[3772]-101

B. B. A. (Semester - I) Examination - 2010

BUSINESS ORGANISATION AND SYSTEMS

(New 2008 Pattern)

Time : 3 Hours] [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) What is Business ? Explain features and types of Business. **[15]**

OR

Q.1) What is Multinational Corporations ? Explain its nature and scope. **[15]**

Q.2) What is Sole Proprietorship ? Explain merits and demerits of Sole Proprietorship. **[15]**

OR

Q.2) What are the Objectives of Co-operative Sector ? Explain the features of Co-operative Organisation. **[15]**

Q.3) What is Public Sector ? Distinguish between a Public Sector and Private Sector. **[15]**

OR

Q.3) What is Merger and Acquisition ? Explain the features and advantages of Merger. **[15]**

Q.4) What is Business Plan ? Explain various factors affecting the Location of Business. **[15]**

OR

Q.4) Define 'Wholesale Trade'. Explain the features of Wholesale Trade and state the recent trends in Wholesale Trade. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Industrial Revolution

    (b)   Merits of Partnership Firm

    (c)   E-commerce

    (d)   On-line Trading

    (e)   Domestic Trade

    (f)   Special Economic Zone (SEZ)

    (g)   Malls and Super Markets

    (h)   Social Audit

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Total No. of Questions : 5]   **[Total No. of Printed Pages : 2**

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B. B. A. (Semester - I) Examination - 2010

BUSINESS COMMUNICATION SKILLS

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

(1)   All questions are compulsory.

(2)   Figures to the right indicate full marks.

(3)   Draw figures wherever required.

Q.1) Give distinct features of Communication. Explain Elements of Communication Process.   **[15]**

OR

Q.1) "Pen is mightier than Sword". Explain this statement, elaborating the strengths of Written Communication.   **[15]**

Q.2) "The main purpose of a Sales Letter is to convert reader into a customer". How is this purpose achieved ? As a Sales Officer of a company, write a letter to housewives to promote sale of an electric milk boiler that it has recently manufactured.   **[15]**

OR

Q.2) A successful job application is the first step to one's career. Elaborate this statement and apply for the post of Account Officer in ARB Software Solutions.   **[15]**

Q.3) What do you understand by Group Discussion ? What are the objectives ? How we can improve our performance in Group Discussions ?   **[15]**

OR

Q.3) What care should be taken while drafting a Complaint Letter ? The Office Manager of a company has asked you to replace a lot of 30 typewriters he purchased from you ten days ago. Draft a suitable reply, refusing replacement but suggesting an alternative which you think will satisfy him. **[15]**

Q.4) Enumerate importance of Reports. Elaborate characteristics of a Good Business Report. **[15]**

OR

Q.4) "A cry of agony is more powerful than the tale of woe". Elaborate this statement in the context of Non-verbal Communication. State positive and negative gestures in Non-verbal Communication. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Oral Communication

    (b)   Structural Elements of Business Letter

    (c)   Don'ts of Public Relations

    (d)   Negotiations

    (e)   Downward Communication

    (f)   Customer Care

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B. B. A. (Semester - I) Examination - 2010
BUSINESS ACCOUNTING
(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Q.1) (A) Fill in the blanks : **(Any Five)**   **[05]**

    (a)   In Book-keeping only _____ transactions are recorded.

    (b)   There are _____ parties to a cheque.

    (c)   A _____ is a debt which cannot be recovered.

    (d)   Purchase Book is used to record all _____ transactions.

    (e)   Copyright Account is an _____ account.

    (f)   _____ Asset can be seen and touched.

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

(Any Five)   **[05]**

    (a)   Goodwill is not a Tangible Asset.

    (b)   Bank of India is a Real Account.

    (c)   Accounting involves communication.

    (d)   Indirect Expenses are recorded in Trading Account.

    (e)   Journal is a Book of Prime Entry.

    (f)   Patent is a Personal Account.

(C) Answer in brief : **(Any Five)**   **[05]**

    (a)   What do you mean by Creditor ?

    (b)   Define Business.

    (c)   What do you mean by Bank Overdraft ?

    (d)   What do you mean by 'Contra Entry' ?

    (e)   Give Rule of Journalising Personal Account.

    (f)   What is Accounting ?

(D) Match the following pairs :   **[05]**

	'A'		'B'
(a)	Depreciation	(i)	Debtors
(b)	Journal Proper	(ii)	Credit Transactions
(c)	Subsidiary Books	(iii)	Wear and Tear on Asset
(d)	Credit Sales	(iv)	Journal Voucher
(e)	Cash Book	(v)	Cash Transactions

Q.2) Journalise the following transactions in the books of Krishna for the month of March, 2008 :   **[16]**

March, 2008

1   Started business with Cash Rs. 50,000, Building Rs. 50,000 and Machinery Rs. 50,000.

2   Sold Goods for Cash Rs. 20,000.

3   Deposited into Bank Rs. 10,000.

4   Goods sold to Ram Rs. 50,000 at 5% Trade Discount.

5   Received Commission of Rs. 1,000.

6   Cash Withdrawals from Bank Rs. 2,000 for personal use.

7   Paid Wages and Salaries by Cash Rs. 1,200.

8   Paid Life Insurance Premium Rs. 1,000.

9   Goods Worth Rs. 10,000 returned by Ram.

10 Withdrew Rs. 2,500 from Bank for Office use.

11 Bought Goods of Rs. 80,000 from Mukesh and paid one fourth in cash.

12 Paid in Cash to Mukesh Rs. 35,000 on account.

13 Sold Goods to Ajay Rs. 10,000 at 10% Trade Discount and received a cheque for the same.

14 Goods Worth Rs. 800 distributed as free sample.

15 Goods sold to Rahim on credit Rs. 10,000.

16 Returned Goods Worth Rs. 5,000 to Mukesh.

OR

Q.2) Enter the following transactions in the Cash Book of three column viz Cash, Bank and Discount for the month of April, 2006 :   **[16]**

April, 2006

1   Balance of Cash Rs. 15,130.

2   Balance of Bank Rs. 43,395.

3   Received from P and Co. by Cheque Rs. 8,425.

4   Paid K and Co. Rs. 6,500 and discount received Rs. 275.

6   Paid H. Lal by cheque Rs. 17,500.

7   Cash Sales Rs. 5,375 as per Cash Memo 430.

8   Received from Pawar Rs. 6,000 by cheque in full settlement of our bill no. 123 for Rs. 6,375.

12   Paid to K Art Printers their printing bill Rs. 2,100 by cheque.

12   Paid P and Co. by cheque Rs. 20,000 in full settlement of their claim for bill of Rs. 21,000.

13   Deposited into Bank Rs. 2,500.

15   Purchased Goods from local market and gave a bearer cheque Rs. 4,250.

16   Received a cheque from Lalit Rs. 2,675 against memo no. 440.

17   Staff Salaries paid in Cash Rs. 7,500.

18   Withdrew for household expenses Rs. 2,500.

19   Paid by Cheque to Rao Rs. 14,325.

Q.3) From the following Trial Balance of Bhavani Traders prepare Final Accounts as on 31st March, 2009 : **[16]**

Trial Balance

Particulars	Debit Rs.	Credit Rs.
Stock on 1st April, 2008	35,000	–
Purchases and Sales	70,000	1,25,000
Debtors and Creditors	46,000	30,000
Returns from Customers	2,700	–
Return to Creditors	–	1,300
Drawing and Capital	11,000	35,000
Trade Expenses	675	–
Wages	3,500	–
Salaries	5,600	–
Carriage Inward	660	–
Advertising	420	–
Rent, Rates, Insurance	2,800	–
Discount	300	–
Cash at Bank	5,400	
Interest and Commission	215	–
Bad Debts	400	–
Lease (for six years commencing from 1-4-2008)	600	–
Machinery	10,000	–
Furniture	5,000	–
Cash in Hand	1,030	–
Loan @ 6% p.a.	–	10,000
	2,01,300	**2,01,300**

Adjustments :

(1) Stock on 31st March was valued at Rs. 45,000.

(2) Depreciation on Machinery was @ 10% p.a.

(3) Rent for the last quarter Rs. 250 was not paid.

(4) Goods worth Rs. 500 were distributed as free sample.

(5) Salaries Rs. 350 were paid in advance.

(6) Write off Rs. 400 as further Bad Debts and provide for Doubtful Debts @ 5% on Debtors.

Q.4) (A) Bank Pass Book showed a Credit Balance of Rs. 8,000 on 31st December, 2007 of Dinesh Traders. Prepare Bank Reconciliation Statement as per Cash Book as on that date : **[08]**

(1) Cheque deposited into bank but not cleared and credited before 31st December, 2007 Rs. 3,900.

(2) Cheque issued on 31st December, but not presented for payment Rs. 6,650.

(3) Payment to Taxes by Bank Rs. 1,000 on behalf of Dinesh Traders appears in Pass Book only.

(4) Bank Interest Rs. 165 was credited in Pass Book but was entered in Cash Book Rs. 65 only.

(5) Payment side of Pass Book was overcast by Rs. 550.

(B) From the following Balances prepare Trial Balance of Shivaji Traders, as on 31st March, 2006 : **[08]**

Particulars	Rs.
Shivaji's Capital	2,00,000
Land and Building	87,000
Plant and Machinery	17,500
Goodwill	20,000
Shivaji's Drawing	22,600
Cash in Hand	1,795
Stock on 1-4-2005	27,000
Wages	10,000
Purchases Less Returns	69,000
Carriage Inward	600
Traveller's Commission	3,000
Traveller's Expenses	3,000
Insurance Premium	1,000
Motorcar	4,000
Carriage Outward	1,400
Sales less Returns	84,000
Salaries	5,000
Bank Charges	105
Debtors	20,000
RDD	1,500
Creditors	7,500
Total	**5,86,000**

Q.5) Write short notes : **(Any Three)** **[12]**

    (a)   Reducing Balance Method of Depreciation

    (b)   Computers and Financial Applications

    (c)   Accounting Standard Board

    (d)   Accounting Convention

<div align="center">OR</div>

Q.5) What are the important provisions in respect of preparation of Final Accounts of Limited Companies under Companies Act, 1956. **[12]**

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[3772]-104

B. B. A. (Semester - I) Examination - 2010
BUSINESS ECONOMICS (MICRO)
(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1)   All questions are compulsory.

    (2)   Figures to the right indicate full marks.

    (3)   Draw neat and well labelled diagrams wherever necessary.

Q.1) With the help of a diagram, explain circular flow of Income and Expenditure for a two-sector economy. **[15]**

OR

Q.1) Define Price Elasticity of Demand. What are its types ? **[15]**

Q.2) Derive Long Run Average Cost Curve (LAC) from the Short Run Average Cost Curves (SACs). **[15]**

OR

Q.2) State and explain features of Perfect Competition. **[15]**

Q.3) Explain determination of Wages under Imperfect Competition. **[15]**

OR

Q.3) Define Supply. Discuss in detail the factors affecting Supply. **[15]**

Q.4) Critically examine Liquidity Preference Theory of Interest Determination. **[15]**

OR

Q.4) Distinguish between Economies and Diseconomies of Scale. Give suitable examples. **[15]**

Q.5) Write short notes : **(Any Four)** [20]

    (a)   Dynamic Theory of Profit

    (b)   Exceptions to the Law of Demand

    (c)   Basic Economic Problems

    (d)   Distinction between Micro and Macro-economics

    (e)   Selling Costs under Monopolistic Competition

    (f)   Relation between AR and MR in Imperfect Competition

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[3772]-105

B. B. A. (Semester - I) Examination - 2010

BUSINESS MATHEMATICS

(New 2008 Pattern)

Time : 3 Hours] [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

    (3) Logarithmic tables will be supplied on request.

    (4) Use of private simple electronic calculator is allowed.

Q.1) Attempt **any four** of the following : [16]

  (a) Define :

    (i)   Continued Proportion

    (ii) Joint Variation

  (b) The population of Nasik City was 8.45 lacs in a certain year. It rose to 11.12 lacs in 10 years. Find percentage increase in the population during the period. Find out Average Yearly Growth Rate.

  (c) Niraj sold a car to Sarthak at 15% profit. Sarthak sold car to Tushar at 5% loss for Rs. 43,700. Find price at which Niraj has purchased the car.

  (d) Water contains $11\frac{1}{9}\%$ hydrogen and rest is oxygen. How many grams of hydrogen and oxygen will be there in 900 gm of water ?

  (e) The sum of present ages of 3 persons is 66 years. Five years ago, their ages were in the ratio 4 : 6 : 7. Find their present ages.

  (f) 135 liters of milk is mixed with water. The ratio of milk to water is 7 : 2. How much water should be added so that the ratio of milk to water becomes 5 : 2 ?

Q.2) Attempt **any four** of the following : [16]

(a) Mr. Ganpat sold two machines at Rs. 990 each. On one, he gained 10% and on the other, he lost 10%. Find percentage profit or loss in the total transaction.

(b) A trader offers 25% discount on the catalogue price of a bicycle and yet makes 20% profit. If he gains Rs. 200 per bicycle, what must be the catalogue price of the bicycle ?

[Take C.P. = Rs. 1,000]

(c) The rate of commission is increased from 15% to 18% still the income of an agent remains the same. Find percentage change in his sales.

(d) By selling 300 copies of a book for Rs. 9,240, book seller loses 12%. What is the cost price of a book ?

(e) Neha deposits a fixed sum every year for 5 years. Bank pays 8% p.a. simple interest. At the end of 5 years the amount she received is Rs. 22,320. Find sum deposited every year.

(f) Pravin's profit realized by selling an article at Rs. 50 is $^5/_3$ times the profit realized by selling it at Rs. 46. What is the cost price of the article ?

Q.3) Attempt **any four** of the following : [16]

(a) Calculate interest earned on Rs. 5,000 invested for 4 years at a rate of interest of 6% per annum compounded annually.

(b) Raju invests Rs. 5,000 for 3 years at 8% compound interest annually. Sanju invests same money for same period and interest but compounded quarterly. How much more interest Sanju receives than Raju ?

(c) Rekha wants to take a loan of Rs. 12 lacs on monthly reducing balance. Find EMI for a period of 15 years if rate of interest is 9%.

(d) Explain the terms :

    (i)   Preference Shares

    (ii) Equity Shares

(e) Pranoti invested Rs. 51,840 when she bought shares of company at Rs. 108 each. The face value of each share was Rs. 100. The company paid 20% dividend. Find Pranoti's dividend.

(f) Two companies have shares of 12% at 124 and 16% at 145. In which of the shares would the investment be more profitable ?

Q.4) Attempt any four of the following :   **[16]**

(a) Explain the terms with examples :

    (i)   Triangular Matrix

    (ii) Non-singular Matrix

(b) Find adjoint of the matrix

$$A = \begin{bmatrix} 2 & 1 & 0 \\ 3 & 2 & -1 \\ 4 & 1 & -2 \end{bmatrix}.$$

(c) If $A : \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$, show that $A^2 - 4A$ is a Scalar Matrix.

(d) Solve equation,

$$\begin{vmatrix} x+1 & x+2 & x+3 \\ x+4 & x+5 & x+6 \\ x+7 & x+8 & 0 \end{vmatrix} = 0.$$

(e) If $A = \begin{bmatrix} 0 & 2 & 3 \\ 3 & 5 & 7 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 3 & 7 \\ 2 & 4 & 1 \end{bmatrix}$, show that $BA' = (AB')'$.

(f) Solve system of equations $x + 3y = 2$, $3x + 5y = 4$, by using inverse of the Coefficient Matrix.

Q.5) Attempt **any four** of the following :   **[16]**

(a) Show that the Matrix $A = \begin{bmatrix} 4 & -1 \\ -3 & 2 \end{bmatrix}$ satisfies the equation $A^2 - 6A + 5I = 0$.

Hence find A^{-1}.

(b) Show that $\dfrac{(2n)!}{n!} = 2^n \cdot 1 \cdot 3 \cdot 5 \cdot 7\ldots\ldots (2n - 1)$.

(c) A cricket eleven is to be selected from amongst 8 batsmen, 7 bowlers and 2 wicket-keepers so as to include at least 5 batsmen, at least 4 bowlers and exactly 1 wicket-keeper. In how many ways can this be done ?

(d) Find x, if $^{10}C_5 + {}^{10}C_6 + {}^{11}C_7 = {}^{12}C_x$.

(e) How many numbers greater than 23,000 can be formed using the digits 1, 2, 3, 4, 5 if repetition of digits is allowed ?

(f) In $^nP_r = 210$, $^nC_r = 35$, then find n and r.

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B. B. A. (Semester - I) Examination - 2010

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(Theory)

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

   (1) All questions are compulsory.

   (2) Figures to the right indicate full marks.

Q.1) Define Pollution. Discuss various types of Pollutions and the sources causing the same in detail. **[16]**

OR

Q.1) Define Business. Discuss various physical factors affecting Business. **[16]**

Q.2) Define Environment. Explain physical and cultural components of Environment. **[16]**

OR

Q.2) Define Urbanisation. Explain problems arising because of Urbanisation. **[16]**

Q.3) Define Population Density and Population Growth. Explain various ways to calculate Density of Population. **[16]**

OR

Q.3) Define Demography. Explain Concept of Fertility and discuss various methods to measure it. **[16]**

Q.4) Define Environment. Write an essay on relationship between Environmental Studies and Commerce. **[16]**

OR

Q.4) Define Urbanisation. Highlight importance of Studies of Urbanisation in Business. **[16]**

Q.5) Short notes : **(Any Four)** **[16]**

    (a)   Classification of Migration

    (b)   Optimum, Over and Under Population

    (c)   Trends in Urbanisation in India

    (d)   Topography

    (e)   Social and Educational Setup

    (f)   Air Pollution

    (g)   Infant Mortality Rate

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[3772]-11

B. B. A. (Semester - I) Examination - 2010

BUSINESS ORGANISATION AND SYSTEMS

(Old Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) Define Multinational Company. Explain nature and scope of Multinational Company. **[15]**

OR

Q.1) What are the characteristics of Organisation ? Explain essentials of Successful Business Organisation. **[15]**

Q.2) Define 'Public Enterprise'. Explain its objectives, advantages and limitations. **[15]**

OR

Q.2) What is Industrial Co-operative ? Explain advantages and types of Industrial Co-operatives. **[15]**

Q.3) Define Functional Organisation. Explain its merits and limitations. **[15]**

OR

Q.3) What is meant by 'Size of the Firm' ? State and explain determinants of the Size of the Firm. **[15]**

Q.4) Define 'Wholesale Trade' and 'Retail Trade'. Distinguish between Wholesale Trade and Retail Trade. **[15]**

OR

Q.4) What is Business Communication ? Explain different barriers in Business Communication. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Business Combination

    (b)   Importance of Multinational Companies

    (c)   Buying Policies

    (d)   Importance of Communication

    (e)   Concept of Optimum Firm

    (f)   Benefits of Mergers

    (g)   Importance of Transport Organisation

    (h)   Importance of Foreign Trade

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

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B. B. A. (Semester - I) Examination - 2010

BUSINESS ECONOMICS - I

(Old Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

Q.1) State and explain Basic Economic Problems.   **[15]**

OR

Q.1) What is Price Elasticity of Demand ? Explain its types.   **[15]**

Q.2) Critically examine Law of Variable Proportions.   **[15]**

OR

Q.2) What is Demand Forecasting ? Explain any two Methods of Demand
Forecasting.   **[15]**

Q.3) Examine relationship between the following concepts :   **[15]**

AFC, AVC, AC, TFC, TVC, TC and MC.

OR

Q.3) Describe Ricardian Theory of Rent.   **[15]**

Q.4) State and explain Features of Perfect Competition.   **[15]**

OR

Q.4) Discuss Marginal Productivity Theory of Distribution.   **[15]**

Q.5) Write short notes : **(Any Four)** [20]

    (a)   Consumer's Surplus

    (b)   Properties of Indifference Curves

    (c)   Law of Demand

    (d)   Features of Monopolistic Competition

    (e)   Total Utility and Marginal Utility

    (f)   Gross Profit and Net Profit

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[3772]-14

B. B. A. (Semester - I) Examination - 2010

BUSINESS ENVIRONMENT

(Old Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

       (1) All questions are compulsory.

       (2) Figures to the right indicate full marks.

Q.1) What is Business Environment ? Explain importance of Business Environment in Economic Development of the Country.   **[15]**

OR

Q.1) What is Business ? Explain nature, scope and characteristics of Business.   **[15]**

Q.2) Explain role and importance of Agriculture Field in Economic Development of the Country.   **[15]**

OR

Q.2) Explain role of Monetary Policy. What are the tools and objectives of Monetary Policy.   **[15]**

Q.3) Explain in detail New Industrial Policy of 1991.   **[15]**

OR

Q.3) What is Public Expenditure ? Explain role of Public Expenditure in Economic Development of a Country.   **[15]**

Q.4) Discuss highlights of Second Generation Reforms.   **[15]**

OR

Q.4) Explain role of Banking and Financial Institutions in Economic Development of a Country.   **[15]**

Q.5) Short notes : **(Any Four)** [20]

    (a) GATT

    (b) Globalization

    (c) Role of Transport in Economic Development of a Country

    (d) Population Explosion

    (e) Functions of Insurance

    (f) Labour Taxation

    (g) Fiscal Policy

    (h) International Monetary Fund

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[3772]-16

B. B. A. (Semester - I) Examination - 2010
COMPUTER FUNDAMENTALS AND R.D.B.M.S.
(Old Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

    (3) Give illustrations wherever necessary.

Q.1) Attempt **any three** of the following :   **[15]**

    (a) Distinguish between Floppy Disk and Hard Disk.

    (b) Explain briefly the following output devices :

        (i)   Monitor

        (ii) Dot Matrix Printer

    (c) Describe briefly the main parts of Central Processing Unit.

    (d) Explain Structure of HTML Program.

    (e) What is mean by Primary Key and Foreign Key ? Explain with example.

Q.2) Attempt **any three** of the following :   **[15]**

    (a) Differentiate between Impact and Non-impact Printer.

    (b) Role of Computer in Manufacturing and Medicine.

    (c) What are the different types of Computers ?

    (d) What are the different services provided on Internet ?

    (e) What is Application Software ? Explain with example.

Q.3) Attempt **any three** of the following : [15]

(a) How does Primary Storage differs from Secondary Storage in terms of Speed, Cost, Capacity.

(b) What is Normalization ? Why it is necessary ?

(c) Write down different steps involved in Creating Website.

(d) Explain the following :

(i) Group by

(ii) Grouping functions

(e) Define the term Intranet and discuss how Intranets are used in business.

Q.4) Attempt **any three** of the following : [15]

(a) Explain briefly SQL Commands :

(i) Create Table

(ii) Update

(iii) Alter Table

(b) Differentiate between RAM and ROM.

(c) What is the use of Plotter and what are different types of Plotters ?

(d) Compare between Internet and Intranet.

(e) "The CPU is the brain of the Computer, the place where data is manipulated." Comment.

Q.5) Attempt **any two** of following :   [20]

(a) What is World Wide Web ? Explain use of Internet in various fields.

(b) Explain structure and working of Magnetic Hard Disk.

(c) Write notes : **(Any Two)**

    (i) Input Devices

    (ii) Joins

    (iii) DDL and DML

    (iv) Printers

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[3772]-201

B. B. A. (Semester - II) Examination - 2010

PRINCIPLES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

    (1)　All questions are compulsory.

    (2)　Figures to the right indicate full marks.

Q.1) What is Management ? Explain various Principles of Management. **[15]**

OR

Q.1) Define Delegation of Authority. Explain its importance. **[15]**

Q.2) Explain contribution and limitations of Scientific Management Theory. **[15]**

OR

Q.2) Write notes :

    (a)　Importance of Staffing **[07]**

    (b)　Process of Communication **[08]**

Q.3) Discuss Theory of Motivation advocated by Maslow. **[15]**

OR

Q.3) What is Strategic Management ? Explain its importance. **[15]**

Q.4) What is Planning ? Explain nature and process of Planning. **[15]**

OR

Q.4) Write notes :

    (a)   Social Responsibility of Management   **[07]**

    (b)   Techniques of Decision-making   **[08]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Management of Crisis

    (b)   Span of Control

    (c)   Limitations of Total Quality Management

    (d)   Sources of Stress

    (e)   Theory X and Theory Y

    (f)   Functions of Leader

[3772]-202

B. B. A. (Semester - II) Examination - 2010

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

      *(1) Attempt **any five** questions.*

      (2) All questions carry equal marks.

Q.1) Define the term 'Marketing'. Explain Approaches to Study of Marketing.   **[16]**

Q.2) Explain qualities, duties, responsibilities and process of Marketing Manager.   **[16]**

Q.3) What is Rural Marketing ? Explain importance of Rural Marketing. **[16]**

Q.4) What is Marketing Mix ? Explain scope and utilities of Marketing Mix.   **[16]**

Q.5) What is Marketing Research ? Explain how Marketing Research is useful to Management.   **[16]**

Q.6) Define Market Segmentation. Explain Essentials of Effective Market Segmentation.   **[16]**

Q.7) Write short notes : **(Any Four)** [16]

    (a)   Limitations of Marketing

    (b)   Product Life Cycle

    (c)   Marketing Information System (MIS)

    (d)   Place Mix

    (e)   Direct Advertising Media

    (f)   Objectives of Pricing

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[3772]-203

B. B. A. (Semester - II) Examination - 2010

PRINCIPLES OF FINANCE

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    *(1) Question No. **1** is compulsory.*

    *(2) Attempt **any four** out of the remaining.*

    (3) Figures to the right indicate full marks.

Q.1) Write short notes : **(Any Four)**   [20]

    (a)   Dividend Policy

    (b)   Trading in Equity

    (c)   Types of Loans

    (d)   Limitations of Financial Planning

    (e)   Objectives of Financial Management

    (f)   Capitalisation

Q.2) Explain Organisational Framework of Financial Management and also explain in detail the Relationship of Finance Department with other Departments.   [15]

Q.3) What is Financial Planning ? Explain in detail objectives and process of 'Financial Planning'.   [15]

Q.4) What is Undercapitalisation ? What are its effects ? Also explain various remedies available for Undercapitalisation.   [15]

Q.5) Define Capital Structure. Explain in detail various criteria available for determining Capital Structure. **[15]**

Q.6) Distinguish between Equity Shares and Preference Shares. **[15]**

Q.7) What do you mean by Debentures ? Explain in detail various types of Debentures with their advantages and disadvantages. **[15]**

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[3772]-204

B. B. A. (Semester - II) Examination - 2010

BASICS OF COST ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

>   *(1) All questions are compulsory.*

>   *(2) Figures to the right indicate full marks.*

>   *(3) Use of calculator is allowed.*

Q.1) (A) Fill in the blanks :   **[05]**

>   (a) _____ is the technique and process of ascertaining cost.

>   (b) In case of job costing, cost is ascertained for _____.

>   (c) Contract Costing is a part of _____ Costing.

>   (d) Abnormal Process Loss is transferred to _____.

>   (e) The Cost Unit in the case of a hospital is known as _____.

> (B) State whether the following statements are **true** or **false** :   **[05]**

>   (a) Cost Accounting helps Management in Decision-making.

>   (b) Job Costing is applicable only to small concerns.

>   (c) Cash received from contractee is always less than the value of work-certified.

>   (d) Abnormal loss is that which is less than the estimated loss.

>   (e) Operating Costing is characterised by high production cost fixed in nature.

Q.2) Explain different Elements of Cost with suitable examples. **[15]**

OR

Q.2) Briefly explain objects and advantages of Cost Accounting. **[15]**

Q.3) Write short notes : **(Any Three)** **[15]**

    (a)   Origin of Cost Accounting

    (b)   Features of Job Costing

    (c)   Cost Classification According to basis of functions

    (d)   Normal and Abnormal Loss

    (e)   Operating Costing

Q.4) The following information has been obtained from the records of Ajay Co. Ltd., Pune for the year ended 31-3-2010 : **[16]**

		Rs.
Stock on 1-4-2009 :		
–	Raw Materials	20,000
–	Work-in-Progress	5,000
–	Finished Goods	50,000
Stock on 31-3-2010 :		
–	Raw Materials	25,000
–	Work-in-Progress	7,000
–	Finished Goods	75,000
Purchases of Raw Materials		1,30,000
Productive Wages		63,000
Discount on Issue of Debentures		8,000
Freight Inward		15,000
Factory on Cost		32,000
Direct Chargeable Expenses		2,000

Defective Raw Materials Returned	5,000
Administrative Overheads	20,000
Value of Sales	3,00,000
Selling and Distribution Overheads	15,000

Prepare a Statement of Cost showing :

(a) Cost of Materials consumed

(b) Prime Cost

(c) Factory Cost

(d) Cost of Production

(e) Cost of Goods Sold

(f) Cost of Sales

(g) Profit

Q.5) (A) A company is expecting to have Rs. 50,000 cash in hand on 1st April, 2010, and it requires you to prepare a cash budget during the three months, April to June, 2010. The following information is supplied to you : **[12]**

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
February	1,40,000	80,000	16,000	12,000
March	1,60,000	1,00,000	16,000	14,000
April	1,84,000	1,04,000	18,000	14,000
May	2,00,000	1,20,000	20,000	16,000
June	2,40,000	1,10,000	24,000	18,000

Additional Information :

(1) Period of Credit allowed by suppliers is two months.

(2) 25% of sales is for cash and the period of credit allowed to customers for credit sales is one month.

(3) Dealy in payment of wages and expenses is one month.

(4) Income Tax Rs. 50,000 is to be paid in June, 2010.

(B) A Ltd. has furnished the following particulars relating to the year ending 31-3-2009 :

                        Rs.

Net Profit   1,00,000

Fixed Cost   3,00,000

Sales   10,00,000

Variable Cost   6,00,000

You are required to calculate :

(a)   P/V Ratio

(b)   BEP

(c)   Profit for Sales Volume Rs. 12,00,000

(d)   Sales to earn profit of Rs. 2,00,000   **[12]**

OR

(B) From the following data for May, 2009, calculate :   **[12]**

(a)   Material Cost Variance

(b)   Material Price Variance

(c)   Material Usage Variance

(d)   Material Mix Variance

Material	Standard		Actual	
	Qty. (kgs.)	Rate (Rs.)	Qty. (kgs.)	Rate (Rs.)
X	8,000	1.05	7,500	1.20
Y	3,000	2.15	3,300	2.30
Z	2,000	3.30	2,400	3.50
Total	**13,000**		**13,200**	

[3772]-205

B. B. A. (Semester - II) Examination - 2010

BUSINESS STATISTICS

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

(1) All questions are compulsory.

(2) All questions carry equal marks.

(3) Figures to the right indicate full marks.

(4) Use of statistical tables and private calculator is allowed.

(5) Notations have their usual meanings.

Q.1) Attempt **any four** of the following :   **[4x4=16]**

(a) Describe Scope of Statistics in 'Economics'.

(b) Draw histogram for the following data :

Age (in years)	0-10	10-20	20-30	30-40	40-50	50-60
No. of Persons	20	28	40	50	35	17

(c) Solve graphically the following Linear Programming Problem (L.P.P.) :

Maximize $Z = 200x + 300y$

Subject to

$$3x + 2y \leq 240$$
$$2x + 4y \leq 280$$
$$x \geq 0, \ y \geq 0$$

(d) State requirements of a good measure of Central Tendency.

(e) Obtain Standard Deviation for the following data :

Daily Wage (in Rs.)	60-62	62-64	64-66	66-68	68-70
No. of Workers	4	30	45	15	6

(f) Calculate Coefficient of Quartile Deviation for the following data :

100, 105, 111, 118, 108, 105, 101, 122, 125, 112, 104

Q.2) Attempt **any four** of the following : [4x4=16]

(a) Explain Procedure of Stratified Random Sampling.

(b) Calculate Correlation Coefficient between x and y, given the equations of lines of regression as follows :

3x + 2y − 26 = 0

6x + y − 31 = 0

(c) Obtain Mode for the following data :

Profit (in lacs)	10-20	20-30	30-40	40-50	50-60
No. of Firms	15	20	30	10	5

(d) The mean monthly salary paid to all 300 employees of a firm is Rs. 1,470. There are 200 male employees in the firm. If the mean salary of male employees is Rs. 1,505, obtain mean salary of females.

(e) Explain Concept of Positive and Negative Correlation with an illustration of each.

(f) Prices of particular commodity in 5 years in two cities are given below :

Price in City 'A'	Price in City 'B'
20	10
22	20
19	18
23	12
26	15

Which city has more stable prices ? Why ?

Q.3) Attempt **any four** of the following : **[4x4=16]**

(a) Discuss absolute and relative measures of Dispersion.

(b) The distribution of marks obtained by 200 students is given below :

Marks	No. of Students
Less than 5	20
6 – 9	48
10 – 13	60
14 – 17	40
18 – 21	16
22 – 25	16

(i) State type of classification.

(ii) State class boundaries of 3rd class.

(iii) Find class width of 4th class.

(iv) Find class mark of 2nd class.

(c)   In correlation studies the following values are obtained :

$\overline{X} = 6$, $\overline{Y} = 4$, Var(Y) = 156, Cov(X, Y) = 91.

Find line of regression X on Y. Also estimate X, when Y = 9.

(d)   Define the following terms :

(i)   Linear Programming Problem

(ii)   Transportation Problem

(e)   Draw a Pie diagram to represent the following information :

Item	Expenditure (in Rs.)
House Rent	1,500
Fuel	2,000
Food	3,000
Clothing	1,000
Miscellaneous	2,500

(f)   Explain the following terms in Linear Programming Problem (L.P.P.) :

(i)   Objective Function

(ii)   Constraints

(iii) Feasible Solution

(iv)   Basic Feasible Solution

Q.4) Attempt **any four** of the following :   [4x4=16]

(a) State Properties of Regression Coefficients.

(b) Find missing frequency from the following data, given that the median marks is 23 :

Marks	0-10	10-20	20-30	30-40	40-50
No. of Students	5	8	–	6	3

(c) The following are the prices of a particular share for last 10 days :

30, 25, 28, 30, 22, 34, 31, 30, 28, 26.

Find Mean, Median and Mode of the Data.

(d) Solve graphically the following L.P.P. :

Minimize $Z = 5x + 7y$

Subject to

$$2x + y \geq 8$$
$$x + 2y \geq 10$$
$$x \geq 0, \ y \geq 0$$

(e) Determine an initial basic feasible solution to the following transportation problem by using North West Corner Method. Also find corresponding cost of transportation :

Sources	Destinations				Capacity
	D_1	D_2	D_3	D_4	
S_1	6	4	2	3	15
S_2	1	2	4	5	20
S_3	3	2	4	1	10
Demand	18	12	10	5	45

(f) A Sport Club is interested in deciding a mix of two types of balanced foods for its players in such a way that the cost of food per player is minimum and it contains at least 8 units of vitamin A and 10 units of vitamin C. First type of food contains 2 units of vitamin A per kg and 1 unit of vitamin C per kg. Second type of food contains 1 unit of vitamin A per kg and 2 units of vitamin C per kg. Cost of first type of food is Rs. 50 per kg and of second type of food is Rs. 70 per kg. Formulate above problem to determine how much of food of type first and second should be served to each player.

Q.5) Attempt **any two** of the following : **[8x2=16]**

(a) Determine an initial basic feasible solution to the following transportation problem by using Vogel's Approximation Method (VAM). Also find corresponding cost of transportation :

Origin	Destinations				Supply
	D_1	D_2	D_3	D_4	
O_1	3	1	7	4	300
O_2	2	6	5	9	400
O_3	8	3	3	2	500
Demand	250	350	400	200	1200

[08]

(b) The following data relates to Purchases and Sales :

Purchases	62	72	98	76	81	56	76	92	88	49
Sales	112	124	131	117	132	96	120	136	97	85

Obtain regression line, sales on purchases. Also estimate most likely sales when the purchase is equal to 100. **[08]**

(c) (i) Determine an initial feasible solution to the following transportation problem by using Matrix Minimum Method. Also find corresponding cost of transportation :

Factory	Warehouses				Supply
	W_1	W_2	W_3	W_4	
F_1	21	16	25	13	21
F_2	17	18	14	23	23
F_3	32	27	18	41	19
Demand	11	15	17	20	63

[06]

(ii) Define the following terms :   **[02]**
(1) Attribute
(2) Variable

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

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B. B. A. (Semester - II) Examination - 2010

BUSINESS INFORMATION

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    *(1) Solve **any four** questions.*

    (2) Draw figures wherever necessary.

Q.1) Write short notes : **(Any Four)**   **[20]**

    (a)   Paint Brush

    (b)   Desktop

    (c)   SQL

    (d)   MS-Excel

    (e)   RAM

Q.2) (A)   Explain block diagram of Computer in detail.   **[10]**

    (B)   Explain any four Input Devices.   **[10]**

Q.3) (A)   Explain functions of Operating System.   **[10]**

    (B)   Explain components of Windows Operating System.   **[10]**

Q.4) (A)   What is ERD ? Explain Tools of ERD.   **[10]**

    (B)   Explain different types of Programming Languages.   **[10]**

Q.5) (A) Explain following DOS Commands with proper syntax and example : **[10]**

    (a)   DIR

    (b)   CLS

    (c)   REN

    (d)   FORMAL

    (e)   COPY

(B) Explain SQL Commands with proper syntax and example : **[10]**

    (a)   SELECT

    (b)   CREATE

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3772]-21

B. B. A. (Semester - II) Examination - 2010
MANAGEMENT THEORY AND PRACTICE
(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) What do you mean by Management ? Comment on, "Management is an Art as well as Science". **[15]**

OR

Q.1) Distinguish between Management and Administration. **[15]**

Q.2) Discuss Henry Fayol's Principles of Management. **[15]**

OR

Q.2) State nature and significance of Hawthorn Experiments. **[15]**

Q.3) What is 'Crisis' ? Elaborate on the importance of Crisis Management. **[15]**

OR

Q.3) Explain meaning, advantages and limitations of Committee type of Organisation. **[15]**

Q.4) Explain different qualities that are required by an Effective Leader. **[15]**

OR

Q.4) What is Communication ? Explain Process of Communication in detail. **[15]**

Q.5) Write short notes : **(Any Four)**   **[20]**

    (a)   Management of Change

    (b)   Social Responsibility of Management

    (c)   Management by Objective (MBO)

    (d)   Line Organisation

    (e)   Importance of Delegation

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Total No. of Questions : 5]　　　　　　[Total No. of Printed Pages : 2

[3772]-22

B. B. A. (Semester - II) Examination - 2010
BUSINESS ECONOMICS - II
(Old 2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　(1)　All questions are compulsory.

　　(2)　Figures to the right indicate full marks.

Q.1) Write about Cambridge Approach with the equations.　　**[15]**

OR

Q.1) State and explain Keynesian Theory of Income and Employment.　**[15]**

Q.2) Explain in detail Loanable Fund Theory.　　**[15]**

OR

Q.2) Write in detail Decision-making under Risk.　　**[15]**

Q.3) Distinguish between Investment Multiplier and Foreign Trade Multiplier.　**[15]**

OR

Q.3) Explain role of Capital Budgeting in Business Decision.　　**[15]**

Q.4) Define Concept of Trade Cycle with its nature, characteristics and phases.　**[15]**

OR

Q.4) Explain functions of Money with its evolution.　　**[15]**

Q.5) Write short notes : **(Any Four)** [20]

    (a)   Value of Money

    (b)   Consumption Function

    (c)   Unemployment

    (d)   Saving Paradox

    (e)   Risk and Uncertainty

    (f)   Deflation

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[3772]-23

B. B. A. (Semester - II) Examination - 2010

BASIC BUSINESS STATISTICS

(Old 2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

(1) All questions are compulsory.

(2) All questions carry equal marks.

(3) Figures to the right indicate full marks.

(4) Use of statistical table and private calculator is allowed.

(5) Notations have their usual meanings.

Q.1) Attempt **any four** of the following :   **[4x4=16]**

(a)   State requirements of good measures of Central Tendency.

(b)   Explain Scope of Statistics in Management.

(c)   Draw less than Ogive Curve and determine Median graphically :

Class	0-5	5-10	10-15	15-20	20-25	25-30
Frequency	5	10	15	8	7	5

(d)   If $N = 10$, $\Sigma x = 35$, $\Sigma y = 170$, $\Sigma x^2 = 145$, $\Sigma y^2 = 3426$, $\Sigma xy = 680$, calculate Karl Pearson Correlation Coefficient.

(e) Calculate Fishers Ideal Price Index Number for the following data :

Commodity	Base Year		Current Year	
	Price	**Quantity**	**Price**	**Quantity**
A	2	8	4	6
B	5	10	6	5
C	4	14	5	10
D	2	19	2	13

(f) Investigate association between darkness of eye-colour in father and son from the following data :

Fathers with dark eyes and sons with dark eyes = 50

Fathers with dark eyes and sons without dark eyes = 79

Fathers without dark eyes and sons with dark eyes = 89

Fathers without dark eyes and sons without dark eyes = 782

Q.2) Attempt **any four** of the following : [4x4=16]

(a) Explain problems in the construction of an Index Number.

(b) Calculate C.V. for the following data :

Class	0-10	10-20	20-30	30-40	40-50
Frequency	2	2	3	2	1

(c) Calculate Mode for the following Grouped Data :

Marks	0-20	20-40	40-60	60-80	80-100
No. of Students	10	30	36	30	14

(d) The mean marks in statistics of 100 students in a class is 72.

The mean marks of 70 boys is 75.

Find mean marks of girls in the class.

(e) Marks scored by 24 students in a test are given below :

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 a frequency table with classes 10-20, 20-30... and hence calculate median.

(f) Draw histogram for the following data :

Class	below 20	20-30	30-40	40-50	50-60	60 and above
Frequency	7	18	47	63	32	12

Hence locate Mode from it.

Q.3) Attempt **any four** of the following :   [4x4=16]

(a) Write note on Dichotomous Classification.

(b) Given the following information, estimate yield of Wheat, when the rainfall is 15.5 cms.

	Mean	S.D.
Yield of Wheat (kgs. per unit area)	10.7	8.1
Annual rainfall (cms.)	20.5	5
Correlation Coefficient is	0.52	

(c) Represent the following information by Pie-diagram :

Item	Expenditure (in Rs.)
Food	644
Clothing	200
Rent	420
Medicine	80
Other	96

(d) Following data gives number of wickets taken by Walsh and Harbhajan in one day matches. Find out who is consistent in taking the wickets :

Wickets taken by Walsh	4	1	5	2	5	2	6
Wickets taken by Harbhajan	4	5	6	5	3	4	4

(e) What is Classification ? Describe various parts of table.

(f) The frequency distribution is given below :

Marks	0-9	10-19	20-29	30-39	40-49
No. of Students	5	8	12	6	3

Find :

(i) Give name of classification.

(ii) Class boundaries of third class.

(iii) Class mark of second last class.

(iv) How many students are getting marks more than 20 ?

Q.4) Attempt **any four** of the following : [4x4=16]

(a) Write note on Scatter Diagram.

(b) Construct Price Index Number by using average of Price Relative Method :

Commodity	A	B	C	D
Price in Base Year	100	80	40	10
Price in Current Year	150	100	50	20

(c) Explain the term Absolute and Relative Measures of Dispersion.

(d) If two regression equations are :

x + 2y = 5, 2x + 3y = 8, find $\bar{x}$, $\bar{y}$ and r.

(e) Find Mode of the distribution whose Mean is 26.8 and Median is 27.6 and show that Median lies between Mean and Mode.

(f) Find Spearman Rank Correlation Coefficient between X and Y :

X	52	63	45	36	72	65	42	25
Y	62	53	52	25	79	43	60	33

Q.5) Attempt **any four** of the following :   **[4x4=16]**

(a) Explain uses of Index Number.

(b) Explain the following :

(i) Order of a class

(ii) Ultimate class frequency

(c) Explain Positive, Negative and No Correlation with one illustration each.

(d) Calculate Mean, Median and Mode from the following data :

10, 12, 16, 10, 9, 5, 13, 10, 17

(e) For a set of 100 observations, the sum is 389 and the sum of the square is 2570. Calculate C.V.

(f) Following table shows distribution of 100 families according to their expenditure. Calculate missing frequencies if A.M. is Rs. 25 :

Expenditure (Rs.)	0-10	10-20	20-30	30-40	40-50
No. of Families	14	-	27	-	15

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[3772]-24

B. B. A. (Semester - II) Examination - 2010

COST ACCOUNTING

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

(1) Question Nos. 1 and 2 are compulsory.

*(2) Attempt **any three** questions from the remaining.*

(3) Figures to the right indicate full marks.

Q.1) (A) What is Cost Accounting ? State objectives of Cost Accounting. **[10]**

(B) Explain Functional Classification of Costs.   **[10]**

Q.2) Write short notes : **(Any Three)**   **[15]**

(a) Architect's Certificate and Retention Money

(b) Cost Centre

(c) Objectives of Budgetary Control

(d) Operating Costing

(e) Features of Job Costing

Q.3) Prepare a Statement of Cost from the following information relating to National Ltd., Nagpur, for the year ended 31st March, 2010 :

Particulars	Rs.
Cost of Direct Materials	2,00,000
Sales	4,00,000
Direct Wages	1,00,000
Office Indirect Materials	5,000
Cost of Special Patterns	40,000
Postage and Telegram	2,000
Bad Debts Recovered	250
Factory Rent and Insurance	5,000
Outstanding Direct Expenses	2,000
Carriage Outward	2,500
Interest on Loan	2,150
Printing and Stationery	500
Factory Indirect Wages	3,000
Selling on Cost	4,000
Travelling and Salesmen Salary	4,000
Works Indirect Material	1,000
Royalties	8,000
General Works Overheads	2,000
Bad Debts	1,000
Delivery Van Expenses	1,000

Also calculate percentage of profit earned on sales. **[15]**

Q.4) The following figures are available from the records of Venus Enterprises as at 31st March :

Particulars	2009 Rs. (Lakhs)	2010 Rs. (Lakhs)
Sales	150	200
Profit	30	50

Calculate :

(a) P/V Ratio

(b) Fixed Expenses

(c) B.E.P. in Sales

(d) Sales required to earn profit of Rs. 90 lakhs

(e) Profit or Loss that would arise if the sales were Rs. 280 lakhs **[15]**

Q.5) Explain reasons for difference in profits shown by the Financial Accounts and Cost Accounts. Why is it necessary to reconcile Cost and Financial Accounts ? **[15]**

Q.6) AGM Ltd. provides you the following information at 80% capacity.

Production and Sales	2000 units
Direct Material	Re. 1.00 per unit
Direct Labour	Re. 1.00 per unit
Direct Expenses	Re. 0.80 per unit
Factory Overheads (15% variable)	Rs. 2.00 per unit
Administrative Overheads (80% fixed)	Rs. 2.00 per unit
Selling Overheads (25% variable)	Rs. 2.00 per unit
Total Cost	Rs. 8.80 per unit
Profit	Rs. 1.20 per unit
Selling Price	Rs. 10.00 per unit

Draw up a Flexible Budget at 60% and 90% capacity. **[15]**

Q.7) A factory works on Standard Costing System. Calculate Material Price, Material Usage and Material Variance from the following information : **[15]**

    (1)   The Standard Estimates for Materials of 1,000 units of a commodity is 400 kg @ Rs. 2.50 per kg.

    (2)   When 2,000 units of the commodity are manufactured, it is found that 820 kg of material is consumed @ Rs. 2.60 per kg.

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[3772]-25

B. B. A. (Semester - II) Examination - 2010

COMMUNICATION SKILLS

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    *(1) Attempt **any four** questions.*

    (2) Figures to the right indicate full marks.

Q.1) (A) Define Communication. State elements of the Process of Communication.   **[10]**

    (B) State barriers to Communication and methods to overcome them.   **[10]**

Q.2) (A) What is Group Discussion ? Discuss Do's of Group Discussion.   **[10]**

    (B) What do you mean by Body Language ? Explain any five aspects of Body Language for Effective Communication.   **[10]**

Q.3) (A) Explain Planning required for Oral Presentation.   **[10]**

    (B) What are the preparations to be made to appear for an interview for the post of Sales Executive of an Electronic Company ? **[10]**

Q.4) (A) Elaborate on the Principle of Good Listening.   **[10]**

    (B) Draft a report on the Intercollegiate Competition organised by your college.   **[10]**

Q.5) (A) You are applying for the post of Finance Executive in a reputed organisation in response to the advertisement published in the 'Times of India' dated 25th February, 2010.

Write a covering letter and your resume giving all the required details. **[10]**

(B) What do you mean by Sales Letter ? As a Sales Manager, draft a Sales Letter to promote sale of mobile phones. **[10]**

Q.6) Write short notes : **(Any Four)** **[20]**

(a) Eye Contact

(b) Salutation

(c) Grapevine

(d) Fax

(e) Meeting

(f) Objective of Report Writing

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[3772]-26

B. B. A. (Semester - II) Examination - 2010

MARKETING MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

      *(1) Attempt **any five** questions.*

      (2) All questions carry equal marks.

Q.1) What is Marketing ? Explain the Functions of Marketing.

Q.2) Discuss various Components of Business Environment with examples.

Q.3) Market Research provides critical inputs to Marketing Planning, Implementation and Control. Discuss.

Q.4) How does an indepth understanding of Consumer Behaviour help for Effective Marketing Planning ?

Q.5) Discuss in detail the Concept of 'Marketing Mix'.

Q.6) Explain the impact of Changing Technology on Marketing Activities like :

    (1)   Advertisement

    (2)   Communication

    (3)   Channel of Distribution

    (4)   Warehousing

Q.7) Write short notes : **(Any Two)**

    (a)   Global Market

    (b)   Role of Computers in MIS

    (c)   Customer Satisfaction

    (d)   Technological Change and Marketing

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3772]-301

B. B. A. (Semester - III) Examination - 2010

PERSONALITY DEVELOPMENT

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) Define Personality Development. Elaborate factors which affect Personality Development. **[15]**

OR

Q.1) What are Habits ? Explain 7 habits of highly effective people. **[15]**

Q.2) Explain Freud's Contribution towards Personality Development. **[15]**

OR

Q.2) What is Self-appraisal ? Explain tips for Self-appraisal and importance of Self-appraisal. **[15]**

Q.3) What is Self-development ? Explain uses and techniques of Self-development. **[15]**

OR

Q.3) Define Communication. Explain Process of Communication. **[15]**

Q.4) What is Positive Thinking ? Explain characteristics of a Positive Thinker. **[15]**

OR

Q.4) Define Competency Mapping. Explain importance of Competency Mapping. **[15]**

Q.5) Write short notes : **(Any Four)** [20]

    (a)   Personality and Public Relations

    (b)   Big Five Model

    (c)   Importance of Self-assessment

    (d)   Aggressiveness

    (e)   Symptoms of High Self-esteem

    (f)   Extroverts

    (g)   Body Language

    (h)   Importance of SWOT Analysis

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[3772]-302

B. B. A. (Semester - III) Examination - 2010

BUSINESS LAW

(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　**[Max. Marks : 80**

Instructions :

　　　　(1)　All questions are compulsory.

　　　　(2)　Figures to the right indicate full marks.

Q.1) What is 'Contract' ? Explain in brief different kinds of Contracts.　**[15]**

OR

Q.1) Define 'Consent'. When is the Consent said to be Free Consent ? Explain various factors affecting Free Consent.　**[15]**

Q.2) Who is 'Unpaid Seller' ? Discuss his rights against the goods.　**[15]**

OR

Q.2) Explain Consumer Grievance Redressal Machinery under the Consumer Protection Act, 1986.　**[15]**

Q.3) What is Dissolution of a Partnership Firm ? Explain in brief the Modes of Dissolution.　**[15]**

OR

Q.3) Explain rights and duties of Partner against his fellow partner under the Indian Partnership Act, 1932.　**[15]**

Q.4) Define the term 'Company'. Explain special features and procedure for Incorporation of a Company.　**[15]**

OR

Q.4) Describe rights and duties of the Directors under the Companies Act, 1956.　**[15]**

Q.5) Write explanatory notes : **(Any Four)** [20]

    (a)   Lawful Consideration and Objects

    (b)   Essentials of a Contract of Sale

    (c)   Provisions relating to Expulsion of a Partner

    (d)   Features of Prospectus

    (e)   Annual General Meeting

    (f)   Definition and explanation of the terms 'Defect in Goods' and 'Deficiency in Services'

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[3772]-303

B. B. A. (Semester - III) Examination - 2010

HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) All questions carry equal marks.

Q.1) Explain role and scope of Human Resource Management and Personnel Management in the overall success of an Organisation.

OR

Q.1) State and explain various Sources of Recruitment.

Q.2) What are the Objectives of Performance Appraisal ? Explain modern methods of Performance Appraisal.

OR

Q.2) State benefits of Employee Training and also explain Training Methods.

Q.3) (A) State factors affecting Remuneration Policy.

    (B) Write a note on 'Wage and Salary Administration'.

OR

Q.3) Define Organisational Behaviour. Explain Organisational Behaviour Models in detail.

Q.4) Define Organisational Development. Explain in detail objectives, values, assumptions and beliefs in Organisational Development.

OR

Q.4) (A) Discuss objectives of Management Development.

(B) Explain various methods of Management Development Programme.

Q.5) Write short notes : **(Any Four)**

(a) Importance of H.R.M.

(b) Transfer Policy

(c) Fringe Benefits

(d) 360° Appraisal Concept

(e) Profit Sharing

(f) Types of Changes

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B. B. A. (Semester - III) Examination - 2010
MANAGEMENT ACCOUNTING
(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instruction :

     All questions are compulsory and carry equal marks.

Q.1) "Modern Business World would be handicapped in absence of an effective Management Accounting System." Explain.

OR

Q.1) What is 'Analysis and Interpretation' of Financial Statements ? Explain various methods of such analysis.

Q.2) The following are the Balance Sheets of BBS Limited as on 31st March, 2009 and 31st March, 2010 :

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Equity Share Capital	4,00,000	5,00,000	Building	3,00,000	2,70,000
General Reserve	2,00,000	2,50,000	Machinery	4,00,000	5,00,000
Profit and Loss A/c.	1,50,000	2,00,000	Furniture	1,50,000	2,10,000
14% Debentures	5,50,000	4,50,000	Investments	50,000	2,00,000
Mortgaged Loan	1,50,000	–	Stock	4,60,000	3,00,000
Bills Payable	75,000	1,00,000	Debtors	2,00,000	2,00,000
Creditors	1,50,000	1,80,000	Cash	1,50,000	50,000
Bank Overdraft	75,000	70,000	Preliminary Expenses	40,000	20,000
	17,50,000	17,50,000		17,50,000	17,50,000

Total sales during the year 2008-09 was amounting Rs. 10,00,000 which was increased by 20% in the next year. You are required to calculate minimum three ratios to judge :

(a) Liquidity of the Company and

(b) Efficiency in operating activities and make comments as to the liquidity and efficiency of the company.

Q.3) What is the meaning of 'Fund Flow Statement' ? Explain its importance in the analysis of the Financial Statements. State its limitations.

OR

Q.3) MARCOST Limited has provided the following information of Product EX produced and sold during the year 2009-2010 :

Number of Units Sold   10,000

Sales Price   Rs. 200

Cost (per unit) :

Direct Material   -   5 kg @ Rs. 14 per kg

Direct Labour   -   2 hours @ Rs. 20 per hour

Variable Overheads   -   Rs. 30 per unit

Fixed Overheads   -   Rs. 10 per unit

You are required to find out :

(a)   Profit Volume Ratio, Break-even Point and Margin of Safety at the current level of Sales.

(b)   What will be the changes in your computations, if :

(i)   Total Variable Cost is increased by 10% and

(ii)   Total Fixed Cost is decreased by 10% ?

Q.4) Define the terms 'Budget' and 'Budgetary Control'. Explain its importance and limitations in the Modern Business World.

OR

Q.4) Prepare a statement showing estimated amount of working capital from the following information of EX Limited, Pune :

(1) Expected Sales Level 60,000 units @ Rs. 60 per unit.

(2) Cost of the Product is 60% of the Sales Price and consists of Raw Material, Labour and Overheads in the ratio of 3 : 2 : 1.

(3) Raw Material and Finished Goods will stay in stock for 20 days and 10 days respectively.

(4) The material will remain in process for 30 days.

(5) 60% of the purchases are made with two months credit while the remaining are made on cash basis. Goods are sold with one and half month credit.

(6) Labourers are paid on every 10th day of the next month.

(7) Overheads are paid with one month time lag.

(8) The company wants to maintain Rs. 1,00,000 for contigencies.

Q.5) Write notes on **any two** of the following :

(a) Limitations of Management Accounting

(b) Factors affecting requirement of Working Capital

(c) Types of Budgets

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3772]-305

B. B. A. (Semester - III) Examination - 2010

BUSINESS ECONOMICS (MACRO)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

    (3) Draw neat, well labelled diagrams wherever necessary.

Q.1) Define Macro-economics. Explain nature, scope and limitations of Macro-economics.   **[15]**

OR

Q.1) Explain the following concepts and inter-relation among them - Gross Domestic Product (GDP), Gross National Product (GNP), Net Domestic Product (NDP) and Net National Product (NNP).   **[15]**

Q.2) Critically examine Keynesian Theory of Income and Employment. **[15]**

OR

Q.2) What is Multiplier ? Explain working of Investment Multiplier with suitable examples.   **[15]**

Q.3) Explain nature, characteristics and phases of Business Cycles.   **[15]**

OR

Q.3) What is Monetary Policy ? Explain tools of Monetary Policy.   **[15]**

Q.4) What is Demand Pull Inflation ? Explain its causes. **[15]**

OR

Q.4) Discuss in detail Keynes' Psychological Law of Consumption. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Circular Flow of Macro-economic Activity

    (b)   Say's Law of Market

    (c)   Principle of Acceleration

    (d)   Concept of Deflation

    (e)   Public Revenue

    (f)   Income Method of Measuring National Income

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Total No. of Questions : 4]   [Total No. of Printed Pages : 2

[3772]-306

B. B. A. (Semester - III) Examination - 2010
INFORMATION TECHNOLOGY IN MANAGEMENT
(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      (1) All questions are compulsory.

      (2) Figures to the right indicate full marks.

Q.1) Attempt **any four** :   **[20]**

    (a)   What is EMS ? What are the Components of EMS.

    (b)   What is Topology ? With suitable diagram describe the following topologies :

        (i)   Bus

        (ii)   Star

    (c)   What is MIS ? State various advantages of MIS.

    (d)   What is the difference between Conventional and Object Oriented Approach ?

    (e)   Compare EMS and MIS.

Q.2) Attempt **any four** :   **[20]**

    (a)   Explain Three-tier ERP Architecture.

    (b)   What is Linux ? Explain advantages of Linux.

    (c)   With suitable diagram describe Biometrics Access Control System.

    (d)   With suitable diagram, describe OOSAD Development Life Cycle.

    (e)   With suitable diagram, describe Structure of Knowledge Management System.

Q.3) Attempt **any four** :   **[20]**

   (a)   What is Power Point ? Describe Terminology used in Power Point.

   (b)   What do you mean by the term IT ? Explain IT Infrastructure.

   (c)   Which are the four different methods used for Data Processing ?

   (d)   Explain IT Act, 2000 in detail.

   (e)   What are the stages of ERP Selection.

Q.4) Attempt **any two** :   **[20]**

   (a)   Define DBMS. Explain structure of DBMS with suitable diagram.

   (b)   Explain 10 IT acts / attempts which you found effective to deal with Cyber Crimes.

   (c)   What is ERP ? Explain its features. Explain components of ERP System.

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[3772]-31

B. B. A. (Semester - III) Examination - 2010
INDIAN ECONOMY
(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

(1) *All questions are compulsory.*

(2) *Figures to the right indicate full marks.*

Q.1) What is the present state of the Indian Economy as compared to the last 60 years of independence ?   **[15]**

OR

Q.1) "Indian Economy is termed as dualistic as well as mixed economy." Explain with the help of suitable examples.   **[15]**

Q.2) What is the importance of National Income Estimation ? Explain Income Method of Estimating National Income.   **[15]**

OR

Q.2) Critically examine 60 years of planning in the Indian Economy.   **[15]**

Q.3) What do you mean by Population Explosion ? What are its effects ?   **[15]**

OR

Q.3) What is Fiscal Policy ? Explain tools of Fiscal Policy.   **[15]**

Q.4) Discuss various causes of Poverty.   **[15]**

OR

Q.4) "Economic Development and Economic Growth should ideally be complementary." Explain the differences and the common elements that exist between the two.   **[15]**

Q.5) Write notes : (**Any Four**)   [20]

    (a)   Difficulties in Estimation of National Income

    (b)   Selective Credit Control

    (c)   GDP and GNP as Indicators of Economic Growth

    (d)   Bank Rate

    (e)   Importance of Planning in today's era of Globalization

    (f)   Concept of Incidence of Poverty

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Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3772]-32

B. B. A. (Semester - III) Examination - 2010

MANAGEMENT INFORMATION SYSTEM

(Old 2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

    *(1) Solve **any five** questions.*

    (2) Figures to the right indicate full marks.

    (3) Give illustrations wherever necessary.

Q.1) What is Management Information System (MIS) ? Explain briefly any four characteristics of an effective MIS. **[16]**

Q.2) What is Information ? Discuss Levels of Management and their information requirements. **[16]**

Q.3) Explain briefly Decision-making Process. Write a short note on Behavioural Concepts in Decision-making. **[16]**

Q.4) Explain in brief the following system terms : **[16]**

    (a) Black Box

    (b) Feedback Control

    (c) Sub-system

    (d) Boundary and Environment

Q.5) "Though an organisation is structured according to the goals and objectives to be achieved, the actual performance is at variance for various reasons." Comment. **[16]**

Q.6) What are the factors on which an organisation is structured ? **[16]**

[3772]-33

B. B. A. (Semester - III) Examination - 2010

MANAGEMENT ACCOUNTING

(Old 2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　　　[Max. Marks : 80

Q.1) Answer in brief : **(Any Five)**　　　　　　　　　　　**[10]**

　　(a)　Define the terms 'Management Accounting' and 'Financial Accounting'.

　　(b)　What is Zero Based Budgeting ?

　　(c)　State Primary Objectives of Financial Audit.

　　(d)　Describe Cost Audit Report.

　　(e)　State any four advantages of 'Activity Based Costing'.

　　(f)　Describe meaning of 'Balance Sheet Audit'.

　　(g)　What is the difference between Errors and Frauds ?

Q.2) Distinguish between **any one** of the following :　　　　**[10]**

　　(a)　Management Accounting and Financial Accounting

　　(b)　Cost Control and Cost Reduction

Q.3) Write notes : **(Any Three)**　　　　　　　　　　　**[15]**

　　(a)　Evolution of Accounting

　　(b)　Limitations of Management Accounting

　　(c)　Revenue Budget

　　(d)　Objectives of Cost Audit

　　(e)　Requirements for adopting 'Activity Based Costing'.

Q.4) Attempt **any three** of the following : [45]

    (a)   Explain various tools and techniques of Management Accounting.

    (b)   What is 'Budgetary Control System' ? Explain its objectives, advantages and limitations.

    (c)   Explain various provisions of Companies Act, 1956 in respect of Cost Audit.

    (d)   Explain various steps in the Control of Labour and Material Cost.

    (e)   What is 'Internal Audit' ? Explain its importance in Internal Control System.

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[3772]-34

B. B. A. (Semester - III) Examination - 2010
HUMAN RESOURCE MANAGEMENT
AND ORGANISATIONAL BEHAVIOUR
(Old 2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

*(1) Answer **any two** from section A and **any two** from section B.*

(2) Answers to both the sections should be written in one and the same answer-book.

(3) Figures to the right indicate full marks.

SECTION - A

Q.1) (A) Define HRM.   **[05]**

(B) Explain important functions of HRM.   **[15]**

Q.2) (A) Define Recruitment and Selection.   **[10]**

(B) Explain in detail the selection process followed in any Organisation.   **[10]**

Q.3) (A) Define Wage and Salary.   **[05]**

(B) What are the factors affecting Wage and Salary Levels ? Explain. **[15]**

Q.4) Write short notes : **(Any Four)**   **[20]**

(a) Scope of HRM

(b) Training Methods

(c) Career Planning

(d) Minimum Fair and Living Wages

(e) Succession Planning

SECTION - B

Q.5) (A) Define Organisational Behaviour. **[05]**

(B) Explain any two models of Organisational Behaviour. **[15]**

Q.6) (A) Define Motivation. **[05]**

(B) Explain briefly the Mechanism of Work Motivation. **[15]**

Q.7) (A) Define Group Dynamics. **[05]**

(B) Explain various types of Groups formed in an Organisation. **[15]**

Q.8) Write short notes : **(Any Four)** **[20]**

(a) Importance and Scope of Organisational Behaviour

(b) Management of Change

(c) Maslaw's Need Hierarchy Theory

(d) Styles of Leadership

(e) Types of Motives

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Total No. of Questions : 8]   [Total No. of Printed Pages : 3

[3772]-35

B. B. A. (Semester - III) Examination - 2010

INCOME TAX

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      *(1) Attempt **any five** questions.*

      (2) All questions carry equal marks.

Q.1) Write short notes :   **[16]**

    (a)   Agriculture Income

    (b)   Capital Receipts and Revenue Receipts

Q.2) What are the different categories of assessees according to their residential status ? How is this status determined ?   **[16]**

Q.3) What do you mean by Income from Business ? Explain various expressly Allowed Deductions.   **[16]**

Q.4) Explain deductions in respect of Certain Payments from Gross Total Income u/s 80C, 80D and 80E.   **[16]**

Q.5) Write short notes : **(Any Four)**   **[16]**

    (a)   Income

    (b)   Person

    (c)   Assessment Year

    (d)   Long Term Capital Gain

    (e)   House Rent Allowance

    (f)   Minimum Alternative Tax (MAT)

Q.6) Write short notes : **[16]**

    (a)   Clubbing of Income

    (b)   Income Chargeable under the head Income from other Sources

Q.7) Mr. Vivek, a director of Mahindra and Mahindra Ltd., Delhi received the following salary and perquisites from his employer during the Previous Year 2009-2010 : **[16]**

    (1)   Basic Pay Rs. 66,000

    (2)   Profit Bonus Rs. 18,000

    (3)   D. A. Rs. 2,000 [enters into retirement benefit]

    (4)   Commission on Sales at 4% of turnover of Rs. 20,00,000.

    (5)   Advance Salary of April to July, 2009 Rs. 22,000.

    (6)   Employer's contribution towards recognised Providend Fund Rs. 18,000.

    (7)   Interest credited in R.P.F. Account at 15% Rs. 15,000.

    (8)   A rent free furnished house in Delhi [Rent of unfurnished house paid by employer Rs. 84,000. Rent of Furniture Rs. 18,000]

    (9)   He has been provided Free Services of a Gardener, Salary Rs. 4,000 p.a. Free services of Cook, Salary Rs. 3,600 p.a. and Free Services of Watchman, Salary Rs. 9,000 p.a.

    (10)   Mr. Vivek's 2 children are studying in the school run by the employer. The cost of education in similar institution per student is Rs. 1,000 p.a.

    (11)   Electricity Bill paid by employer Rs. 5,000 p.a.

    (12)   He has been provided 1,800 cc car for both official and private purpose. The assessee pays running and maintenance expenses for the personal use of car.

    (13)   The assessee is provided with free lunch during working days. [In all 250 lunches, Rs. 70 each]

(14) He received Rs. 17,000 by way of reimbursement of the hospital bill by the employer.

(15) He paid professional tax Rs. 2,500 p.a.

Commute his taxable income from salary for A. Y. 2010-2011.

Q.8) Mr. Sunil has occupied two houses for his residential purposes. From the following particulars, determine Income from House Property for the A. Y. 2010-2011 : **[16]**

	House A	House B
Municipal Valuation	1,20,000	60,000
Fair Rent	1,70,000	64,000
Standard Rent under Rent Control Act	1,30,000	72,000
Municipal Taxes Paid	10%	10%
Fire Insurance	4,000	3,000
Annual Charges	6,000	2,000
Interest on Loan for Construction of House	1,41,600	7,000

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[3772]-36

B. B. A. (Semester - III) Examination - 2010
RESEARCH METHODOLOGY
(Old 2005 Pattern)

Time : 2 Hours]　　　　　　　　　　　　　　**[Max. Marks : 50**

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) What is meant by Research ? Explain types of Research. **[15]**

OR

Q.1) What is Report Writing ? Explain steps in writing Research Report. **[15]**

Q.2) What is Research Problem ? Explain characteristics of a Research Problem. **[15]**

OR

Q.2) Define the term Interview. Explain its advantages and limitations. **[15]**

Q.3) Write short notes : (**Any Four**) **[20]**

　(a)　Research Process

　(b)　Sampling

　(c)　Principles of Tabulation

　(d)　Bibliography

　(e)　Editing

　(f)　Hypothesis

[3772]-401

B. B. A. (Semester - IV) Examination - 2010

PRODUCTION AND OPERATIONS MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      *(1) Answer **any five** questions.*

      (2) All questions carry equal marks.

      (3) Draw diagram / sketch wherever necessary.

Q.1) What do you mean by 'Production Management' ? Describe Scope of Production Management.

Q.2) What is meant by Product Design ? Explain factors influencing Design of the Product.

Q.3) Define Production Control. Describe Techniques of Product Control.

Q.4) Explain Techniques of Productivity that are used to attain higher productivity.

Q.5) What is Ergonomics ? Explain importance of Ergonomics.

Q.6) (A)   Describe Batch Production System.

      (B)   Write down Guidelines for Ventilation.

Q.7) Write short notes : **(Any Two)**

    (a)   Simplification

    (b)   Scheduling

    (c)   Work Study and its Importance

    (d)   Quality Circle

Q.8) Write a detailed note on ISO-9001 : 2000 Quality Management System.

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[3772]-402

B. B. A. (Semester - IV) Examination - 2010

INDUSTRIAL RELATIONS AND LABOUR LAWS

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

     (1)   *Attempt **any four** questions.*

     (2)   *All questions carry equal marks.*

Q.1) "Factories Act is well known as Welfare Act." Explain this statement with its welfare provisions.

Q.2) Write types of Statutory Settlement Machineries. Explain Adjudication Process enshrined in it.

Q.3) What is the role of workers participation in Labour Welfare and Industrial Hygiene ?

Q.4) Explain Procedure for Grievance Redressal Machinery.

Q.5) Define Industrial Relation. State causes and importance of IR.

Q.6) Write short notes : **(Any Four)**

     (a)   List of Unfair Labour Practices

     (b)   Contract Labour

     (c)   Role of IR Manager

     (d)   Strike and Lockout

     (e)   Leave with Wages

     (f)   Causes of Industrial Dispute

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Total No. of Questions : 7]   **[Total No. of Printed Pages : 4**

[3772]-403

B. B. A. (Semester - IV) Examination - 2010
BUSINESS TAXATION
(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

    *(1) Attempt **any five** questions.*

    (2) All questions carry equal marks.

Q.1) Write short notes :

    (a)   Residential Status of an Individual

    (b)   Agricultural Income

Q.2) Explain Chargeability of Tax under the head 'Income from House Property'.

Q.3) Explain provisions of Income Tax Act as regards :

    (a)   Permissible Deductions under Income from Business

    (b)   Income Chargeable under the head 'Income from Other Sources'

Q.4) Write short notes : **(Any Four)**

    (a)   Previous Year

    (b)   Methods of Payment of Tax

    (c)   Long Term Capital Gain

    (d)   Powers of Income Tax Officers

    (e)   Deductions u/s 80C

    (f)   Slabs of Income Tax (Female Assessee)

Q.5) Mrs. Vidya, an employee of ABC Ltd., Pune, provided the following information for Financial Year, 2009-2010. Compute Taxable Income from Salary for Assessment Year 2010-2011 :

(1) Basic Pay   16,500 p.m.

(2) Dearness Allowance   40% of Basic Pay
[Part of Salary]

(3) Bonus one month salary including D.A.

(4) Commission at 5% on Sale Rs. 6,00,000

(5) Employer's Contribution to R.P.F. Rs. 47,200

(6) Conveyance Allowance Rs. 400 p.m.
[All expended for Office Purpose]

(7) Medical Allowance Rs. 400 p.m.

(8) House Rent Allowance Received Rs. 2,000 p.m.

(9) House Rent paid Rs. 3,000 p.m.

(10) The Salary of Watchman and Gardener provided to her is Rs. 4,000 p.m. and 3,500 p.m. respectively.

(11) Mrs. Vidya paid Life Insurance Premium Rs. 7,500 on insurance of her son.

(12) She paid Professional Tax Rs. 2,700.

Q.6) The following is the Profit and Loss Account for the year ended on 31st March, 2010, furnished by Mr. Dinesh :

Profit and Loss Account

To Salary	78,000	By Gross Profit	2,00,000
To Advertisement	8,000	By Sundry Receipts	8,400
To Fire Insurance	3,500	By Gift from Father	25,000
To Office Expenses	4,500	By Interest on Bank Deposits	6,000
To Depreciation	15,800	By Bad Debts recovered [Not allowed as deduction earlier]	5,400
To Bonus	12,800		
To Income Tax	8,600		
To Sales Tax	4,500		
To Interest on Bank Loan	5,600		
To Interest on Income Tax	3,500		
To Net Profit	1,00,000		
	2,44,800		**2,44,800**

Additional Information :

(1)   Salary includes Rs. 4,200 paid to domestic servant.

(2)   Advertisment includes Rs. 550 as Expenditure incurred for selling household furniture.

(3)   Allowable depreciation as per Income Tax Rules is Rs. 14,000.

(4)   Sales Tax includes Rs. 500 as penalty for not filing returns in time.

(5)   Bank Loan is for Business Purposes.

You are required to compute Taxable Income from Business for Assessment Year 2010-2011 of Mr. Dinesh.

Q.7) Mr. Eknath is a Senior Citizen of Pune, employed in Raj Ltd., furnished you the following information in respect of Financial Year 2009-2010 :

(1)   Basic Pay Rs. 25,000 p.m.

(2)   Dearness Allowance 20% of Basic Pay

(3)   Transport Allowance Rs. 12,000

(4)   City Compensatory Allowance Rs. 1,500 p.m.

(5)   Pension from the previous employer Rs. 5,000 p.m.

(6)   He has contributed Rs. 1,200 p.m. to Unrecoganised Provided Fund and equal amount is contributed by the company.

(7)   During the year, he has received interest on Government Security Rs. 18,000 (Gross) and interest received on Fixed Deposit 24,000.

(8)   He has self occupied house property. On 1st January, 1996 he had borrowed Rs. 4,00,000 for acquisition of the house.

      During the year he has paid Rs. 24,000 as principal and Rs. 32,000 as interest on this loan.

(9)   During the year he has made investment in National Saving Certificate of Rs. 20,000 and has paid Rs. 18,000 as premium on Life Insurance Policy of his son.

(10) The company has deducted Income Tax at Source Rs. 4,000 and Professional tax Rs. 3,300.

You are required to compute Taxable Income and Tax Liability of Mr. Eknath for Assessment Year 2010-2011.

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[3772]-404

B. B. A. (Semester - IV) Examination - 2010

INTERNATIONAL BUSINESS

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

      (1) All questions are compulsory.

      (2) Figures to the right indicate full marks.

      (3) Draw diagrams wherever necessary.

Q.1) Explain Relative Factor Endowment Theory of International Trade. **[15]**

OR

Q.1) Explain Organisational Characteristics of Multinational, Global, International and Transitional Corporations. **[15]**

Q.2) Give an account of Currency Exchange Risks and their Management. **[15]**

OR

Q.2) "IMF and World Bank serve interests of industrialized nations rather than those of developing countries". Elucidate. **[15]**

Q.3) Explain important issues in Trade in Services. **[15]**

OR

Q.3) Give a brief account of WTO Agreements. **[15]**

Q.4) Describe structure and components of Balance of Payment. **[15]**

OR

Q.4) Examine rationale and scope of South-South Co-operation. **[15]**

Q.5) Write short notes : **(Any Four)** [20]

   (a)   Code of Conduct of Multinational Corporations

   (b)   Spot and Forward Exchange Rates

   (c)   Foreign Trade (Development and Regulation) Act, 1992

   (d)   SAARC

   (e)   Impact of SEZs on International Business

   (f)   Role of IMF vis-a-vis India

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Total No. of Questions : 2]　　　　　　　　[Total No. of Printed Pages : 1

[3772]-405

B. B. A. (Semester - IV) Examination - 2010
MANAGEMENT INFORMATION SYSTEM
(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　(1)　All questions are compulsory.

　　　(2)　Figures to the right indicate full marks

　　　(3)　Give illustrations wherever necessary.

Q.1) Solve **any five** :　　　　　　　　　　　　　　　　**[60]**

　　(a)　What is a System ? Explain types of Systems.

　　(b)　Distinguish between Data and Information and discuss Quality of Information.

　　(c)　Discuss Newell - Simon Model in detail and state limits on Human Information Processors.

　　(d)　What is Prototyping ? Explain steps involved in Prototyping. Also state advantages.

　　(e)　Explain in detail concept of Executive Information System (EIS) and brief components of the System.

　　(f)　What is Sensitivity Analysis ? List its uses.

　　(g)　Elaborate Law of Requisite Variety.

Q.2) Write notes : **(Any Four)**　　　　　　　　　　　　**[20]**

　　(a)　Heuristics Programming

　　(b)　Inventory Control MIS

　　(c)　Decision Supports System

　　(d)　Sub-systems

　　(e)　MIS Vs Data Processing

　　(f)　Information Needs of Manager at Different Levels

[3772]-41

B. B. A. (Semester - IV) Examination - 2010

FINANCIAL MANAGEMENT

(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

     *(1) Questions Nos. **6** and **7** are compulsory.*

     *(2) Solve **any three** questions from Q.1 to Q.5.*

     (3) All questions carry equal marks.

     (4) Use of calculater is allowed.

Q.1) In which direction the field of finance evolved in recent years ? Also state objectives and scope of Financial Management.

Q.2) Explain importance of Working Capital in attaining project objective of an Organisation. Also explain how working capital needs are assessed.

Q.3) "Capital Budgeting Decisions are by far the most important decisions in the field of Financial Management." Elucidate.

Q.4) Explain meaning of Merchant Banking. Discuss authorised activities of Merchant Bankers.

Q.5) Write short notes : **(Any Two)**

    (a)   Derivatives

    (b)   Process of Capital Budgeting

    (c)   Duties of Finance Manager

    (d)   Depository

Q.6) A company is contemplating to purchase a machine. Two machines A and B are available each costing Rs. 5 lakhs. In comparing profitability of the machines, discounting rate of 10% is to be used and machine is to be written off in 5 years by straight line method of depreciation with Nil Residual Value. Cash inflows after tax are expected as follows :

Year	Rupees in Lacks	
	Machine A	Machine B
1	1.5	0.5
2	2.0	1.5
3	2.5	2.0
4	1.5	3.00
5	1.0	2.0

Indicate which machine would be profitable using the following methods :

(1)   Net Present Value

(2)   Profitability Index

Q.7) (A)   Explain the term 'Operating Cycle'.

(B)   From the following information, you are required to estimate Net Working Capital :

Particulars	Cost per Unit (Rs.)
Raw Material	200
Direct Material	75
Overheads (Excluding Depreciation)	150
	425

Additional Information :

(1)	Selling Price	Rs. 500 per unit
(2)	Output	26,000 units per annum
(3)	Raw Material in Stock	Average 2 weeks
(4)	W.I.P. (Assume 50% of completion stage and full material consumption)	Average 1 week
(5)	Credit allowed by suppliers	Average 2 weeks
(6)	Credit allowed to debtors	Average 4 weeks
(7)	Cash at Bank expected to be	Rs. 25,000

Assume that production is sustained at an even pace during the 52 weeks of the year. All sales are on credit basis. State any other assumption that you might have made while computing.

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[3772]-42

B. B. A. (Semester - IV) Examination - 2010

INFORMATION TECHNOLOGY IN MANAGEMENT

(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Q.1) Solve **any five** of the following :   **[40]**

 (a) Define Computer and describe various Components of Computer.

 (b) Explain Management Issues in MIS.

 (c) Define ERP and illustrate how ERP Systems help Information Integration.

 (d) What is Knowledge ? Explain various forms of Knowledge.

 (e) What is Virus ? Explain in detail.

 (f) Explain different Object Oriented Languages and OOP Applications.

Q.2) Attempt **any two** of the following :   **[20]**

 (a) Explain objectives and reasons of Information Technology Act, 2000 in India.

 (b) What is Knowledge Management ? Explain basic functions of Knowledge Management

 (c) Discuss steps involved in Object Oriented Analysis and illustrate the same graphically.

Q.3) Write short notes : **(Any Four)** [20]

  (a) Data Communication

  (b) Virus Checking

  (c) Penalty for Damage to Computer

  (d) OOP Concept

  (e) LAN

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[3772]-43

B. B. A. (Semester - IV) Examination - 2010

INDIRECT TAXES

(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　[Max. Marks : 80

Instructions :

      *(1) Attempt **any five** questions.*

      (2) All questions carry equal marks.

Q.1) What do you mean by Indirect Taxes ? How they differ from Direct Taxes ? **[16]**

Q.2) Explain the following with reference to Section 4 of the Central Excise Act, 1944 : **[16]**

    (a)　Tariff Value

    (b)　Related Person

    (c)　Time and Place of Removal

    (d)　Transaction Value

Q.3) What is the Customs Act, 1962 ? Explain objectives and scope of the Customs Act. **[16]**

Q.4) (A)　What is VAT ? What are the benefits of VAT ? Which types of businesses are liable for VAT ? **[08]**

    (B)　Discuss incidence and levy of VAT. **[08]**

Q.5) Explain provisions of the Central Sales Tax Act, 1956 regarding Registration of Dealers. **[16]**

Q.6) (A)　Explain 'Deductive Method of Valuation of Goods' under the Customs Act. **[08]**

    (B)　State important provisions regarding 'Penalties' under the Central Sales Tax Act. **[08]**

Q.7) Write short notes : **(Any Four)**   **[16]**

    (a)   Import - General Manifest

    (b)   Import - Export Sale

    (c)   Baggage

    (d)   Stock Transfer under C.S.T. Act, 1956

    (e)   Manufacturer

    (f)   Customs Area

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Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3772]-44

B. B. A. (Semester - IV) Examination - 2010
SERVICES MANAGEMENT
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

(1) Question No. 1 is compulsory.

*(2) Attempt **any four** out of the remaining.*

Q.1) (A) Define the term Services. State and explain the broad classification of Services.   **[10]**

    (B) "Services have become an integral part of our daily life." Elaborate with example.   **[10]**

Q.2) Discuss 'Tele-communication Sector' in detail with respect to its growth and importance along with examples of key players in India. **[15]**

Q.3) Discuss the impact of Social and Demographic Changes on Service Sector.   **[15]**

Q.4) Explain various ISO Standards in detail.   **[15]**

Q.5) Write in detail about Technology Transfer.   **[15]**

Q.6) Write short notes : **(Any Three)**   **[15]**

    (a) Ownership

    (b) Services Marketing Environment

    (c) Customer Satisfaction

    (d) Process

    (e) Benchmarking

[3772]-45

B. B. A. (Semester - IV) Examination - 2010

PRODUCTION AND OPERATIONS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　　(1)　Answer **any five**.

　　　　(2)　Draw diagram wherever necessary.

　　　　(3)　All questions carry equal marks.

Q.1) Explain role and responsibility of Supervisor in Production Function. **[16]**

Q.2) What are the various factors influencing 'Plant Location' ? Give examples. **[16]**

Q.3) Write a detailed note on 'Production Schedule'. Give examples. **[16]**

Q.4) What are the main Principles of Material Handling ? Give examples. **[16]**

Q.5) Explain importance of 'Workmen's Compensation Act'. **[16]**

Q.6) Explain concept of 'Quality' in Production Management. Give examples. **[16]**

Q.7) Describe various Incentive Schemes with examples. **[16]**

Q.8) Write short notes : **(Any Two)** [16]

    (a)   PERT / CPM

    (b)   Plant Layout

    (c)   Method and Motion Study

    (d)   Job and Batch Type Manufacturing

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3772]-51

B. B. A. (Semester - V) Examination - 2010

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) What do you mean by the term 'Entrepreneur' ? Narrate functions performed by an Entrepreneur. **[15]**

OR

Q.1) (A) Describe role of an Entrepreneur as an Employer. **[07]**

    (B) Distinguish between Entrepreneur and Manager. **[08]**

Q.2) Write a detailed note on nature, size and type of industry suited for Women Entrepreneurship. **[15]**

OR

Q.2) State and explain problems faced by Women Entrepreneurs. **[15]**

Q.3) (A) Briefly explain needs for Institutional Finance. **[05]**

    (B) State and explain schemes offered by IDBI to Entrepreneurs. **[10]**

OR

Q.3) Define the term 'Feasibility Study'. State and explain Areas of Feasibility Study. **[15]**

Q.4) Write a detailed note on 'Barriers to Entrepreneurship Development'. **[15]**

OR

Q.4) Take review of Entrepreneurial Career of Shri B. G. Shirke. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

(a) Risk-bearing and Entrepreneur

(b) Role of Women in Society

(c) Venture Capital Funding

(d) Challenges of Globalisation

(e) Measures for Developing Entrepreneurship in India

(f) Future Prospects of Women Entrepreneurs

(g) Employment v/s Entrepreneurship

(h) Women Entrepreneur from Local Area

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3772]-52

B. B. A. (Semester - V) Examination - 2010
BUSINESS LAW
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) Define 'Acceptance'. Explain important provisions regarding Valid Acceptance. **[15]**

OR

Q.1) "No Consideration, No Contract." Comment on this statement with exceptions. **[15]**

Q.2) Define 'Sale' and 'Agreement to Sell'. Distinguish between Sale and Agreement to Sell. **[15]**

OR

Q.2) "No one can pass on a better title than he himself has." Elucidate on this statement with exceptions with reference to the provisions of Sale of Goods Act, 1930. **[15]**

Q.3) What is an 'Endorsement' ? Discuss different kinds of Endorsement. **[15]**

OR

Q.3) Define the term 'Negotiable Instrument'. State features of three types of Negotiable Instruments. **[15]**

Q.4) Define 'Prospectus'. Explain its features and liability for Mis-statement in Prospectus. **[15]**

OR

Q.4) State provisions of Consumer Protection Act, 1986 relating to composition, jurisdiction and working of State and National Commissions. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Void Agreements

    (b)   Free Consent

    (c)   Unpaid Seller's Lien

    (d)   Dishonour of Cheque

    (e)   Foreign Company

    (f)   Implied Warranties

    (g)   Restrictive Trade Practices

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[3772]-53

B. B. A. (Semester - V) Examination - 2010

INTERNATIONAL BUSINESS AND NEW TRENDS

(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

     (1) All questions are compulsory.

     (2) Figures to the right indicate full marks.

Q.1) Discuss Competitive Advantage Theory of International Trade.   **[15]**

OR

Q.1) Explain meaning, dimensions and stages of Globalisation.   **[15]**

Q.2) What is Business Environment ? Explain different factors of International Business Environment.   **[15]**

OR

Q.2) What is a Multinational Corporation ? How is it different from a Global Company, International Company and Transnational Company ? **[15]**

Q.3) Give a brief account of the WTO Agreements.   **[15]**

OR

Q.3) Critically examine Comparative Cost Theory of International Trade. **[15]**

Q.4) Evaluate role and performance of WTO with particular reference to developing countries.   **[15]**

OR

Q.4) Explain role of MNCs in Indian Economy. Why would MNCs like to Indianise their operations ?   **[15]**

Q.5) Write short notes : **(Any Four)** [20]

  (a) GATT

  (b) Doha Declaration of WTO

  (c) Problems of MNCs

  (d) Joint Ventures

  (e) Six Stages of Multinationalisation

  (f) Rationale for Company going Global

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[3772]-54

B. B. A. (Semester - V) Examination - 2010

PERSONALITY DEVELOPMENT

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) Question No. 5 is compulsory

    (2) All questions carry equal marks.

    (3) Draw figures wherever necessary.

Q.1) What do you understand by the term 'Barriers in Communication' ? How will you overcome barriers in Communication ?   **[16]**

<div align="center">OR</div>

Q.1) What qualities a person should possess to make a good 'First Impression' ? Explain importance of a good 'First Impression'.   **[16]**

Q.2) Define 'Assertiveness'. State and explain types of Assertiveness.   **[16]**

<div align="center">OR</div>

Q.2) Define 'Personality'. Explain factors affecting Personality Development in detail.   **[16]**

Q.3) Define 'Presentation Skills'. Explain tips for making effective Presentation.   **[16]**

<div align="center">OR</div>

Q.3) Define 'Group Discussion'. Elaborate Do's and Don'ts of Group Discussion.   **[16]**

Q.4) How will you develop good 'Speaking Skill' ? Explain. **[16]**

OR

Q.4) What is 'Positive Thinking' ? Describe characteristics of a Positive Thinker. **[16]**

Q.5) Write short notes : **(Any Four)** **[16]**

    (a)   Handling Question - Answer Session in Presentation

    (b)   Negative Thinking

    (c)   Characteristics of Assertive Person

    (d)   Demerits of GD

    (e)   Aggressiveness

    (f)   Gestures

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[3772]-55

B. B. A. (Semester - V) Examination - 2010

SALES MANAGEMENT

(Specialisation : Marketing)

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      (1) All questions are compulsory.

      (2) Figures to the right indicate full marks.

Q.1) Define 'Sales Management'. Explain fully 10 Commandments of Sales Management. **[15]**

OR

Q.1) Define 'Sales Manager' and his place in Marketing Department. Explain qualities required for Sales Manager. **[15]**

Q.2) What is Sales Organisation ? Explain process of developing a Sales Organisation. What are the factors which affect size of the 'Sales Organisation' ? **[15]**

OR

Q.2) What is 'Sales Organisation' ? Explain in detail types of Sales Organisations. **[15]**

Q.3) What is Personal Selling ? Discuss changing role of 'Personal Selling'. **[15]**

OR

Q.3) What is the importance of a Salesman in Sales Organisation ? Explain Recruitment and Selection Process of Salesman. **[15]**

Q.4) What is 'Sales Quota' ? State its types and define 'Sales Territory' and why it is necessary ? **[15]**

OR

Q.4) Define 'Sales Budget' and 'Sales Analysis'. What is the purpose of Sales Budget and how is it prepared ? **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

    (a)   Selling as a Career

    (b)   Salesmanship as an Art or Science or Profession

    (c)   Centralisation vs Decentralisation in Sales Organisation

    (d)   The Sales Grid

    (e)   Sales Planning

    (f)   On-line Marketing

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[3772]-56

B. B. A. (Semester - V) Examination - 2010
ANALYSIS OF FINANCIAL STATEMENTS
(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　(1) All questions are compulsory.

　　(2) Figures to the right indicate full marks.

Q.1) (A) Explain meaning and importance of Fund Flow Statement.

　　　(B) How Fund Flow Statement is prepared ?　　　**[15]**

OR

Q.1) Explain need and relevance of Analysis of Balance Sheet in 21st Century.　　　**[15]**

Q.2) What is Ratio Analysis ? Explain necessity and advantages of Ratio Analysis.　　　**[15]**

OR

Q.2) What is Interfirm Comparison ? Explain limitations of Interfirm Comparison.　　　**[15]**

Q.3) Write short notes : **(Any Three)**　　　**[15]**

　　　(a) Cash Flow Statement

　　　(b) Changes in Working Capital

　　　(c) Trend Analysis

　　　(d) Liquidity Ratios

　　　(e) Credit Policy

Q.4) From the following Balance Sheet of Star Ltd., prepare a statement showing sources and application of funds :

Balance Sheet

Liabilities	31-3-09 (Rs.)	31-3-10 (Rs.)	Assets	31-3-09 (Rs.)	31-3-10 (Rs.)
Share Capital	10,00,000	11,00,000	Goodwill	50,000	40,000
Debentures	5,00,000	3,00,000	Land and Building	4,20,000	6,60,000
General Reserve	2,00,000	2,00,000	Plant and Machinery	6,00,000	8,00,000
Profit and Loss A/c.	1,10,000	1,90,000	Stocks	2,50,000	2,10,000
Income Tax Provision	40,000	1,10,000	Debtors	3,00,000	2,40,000
Creditors	50,000	40,000	Cash	3,00,000	24,000
Bills Payable	20,000	30,000	Preliminary Exps.	30,000	20,000
Provision for Doubtful Debts	30,000	24,000			
	19,50,000	19,94,000		19,50,000	19,94,000

Additional Information :

(1) During the year 2009-10, a part of Machinery costing Rs. 7,500 (accumulated depreciation on that Rs. 2,500) was sold for Rs. 3,000.

(2) Dividend of Rs. 1,00,000 was paid during 2009-10.

(3) Income Tax paid during the year 2009-10 Rs. 50,000.

(4) Depreciation for the year 2009-10 was provided as under :

Land and Building Rs. 10,000

Plant and Machinery Rs. 50,000   **[20]**

Q.5) Following is the Balance Sheet of Arun Ltd. as on 31st March, 2010, together with supplementary information for the year ended on that date :

Arun Ltd.

Liabilities	Amt.	Assets	Amt.
Paid up Capital	3,00,000	Goodwill	1,30,000
Reserves	1,50,000	Building	2,00,000
Profit and Loss Appropriation A/c.	50,000	Plant and Machinery	50,000
Bank Overdraft	25,000	Stock	70,000
Sundry Debtors	40,000	Debtors	1,35,000
Provision for Taxation	20,000		
	5,85,000		**5,85,000**

Supplementary Information :

<div align="center">Rs.</div>

		Rs.
(1)	Sales for the year	12,00,000
(2)	Average Stock on Hand	1,00,000
(3)	Cost of Goods sold	8,00,000

You are required to compute the following Accounting Ratios and offer remarks on each of them :

(a) Current Ratio

(b) Liquidity Ratio

(c) Proprietary Ratio

(d) Stock Turnover Ratio

(e) Gross Profit Ratio

(f) Debtors Turnover Ratio   **[15]**

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[3772]-57

B. B. A. (Semester - V) Examination - 2010

RETAIL MANAGEMENT

(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　**[Max. Marks : 80**

Instructions :

　　*(1) Question No. **1** is compulsory.*

　　*(2) Attempt **any four** from the remaining.*

　　(3) Figures to the right indicate full marks.

Q.1) (A)　Discuss in detail the classification of Retail Stores.　**[10]**

　　(B)　Discuss 'Supermarkets' from the point of view of its size, merchandise offered and its retail strategy.　**[10]**

Q.2) Discuss importance of 'Branding' in Retail Business.　**[15]**

Q.3) Explain various types of Store Layouts with relevant diagrams.　**[15]**

Q.4) Describe importance of Relationship Marketing in Retail Business.　**[15]**

Q.5) What would be the Social and Economic Impact of 'Organised Retail in India' ?　**[15]**

Q.6) Discuss importance of 'Customer Relationship Management' in Retail Business.　**[15]**

[3772]-58

B. B. A. (Semester - V) Examination - 2010

LONG TERM FINANCE

(Specialisation : Finance)

(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

   (1) All questions are compulsory.

   (2) All questions carry equal marks.

   (3) Use of calculator is allowed.

Q.1) Define Financial Plan. Also discuss steps involved in preparing Financial Plan.   **[16]**

OR

Q.1) What is Retained Earning ? State its advantages and disadvantages. **[16]**

Q.2) What do you understand by Capital Structure ? Explain various factors affecting Capital Structure Decisions.   **[16]**

OR

Q.2) Explain meaning of the term 'Overcapitalisation' and 'Under-capitalisation' and state their causes.   **[16]**

Q.3) Explain computation of different sources of Capital under the Cost of Capital.   **[16]**

OR

Q.3) Explain various sources of Long Term Finance available.   **[16]**

Q.4) Write short notes : **(Any Two)** [2x8=16]

    (a)   Watered Capital

    (b)   Importance of Capital Budgeting

    (c)   Equity Share Capital and Preference Share Capital

    (d)   Importance of Cost of Capital

Q.5) ABC Ltd. has the following Capital Structure :

Equity (Expected dividend 12%)   Rs. 10,00,000

10% Preference Shares   Rs. 5,00,000

8% Loan   Rs. 15,00,000

You are required to calculate weighted average cost of capital, assuming 50% as the rate of Income Tax before and after tax. **[16]**

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[3772]-61

B. B. A. (Semester - VI) Examination - 2010
INDUSTRIAL RELATIONS AND LABOUR LAWS
(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　**[Max. Marks : 80**

Instructions :

　　　*(1)　Attempt **any four** questions.*

　　　(3)　All questions carry equal marks.

Q.1) Explain Industrial Relations with its scope, concept, objectives and importance.

Q.2) What is Industrial Conflict ? Discuss nature and causes of Industrial Conflict.

Q.3) Define Conciliation. Write in detail the Procedure for Conciliation.

Q.4) What is Collective Bargaining ? State importance of Collective Bargaining.

Q.5) Describe various authorities under the Industrial Disputes Act, 1947.

Q.6) Write short notes : **(Any Four)**

　　(a)　Political Fund of Trade Union

　　(b)　Types of Approved Unions

　　(c)　Works Committee

　　(d)　Labour Courts

　　(e)　Cancellation of Trade Union

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3772]-62

B. B. A. (Semester - VI) Examination - 2010

AGRI-BUSINESS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

　　　　　(1) All questions are compulsory.

　　　　　(2) Figures to the right indicate full marks.

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Q.1) "Agriculture forms backbone of the Indian Economy and continues to be source of Livelihood for over 70% of populaiton." Explain. **[15]**

OR

Q.1) Explain Importance of Agriculture in Indian Economy. **[15]**

Q.2) Explain various constraints or limitations in Agri-business Management. **[15]**

OR

Q.2) What are the defects of Agriculture Marketing in India ? **[15]**

Q.3) Explain role of Co-operative Credit Societies in Agri-business. **[15]**

OR

Q.3) Explain role of NABARD in Agricultural and Rural Development. **[15]**

Q.4) Explain the term 'Green Revolution' and its impact on Indian Economy. **[15]**

OR

Q.4) Give importance and problems of Worehousing in India. **[15]**

Q.5) Write short notes : **(Any Four)**   **[20]**

    (a)   Problems of Sugar Industry

    (b)   Modernisation of Agriculture

    (c)   Agricultural Productivity

    (d)   Importance of Poultry Industry

    (e)   Opportunities in Dairy Industry

    (f)   Agricultural Price Policy in India

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B. B. A. (Semester - VI) Examination - 2010
PURCHASING AND MATERIALS MANAGEMENT
(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

        (1) All questions are compulsory.

        (2) All questions carry equal marks.

Q.1) Define the term 'Materials Management'. Explain scope and objectives of Materials Management.

OR

Q.1) What is 'Forecasting' ? Describe 'Exponential Smoothing Method' of Forecasting used in Materials Management.

Q.2) From the following information relating to a component you are required to calculate :

(a)   Reorder Level and

(b)   Reorder Quantity

Maximum Stock Level .... 8,400 units

Budgeted Consumption per month :

(i)   Maximum - 1,500 units and

(ii)   Minimum - 800 units

Estimated Delivery Period :

(i)   Maximum - 4 months and

(ii)   Minimum - 2 months

Q.3) What is 'Inventory' ? State important objectives of Inventory Control System.

OR

Q.3) What is 'GOLF Classification' ? Explain importance of 'GOLF Classification' as an important method of Inventory Classification.

Q.4) Explain use of Computers in Modern Materials Management.

OR

Q.4) Explain the term 'Materials Handling'. Explain any four equipments used for materials handling in Modern Materials Management.

Q.5) Write short notes : **(Any Four)**

    (a)   Functions of Materials Management

    (b)   Costs Associated with Inventory

    (c)   VED Analysis

    (d)   Factors affecting Materials Requirement Planning

    (e)   Purchase Cycle

    (f)   Advantages of Standardisation of Materials

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Total No. of Questions : 7]   [Total No. of Printed Pages : 1

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B. B. A. (Semester - VI) Examination - 2010
BUSINESS ETHICS
(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

*(1) Question No. **1** is compulsory.*

*(2) Answer **any four** out of the remaining.*

(3) All questions carry equal marks.

Q.1) Define and explain in short :

    (a)   Morality

    (b)   Ethics

    (c)   Business Ethics

Q.2) What are the advantages enjoyed by Ethical Businesses as compared to Non-ethical Businesses ?

Q.3) What is the ethical responsibility of business to its employees and customers ? Give suitable illustrations.

Q.4) What is Insider Trading ? Can regular disclosure of information prevent it ?

Q.5) Honda and Toyota have recently recalled some of their car models from the market. Is it ethical ? In light of this example, explain responsibility of business with reference to product safety.

Q.6) Suggest a course of action for making Business ethical.

Q.7) How does utilitarianism differentiate between Moral and Immoral Acts ? Explain with examples.

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[3772]-65

B. B. A. (Semester - VI) Examination - 2010
ADVERTISING AND SALES PROMOTION
(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

*(1) Attempt **any four** questions.*

(2) All questions carry equal marks.

Q.1) What is Advertising ? Explain functions of Advertising.

Q.2) What are the objectives of a Copy ? State essentials of a good Copy.

Q.3) Which factors affect Media Selection ?

Q.4) Why is it necessary to evaluate Advertising ? What are the different methods of Evaluation ?

Q.5) State importance of Internet as a Medium of Advertising. What are its costs and limitations ?

Q.6) What is Public Relations ? Who are the people/organisations that benefit from Public Relations ?

Q.7) Write short notes : **(Any Four)**

  (a)   Media Objectives

  (b)   Newspaper Advertising

  (c)   Objectives of Sales Promotion

  (d)   Marketing Mix

  (e)   Significance of Advertising Appropriations

  (f)   Objectives of Advertising

  (g)   Distinguish between Advertising and Publicity

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B. B. A. (Semester - VI) Examination - 2010

FINANCIAL SERVICES

(Specialisation - Finance)

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      *(1) Question No. **1** is compulsory.*

      *(2) Solve **any four** questions from the remaining.*

      (3) All questions carry equal marks.

Q.1) Write short notes : (**Any Four**)

    (a)   Commercial Paper

    (b)   Zero Based Budgeting

    (c)   Factoring Services

    (d)   Dematerialisation of Shares

    (e)   Depository Participants

Q.2) Explain various functions and powers of Insurance Regulatory Development Authority (IRDA).

Q.3) What is Money Market ? Explain features and importance of Money Market.

Q.4) What is Foreign Exchange Market ? Explain its nature and functions.

Q.5) What do you mean by 'Mutual Fund' ? Explain types of Mutual Funds.

Q.6) Explain in detail IPO (Initial Public Offer) Procedure.

Q.7) Explain meaning and types of Factoring. State advantages and disadvantages of Factoring.

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B. B. A. (Semester - VI) Examination - 2010

CASES IN MARKETING

(2005 Pattern)

Time : 2 Hours] **[Max. Marks : 50**

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) CASE No. 1 : **[15]**

Prima Furniture House is a household name and famous furniture shop in Aurangabad. There are many varieties of furnitures to decorate every household. The owner is finding it difficult to catch customer's attention. So he is not getting good response to his shop. Now he wants to promote his sale and also go into nearby rural market.

Answer the following questions :

(a) As an owner, what techniques of marketing would you use to catch customer's attention ?

(b) To promote his sale in rural areas what market segmenting should he follow ?

(c) What are your views about furniture commodities and how you plan to sell them ?

Q.2) CASE No. 2 : [15]

Mr. Ramprakash is a MBA graduate and is very aspirant to become an entrepreneur. He has started a small business of manufacturing desert coolers in his town. He is finding it difficulty in the sale and demand for his product.

Answer the following questions :

(a) What suggestions would you give him to promote his product sales ?

(b) What Market Segmentation Technique would you apply to promote sales ?

(c) What Market Research Methods would you like to advice him ?

Q.3) CASE No. 3 : [20]

Hindustan United Lever (HUL) have launched a new detergent soap in the market. They are searching for a dynamic young marketing manager who can segment, promote sales and as well report on the response of customers for their new product.

Now you are appointed as a Marketing Manager.

Answer the following questions :

(a) As a Marketing Manager, what analysis would you do to segment the product ?

(b) How will you organise to get proper feed back from the customers ?

(c) What Marketing Research Techniques would you apply to satisfy customer's requirement ?

OR

Q.3) CASE No. 3 : [20]

A Non-government Organisation wants to launch a work and earn scheme based on social services. So they drew up a plan to develop eco-friendly environment awareness among people in city. So they want to launch a programme 'Plant trees and Earn for your work'.

You are a Co-ordinator of the scheme to the organisation,

Answer the following questions :

(a) As a Co-ordinator of the scheme, what suggestions will you put forward to make their scheme successful ?

(b) What different Advertising Techniques will you apply to reach people ?

(c) Name Media of Advertising necessary for this kind of programme.

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Total No. of Questions : 3]   [Total No. of Printed Pages : 3

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B. B. A. (Semester - VI) Examination - 2010

CASES IN FINANCE

(Specialisation : Finance)

(2005 Pattern)

Time : 2 Hours]   [Max. Marks : 50

Instructions :

    (1) All questions are compulsory.

    (2) Use of calculator is allowed.

Q.1) Tata Co. is considering replacement of its existing machine which is obsolete and unable to meet rapidly rising demand for its product. The company is faced with two alternatives :

(1) To buy machine - M-1 which is similar to the existing machine **or**

(2) To go for machine - M-2 which is more expensive and has much greater capacity.

The cashflows at the present level of operations under the two alternatives are as follows :

Cashflows (in lakhs of Rupees) at the end of year :

Year	0	1	2	3	4	5
Machine - M1	(–) 25	–	5	20	14	14
Machine - M2	(–) 40	10	14	16	17	15

The Company's Cost of Capital is 10%. The Finance Manager tries to evaluate machines by calculating the following :

(a) Net Present Value

(b) Profitability Index

(c) Payback Period   [20]

At the end of his calculations, however, the Finance Manager is unable to make up his mind as to which machine to recommend. You are required to make these calculations and in the light thereof to advise Finance Manager about the proposed investment.

Note : Present Value of Re. 1 at 10% discounting rate is as follows :

Year	P/V 10%
0	1.00
1	0.91
2	0.83
3	0.75
4	0.68
5	0.62

OR

Q.1) Silicon Public Ltd., Pune which has a 50% tax rate and 10% after tax cost of capital is evaluating a project which will cost Rs. 1,00,000 and also will require an increase in the level of inventories of Rs. 50,000 initially which will be receivable in the 5th year of project's effective life.

The project will generate sales of Rs. 1,00,000 and will require cash expenses of Rs. 30,000 in each year of its 5 year life. It will depreciate on straight line basis. As a Finance Manager of the Company, advise management whether to accept project on the basis of NPV.

Note : The discount factor at 10% is :

Year :	1	2	3	4	5	Toal
P/V :	0.9091	0.8264	0.7514	0.6830	0.6209	3.7907 **[20]**

Q.2) From the following information, prepare a statement showing working capital requirement for Sathe Industrial Work Pvt. Ltd., Pune. Budgeted Sales (Rs. 10 per unit) Rs. 2,60,000.

Analysis of Selling Price :

	Rs.
Raw Material	3.00
Direct Labour	4.00
Overheads	2.00
	9.00
Profit	1.00
Selling Price	10.00

It is estimated that :

(a) Raw Materials are carried in stock for three weeks and finished goods for two weeks.

(b) Factory processing will take three weeks.

(c) Suppliers will give full five weeks credit.

(d) Customers will require eight weeks credit.

It may be assumed that production and overhead accrue evenly through out the year. **[15]**

Q.3) Excel Industries Ltd. has assets of Rs. 1,60,000 which have been financed with Rs. 52,000 of Debt and Rs. 90,000 of Equity and a General Reserve of Rs. 18,000. The firm's total profits after interest and taxes for the year ended 31st March, 2009 were Rs. 13,500. It pays 8% interest on borrowed funds and is in the 50% tax bracket. It has 900 equity shares of Rs. 100 each, selling price at a market price of Rs. 120 per share. What is the weighted average Cost of Capital ? **[15]**