

Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[3674]-106

B. B. M. (IB) (Semester - I) Examination - 2009

BUSINESS MATHEMATICS

(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 pocket calculator is allowed.*
 - (4) *Mobile calculators are not allowed.*
-

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

[4x4=16]

- (a) The population of a city according to 1971 census was 84,500 and it rose to 1,11,200 in 1981. Find percentage increase in the population.
- (b) Explain terms and formula of Cost Price, Profit, Loss and Selling Price.
- (c) The sum of ages of father, mother and daughter is 85 years and their ages are in the ratio 8 : 7 : 2. Find their ages.
- (d) A student finishes a book by reading 30 pages per day in 16 days. If he wants to finish book in 12 days how many pages should he read everyday ?
- (e) A sum doubles itself in 6 years. Find rate of simple interest.
- (f) A salesman gets 5% commission in his sales. If he gets a commission of Rs. 870 in a month, find his sales in that month.

Q.2) Attempt any four of the following :

[4x4=16]

- (a) Find simple interest on Rs. 4,980 at 12% p.a. for 8 months. What is the amount ?
- (b) The cost of manufacturing a T.V. set is Rs. 7,680. For how much should the price be marked for sale so that a clear profit of 25% is obtained after allowing 20% trade discount ?
- (c) Anil buys 10 shares of Rs. 100 each at Rs. 125 of a company. If the company pays a dividend at 12%, what is the percentage return on his investment ?
- (d) Find amount at the end of 5 years of a sum of Rs. 2,000 at 8% p.a. compounded quarterly.
- (e) A man purchased shares of market value 106 of Rs. 13,568 and earns dividend of Rs. 896. Find rate of dividend.
- (f) Explain Simple Interest and Compound Interest and write their formula.

Q.3) Attempt any four of the following :

[4x4=16]

- (a) Which is the better investment 8% at Rs. 80 or 15% at Rs. 120 ?
- (b) What is (i) Preferential Share (ii) Equity Share (iii) Bonus Share ?
- (c) If $A = \begin{bmatrix} 2 & 4 \\ 1 & 3 \end{bmatrix}$, $B = \begin{bmatrix} 3 & 1 \\ 4 & 1 \end{bmatrix}$, find $2A - B$.
- (d) What are different types of Matrices ? Write in detail about any two.
- (e) Evaluate the following determinant :

$$\begin{vmatrix} 4 & 0 & 2 \\ 2 & 10 & 2 \\ 3 & 9 & 1 \end{vmatrix}$$

- (f) Find range of the following :
 - (i) $f(x) = 4x - 3$ for $-2 \leq x \leq 5$
 - (ii) $f(x) = 2 - 3x$ for $-1 \leq x \leq 4$

Q.4) Attempt any four of the following :

[4x4=16]

(a) If $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$ $B = \begin{bmatrix} 2 & 3 \\ -4 & 2 \end{bmatrix}$ $C = \begin{bmatrix} 8 & 6 \\ 4 & 4 \end{bmatrix}$,

find $2A + 3B - \frac{1}{2}C$.

(b) Write down matrices of the coefficients of the following sets of equations. State their orders :

(i) $x + 2y = 5$

$5x - 3y = -1$

(ii) $x + y = 3$

$y + z = 5$

$2z + x = 7$

(iii) $x + y + z = 12$

$x + z = 8$

$y - z = -1$

(c) What is Relation ? What are different types of Functions ? Write any one in detail.

(d) If $f(x) = x^2 - 3x + 2$ $0 \leq x \leq 5$, then

find $f(1)$, $f(3)$, $f(4)$, $f(5)$ whenever exists.

Also find x if $f(x) = 12$.

(e) Draw graph of Identity Function.

(f) If $f(x) = |3x - 1|$, find values of x for which $f(x) = f(2x - 3)$.

Q.5) Attempt any two of the following :

[8x2=16]

(a) An investor has two options for investment :

(i) A share at Rs. 600 with 100% dividend.

(ii) A share at Rs. 185 with 30% dividend.

Which investment is better and why ?

- (b) Find EMI of a loan of Rs. 50,000 to be repaid in equal monthly instalments. Interest is charged at 12% p.a. on the loan outstanding at the beginning of each month and the timespan is 10 years. (Monthly reduction)
- (c) A sum of money amounts to Rs. 11,840 at the end of 4 years and to Rs. 13,760 at the end of 6 years at the same rate of simple interest. Find sum and rate of interest.
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-105

B. B. M. (IB) (Semester - I) Examination - 2009

PRINCIPLES AND PRACTICES OF MANAGEMENT

(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 its nature and scope. [15]

OR

Q.1) Explain various principles of Management. [15]

Q.2) Describe contribution of F. W. Taylor in Management. [15]

OR

Q.2) Describe Elton Mayo's Howthorne Experiments. [15]

Q.3) What is Planning ? State its nature and process. [15]

OR

Q.3) What is Control ? Explain features and types of Controls. [15]

Q.4) Explain need and importance of Co-ordination. [15]

OR

Q.4) What is Strategy ? Explain various types of Strategies. [15]

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

[20]

- (a) Purposes of Management
 - (b) Importance of Leadership
 - (c) Delegation of Authority
 - (d) Importance of Controlling
 - (e) Strategic Management in India
 - (f) Total Quality Management
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 6

[3674]-104

B. B. M. (IB) (Semester - I) Examination - 2009

BUSINESS ACCOUNTING

(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 gaps :

[05]

- (a) Accountancy begins where _____ ends.
- (b) _____ an asset which cannot be seen.
- (c) Bank Overdraft Balance as per Pass Book has _____ Balance.
- (d) Amount withdrawn by owner for personal use is called as _____.
- (e) Amount of Depreciation remains fixed under _____ Method of Depreciation.

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

- (a) Accounting Standard 2 deals with depreciation accounting.
- (b) In Purchase Day Book only cash purchases are recorded.
- (c) Contra Entry Transactions are recorded on both sides of the Cash Book.
- (d) Every company has to prepare its final accounts in prescribed format as per Companies Act, 1956.
- (e) Foreign Branch is an Independent Branch.

- (C) Classify the following Accounts into Real, Nominal and Personal : [05]
- Land and Building
 - Salary
 - Pune Municipal Corporation
 - Depreciation
 - Bank of Maharashtra
- (D) Answer in one sentence each : [05]
- What is Depreciation ?
 - What is Trade Discount ?
 - What do you mean by Narration ?
 - What do you mean by Bank Reconciliation Statement ?
 - What is Bank Overdraft ?

Q.2) From the following Trial Balance of Bharat Deshpande, Mumbai, prepare Trading and Profit and Loss Account for the year ended 31st March, 2009 and the Balance Sheet as on that date after taking into account the following adjustments : [20]

Particulars	Debit Rs.	Credit Rs.
Bharat's Capital	–	2,00,000
Land and Building	87,000	–
Plant and Machinery	17,500	–
Goodwill	20,000	–
Bharat's Drawings	22,600	–
Cash in Hand	1,800	–
Stock on 1st April, 2008	27,000	–
Wages	10,000	–

Particulars	Debit Rs.	Credit Rs.
Purchases Less Returns	69,000	–
Carriage Inward	1,000	–
Traveller's Commission	6,000	–
Insurance	2,000	–
Motor Car	3,000	–
Carriage Outward	1,000	–
Sales Less Returns	–	94,000
Salaries	15,000	–
Bank Charges	100	–
Reserve for Doubtful Debts	–	2,000
Debtors	20,000	–
Creditors	–	7,000
	3,03,000	3,03,000

Adjustments :

- (1) On 31st March, 2009, the Stock was valued at Rs. 46,000.
- (2) Insurance Premium amounting to Rs. 800 is prepaid.
- (3) Outstanding Salaries amounted to Rs. 1,000.
- (4) Depreciate Plant and Machinery @ 10% p.a. and Motor Car @ 20% p.a.
- (5) Create a Reserve for Doubtful Debts @ 10% on Debtors.

Q.3) Journalise the following transactions in the books of Mrs. Leela : [15]

**March,
2009**

- 1 Mrs. Leela started business with Cash Rs. 50,000 and Bank Balance Rs. 50,000.
- 4 Purchased Goods from Mrs. Meena worth Rs. 1,00,000.

- 8 Sold Goods to Mrs. Teena worth Rs. 10,000 and received a cheque from her Rs. 9,800 in full settlement.
- 10 Purchased Postal Stamps worth Rs. 100.
- 14 Commission received Rs. 500 from Mrs. Rupali.
- 16 Purchased Goods from Mrs. Peena worth Rs. 5,000 and paid her by cheque of Rs. 4,900 in full settlement.
- 20 Mrs. Leela withdrew Cash Rs. 500 and Goods of Rs. 200 purchased for personal use.
- 22 Mrs. Leela exchanged Rs. 1,000 note with bank against Rs. 100 notes.

OR

Q.3) Enter the following transactions of Shri Premchand in the three columnar Cash Books. (Ignore Narrations) **[15]**

**March,
2009**

- 1 Commenced business with cash Rs. 15,000.
- 3 Deposited Rs. 10,000 in Bank.
- 4 Paid by cheque to Khurana Rs. 900 who allowed discount of Rs. 50.
- 7 Paid cash for freight Rs. 50.
- 9 Received by cheque Rs. 400 from Poonam which is endorsed to Preeti.
- 10 Banked Rs. 500.
- 12 Withdrew from bank Rs. 500 for office use and Rs. 400 for personal use.
- 14 A crossed cheque of Rs. 750 is received from Meena.
- 18 Received a cheque from Mahavir Rs. 280 in full settlement of Rs. 300.
- 20 Mahavir's cheque is deposited into bank.

- 26 Bank debited A/c. for Rs. 100 for bank charges and credited A/c. for Rs. 200 for interest collected.
- 28 Sold goods worth Rs. 1,000 to Ramesh.
- 31 Ramesh paid Rs. 800 by cash and Rs. 200 by cheque.

Q.4) On 1st January, 2006, Kishor Ltd., Kalyan purchased a secondhand machine for Rs. 80,000 and spent Rs. 20,000 on its cartage, repairs and installation. On 30th September, 2007 this machine is sold for Rs. 50,000. Depreciation is to be provided @ 20% p.a. according to written down value method.

Prepare Machinery Account and Depreciation Account for the first three years assuming that the accounts are closed on 31st March every year. **[15]**

Q.5) From the following Trial Balance as on 31st March, 2009 prepare Beta Ltd's Balance Sheet in the prescribed format of Companies Act, 1956 : **[10]**

Particulars	Debit (Rs.)	Credit (Rs.)
Preliminary Expenses	5,000	–
Provision for Tax	–	50,000
10,000 Shares of Rs. 10 each, Rs. 5 paid up	–	50,000
Land and Building	2,50,000	–
Cash in Hand	45,000	–
Staff Provident Fund	–	25,000
Bank Overdraft	–	38,000
Furniture	1,00,000	–
Sundry Creditors	–	50,000
Sundry Debtors	1,00,000	–

Particulars	Debit (Rs.)	Credit (Rs.)
10% Govt. Bonds	25,000	–
Fixed Deposits	50,000	–
Outstanding Salaries	–	50,000
General Reserve	–	25,000
11% Debentures	–	1,50,000
Prepaid Insurance	25,000	–
Bank Loan (Stock Hypothecation)	–	1,50,000
Dividend Equalisation Reserve	–	12,000
	6,00,000	6,00,000

OR

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

[10]

- (a) Foreign Branch
- (b) Objectives of Financial Accounting
- (c) Benefits of Accounting Standards
- (d) Accounting Software Packages

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-103

B. B. M. (IB) (Semester - I) Examination - 2009

MICRO ECONOMICS ANALYSIS

(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) What are the Basic Economic Problems ? Explain role of Market Forces in solving Economic Problems. **[15]**

OR

Q.1) Define Demand. Differentiate between Individual Demand and Market Demand. Explain determinants of Demand. **[15]**

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

OR

Q.2) What do you mean by Supply ? Explain in detail the factors affecting Supply. **[15]**

Q.3) What is Price Elasticity of Demand ? Explain methods of measuring Price Elasticity of Demand. **[15]**

OR

Q.3) What do you mean by Economies and Diseconomies of Scale ? Explain relationship between Economies of Scale and shape of the Long Run Average Cost (LAC) Curve. **[15]**

Q.4) Critically examine Modern Theory of Rent. **[15]**

OR

Q.4) Trace relationship between Total Revenue (TR), Average Revenue (AR) and Marginal Revenue (MR) of a Competitive Firm. **[15]**

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

- (a) Usefulness of Concept of Elasticity of Demand in the field of Foreign Trade
- (b) Relationship between AC and MC in Short Run
- (c) Scope of Micro-economics
- (d) Concept of Minimum Wages
- (e) Dynamic Theory of Profit
- (f) Features of Monopolistic Competition

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-102

B. B. M. (IB) (Semester - I) Examination - 2009

COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

(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 necessary.*
-
-

Q.1) Define Positive and Negative Attitude. Explain factors affecting Attitudes. **[15]**

OR

Q.1) What is Goal Setting ? Why goal setting fails ? Also explain concept of SMART Goals in detail. **[15]**

Q.2) Write an application letter for the post of Exports Manager of VLC Dynamics Ltd. alongwith resume. **[15]**

OR

Q.2) Explain importance of Business Letters. Write a Sales Letter to promote Sales of Laptops. **[15]**

Q.3) What is Communication ? Explain how you will overcome Barriers in Communication ? **[15]**

OR

Q.3) What is Self Esteem ? State and explain types of Self Esteems in detail. **[15]**

[3674]-102

1

P.T.O.

Q.4) Define Success. Describe Hurdles in Achieving Success. [15]

OR

Q.4) Define Personality. Explain factors affecting Personality Development. [15]

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

- (a) Internal and External Motivation
 - (b) Interpersonal Relationship
 - (c) Team Work
 - (d) Qualities of a Successful Leader
 - (e) Cross Cultural Communication
 - (f) Management of Change
-

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[3674]-101

B. B. M. (IB) (Semester - I) Examination - 2009

INDIAN BUSINESS ENVIRONMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Answer in 20 words each : (Any Ten)

[20]

- (1) Social Environment
- (2) Ecosystem
- (3) Climate
- (4) Resources
- (5) Non-renewable Resources
- (6) Green House Effect
- (7) Marine Pollution
- (8) Need for Conservation of Resources
- (9) Legal Environment
- (10) Hazardous Waste Management
- (11) List down any two effects of Global Warming.
- (12) Mention any two environmental problems that affect growth of Business
- (13) Define Tradition.

Q.2) Answer in 50 words each : (Any Two) [10]

- (a) Explain need of Renewable Resources.
- (b) Discuss Strategy of Conservation of Natural Resources.
- (c) Importance of Cultural Environment to set up Business
- (d) Effects of Oil Crisis on Business

Q.3) Answer the following in 150 words each : (Any Two) [20]

- (a) Describe problems related to Water Resources Management.
- (b) Explain Nature of Social Injustice.
- (c) Explain strategy for solving regional imbalance.
- (d) Give an account of the impact of 'Kyoto Protocol'.

Q.4) Answer in detail in 300 words each : (Any Two) [30]

- (a) Explain Environment of Indian Business.
- (b) Discuss effects of social set up on Business Environment.
- (c) Explain Strategy for Conservation of Mineral Resources.
- (d) Critically examine Impact of 'Noise Pollution'.

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-206

B. B. M. (I.B.) (Semester - II) Examination - 2009

IT IN BUSINESS OPERATIONS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Answer the following : (Any Two)

[16]

- (a) What is a System ? Explain characteristics and types of Systems in detail.
- (b) Define Entity, Relationships and Attributes. Draw E-R Diagram for the following example :

An organisation has several departments. Each department has number of employees. A job can be done by many or one employee, but one employee can do only one job at a time.

A data structure may be shown as follows :

Employee(EMP No, Name, Address, Grade)

Department(Dept No, Name, Function)

Job(Job No, DESC, Duration, Resources)

- (c) Explain types of Memory in detail.

Q.2) Answer the following : (Any Two) [16]

- (a) Explain characteristics of Computers, Elements of Digital Computers and Functions. Explain Data Organisation in Computers in detail.
- (b) What is Client Server Computing ? Explain in brief.
- (c) Explain Prototyping Approach in detail.

Q.3) Answer the following : (Any Two) [16]

- (a) Explain Normalisation with suitable example of 3NF.
- (b) Explain Input/Output Devices in detail.
- (c) Explain Multitasking and Batch Operating Systems.

Q.4) Answer the following : (Any Two) [16]

- (a) Explain Batch Files.
- (b) Explain LAN and WAN.
- (c) Give advantages and limitations of RDBMS.

Q.5) Answer the following : (Any Two) [16]

- (a) Explain Super Computers and Mainframe Computers.
- (b) Describe steps involved in creating a Website - Internet. Also explain Minicomputers.
- (c) Describe role of Internet Service Provider.

Total No. of Questions : 5]

[Total No. of Printed Pages : 6

[3674]-205

B. B. M. (IB) (Semester - II) Examination - 2009

BUSINESS STATISTICS

(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.*
 - (4) Graph paper will be supplied on demand.*
-
-

Q.1) Attempt each of the following :

[05 each]

- (a) What do you mean by Central Tendency ? What are the requirements of good measure of Central Tendency ?
- (b) The data below gives number of books sold by a shopkeeper on 10 days.

280, 140, 280, 180, 340, 250, 260, 250, 280, 247

Find average number of books sold using –

- (i) mean
- (ii) median
- (iii) mode

- (c) The following is a frequency distribution of weights (in gms.) of 50 apples :

Weight (in gms)	60-80	80-100	100-120	120-140	140-160
No. of Apples	5	14	17	10	4

Draw Histogram for the above data and obtain value of mode graphically.

- (d) Define Insurance. What are its objectives ?

- Q.2) (A)** In a production process, operator's performance ratings as given by the number of good items turned out per 100 units and their experience (in number of years) were compiled. A random sample of 10 operators provided the following information :

Operator's Experience (X)	8	6	16	12	18	4	3	10	5	12
Performance Rating (Y)	80	76	87	88	89	68	78	80	75	83

- (a) Calculate Coefficient of Correlation between X and Y.
 (b) Estimate performance of an operator who has 12 years of experience.

[10]

OR

- (A) Following is the frequency distribution of daily wages of 100 labourers of a coal mine :

Wages (in Rs.)	No. of Labourers
260 – 270	6
270 – 280	16
280 – 290	27
290 – 300	23
300 – 310	16
310 – 320	10
320 – 330	2

Calculate :

(a) Mean

(b) Median

(c) Mode

[10]

- (B) Define the following terms :

[05]

(a) Frequency of a Class

(b) Classmark of a Class

(c) Open End Class

(d) Less than Cumulative Frequency

(e) More than Cumulative Frequency

- Q.3) (A)** The minimum weight of a special purpose brick is 5 kg and it contains two basic ingredients B_1 and B_2 . B_1 costs Rs. 5 per kg and B_2 costs Rs. 8 per kg. Strength considerations dictate that the brick should contain not more than 4 kg of B_1 and a minimum of 2 kg of B_2 . Since the demand for the product is likely to be related to the price of brick, find out graphically the minimum cost of the brick satisfying the above conditions. [10]

OR

- (A) (a) The following table relates to the number of items of an industrial product sold by two salesmen P and Q in 10 months in a year :

Salesman	No. of Items Sold									
P	44	80	76	48	52	72	68	56	60	54
Q	48	75	54	60	63	69	72	51	57	66

- (i) Which salesman sells more items on an average ? Justify.
- (ii) Which salesman is more consistent ? Justify. [08]
- (b) The management of a hotel has employed 5 cooks and 10 waiters. The monthly salaries of a cook and a waiter are Rs. 3,000 and Rs. 2,500 respectively. Find mean salary of the employees together. [02]
- (B) State merits and demerits of Standard Deviation. [05]
- Q.4) (A) (a)** Explain meaning of Regression. Define Regression Coefficients. State any two properties of Regression Coefficients. [05]
- (b) The two equations of regression lines are found to be $2Y - X = 22$ and $4X - Y = 24$.
Find :
- (i) Means of X and Y.
- (ii) Regression Coefficients of X on Y and Y on X.
- (iii) Correlation Coefficient. [05]

OR

- (A) (a) Define the following terms : [05]
- (i) Objective Function
- (ii) Feasible Solution
- (iii) Balanced Transportation Problem
- (iv) Non-degenerate Basic Feasible Solution of Transportation Problem

- (b) Determine an initial basic feasible solution to the following transportation problem using North-West Corner Rule :

Origin	Destination				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	6	4	1	5	6
O ₂	8	9	2	7	1
O ₃	4	3	6	2	10
Demand	7	5	3	2	17

[05]

- (B) Explain Systematic Sampling Method.

[05]

- Q.5) (A) (a)** The following is expected expenditure for printing 1,000 copies of a book :

	Rs.
Author's Remuneration	18,000
Paper	39,000
D.T.P.	9,750
Cover Page : Designing, Printing	7,500
Binding	15,750

Represent above data by Pie-diagram.

[05]

- (b) Calculate Quartile Deviation and its coefficient for the following data :

Size of Item	11	12	13	14	15	16	17
Frequency	8	13	25	36	23	15	8

[05]

OR

(A) (a) If the Correlation Coefficient between X and Y is 0.3, state Correlation Coefficient between

(i) X, -Y

(ii) -X, -Y

(iii) 2X, 3Y

(iv) X - 10, Y + 15

(v) $\frac{X - 10}{3}$, $\frac{10 - Y}{4}$

[05]

(b) A construction company moves material from 3 plants X, Y, Z to 4 project sites A, B, C, D. The requirement of material at the site and the capacities of plants are given below. The table below gives transportation cost per truck load from each plant to every site. Using VAM, find initial basic feasible solution.

Plant	Site				Capacity
	A	B	C	D	
X	8	6	10	9	56
Y	4	3	15	18	75
Z	18	5	3	7	42
Requirement	28	32	45	68	173

[05]

(B) Describe Scope of Statistics in Economics and Industry.

[05]

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3674]-204

B. B. M. (I.B.) (Semester - II) Examination - 2009

PRINCIPLES OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Attempt any five questions.*
 - (2) All questions carry equal marks.*
 - (3) Use of appropriate corporate examples will be appreciated.*
-
-

Q.1) Define Marketing. Discuss various approaches to Marketing. [16]

Q.2) What is Marketing Planning ? Explain components and importance of Marketing Planning. [16]

Q.3) What are the 4p's of Marketing ? Discuss their importance in the changing market situations. [16]

Q.4) Define 'Advertising'. Discuss benefits of advertising to the Consumer, Manufacturer, Salesman and Society. [16]

Q.5) What are the two approaches of segmenting a Market ? Explain different ways to Segmentation. [16]

Q.6) Discuss concept and need of Marketing Research. State limitations of Marketing Research. [16]

Q.7) Write short notes : (Any Four)

[16]

- (a) E-marketing
 - (b) Marketing Information Centre
 - (c) Role of Marketing Manager
 - (d) Elements of Promotion Mix
 - (e) Features of Rural Marketing
 - (f) Sales Promotion
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-203

B. B. M. (I.B.) (Semester - II) Examination - 2009

MACRO ECONOMICS ANALYSIS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Explain nature and scope of Macro Economics with its limitations. [15]

OR

Q.1) Critically evaluate Cash Balance Approach. [15]

Q.2) State and explain Keynes' Psychological Law of Consumption. [15]

OR

Q.2) Explain Say's Law of Market. [15]

Q.3) Describe phases of Trade Cycle and also explain controlling measures of Trade Cycle. [15]

OR

Q.3) State and explain Keynesian Theory of Income and Employment. [15]

Q.4) Explain Quantity Theory of Money. [15]

OR

Q.4) What do you mean by Deflation ? Explain causes of Deflation and measures to control it. [15]

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

[20]

- (a) Primary Functions of Money
 - (b) Average Propensity to Save and Marginal Propensity to Save
 - (c) Investment Multiplier
 - (d) Depression
 - (e) Inflation
 - (f) Autonomous and Induced Investment
 - (g) Paradox of Saving
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3674]-202

B. B. M. (I.B.) (Semester - II) Examination - 2009

ELEMENTS OF HUMAN RESOURCE MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Solve *any five* questions.
 - (2) All questions carry equal marks.
 - (3) Draw figures wherever necessary.
-
-

- Q.1)** Explain duties and responsibilities of H. R. Manager in detail.
 - Q.2)** “For maintaining long term relationship with the employees succession planning and career planning are the important devices.” Discuss.
 - Q.3)** What is Recruitment ? Discuss various Sources of Recruitment in detail.
 - Q.4)** Explain concept of Training Calendar. How it is useful to the H. R. Manager in developing and maintaining higher level of efficiency in the organisation ?
 - Q.5)** Explain in detail the methods of Merit Rating.
 - Q.6)** Explain concept of Attrition. Discuss various solutions for the problems faced by the organisation due to Attrition.
 - Q.7)** Write short notes : **(Any Four)**
 - (a) Kizen
 - (b) Transfer
 - (c) Job Description
 - (d) Job Rotation
 - (e) Quality Circles
 - (f) Downsizing
-

[3674]-202/1

Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[3674]-201

B. B. M. (I.B.) (Semester - II) Examination - 2009

COST ACCOUNTING

(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 : (Any Five) [05]

- (a) Advertisement Expenses are the part of _____ Overheads.
- (b) _____ Cost remains constant irrespective of changes in output.
- (c) Factory Cost + Office Overheads = _____.
- (d) Marginal Cost is _____ Sales over Contribution.
- (e) Standard Cost is _____ Cost.
- (f) All indirect expenses are known as _____.

(B) State which of the following statements is true or false : [05]

- (a) Cost Accounting System is historic in nature.
- (b) Depreciation on Office Building is a part of Administrative Overheads.
- (c) Financial Accounting is evolved through Cost Accounting.
- (d) P/V ratio remains constant for all levels of activities.
- (e) At B.E.P., Contribution is equal to Total Fixed Cost.
- (f) Marginal Costing deals with Variable Cost.

Q.2) State and explain advantages and limitations of Cost Accounting. [15]

OR

Q.2 What is Classification of Cost ? How Costs are classified behaviourwise ? [15]

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

- (a) Any two limitations of Financial Accounting
- (b) Master Budget
- (c) Limiting Factor
- (d) Controlwise Classification of Costs
- (e) Normal Loss/Abnormal Gain

Q.4) Calculate Prime Cost, Factory Cost, Cost of Production and Total Cost from the following data : [16]

Particulars	Rs.
Direct Wages	15,000
Direct Expenses	3,000
Oil and Cotton Waste	150
Opening Stock of Raw Material	10,000
Purchases of Material (Raw)	70,000
Closing Stock of Raw Material	25,000
Carriage Inward	5,000
Wages of Watchman	1,500
Bad Debts	750
Electric Power (Factory)	300
Rent (Factory)	3,000
Rent (Office)	1,500
Repairs to Plant	1,000
Repairs to Company Office	1,500
Carriage Outword	200
Electricity (Office)	500

	Rs.
Advertising	1,000
Depreciation on Machinery	1,000
Depreciation on Delivery Van	1,000
Manager's Salary	12,000
(Manager is looking after office only)	

Q.5) (A) AMCO Co. Ltd., has supplied you the following information :

Year 2008

	<u>1st Term</u>	<u>2nd Term</u>
Sales	Rs. 8,10,000	Rs. 10,26,000
Profit	Rs. 21,600	Rs. 64,800

The Fixed Cost is constant for the whole year.

Calculate :

- (a) P/V Ratio
- (b) Fixed Cost
- (c) Profit at Sales Level Rs. 6,48,000
- (d) Sales to earn profit Rs. 1,08,000 [12]

(B) The following are the particulars of Standard and Actual Production of Product 'Z' :

Standard Quantity per unit 10 kg

Standard Price per kg Rs. 8

Actual Number of units produced 500 units

Actual Quantity of Material used 4,400 kgs

Actual Price per kg Rs. 9

Calculate :

- (a) Material Cost Variance
- (b) Material Price Variance
- (c) Material Usage Variance [12]

OR

3

(B) A factory produces 20,000 units. The budgeted expenses are :

Item	Per unit (Rs.)
Raw Material	75
Direct Labour	20
Direct Expenses	25
Overheads	15
Fixed Overheads (Rs. 4,00,000)	20
Administrative Overheads (Fixed)	10
Selling Expenses (10% fixed)	15
Distribution Expenses (25% Fixed)	20
Total Cost per unit	<u>200</u>

Prepare a Budget for 15,000 and 10,000 units.

[12]

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-306

B. B. M. (I.B.) (Semester - III) Examination - 2009

E-COMMERCE TECHNOLOGY

(2008 Course)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
 - (2) *Write your assumptions clearly.*
 - (3) *Draw neat diagrams wherever required.*
-
-

Q.1) Answer the following :

[2x8=16]

- (a) What is Encryption ?
- (b) What is DES ?
- (c) What is B2G and B2C ?
- (d) Which are main activities of E-commerce ?
- (e) Write any four limitations of EDI.
- (f) What is E-commerce ?
- (g) What are the types of Electronic Payment Systems ?
- (h) What are the Domain Names ?

Q.2) Attempt any four :

[4x4=16]

- (a) Differentiate between Extranet and Intranet.
- (b) Explain various Applications of EDI.
- (c) Explain Goals of E-commerce.
- (d) Explain Value Exchange System.
- (e) What is Virus ? How it spreads ?

[3674]-306

1

P.T.O.

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

- (a) Explain different types of Networks.
- (b) Explain role of Internet in B2B Application.
- (c) Discuss PROS and CONS of Online Shopping.
- (d) Explain implementation of Digital Signature.
- (e) What are Internet Service Providers ? Explain various types of Internet Service Providers.

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

- (a) Explain advantages and disadvantages of E-commerce.
- (b) What is Computer Crime ? Explain types of Computer Crimes.
- (c) Explain different benefits of Website.
- (d) Explain different components of Internet Information Technology Structure.
- (e) Explain World Wide Web.

Q.5) Write short notes : (Any Four) **[4x4=16]**

- (a) Hacking
- (b) E-governance of India
- (c) Evolution of Internet
- (d) Firewall
- (e) Credit Card System

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[3674]-305

B. B. M. (IB) (Semester - III) Examination - 2009

MANAGEMENT ACCOUNTING

(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) Define the term 'Management Accounting'. Explain its principal techniques and systems. **[16]**

OR

Q.1) What is analysis and interpretation of Financial Statement ? Explain various methods of such analysis. **[16]**

Q.2) Explain meaning and importance of Fund Flow Statement. How does it differ from Cash Flow Statement ? **[16]**

OR

Q.2) What is 'Working Capital' ? Explain factors determining the requirement of Working Capital. **[16]**

Q.3) Calculate the following Ratios : **[16]**

- (a) Current Ratio
- (b) Stock Turnover
- (c) Debtors Turnover
- (d) Turnover to Fixed Assets
- (e) Selling Expenses to Sales
- (f) Operating Ratio

Balance Sheet as on 31-03-2008

Liabilities	Amount	Assets	Amount
50,000 Shares of Rs. 10 each	5,00,000	Land and Buildings	5,00,000
General Reserve	4,00,000	Plant and Machinery	2,00,000
Sundry Creditors	2,00,000	Stock	1,50,000
Profit and Loss A/c.	1,50,000	Sundry Debtors	2,50,000
		Bank	1,50,000
Total Rs.	12,50,000	Total Rs.	12,50,000

Profit and Loss A/c. for the year ending 31-3-2008

Dr.

Cr.

Particulars	Amount	Particulars	Amount
To Opening Stock	2,50,000	By Sales	18,00,000
To Purchases	10,50,000	By Closing Stock	1,50,000
To Selling Expenses	1,00,000	By Profit on Sale of Fixed Assets	50,000
To Administration Expenses	2,30,000		
To Other Overheads	20,000		
To Net Profit	3,50,000		
Total Rs.	20,00,000	Total Rs.	20,00,000

OR

Q.3) Define the terms 'Budget' and 'Budgetary Control System'. Explain its objectives and limitations. [16]

Q.4) The turnover and profits during the two periods were as follows : [16]

Particulars	Sales (Rs.)	Profits (Rs.)
Period - I	40 Lakhs	4 Lakhs
Period - II	60 Lakhs	8 Lakhs

Assuming that the cost structure and selling prices remain the same in the two periods,

calculate :

- (a) Profit Volume Ratio
- (b) Break-even Point Sales
- (c) The Sales required to earn a profit of Rs. 10 lakhs
- (d) Margin of Safety in Period II
- (e) Profit when sales are Rs. 50 lakhs

Q.5) Write notes : (Any Four)

[16]

- (a) Scope of Management Accounting
 - (b) Leverage Ratios
 - (c) Proforma of Sources and Applications of Fund
 - (d) Computation of Working Capital
 - (e) Advantages of Marginal Costing
 - (f) Types of Budgets
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3674]-304

B. B. M. (IB) (Semester - III) Examination - 2009

INTERNATIONAL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Attempt any five questions.*
 - (2) All questions carry equal marks.*
 - (3) Use of appropriate corporate examples will be appreciated.*
-
-

- Q.1)** Define International Marketing. Explain challenges and opportunities of International Marketing. **[16]**
- Q.2)** Explain recent Import Export Policies and Procedures in detail. **[16]**
- Q.3)** State procedure and importance of : **[16]**
- (a) Quality Control and Pre-shipment Inspection
 - (b) Marine Insurance
- Q.4)** State rules for successful exporting. Which factors should be considered while segmenting market for International Marketing ? **[16]**
- Q.5)** Explain objectives and functions of EXIM Bank. **[16]**
- Q.6)** (A) State functions of W.T.O. **[08]**
- (B) Write a note on GATT. **[08]**

Q.7) Write short notes : (Any Four)

[16]

- (a) Objectives of International Marketing
 - (b) Custom Clearance in Export Business
 - (c) Pre-shipment Credit
 - (d) Importance of Export Packing
 - (e) Objectives of Quality Control
 - (f) Special Problems in International Marketing
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-303

B. B. M. (IB) (Semester - III) Examination - 2009

INTERNATIONAL ECONOMICS

(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 International Economics with its meaning, nature and scope. [15]

OR

Q.1) What is the difference between Inter-regional Trade and International Trade ? [15]

Q.2) Explain in detail Absolute Cost Advantage Theory. [15]

OR

Q.2) What do you mean by Free Trade ? Write in detail Arguments For and Against Free Trade. [15]

Q.3) Explain concept of Terms of Trade with determining factors. [15]

OR

Q.3) Critically evaluate Ricardo's Theory of Comparative Cost. [15]

Q.4) Explain objectives and functions of World Bank. [15]

OR

Q.4) What do you mean by Tariff Barriers ? Explain different types of Tariffs. [15]

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

[20]

- (a) Significance of International Trade
 - (b) Leontieff Paradox
 - (c) Special Drawing Rights
 - (d) Dynamic Gains from Trade
 - (e) Infant Industry Argument for Protection
 - (f) Factor Endowment
 - (g) Functions of WTO
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-302

B. B. M. (I.B.) (Semester - III) Examination - 2009

PRODUCTION AND OPERATION MANAGEMENT

(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 the term 'Production Management'. State and explain role and responsibilities of Production Manager in a Multi-product Company. **[16]**

OR

Q.1) Explain with practical examples various types of Production Systems. **[16]**

Q.2) What do you mean by the term 'Product Design' ? Explain factors influencing Product Design. **[16]**

OR

Q.2) Explain meaning, objectives and scope of Production Planning and Control. **[16]**

Q.3) "Scheduling of Production Programme is almost not possible in jobbing concerns." Do you agree with this view ? How the job order industries schedule their Production Programme ? Explain case of any turnkey industry. **[16]**

OR

Q.3) Explain fundamental techniques of Time and Motion Study. How it promotes productivity ? **[16]**

[3674]-302

1

P.T.O.

Q.4) (A) Distinguish between Production and Productivity. [04]

(B) Design at least six partial parameters measuring the productivity of a Management Institute with enrollment of 1,000 students.[12]

Q.4) What do you mean by Industrial Safety ? State provisions of The Factories Act, 1948 in relation to safety of Industrial Workers. [4+12=16]

Q.5) Write short notes : (Any Four) [4x4=16]

(a) Effects of Good Lighting on Efficiency of Workers

(b) SIMO Chart

(c) ISO 9000

(d) Ergonomics

(e) Multi-skill Technology and its Impact on Cost

(f) Product Simplification as Applicable to Consumer Durables

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3674]-301

B. B. M. (IB) (Semester - III) Examination - 2009

INTERNATIONAL BUSINESS ENVIRONMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *All questions carry equal marks.*

Q.1) Explain the term Globalisation. What are the Positive and Negative Impacts of Globalisation on Environment ?

OR

Q.1) Explain in detail the role of W.T.O. in Environmental Pollution.

Q.2) What is Environmental Marketing ? Explain its components in detail.

OR

Q.2) Explain in detail the role of Business Strategies in Sustainable Marketing.

Q.3) Describe the role of Corporate Sector in reducing Greenhouse Gases.

OR

Q.3) What are Carbon Credits ? What are the arguments against Carbon Credits ?

Q.4) What do you mean by Business Ethics ? Explain the principles of Business Ethics.

OR

Q.4) Explain with examples the term Green Industries. What are the characteristics of Green Industries ?

[3674]-301

1

P.T.O.

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

- (a) Electronic Waste
 - (b) Green Products
 - (c) Factors Encouraging Illegal Trade
 - (d) Industrial Ecology
 - (e) Environmental Ethics
 - (f) Special Economics Zones (SEZ's)
-