compulsory.**
2) **All questions carry equal marks.**
3) **Working notes are the part of Ans.**

1. A) Choose the correct alternative from the following. 8
- i) A decrease in sales price _____
 - i) Does not affect break even point
 - ii) Increases the break even point
 - iii) Lowers the net profit
 - iv) Lowers the break even point
 - ii) Fixed cost per unit decrease when _____
 - i) Production volume increases
 - ii) Variable cost per unit decreases
 - iii) Production volume decreases
 - iv) Prime cost per unit decreases
 - iii) Indirect materials are _____
 - i) A fixed cost
 - ii) A prime cost
 - iii) A factory overhead cost
 - iv) An irrelevant cost
 - iv) Where quantity is important _____ system is most suitable method of wage payment.
 - i) Piece Rate
 - ii) Time Rate
 - iii) Talyor's Differential Piece Rate
 - iv) All of the above



- v) The _____ method follows a principle that materials received first are issued first.
- i) FIFO ii) LIFO iii) HIFO iv) Simple average
- vi) _____ costing method charges only variable cost to products.
- i) Variable ii) Standard iii) Full iv) Absorption
- vii) At _____ point, contribution equals the fixed cost.
- i) Margin of safety ii) Break Even
- iii) Contribution iv) P/V Ratio
- viii) Under the ABC analysis of material control 'C' stands for _____ items.
- i) High Value ii) Middle Value
- iii) Low Value iv) None of the above

B) Fill in the blanks :

8

- 1) Goods received note is prepared by the _____ department.
- 2) Prime cost is the aggregate of direct material cost, direct wages and _____
- 3) _____ overheads are partly fixed and partly variable.
- 4) Budget is prepare for _____ estimates.
- 5) At Break Even Point, total cost is equal to _____
- 6) At Break Even Point _____ is equal to fixed costs.
- 7) In absorption costing _____ cost is added to inventory.
- 8) In transportation, the cost unit is a _____

2. A) Act Ltd. manufactures a product and the following particulars are collected for the year ended March 2010.

8

| | |
|--------------------------------|-------------|
| Monthly demand (units) | 1000 |
| Cost of placing an order (Rs.) | 100 |
| Annual carrying cost (Rs.) | 15 per unit |
| Normal usage (units per week) | 50 |
| Minimum usage (units per week) | 25 |
| Maximum usage (units per week) | 75 |
| Re-order period (week) | 4 to 6 |

You are required to calculate :

- i) Re-order quantity
- ii) Re-order level



- iii) Minimum level
- iv) Maximum level
- v) Average stock level.

- B) Calculate the total earnings of two operators, Mayur and Manish under 8
- i) Halsey Plan and
 - ii) Rowan Plan

The standard time fixed for producing 100 articles is 50 hours. The rate of wages is Rs. 1.50 per hour. The actual time taken for producing 100 articles is as under :

Mayur – 42 hours, Manish – 38 hours.

3. Write short notes (**any 4**) : 16
- i) Cost centre
 - ii) Labour turnover
 - iii) Profit volume ratio
 - iv) Cost-sheet
 - v) Objectives of cost account
 - vi) Store ledger.

4. The costing rates of an finished product at capacity level is 5000 units is given below; prepare a flexible budget at 6000 and 8000 units. 16

| Particulars | Rs. |
|---|------------|
| Materials | 20,000 |
| Labour | 12,000 |
| Power (60% variable) | 1,250 |
| Repairs (55% variable) | 2,000 |
| Store house charges | 600 |
| Inspecting overheads (20% variable) | 800 |
| Depreciation (100% fixed) | 10,000 |
| Administrative overheads (30% variable) | 8,000 |
| Selling overheads (60% variable) | 6,000 |

OR



4. A company has annual fixed cost of Rs. 14,00,000. In 2010, Sales amounted to Rs. 60,00,000 as compared to Rs. 45,00,000 in 2009 and profit in 2010 was Rs. 4,20,000 higher than in 2009. **16**
- At what level of sales does the company break-even ?
 - Determine profit or loss on a forecast sales volume of Rs. 80,00,000.
 - If there is a reduction in selling price in 2011 by 10% and the company desires to earn the same profit as in 2010, what would be sales volume ?

5. Prepare a Store Ledger Account from the following details using LIFO Method. **16**

| | | |
|-----------|-----------------|----------------------------|
| April – 1 | Opening Balance | 10850 kgs @ Rs. 130 per kg |
| 2 | Purchased | 20000 kgs @ Rs. 134 per kg |
| 3 | Issued | 6750 kgs to production |
| 5 | Issued | 8500 kgs to production |
| 6 | Received back | 550 kgs from production |
| 7 | Purchased | 17550 kgs @ Rs. 128 per kg |
| 8 | Issued | 11250 kgs to production |
| 9 | Stock loss | 250 kgs |
| 10 | Issued | 8950 kgs to production |
| 12 | Issued | 6300 kgs to production |
| 15 | Purchased | 10000 kgs @ Rs. 132 per kg |
| 16 | Issued | 7750 kgs to production |

OR

5. Konark India Ltd. wants to overdraft facilities for the period of Oct. to Dec. 2010 for getting the orders from the following particulars. Prepare a Cash Budget. **16**

| Months | Credit Purchases | Credit Sales | Wages |
|-----------|------------------|--------------|-------|
| July 2010 | 80,000 | 65,000 | 7,000 |
| Aug. 2010 | 77,500 | 1,05,000 | 7,500 |
| Sep. 2010 | 90,000 | 1,10,000 | 9,000 |
| Oct. 2010 | 1,60,000 | 1,50,000 | 7,500 |
| Nov. 2010 | 1,10,000 | 75,000 | 8,500 |
| Dec. 2010 | 1,75,000 | 75,000 | 8,000 |

The bank pass book showed the balance on 30th Sept. 2010 as Rs. 50,000.

The credit sales are realised as below :

- The credit sales are realised 50% in the month of sale and 50% in the following month of sales.

Creditors for purchases are paid in the following month of purchase.



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B.B.A. – I (Semester – II) Examination, 2014
MANAGEMENT OF BUSINESS SERVICES (Old)

Day and Date : Saturday, 15-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select correct alternative.

8

- 1) Generic products are also called as _____
 - a) core product
 - b) expected product
 - c) potential product
 - d) none of above
- 2) Services are _____ in nature.
 - a) intangible
 - b) visible
 - c) quality
 - d) none
- 3) Services are difficult to _____
 - a) consume
 - b) produce
 - c) standardise
 - d) compete
- 4) _____ insurance is not general insurance.
 - a) Burglary
 - b) Motor
 - c) Marine
 - d) Life
- 5) _____ has improved service delivery.
 - a) Internet
 - b) Computerisation
 - c) People
 - d) Internet Banking
- 6) Business oriented services are offered to _____
 - a) organisation
 - b) final consumer
 - c) only to customer
 - d) none
- 7) _____ is type of hotel where people generally go for relaxation.
 - a) Duplex
 - b) Apartment
 - c) Resort
 - d) None
- 8) Supply of electricity is type of _____
 - a) social service
 - b) personal service
 - c) public service
 - d) trade service



- B) Fill in the blanks : 4
- 1) IRDA stands for _____
 - 2) RBI stands for _____
 - 3) TRAI stands for _____
 - 4) _____ found to be located outside city or mostly on highway.

- C) Match the pairs : 4
- | | |
|------------------------------|----------------------|
| 1) General insurance | a) Whole-life policy |
| 2) Telecommunication service | b) Motor Insurance |
| 3) Distribution channel | c) Equipments |
| 4) Physical evidence | d) Franchising |
| | e) Fax |

2. Short notes. 16
- a) New Economic Policy and its impact on service sector.
 - b) 7 P's in service marketing.

3. Short notes. 16
- a) Problems in service marketing.
 - b) Types of insurance services.

4. Long answer. 16
- a) Explain TRAI, its roles and functions.
- OR
- b) Explain 7 P's of banking services.

5. Long answer. 16
- a) Explain impact of privatisation of insurance services.
- OR
- b) Explain various classification of services with example.
-



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**B.B.A. – I (Semester – I) (CGPA Pattern) Examination, 2014
BUSINESS COMMUNICATION (Paper – I)**

Day and Date : Monday, 10-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Select the correct alternative. 7
- 1) The objective of sales letter is to _____
a) advice b) suggest c) persuade d) inform
 - 2) Reports prepared and presented according to the form and procedure laid down by the law are called _____
a) formal b) non statutory
c) statutory d) none of these
 - 3) The function of receiver is to _____ the message.
a) encode b) decode c) uncode d) decipher
 - 4) A document that outlines the contents of a forthcoming meeting is known as _____
a) Notice b) Agenda c) Minutes d) Resolution
 - 5) The train had arrived ten times _____ i reached the station.
a) before b) ago c) as d) none of these
 - 6) The most important principle when drafting sales letter is _____
a) completeness b) correctness
c) you attitude d) conciseness
 - 7) Face to face communication become more effective if accompanied with appropriate _____
a) gesture b) expression
c) language d) none of these



- B) State whether **True** or **False** : **7**
- 1) Disturbance during transmission of a message on telephone is an example of socio-psychological barrier.
 - 2) Minutes are not official records of meeting.
 - 3) The signature comes below the complementary close.
 - 4) Reports submitted at regular intervals of time are called periodic reports.
 - 5) Feedback is the last step in communication process.
 - 6) Semantic barriers are created by difference in understanding in the meaning of words.
 - 7) The body of the letter is not an important part of the business letter.
2. Write short notes (**any 2**). **14**
- a) Merits and demerits of written communication.
 - b) Types of Report.
 - c) Functions of business letter.
3. Answer in brief (**any 2**). **14**
- a) Explain Agenda of a meeting with suitable example.
 - b) Explain process of communication.
 - c) Draft notice for Annual General Meeting of 'Ask Co. Ltd.'.
4. Define communication. Explain barriers of communication in detail. **14**
- OR
- As a Secretary of a Company, draft a circular for a Annual General Meeting to be held on 1st Dec. 2014. **14**
5. What are functions of business letter ? Discuss planning and layout of business letter. **14**
- OR
- Write a letter to a 'Geeta Publisher' detailing the missing pages in a book that you bought from them and ask for replacement. Also draft a suitable reply. **14**
-



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B.B.A. – II (Semester – III) Examination, 2014
FOUNDATION OF HUMAN SKILLS (New)

Day and Date : Wednesday, 12-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Multiple choice questions :

8

- 1) _____ setting can be used to overcome weakness.
a) Mind b) Time c) Goal d) Place
- 2) Each job needs all abilities and skills but in _____ proportions.
a) Same b) Permanent c) Different d) Temporary
- 3) For effective reading _____ training is also necessary with eye training.
a) Ear b) Mind c) Brain d) Speed
- 4) Body language is _____ communication.
a) Telephonic b) Verbal c) Non-verbal d) None of these
- 5) Stress is a _____ disease.
a) Visible b) Tangible c) Invisible d) Intangible
- 6) _____ is the art of lending your ears to others.
a) Reading b) Writing c) Listening d) Learning
- 7) In SMART goal 'm' stands for _____
a) Management b) Market
c) Measurable d) Multiple
- 8) _____ is an element of body language.
a) Words b) Appearance
c) Beliefs d) None of these



B) True or False :

8

- 1) Mental ability refers to physical ability.
- 2) Dreams require more hard work than goals.
- 3) Values are terminal and instrumental.
- 4) Body language speaks more than verbal communication.
- 5) Attitude refers to feelings and believes of individual or group of people.
- 6) Neighbourhood affects attitude.
- 7) You can listen if you are busy in thinking something else.
- 8) Goals should not be measurable.

2. Write short notes :

16

- 1) SWOT Analysis
- 2) Define reading. Explain guidelines for effective reading.

3. Write short notes on :

16

- 1) Values
- 2) Explain basic abilities of human.

4. Define attitude. Explain obstacles in positive attitude and explain how to develop positive attitude.

16

OR

What do you mean by body language ? Explain way of improving body language.

5. Define stress. Discuss sources of stress and remedies of managing stress.

16

OR

What is goal setting ? Explain importance of goal setting.



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**B.B.A. – II (Semester – III) Examination, 2014
IT FOR MANAGEMENT (New)**

Day and Date : Monday, 17-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) _____ is a set of instructions and programs which execute specific tasks.
 - a) Hardware
 - b) Software
 - c) Communication
 - d) Data
- 2) Very limited network covered by _____ network.
 - a) LAN
 - b) CAN
 - c) WAN
 - d) MAN
- 3) MIS is an integrated system of _____ and machine for providing the information.
 - a) Cable
 - b) Man
 - c) DSS
 - d) TPS
- 4) CAM stands for _____.
 - a) Computer Aided Material
 - b) Computer Aided Manufacturing
 - c) Computer Aided Machine
 - d) Computer Aided Maintenance
- 5) ESS works at _____ level of information system of an organisation.
 - a) Lower
 - b) Top
 - c) Middle
 - d) Operational
- 6) Slow speed response is disadvantage of _____ topology.
 - a) Star
 - b) BUS
 - c) Both
 - d) None of these



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B.B.A. – II (Semester – III) Examination, 2014
BUSINESS STATISTICS (Old)

Day and Date : Friday, 7-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1.A) Choose the correct alternative :

10

- 1) There are _____ lines of regression.
a) one b) two c) three d) four
- 2) If X and Y are perfect positively correlated then $r =$ _____
a) 0 b) -1 c) 1 d) 0.1
- 3) Class interval of the class 15 – 19 is _____
a) 4 b) 5 c) 17 d) 19
- 4) When the population under study is heterogenous type then _____ sampling method is called
a) Simple random sampling b) Stratified sampling
c) Subjective sampling d) None of these
- 5) From Ogive curve we can locate _____
a) Mean b) Median c) Mode d) None of these
- 6) Correlation coefficient lies between _____
a) 0 to 1 b) - 1 to 1 c) - 1 to 0 d) 0 to x
- 7) Range = _____
a) $L + S$ b) $L - S$ c) $\frac{L + S}{L - S}$ d) None of these

P.T.O.



- 8) The mean of 85, 70, 10, 75, 500, 8, 42, 250, 40, 36 is _____
a) 111.6 b) 130 c) 100 d) None of these
- 9) The class limit of 20 – 24 are _____
a) 20 to 24 b) 24 c) 4 d) 5
- 10) Which of the following is unitless measure of dispersion ?
a) Range b) Standard deviation
c) Coefficient of range d) None of these

B) Fill in the blanks :

6

- 1) BSE stands for _____
- 2) The S.D. of 6, 6, 6, 6, 6, 6 is _____
- 3) Coefficient of range = _____
- 4) Regression line of X on Y is _____
- 5) Class width of class 20-24 is _____
- 6) Mode of 13, 10, 12, 13, 12, 11, 13, 9, 17, 10, 16, 10 is _____
2. A) i) Find mode of distribution whose mean is 33.12 and median is 32.52.
ii) The average marks of 100 student is 72. The average marks of 70 boys is 75. Find out average marks of girls.
- B) What do you mean by measures of dispersion ? Explain absolute and relative measures of dispersion. **(8+8)**

3. A) Write short note on Histogram.

B) Following are marks obtained by 24 students in test.

39 54 33 45 26 31 12 33

25 48 59 34 23 46 44 37

17 35 21 43 57 36 32 36

Prepare frequency table with classes 10 – 20, 20 – 30, 30 – 40. Find out Arithmetic mean from frequency table. **(8+8)**



4. A) Define :

- i) Mid point
- ii) Mean
- iii) Median
- iv) Mode.

B) i) If coefficient of variation of a series is 60 and S.D. is 20, what is Arithmetic Mean (\bar{X}) ?

ii) Calculate Median for following distribution of C.I. and frequency.

| | | | | | | |
|--------------|---------|---------|---------|---------|---------|--------------|
| C.I.: | 10 – 20 | 20 – 30 | 30 – 40 | 40 – 50 | 50 – 60 | |
| f : | 18 | 23 | 30 | 15 | 14 | (8+8) |

OR

4. Calculate Karl Pearson’s coefficient of correlation between X and Y.

| | | | | | | |
|------------|----|----|----|----|----|-----------|
| x : | 15 | 14 | 13 | 15 | 12 | |
| y : | 22 | 23 | 24 | 23 | 22 | 16 |

5. Define Index number.

State problems of Index Number.

Find out Fisher’s Index Number for the following data :

| Commodity | Base Year | | Current Year | | |
|------------------|------------------|--------------|---------------------|--------------|-----------|
| | Quantity | Price | Quantity | Price | |
| X | 15 | 2 | 16 | 3 | |
| Y | 10 | 1 | 12 | 5 | |
| Z | 5 | 7 | 12 | 2 | 16 |

OR

5. $10x + 3y - 62 = 0$ and $6x + 5y - 50 = 0$ are the lines of regression.

Find out :

- i) Means of X and Y
- ii) Correlation coefficient

iii) If $Y = 10$, then $X = ?$



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**B.B.A. – II (Sem. – III) (Old) Examination, 2014
FOUNDATION OF HUMAN SKILLS**

Day and Date : Wednesday, 12-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Fill in the blanks : 8

- 1) A _____ is an ability to do something which is learnt through practice.
- 2) _____ is the art of lending your ears to others.
- 3) _____ is the physical ability.
- 4) In the second and third year of life, a child begins to assert _____
- 5) _____ is called invisible disease.
- 6) _____ is also called as diagnostic skills.
- 7) In _____ stage the individual continue to be a productive contribution to the organisation.
- 8) The _____ group includes schoolmates, friends and peers.

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

- 1) Mid career stage consist of maintenance stage.
- 2) Stroking is important aspect of transaction analysis.
- 3) Introverts are not reserved.
- 4) Organisation work does not create stress.
- 5) Role models does not have importance in learning.
- 6) Self discovery is important in every persons life.
- 7) Verbal comprehension means understanding meaning of the words.
- 8) Human skills are the abilities to work with other people both individually and in groups.



2. Write short notes : **16**
A) Sensory ability.
B) Learning techniques.
3. Write short notes : **16**
A) Career Anchors.
B) Eriksons eight life stages.
4. Define skills. Explain reading and listening skills. **16**

OR

Define interpersonal skills. Explain methods of interpersonal skills.
5. Define stress. Explain sources of stress and how to manage stress. **16**

OR

Define personality. Explain determinants of personality and Jung's personality theory. **16**
-



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**B.B.A.– II (Semester – III) Examination, 2014
MANAGEMENT OF SME (Old)**

Day and Date : Friday, 14-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) The first step in setting a small business is to find out _____
 - a) Business Idea
 - b) DIC
 - c) Bank
 - d) Business Design
- 2) The main objective of preparing project report is _____
 - a) To appraise a project and land
 - b) To anticipate future problems and solve them
 - c) To assess the cost and source of finance
 - d) All of the above
- 3) The analysis of the adequacy of the plant and equipment of the proposed is called _____
 - a) Market Feasibility
 - b) Economic Feasibility
 - c) Technical Feasibility
 - d) Financial Feasibility
- 4) All the services and support required by small scale industries are provided by under one roof by _____
 - a) SICOM
 - b) MIDC
 - c) DIC
 - d) IDBI
- 5) Projects dealing with power generation come under the category of _____
 - a) Techno-Economic Project
 - b) Sectoral Project
 - c) Quantifiable Project
 - d) Non-quantifiable Project
- 6) _____ is one of the following importance of small scale industries.
 - a) Education
 - b) Employment generation
 - c) Income
 - d) Idea Generation



- 7) The details of machinery and equipment are shown in the project report under the head
- | | |
|------------------------|------------------------|
| a) Financial Analysis | b) General Information |
| c) Project Description | d) Market Potential |
- 8) Ability to bring something new into existence is known as _____
- | | | | |
|-----------------|---------------|----------------|-----------|
| a) Productivity | b) Creativity | c) Sensitivity | d) Safety |
|-----------------|---------------|----------------|-----------|

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

- 1) There is no competition between small and large scale enterprises.
- 2) In partnership firm liability of a partner is limited.
- 3) The analysis of cost and profit of a project is Financial Feasibility.
- 4) Small enterprises have no problems in areas of Finance.
- 5) Verification of ideas is the first stage of idea generation.
- 6) Projects dealing with education come under the category non-quantifiable projects.
- 7) Registration of unit is the first stage of starting a new venture.
- 8) IDBI provides all details necessary for establishing a new unit.

2. Write short notes : **16**

- 1) Characteristics of project report.
- 2) Subsidy and tax concessions.

3. Write short notes : **16**

- 1) What are the factors to be considered while selecting the premises or location ?
- 2) Problems of SSI.

4. a) Define SME. Explain the role of SME in Indian Economy. **16**

OR

- b) Explain various steps involved in starting up a new venture.** **16**

5. a) Define project. Explain various analyses used to appraise project. **16**

OR

- b) Define SME. What are various schemes available for SME.** **16**



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**B.B.A. – II (Semester – IV) Examination, 2014
BUSINESS POLICY**

Day and Date : Saturday, 8-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) _____ is designed to monitor a broad range of events inside and outside the company that are likely to threaten the course of action of strategy.
a) Implementation control b) Premise control
c) Strategic surveillance d) Special Alert control
- 2) _____ strategies are basically about the choice of direction that a firm adopts in order to achieve its objective.
a) Business level b) Corporate level
c) Functional level d) Operational level
- 3) _____ means combining activities related to the present activity of a firm.
a) Diversification b) Retrenchment
c) Integration d) Divestment
- 4) _____ are the ends that state specifically how the goals shall be achieved.
a) Goals b) Mission
c) Purpose d) Objectives
- 5) _____ is an inherent limitation which creates strategic disadvantage.
a) Weakness b) Strength
c) Opportunity d) Threat
- 6) _____ is a distinctive segment of the environment in which the firm does a business.
a) SBU b) SBA
c) Customer d) Economic Environment



- B) State whether the following statements are **True** or **False** : **8**
- 1) Bank rate is a traditional weapon of credit control.
 - 2) Accepting deposits is a primary function of commercial bank.
 - 3) Macro economics study individual unit.
 - 4) Inflation is responsible for export promotion.
 - 5) Tax is a major source of income to the government.
 - 6) Money is what money does.
 - 7) Surplus budget is useful to developing countries.
 - 8) Higher wages are responsible for cost push inflation.
2. Write short notes : **16**
- a) Role of macro economics in business decisions.
 - b) Define money. Explain its functions.
3. Write short notes : **16**
- a) Scope of public finance and its objectives.
 - b) Merits and demerits of macro economics.
4. What is international trade ? Explain its features. **16**
- OR
- Describe the causes of inflation and explain its effects.
5. Explain the quantitative and qualitative measures of credit control. **16**
- OR
- Define Direct tax and Indirect tax. Explain the merits of direct tax and indirect tax.
-



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**B.B.A. – II (Semester – IV) Examination, 2014
MARKETING MANAGEMENT – I**

Day and Date : Tuesday, 18-11-2014
Time : 3.00 p.m. to 6.00 p.m.

Max. Marks : 80

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

1. A) Select the most appropriate alternative from given alternatives : 8
- 1) Modern concept of marketing is _____ oriented.
 - a) Production
 - b) Profit
 - c) Customer
 - d) Sales
 - 2) _____ environment is responsible for shaping customers beliefs, values and norms.
 - a) Legal
 - b) Political
 - c) Natural
 - d) Cultural
 - 3) _____ consists of taking the total heterogeneous market product and dividing it into several sub-sets or sub-markets, each of which tends to be homogenous in all significant aspects.
 - a) Market segmentation
 - b) Market research
 - c) Market environment
 - d) None
 - 4) _____ 'P' of marketing mix is the only marketing variable which determines revenues or income, inflow of funds etc., to an organisation.
 - a) Product
 - b) Price
 - c) Place
 - d) Physical evidence
 - 5) _____ is the sum total of all factors that affect marketing function and marketing manager's ability.
 - a) Marketing Research
 - b) Marketing Planning
 - c) Market Segmentation
 - d) Marketing Environment



- 6) The main aim of _____ is to retain customers and build long-term profitable relationship with them.
- a) Business Management
 - b) Personnel Management
 - c) Customer Relationship Management
 - d) Financial Management
- 7) _____ is the process whereby individual decide what, when, how much and from whom to purchase goods and services.
- a) Consumer surplus
 - b) Consumer values
 - c) Consumer gain
 - d) Consumer behaviour
- 8) _____ is a process of marketing communication with an intention to inform, persuade, remind and influence the customers infavour of the company's products and services.
- a) Promotion
 - b) Diversification
 - c) Simplification
 - d) Elimination

B) Fill in the blanks :

8

- 1) _____ environment of marketing deals with the factors such as age, sex, education, occupation, urban or rural population etc. of the customers.
- 2) A specific group of customers at which a company aims and concentrates its products and services is known as _____
- 3) Recently the Government of India opened the doors for Foreign Direct Investment (FDI) in the field of _____
- 4) In _____ pricing company adds certain percentage of profit to the product to determine final price.
- 5) The process of creating an unique image of the product in the minds of customers is known as _____
- 6) _____ marketing uses links created by distributors/agents to reach the customer.
- 7) _____ is the process of dividing a market into distinct groups of buyers on the basis of needs, characteristics or behaviour.
- 8) _____ is anything that can be offered to satisfy a want or need.



2. Write short notes : **16**
- a) Marketing in 21st Century.
 - b) Basis for market segmentation.
3. Answer in brief : **16**
- a) Give the distinction between Marketing and Selling.
 - b) Elaborate the economical, social and technological forces of marketing environment.
4. Define the term, 'Consumer Behaviour'. Explain in detail various factors influencing consumer behaviour. **16**

OR

What is 'Marketing Management' ? State the functions of Marketing Management.

5. What do you mean by 'Marketing Mix' ? Explain in detail the 7 P's of Marketing Mix. **16**

OR

State the various concepts of retailing. Explain with examples the types of retailing.



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**B.B.A. – III (Semester – V) Examination, 2014
MARKETING RESEARCH**

Day and Date : Monday, 10-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max Marks : 80

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

1. A) Fill in the blanks :

8

- 1) _____ reports are also called as problem solving reports.
a) Informational b) Analytical c) Examination d) Oral
- 2) _____ is any finite or infinite collection of individuals.
a) sample size b) sample c) population d) census
- 3) _____ is the first hand information collected by researcher specifically for the purpose of research study.
a) Secondary Data b) Questionnaire
c) Observation d) Primary data
- 4) _____ is a process of summarizing raw data and displaying the same in compact form for further analysis.
a) Tabulation b) Editing c) Coding d) Classification
- 5) _____ is used for well defined research problem and the observers have been told specifically about what is observed.
a) Unstructured observation b) Structured observation
c) Disguised observation d) Undisguised observation
- 6) _____ is a systematic and objective study of problems pertaining to the marketing of goods and services.
a) Sampling b) Reporting
c) Marketing Research d) Marketing Management
- 7) _____ is a process of examining data to detect errors and to correct them when possible.
a) Tabulation b) Analysis c) Classification d) Editing
- 8) A research starts with _____
a) question b) Solution c) Problem d) None of these

P.T.O.



1. B) State whether following sentences are **True/False** : **8**
- 1) Field editing is done at the time of recording and respondent's response.
 - 2) Sampling cannot save time and money.
 - 3) Under probability sampling, every item of the universe has an equal chance to be included.
 - 4) If the population is infinite, census method can't be used.
 - 5) In case of multiple choice questions, the respondent is offered with only two answers.
 - 6) A major advantage of secondary data is that it is more economical as the cost of collecting the original data is saved.
 - 7) The process of collecting data from every member of the population is called as sampling.
 - 8) Summary and conclusions are based on findings.
2. Write short notes : **16**
- a) Determining sample size
 - b) Observation.
3. Write short answers : **16**
- a) Types of questions.
 - b) XYZ firm wants to conduct a survey on a product 'Toothpaste' in your city. Frame a questionnaire including both open and close ended questions. Assume necessary information.
4. Define Marketing Research. Explain the research process in detail. **16**
- OR
4. What are sources of secondary data ? Explain how secondary data is evaluated. **16**
5. What are the characteristics of a good sample design ? Explain the steps involved in sample design. **16**
- OR
5. Explain in detail research report formal. **16**
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**B.B.A. – III (Sem. – V) Examination, 2014
HUMAN RESOURCE MANAGEMENT – I**

Day and Date : Friday, 14-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternative :

8

- 1) _____ level human resource manager handle employees relations effectively.
a) Senior b) Middle c) Service d) None of these
- 2) _____ is the first operative function of HRM.
a) Employment b) Recruitment
c) Selection d) None of these
- 3) _____ refers to the movement of an employee from one job to the another job.
a) Job Design b) Job Enlargement
c) Job Rotation d) None of these
- 4) _____ is an organised factual statement of duties and responsibilities of a specific job.
a) Job Description b) Job Specification
c) Job Analysis d) None of these
- 5) _____ covers the manpower needs of a particular department in a company.
a) Department b) Unit c) Job d) None of these
- 6) _____ means to search people whose skills fit the company's value.
a) Selection b) Recruitment
c) Training d) None of these



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**B.B.A. – III (Semester – VI) Examination, 2014
BUSINESS LAW**

Day and Date : Saturday, 8-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternative :

8

- 1) Agreement in Restraint of marriage is _____
a) Void b) Valid c) Legal d) All of the above
- 2) The Companies Act _____
a) 1950 b) 1956 c) 1957 d) 1958
- 3) In partnership, there must be an agreement to share the _____ of a business.
a) Loss b) Gain c) Profit d) All of the above
- 4) The Consumer Protection Act _____
a) 1986 b) 1987 c) 1988 d) 1989
- 5) A false statement made without an intent to deceive the other party is called as _____
a) Fraud b) Misrepresentation
c) Mistake d) Coercion
- 6) _____ is the first meeting of shareholders of a public company.
a) Statutory meeting b) Annual general meeting
c) Extra ordinary general meeting d) All of the above
- 7) Consideration must move at the desire of _____
a) Promisee b) Promisor c) Offeree d) Acceptor
- 8) _____ are the rules, regulations and bye-laws for the internal management of the company.
a) Prospectus b) Articles of Association
c) Memorandum of Association d) All of the above

P.T.O.



- B) State whether the following statements are **true** or **false** : **8**
- 1) An offer must be communicated.
 - 2) A company has no perpetual succession.
 - 3) A partner has no right to inspect the accounts.
 - 4) The object of an agreement must be lawful.
 - 5) “Complaint” means any allegations in writing made by a complainant about unfair trade practices by traders, or about defective goods or deficiency in service etc.
 - 6) Winding up of a company means, bringing to an end the existence of the company as a corporate entity.
 - 7) A partner who takes active part in the conduct of the business is called active partner.
 - 8) A minor is competent to contract.
2. Write short answers : **16**
- a) Remedies for breach of contract
 - b) Share capital.
3. Write short answers : **16**
- a) Types of partnership
 - b) Resolution.
4. Define “Discharge of contract” and explain various modes of discharge of contract. **16**
- OR
- Define partnership and explain dissolution of partnership firms.
5. Define “Company” and state kinds of companies. **16**
- OR
- Define “Consumer” and state provisions relating to consumers disputes redressal machinery.
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**B.B.A. – III (Semester – VI) Examination, 2014
MARKETING MANAGEMENT – II**

Day and Date : Tuesday, 11-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Total Marks : 80

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

1. A) Choose the correct alternative : 8
- 1) Order processing, warehousing, inventory management and transportation are sub-divisions of
 - a) Product line
 - b) Market logistics
 - c) Wholesaling
 - d) Retailing
 - 2) A _____ strategy consists of launching product at low price but spending heavily on promotion.
 - a) Rapid skimming
 - b) Slow skimming
 - c) Slow penetration
 - d) Rapid penetration
 - 3) News, publications, events, etc. are the tools of
 - a) Advertisement
 - b) Sales promotion
 - c) Publicity
 - d) Personal selling
 - 4) Manufacturer to customer is _____ channel of distribution.
 - a) Multilevel
 - b) Direct
 - c) Indirect
 - d) Special
 - 5) _____ helps to tangibilises the services.
 - a) People
 - b) Process
 - c) Product
 - d) Physical evidence



6) In _____ level of product, the real competition lies, where every marketer tries to give unique and best services to customers.

- | | |
|--------------|--------------|
| a) Augmented | b) Basic |
| c) Expected | d) Potential |

7) _____ staff is directly involved in customers interactions.

- | | |
|---------------|-----------------|
| a) Supportive | b) Middle level |
| c) Front | d) All above |

8) Decor, lighting, building and parking area are the examples of

- | | |
|------------------------|-----------------------|
| a) Peripheral evidence | b) People mix |
| c) Price mix | d) Essential evidence |

B) Fill in the blanks :

4

- 1) _____ is the more flexible element than any other element of marketing mix.
- 2) _____ strategy of promotion involves moving the product through distribution channel to final consumer through personal selling and trade promotion.
- 3) The _____ stage of PLC requires high promotion but doesn't result in much returns to marketer.
- 4) A _____ is name, term, sign, symbol helps to recognize the product from competitor's product in the market.

C) Match the pairs :

4

A

B

- | | |
|--------------------------|----------------------------------|
| 1) Brand | 1) AIDAS |
| 2) Depth of product line | 2) Different product lines |
| 3) Personal selling | 3) Physical evidence |
| 4) Social setting | 4) Variants of each product line |
| | 5) Seller's promise |

2. Write short answers :

16

- a) Explain the product mix decisions with example.
- b) Explain the introduction stage of product life cycle.



3. Write short notes : **16**
- a) Social setting.
 - b) Types of service personnel.
4. What is product ? Explain the various levels of product and product line decisions. **16**
- OR
- Explain the place mix in detail. **16**
5. Define promotion. Explain the various elements of promotion mix in detail with examples. **16**
- OR
- What is price ? Explain the various factors affecting pricing decision of product. **16**
-



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B.B.A. – III (Semester – VI) Examination, 2014
FINANCIAL MANAGEMENT – II

Day and Date : Thursday, 13-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Choose the correct alternatives :

8

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

P.T.O.



7) If credit sales are Rs. 5,00,000, cash sales are Rs. 60,000, accounts receivables are Rs. 1,00,000 then average age outstanding in debtors is _____ days.

- a) 36.5 b) 73 c) 50 d) 56

8) $K_e = \frac{D_o}{P_o} + g$, where as D_o stands for

- a) Drawings b) Dividend
c) Dividend pay out ratio d) Deficit

B) Fill in the blanks (by using long forms/formula) :

8

- 1) NSE stands for _____
- 2) NSDL stands for _____
- 3) ROI stands for _____
- 4) Proprietors fund = _____
- 5) Cost of goods sold = _____
- 6) Debt equity ratio = _____
- 7) Average inventory = _____
- 8) Cost of debt = _____

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

16

- 1) Functions of stock market.
- 2) Factors determining dividend policy.
- 3) Features of capital and money market.

3. A) 1) An equity share of the company is currently selling for Rs. 50. The company expects to pay Rs. 6 per share as dividend at the end of current year. Dividend per share is expected to grow at the rate of 7% p.a. Calculate the cost of equity (K_e).

2) The price earning ratio is 5 times. The company has an earning per share of Rs. 10, dividend payout ratio 40%, dividend per share expected to grow at the rate of 6% p.a. Calculate the cost of equity (K_e). **(4+4)**



B) X Ltd. issued Rs .100 lakhs 12% debentures of Rs. 100 each. Calculate the cost of debt in each of the following case. 8

a) If debentures are issued at par.

b) If debentures are issued at 10% premium.

c) If debentures are issued at 10% discount.

(Assume corporate tax rate being 40% for all above cases).

4. From the following information, you are require to prepare balance sheet with as many details as possible : 16

| | |
|---------------------------------------|----------|
| Current ratio | 3.25 |
| Liquid ratio | 2.75 |
| Working capital Rs. | 6,75,000 |
| Bank overdraft Rs. | 75,000 |
| Fixed assets to net worth | 0.80 |
| Reserves and surplus to share capital | 0.25 |

There were no long term loans and fictitious assets.

OR

Gross profit ratio 25%

Gross profit Rs. 4,00,000

Debtors velocity 73 days

Creditors velocity 36.5 days

Fixed assets turnover – 3 times

Capital turnover – 2 times

Stock turnover – 5 times

Prepare Balance Sheet with as many details as possible (presume that there is no change in value of opening stock and closing stock).



5. The following data relate to two companies to the same risk class :

| Particulars | X Ltd. | Y Ltd. |
|-------------------------------|---------------|---------------|
| Expected net operating income | Rs. 2,40,000 | 2,40,000 |
| 10% debt. | Rs. 7,20,000 | – |
| Equity capitalisation rate | 20% | 15% |

Determine the total value of the company (use net income approach).

16

OR

| Particulars | Project A | Project B |
|--------------------------------------|------------------|------------------|
| Cost of project Rs. | 5,00,000 | 7,50,000 |
| Life in years | 5 | 6 |
| Salvage value at the end of life Rs. | 50,000 | 30,000 |

Cashflows before tax :

| | | |
|----------------------|----------|----------|
| Year 1 st | 2,00,000 | 2,50,000 |
| Year 2 nd | 1,50,000 | 2,00,000 |
| Year 3 rd | 1,40,000 | 1,80,000 |
| Year 4 th | 1,20,000 | 1,60,000 |
| Year 5 th | 1,00,000 | 1,40,000 |
| Year 6 th | – | 1,20,000 |

Determine the profitable project using

- 1) Pay back period method
 - 2) Net present value method (cost of capital 10%)
- (Assume income tax rate 40%).



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B.B.A. – III (Semester – VI) Examination, 2014
PRODUCTION MANAGEMENT – II

Day and Date : Tuesday, 18-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives : 8
- 1) A time table for starting and completion of each operation is called _____
- a) Routing b) Estimating c) Scheduling d) Loading
- 2) _____ planning is done over short time span by junior level management.
- a) Strategic b) Tactical c) Economic d) Operation
- 3) A legal order placed with the supplier on a prescribed form is known as _____ order.
- a) Purchase b) Quality c) Job d) Store
- 4) Storage is the function of _____ materials.
- a) Receiving b) Preserving
c) Issuing d) All of these
- 5) EOQ inventory management technique stands for _____
- a) Economic Operation Quantity
b) Economic Order Quantity
c) European Operation Quantity
d) European Order Quantity
- 6) _____ system are employed to large scale material handling in mining, thermal power of station etc.
- a) Pipe lines b) Belt conveyer
c) Cranes d) Robots



- 7) _____ quality system is based on the philosophy of planned elimination of all waste and continuous improvement in quality.
a) TQM b) JIT c) ISO d) ABC
- 8) In _____ storage system, goods are stored in any place which is available.
a) Fixed b) Random c) Zoned d) Mixed

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

- 1) Make or buy decision is a function of purchase management.
- 2) TQM is a quality system developed in a Japan.
- 3) GOLF technique of inventory management is based on annual consumption value.
- 4) In a tree type storage layout stock is kept on one side of the aisle.
- 5) A term inventory includes raw material only.
- 6) Strategic planning is done by top management to develop long term plan.
- 7) ISO certification is useful for international trade.
- 8) Pipe lines are closed tubes used for transport liquids.

2. Write short note : **16**

- a) Objectives of production planning.
- b) Make or buy decision.

3. Write short note : **16**

- a) Types of material handling equipments.
- b) ISO 9000.

4. Define purchase management. Explain its importance and objectives. **16**

OR

What is material management ? Explain its objectives.

5. Describe the Total Quality Management (TQM) in detail. **16**

OR

Describe inventory management. Explain different techniques of inventory management.



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**B.B.A. – I (Semester – I) (CGPA Pattern) Examination, 2014
BUSINESS ORGANIZATION AND SYSTEM**

Day and Date : Monday, 17-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 70

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

1. A) Select the appropriate alternative from given alternatives : 7
- 1) The sole trading organization suffers from lack of _____
 - a) Personal touch
 - b) Motivation
 - c) Continuity
 - d) Supervision and control
 - 2) _____ means linking national economy to the world economy.
 - a) Globalization
 - b) Privatization
 - c) Liberalization
 - d) None of these
 - 3) Industry creates _____ utility.
 - a) Place
 - b) Form
 - c) Time
 - d) Person
 - 4) Arrangement of physical facilities in the plant is known as _____
 - a) Flow chart
 - b) Plant layout
 - c) Blue print
 - d) Process
 - 5) Dairy farming is _____ type of industry.
 - a) Genetic
 - b) Extractive
 - c) Manufacturing
 - d) Service
 - 6) If automobile company merge with a parts supplier would be an example of a _____
 - a) Horizontal merger
 - b) Vertical merger
 - c) Conglomerate merger
 - d) Concentric merger
 - 7) In a Government company minimum _____ share capital is invested by the Government.
 - a) 51%
 - b) 71%
 - c) 61%
 - d) 75%



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

7

- 1) Public sector is owned, managed and controlled by individuals.
- 2) A statutory company which is incorporated under special act of parliament.
- 3) Businessmen are the trustees of the society.
- 4) Retailer is the first link in the channel of distribution.
- 5) SEZ stands for Special Electronic Zone.
- 6) Common seal acts as signature of the company.
- 7) Itinerant retailers have no permanent place of business.

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

14

- a) Merger and acquisition.
- b) Evolution of commerce and industry.
- c) Malls and super market.

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

14

- a) Industrial revolution -it's effects
- b) SEZ
- c) Public sector.

4. What is business ? Discuss in detail the scope of business.

14

OR

Discuss various factors to be considered for setting up new business unit.

5. Define sole proprietorship, joint stock company and explain it's features and suitability.

14

OR

What is domestic trade ? Explain recent trends in retailing and wholesaling.



B) Write a short notes on : (8+8)

- a) Trial Balance
- b) Subsidiary Books.

4. Enter the following transactions in the books of Mr. Akshat :

Sept. 1 Bought goods of Rs. 20,000 from Vandana at 5% trade discount.

4 Sold goods (half of purchased from Vandana) to Dhiraj at 20% profit on cost.

6 Purchased Machinery for cash Rs. 25,000 and paid Rs. 110 as wages for installation of Machinery.

8 Paid to Vandana Rs. 18,000 in full settlement of her Account.

9 Mr. Akshat paid Rs. 11,000 to H. D. College for his Son's fees.

10 Dhiraj becomes insolvent and could pay only 50 paise in a rupee.

15 Paid for office rent Rs. 3,000 and house rent Rs. 2,000.

20 Purchased printer of Rs. 10,000 and paying half the amount in cash to H. P. Ltd.

16

OR

4. Explain various concepts of Accounting.

5. a) Why bank reconciliation statement is required ?

b) What is the need of providing depreciation on Fixed Assets ?

OR

5. From the following Trial Balance of M/s. Dev Traders, you are required to prepare Trading and Profit and Loss A/c for the year ending 31-03-2013 and Balance Sheet as on that date :

Trial Balance as on 31-3-2013

| Particulars | Rs. | Particulars | Rs. |
|------------------|--------|--------------------|--------|
| Opening stock | 15,000 | Capital | 60,000 |
| Purchases | 45,700 | Bills payable | 11,000 |
| Wages | 9,900 | Outstanding salary | 1,700 |
| Investments | 3,500 | Sales | 79,800 |
| Carriage outward | 4,600 | Creditors | 12,000 |



| | | | |
|-------------------------|-----------------|----------------|-----------------|
| Printing and stationary | 3,400 | Bank overdraft | 3,000 |
| Insurance | 750 | | |
| Salaries | 10,000 | | |
| Postage | 700 | | |
| Machinery | 26,800 | | |
| Furniture | 6,400 | | |
| Debtors | 25,000 | | |
| Bills receivable | 4,000 | | |
| Cash at bank | 6,000 | | |
| Advertisement | 1,000 | | |
| Bad debts | 250 | | |
| Carriage inward | 4,500 | | |
| | 1,67,500 | | 1,67,500 |

Adjustments :

- 1) Closing stock was valued at Rs. 61,500.
- 2) Unexpired insurance Rs. 200.
- 3) Outstanding wages were Rs. 1,100.
- 4) Depreciate Machinery by 10% and Furniture by Rs. 400.



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**B.B.A. – I (Semester – I) Examination, 2014
BUSINESS ECONOMICS (Micro) (Old)**

Day and Date : Friday, 14-11-2014
Time : 11.00 a.m. to 2.00 p.m.

Max. Marks : 80

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

1. A) Select the correct alternatives :

8

- 1) Which of the following pairs of goods is an example of substitutes ?
 - a) Tea and Sugar
 - b) Tea and Coffee
 - c) Pen and Ink
 - d) Shirt and Trousers
- 2) In the case of an inferior good, the income elasticity of demand is _____
 - a) Positive
 - b) Zero
 - c) Negative
 - d) Infinite
- 3) The efficient scale of production is the quantity of output that minimizes
 - a) Average fixed cost
 - b) Average cost
 - c) Average variable cost
 - d) Marginal cost
- 4) Kinked demand in oligopoly market presented by _____
 - a) Prof. J. M. Keynes
 - b) Dr. Marshall
 - c) J. B. Say
 - d) Paul M. Sweezy
- 5) Average revenue curve is also known as _____
 - a) Supply curve
 - b) Indifference curve
 - c) Average cost curve
 - d) Demand curve
- 6) _____ has greatly developed the theory of profits based on uncertainty.
 - a) A. C. Pigou
 - b) Schumpeter
 - c) F. H. Knight
 - d) F. B. Hawley



- 7) A construction cost of factory building is _____ cost.
 a) Fixed b) Variable c) Social d) Opportunity
- 8) Business economics is _____ economics in nature.
 a) Micro b) Macro
 c) Micro and Macro d) None of these

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

8

- 1) A demand is inversely related with price.
- 2) Total utility highest when marginal utility becomes zero.
- 3) Price discrimination is the features of monopoly market.
- 4) Cost of raw materials is variable cost.
- 5) $TC = TFC + TVC$.
- 6) Micro and macro economics these two terms were first presented by Prof. J. S. Mill.
- 7) Innovation theory is presented by Prof. Keynes.
- 8) Quasi-rent presented by Dr. Alfred Marshall.

2. Write short notes :

16

- a) Distinguish between fixed cost and variable cost.
- b) Explain the law of demand.

3. Write short notes :

16

- a) Types of price elasticity of demand
- b) Explain the kinked demand curve.

4. Explain features of monopolistic competition. How it determines in short-run and long-run under monopolistic competition ?

16

OR

Discuss "Interest is a reward for parting liquidity" Prof. Keynes.

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

16

OR

State and explain the law of diminishing marginal utility. Write its limitations.



VIII) The Environment (Protection) Act was passed by Govt. of India in the year

- _____
- A) 1986 B) 1976 C) 2006 D) 1996

IX) Marine life is in danger due to _____ pollution.

- A) Air B) Noise
C) Land D) Water

X) In world population India stand _____ position.

- A) Second B) First
C) Fourth D) Third

2. Write short answers (**any four** out of six) : **8**

- a) Food chains.
- b) What is natural resources ?
- c) Define biodiversity.
- d) What is drought ?
- e) What is ecosystem ?
- f) Define pollution.

3. Write short notes (**any four** out of six) : **12**

- a) Scope of environmental studies.
- b) Problems of dam.
- c) Function of ecosystem.
- d) India as a Mega-Diversity Nation.
- e) Causes of water pollution.
- f) Causes of population growth.

4. a) What is Air Pollution ? Explain the causes and effects of it. **10**

OR

b) Describe Urban problems related to energy and suggest remedies on it.

5. What is climate change ? Explain its causes and effects. **10**



मराठी रूपांतर

सूचना : १) सर्व प्रश्न अनिवार्य आहेत.

२) उजवीकडील अंक प्रश्नाचे पूर्ण गुण दर्शवितात.

१. बहुपर्यायी प्रश्न :

१०

I) परिसंस्था हा शब्द सर्व प्रथम _____ यांनी उपयोगात आणला.

अ) इ. पी. ओडम

ब) रॅचेल कर्सन

क) अर्थर टॅन्सले

ड) अर्थर स्टॅनले

II) _____ या वर्षी भारतात हवा प्रदूषण प्रतिबंध आणि नियंत्रण कायदा अस्तित्वात आला.

अ) १९७१

ब) १९८१

क) १९९१

ड) २००१

III) परिसंस्थे मध्ये _____ हा विघटक आहे.

अ) बाघ

ब) सूक्ष्मजीव

क) सिंह

ड) कुत्रा

IV) कोणत्याही देशासाठी _____ टक्के जमीन वनाच्छादित असणे आवश्यक आहे.

अ) १३%

ब) २३%

क) ३३%

ड) ४३%

V) उर्जेचा प्राथमिक स्रोत _____ हा आहे.

अ) वारा

ब) सूर्य

क) सागरी लाटा

ड) जलविद्युत

VI) उत्तरप्रदेशातील चिपको आंदोलनाचे _____ हे प्रणेते आहेत.

अ) मोहन धारिया

ब) मेधा पाटकर

क) सुंदरलाल बहुगुणा

ड) बाबा आमटे

VII) भारतातील _____ हा प्रदेश जैवविविधतेने समृद्ध आहे.

अ) पूर्वहिमालय - पश्चिम घाट

ब) पश्चिम हिमालय - अरवली

क) अजिंठा - अरवली

ड) पूर्वघाट-कोरोमंडळ

VIII) भारत सरकारने _____ या वर्षी पर्यावरण प्रतिबंध कायदा पास केला.

अ) १९८६

ब) १९७६

क) २००६

ड) १९९६



IX) _____ या प्रदूषणामुळे सागरीजीव धोक्यात येतात.

अ) हवा ब) ध्वनी क) भूमी ड) जल

X) जागतिक लोकसंख्येत भारताचा _____ क्रमांक लागतो.

अ) दुसरा ब) पहिला क) चौथा ड) तिसरा

२. थोडक्यात उत्तरे लिहा (कोणतेही चार) :

८

अ) अन्न साखली.

ब) नैसर्गिक संसाधने म्हणजे काय ?

क) जैवविविधतेची व्याख्या.

ड) अवर्षण म्हणजे काय ?

इ) परिसंख्या म्हणजे काय ?

फ) प्रदूषणाची व्याख्या.

३. टीपा लिहा (कोणतेही चार) :

१२

अ) पर्यावरण अभ्यासाची व्याप्ती.

ब) धरणाची समस्या.

क) परिसंस्थेचे कार्य.

ड) भारत एक जैवविविधता समृद्ध देश.

इ) जल प्रदूषणाची कारणे.

फ) लोकसंख्या वाढीची कारणे.

४. अ) हवा प्रदूषण म्हणजे काय ? त्याची कारणे परिणाम स्पष्ट करा.

१०

किंवा

ब) नागरी भागातील उर्जा समस्याचे वर्णन करून त्यावरील उपाय सूचवा.

५. वातावरणातील बदल म्हणजे काय ? त्याची कारणे व परिणाम स्पष्ट करा.

१०