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**D.B.M. (Semester – I) (New CBCS) Examination, 2016**  
**Paper – II : BUSINESS ENVIRONMENT**

Time : 2½ Hours

Max. Marks : 70

**Instruction : Answer all questions.**

1. A) Choose the correct alternative : 7
- 1) Executive is the  
A) State                      B) Local                      C) Regional                      D) None of these
  - 2) Business environment is  
A) Unlimited                      B) Dynamic                      C) Complex                      D) All the above
  - 3) \_\_\_\_\_ is the factor of political environment.  
A) Economic system                      B) Innovation  
C) Legislature                      D) Share holder
  - 4) The new economic reforms were commenced in India during  
A) 1975                      B) 1991                      C) 1921                      D) 1985
  - 5) Modern economic are \_\_\_\_\_ economies.  
A) Closed                      B) Open                      C) Restricted                      D) All the above
  - 6) New technology \_\_\_\_\_ out old technology.  
A) Kicks                      B) Welcomes                      C) Bad                      D) All the above
  - 7) The fundamental duties expected from citizens of India are  
A) Ten                      B) Four                      C) Nine                      D) Twenty
- B) State the following statements **true** or **false**. 7
- 1) Indian economy is the capitalist of economy.
  - 2) Micro environment is also known as external environment.
  - 3) Technology is self reinforcing.
  - 4) The fundamental rights are only six.
  - 5) Political and legal environment is also called regulatory environment.
  - 6) Technology is increases the productivity.
  - 7) Environment simply means surroundings.

P.T.O.



2. Write short notes (**any 2**) : **14**
- 1) Importance of Business Environment.
  - 2) Factors of economic environment.
  - 3) Features of technology.
3. Write short notes (**any 2**) : **14**
- 1) Political institution.
  - 2) Impact of technology and economy.
  - 3) Merits of MNCs.
4. Explain the fundamental rights and duties. **14**

OR

Define socio-cultural environment. Explain the impact of socio-cultural environment on business. **14**

5. What is business environment ? Explain the micro and macro factors of environment. **14**

OR

What is globalization environment ? Explain the nature of current globalization. **14**

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**D.B.M. (Semester – I) (New CBCS) Examination, 2016  
BUSINESS RESEARCH (Paper – V)**

Time : 2½ Hours

Total Marks : 70

**Instruction:** Answer *all* questions.

1. A) Choose the correct alternative. 7
- 1) \_\_\_\_\_ is the process of assigning numbers or symbols to responses.  
a) Editing      b) Classification      c) Coding      d) Tabulation
  - 2) \_\_\_\_\_ is purposeful conversation so as to collect necessary information from respondent for research purpose.  
a) Observation      b) Interview  
c) Sample survey      d) None
  - 3) \_\_\_\_\_ refers to the method of drawing samples from population.  
a) Sample size      b) Sampling      c) Research      d) Observation
  - 4) Area sampling is a type of \_\_\_\_\_ sampling method.  
a) Probability      b) Multistage  
c) Non Probability      d) Area
  - 5) In \_\_\_\_\_ observation, respondents are unknown that they are getting observed.  
a) Plane      b) Undisguised      c) Disguised      d) None
  - 6) \_\_\_\_\_ is any arrangement of condition for collection and analysis of data.  
a) Research      b) Research Design  
c) Sample Design      d) None
  - 7) \_\_\_\_\_ is the information collected by someone else for some other purpose.  
a) Interpretation      b) Secondary data      c) Sampling      d) Primary data



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

- 1) Cluster sampling is a type of non probability sampling.
- 2) Interpretation refers to drawing inferences.
- 3) Primary data for research is collected from readily available sources.
- 4) Sampling results in more cost and waste of time.
- 5) All items in the field of inquiry constitute to sample.
- 6) Statistical estimation is one of the objectives of sampling theory.
- 7) Research refers to a search for knowledge.

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

- 1) Primary Data
- 2) Sampling Distribution
- 3) Interpretation.

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

- 1) Secondary Data
- 2) Determining Sample size
- 3) Validity and Reliability of research.

4. Write long answers (**any two**). **14**

1) Define business research. Explain the research process in detail.

OR

2) Explain the steps involved in sample design.

5. Write long answers (**any two**). **14**

1) Explain the layout of research paper.

OR

2) Explain the various types of probability sampling methods.

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B) Fill in the blanks.

8

- 1) Theory 'X' people are having \_\_\_\_\_ attitude towards work.
- 2) \_\_\_\_\_ leadership style is also called as authoritative or directive leadership style.
- 3) Middle level management act as a link between \_\_\_\_\_
- 4) Project is a \_\_\_\_\_ type of plan.
- 5) \_\_\_\_\_ refers to the art of getting things done through others.
- 6) \_\_\_\_\_ theory is quoted by Ouchi.
- 7) \_\_\_\_\_ organisation structure also known as Scalar Chain.
- 8) \_\_\_\_\_ is the part of lower level management.

2. Write short notes (**any 4**).

16

- a) Maslow's need hierarchy theory of motivation.
- b) Financial and Non-financial incentives of motivation.
- c) Importance of planning.
- d) Types of plans.
- e) Levels of management.

3. Write short notes (**any 4**).

16

- a) Formal and informal organizations.
- b) Maslow's Need Hierarchy Theory of Motivation.
- c) Line and staff relation.
- d) Theory X.
- e) Herzberg two factor theory.

4. Write long answers (**any 2**).

16

- a) What is organizing ? Explain various principles of grouping of activities.
- b) Functions of management.
- c) Define controlling. Explain the steps for controlling.

5. Write long answer (**any 2**).

16

- a) Explain the term planning and discuss the steps in planning process.
  - b) What is leadership ? Explain in detail the different leadership styles.
  - c) Authority and responsibility.
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**D.B.M. (Semester – I) (Old) Examination, 2016  
BUSINESS COMMUNICATION (Paper – IV)**

Time : 3 Hours

Max. Marks : 80

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

1. A) Choose the correct alternative. 8
- 1) \_\_\_\_\_ Barrier arise from limitations of language or symbols in communication.  
A) Noise      B) Semantic      C) Physical      D) Linguistic
  - 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) The term interview has been derived from the French word  
A) Intrevoir      B) Entrevoir      C) Entreview      D) Interview
  - 5) \_\_\_\_\_ means a phrase which is used often in communication but has no meaning.  
A) Jargon      B) Verbosity      C) Cliché      D) Preposition
  - 6) In \_\_\_\_\_ types of grapevine a single person is actively involved in passing information to everyone.  
A) Gossip Chain      B) Single stand  
C) Probability      D) Cluste



7) A \_\_\_\_\_ letter is written by a company for the sale of its product or for the Publicity.

- A) Complaint    B) Circular    C) Enquiry    D) Sales

8) Communication through telephone is called as \_\_\_\_\_ communication.

- A) direct    B) indirect    C) complex    D) internal

B) Fill in blanks :

8

1) \_\_\_\_\_ is a period of practical work on a particular subject in which people learn about a subject.

2) \_\_\_\_\_ is a process of involving awareness reception and perception.

3) \_\_\_\_\_ means the ability to understand and share the feeling experiences and opinions of other.

4) Reacting to an common agreement in the discussion is called as \_\_\_\_\_

5) Communication is a word of Latin origin which means \_\_\_\_\_

6) \_\_\_\_\_ is a gathering of journalists and press reports.

7) \_\_\_\_\_ is a form of formal communication channel in organization.

8) \_\_\_\_\_ is type of communication through electronic media.

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

16

1) Planning and layout of business letter.

2) Merits and limitations of oral communication.

3) Socio- Psychological barriers.

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

16

1) Explain Agenda of a meeting with suitable example.

2) Explain Minutes by drafting the minutes of an Annual General Meeting.

3) International communication.

4. Explain the Principle of International communication.

16

OR

4. Define communication. Explain the principle of effective communication.

5. What is reports ? Discuss the different types of Reports.

16

OR

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

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**D.B.M. (Semester – II) Examination, 2016  
MARKETING MANAGEMENT (Paper – I)**

Time : 3 Hours

Total Marks : 80

1. A) Choose the correct alternative.

**8**

- 1) \_\_\_\_\_ is a group of actual and potential customers who are having ability to pay.  
a) Marketing management                      b) Marketing  
c) Market    d) Segmentation
- 2) \_\_\_\_\_ is the act of designing and producing container for product.  
a) Physical evidence                              b) Publicity  
c) Brand    d) Packaging
- 3) \_\_\_\_\_ is a paid mass communication.  
a) Sales promotion                                b) Advertisement  
c) Publicity    d) Personal selling
- 4) \_\_\_\_\_ refers dividing the whole market into different parts or segments as per some similar characteristics.  
a) Market Segmentation                        b) Consumer Behaviour  
c) Marketing Environment                      d) Marketing Management
- 5) \_\_\_\_\_ is the study of reasons behind purchase action of customers.  
a) Market Segmentation                        b) Consumer Behaviour  
c) Marketing Environment                      d) Marketing Management
- 6) \_\_\_\_\_ are the short term incentives offered to induce customer for purchase.  
a) Sales promotion                                b) Advertisement  
c) Publicity    d) Personal selling



- 7) \_\_\_\_\_ is a process of satisfying customer needs with suitable products.
- a) Marketing Management                      b) Marketing  
c) Market    d) Segmentation
- 8) \_\_\_\_\_ is the face to face communication between salesman and customer to sale the product.
- a) Sales promotion                              b) Advertisement  
c) Publicity    d) Personal selling

B) Fill in the blanks.

8

- 1) \_\_\_\_\_ is the bundle of satisfaction offered to customer.
- 2) \_\_\_\_\_ is an ultimate end user of a product or service.
- 3) \_\_\_\_\_ is also known as Marketing Communication.
- 4) Modern marketing is \_\_\_\_\_ focused.
- 5) \_\_\_\_\_ is marketing tools used by the marketer to achieve the marketing goals.
- 6) \_\_\_\_\_ is the monetary value of product paid by customer in exchange of it.
- 7) \_\_\_\_\_ marketing deals with undertaking marketing activities beyond national boundaries.
- 8) \_\_\_\_\_ refers to planning and implementing marketing activities to achieve profitability and customer satisfaction.

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

16

- 1) Characteristics of services
- 2) Industrial goods
- 3) Core concepts of marketing
- 4) Pricing methods
- 5) Branding.



3. Write short notes (**any four**) : **16**
- 1) Channels of distribution
  - 2) Personal selling
  - 3) Domestic buyer behaviour
  - 4) Problems of service marketing
  - 5) Positioning strategies.
4. Write long answers (**any two**) : **16**
- 1) Explain the marketing process in detail.
  - 2) Explain the factors affecting consumer behaviour.
  - 3) Explain the product mix decisions.
5. Write long answers (**any two**) : **16**
- 1) Explain the bases for market segmentation.
  - 2) Explain seven P's of marketing mix.
  - 3) Explain the challenges and opportunities of International marketing.
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**D.B.M. (Semester – II) Examination, 2016  
FINANCIAL MANAGEMENT (Paper – IV)**

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Q. No. 1 is **compulsory**.  
2) Figures to the **right** indicate **full** marks.  
3) Use of calculators is **allowed**.

1. Choose the correct alternative :

8

- 1) If current ratio is 2 and working capital is 100000 then the value of current liability is Rs.  
a) 1,00,000                      b) 50,000                      c) 2,00,000                      d) 3,00,000
- 2) Outstanding expenses is  
a) Fixed Assets                      b) Current Assets  
c) Current Liability                      d) Fixed Liability
- 3) Acid test ratio is also called as  
a) Liquid Ratio                      b) Current  
c) Working Capital                      d) Debt Equity
- 4) \_\_\_\_\_ is a payment of additional shares to shareholders in lieu of cash.  
a) Stock Split                      b) Bonus Share  
c) Extra Dividend                      d) Regular Dividend
- 5) \_\_\_\_\_ ratios relate profits to sales and investments.  
a) Liquidity                      b) Leverage                      c) Activity                      d) Profitability
- 6) \_\_\_\_\_ is non discounted technique of Capital Budgeting.  
a) Pay Back Period                      b) PI                      c) NPV                      d) None of these
- 7) The scope of finance function is concerned with  
a) Financing Decision                      b) Dividend Decisions  
c) Investment Decision                      d) All of these
- 8) \_\_\_\_\_ is a borrowed capital for the company.  
a) Equity shares                      b) Retained earnings  
c) Debentures                      d) Preference shares



B) Fill in the blanks :

8

1) Working Capital = \_\_\_\_\_

2) NPV stands for \_\_\_\_\_

3) Acid Test Ratio =  $\frac{\text{Current Assets} - \text{Current Liabilities}}{\text{Current Liabilities}}$  \_\_\_\_\_

4) Gross Profit Ratio =  $\frac{\text{Gross Profit}}{\text{Sales}} \times 100$

5) \_\_\_\_\_ refers to internal source of capital.

6) \_\_\_\_\_ shareholders are the last claimant of dividend and return of capital.

7) PI stands for \_\_\_\_\_

8) \_\_\_\_\_ & \_\_\_\_\_ are the objectives of Financial Management.

2. 1) A Co. is considering an investment proposal to install new machine at a cost of Rs. 50,000/-. The machine has a life expectancy of 5 years and has no salvage value. The tax rate is 35%. Assume that the firm use straight line depreciation. The estimated cash flows before depreciation and tax (CFBT) from the investment is as follows :

8

Year	1	2	3	4	5
<b>CFBT (Rs.)</b>	10,000	10,692	12,769	13,462	20,385
<b>Discounting Factor Value @ 10% discount rate</b>	0.909	0.826	0.751	0.683	0.621

Calculate :

1) Pay Back Period

2) NPV @ 10% Discount Rate.

2) Discuss Equity Shares in detail.

8

3. 1) Determinants of dividend policy.

8

2) Calculate Current Assets and Current Liability.

8

Working Capital = Rs. 4 lakh

Current Ratio = 2.



4. Prepare an estimate of working capital requirement from the following information of a trading concern. **16**
- a) Project annual sales – 1,20,000 units.
  - b) Selling price Rs. 10 per unit.
  - c) Percentage net profit as sales – 30%.
  - d) Average credit period allowed to customers – 10 weeks.
  - e) Average credit period allowed by suppliers – 5 weeks.
  - f) Average stock holding in terms of sales requirement – 5 weeks.
  - g) Allow for 15% for contingencies.

OR

Define working capital. Explain the various determinants of working capital requirement.

5. Explain the different long term sources of finance. **16**

OR

Explain the meaning of Financial Management. Also explain importance and objectives of Financial Management.

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