

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-101**

**B. B. A. ( Semester - I ) Examination - 2011**

**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)** State the meaning and scope of Commerce and Industry. Explain the recent trends in Business World. **[15]**

**OR**

**Q.1)** What is Globalization ? Explain the recent trends in Business World. **[15]**

**Q.2)** What is Merger and Acquisition ? What is the place of Mergers and Acquisitions in Indian Business ? **[15]**

**OR**

**Q.2)** Define Public Sector. State its objectives, advantages and limitations. **[15]**

**Q.3)** Define Wholesale Trade. Explain the main characteristics of Wholesale Trade and Recent Trend. **[15]**

**OR**

**Q.3)** Define Communication. State importance of Communication in Modern Business. **[15]**

**Q.4)** What is Business Plan ? Explain various factors to be considered while starting New Business Unit. [15]

**OR**

**Q.4)** What is Domestic Trade ? Explain difference between Domestic Trade and Foreign Trade. [15]

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

- (a) Special Economic Zone (SEZ)
  - (b) Retail Trade
  - (c) Social Responsibility of Business
  - (d) KPO's
  - (e) Trademark and Copyright
  - (f) Advantages of Sole Proprietorship
  - (g) On-line Trading
  - (h) Barriers in Communication
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-102

B. B. A. ( Semester - I ) Examination - 2011

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)** Define 'Communication'. Explain the Psychological Barriers to Communication. [15]

**OR**

**Q.1)** "The Lack of Upward Communication can be Disastrous." Justify with examples. Explain Horizontal and Diagonal Communication. [15]

**Q.2)** "Pen is mightier than Sword." Explain this statement, elaborating the strengths of Written Communication. [15]

**OR**

**Q.2)** "Every Business Letter, in principle, is a Sales Letter." Explain this statement. Draft a Sales Letter appealing to the middle class people for the recently manufactured Novel Mobile Phone. [15]

**Q.3)** "A Successful Job Application is the first step to one's career." Elaborate this statement. Draft a job application along with résumé to an MNC in India for the post of Sales Manager which requires Management Graduates with three years sales experience. [15]

**OR**

**Q.3)** What is Group Discussion ? State its objectives and the guidelines. [15]

**Q.4)** Explain the guidelines for making an Effective Presentation. [15]

**OR**

**Q.4)** “Replies to enquiry must be sent on top priority.” Elaborate this statement. On behalf of Venus Traders, Pune draft an Enquiry Letter to Sarang Note Books, Mumbai enquiring about the terms and conditions. [15]

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

- (a) Meetings
  - (b) Teleconference
  - (c) Conflict
  - (d) Customer Care
  - (e) Non-verbal Communication
  - (f) Complimentary Close
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 6

[4072]-103

B. B. A. ( Semester - I ) Examination - 2011

BUSINESS ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instruction :*

*All questions are compulsory.*

---

---

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

- (a) A person to whom we owe something is a \_\_\_\_\_.
- (b) In every business transaction at least \_\_\_\_\_ parties are involved.
- (c) Cash Book Record only \_\_\_\_\_ Transactions.
- (d) Sale Book is used to record all \_\_\_\_\_ Transactions.
- (e) Goodwill is an \_\_\_\_\_ Asset.
- (f) Outstanding Expenses are given in the Trial Balance then posting must be \_\_\_\_\_.

**(B) State whether the following statement are true or false : (Any Five) [05]**

- (a) Mr. Ram is a Personal Account.
- (b) Cash Account does not show a Credit Balance.
- (c) Debit Note is issued by a Buyer to Seller.
- (d) The Balance in Petty Cash Book represent an Asset.
- (e) Depreciation is charged on the Current Assets only.
- (f) A Bill given to a Creditor is called Bills Payable.

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

- (a) Debtors
- (b) Definition of Financial Accounting
- (c) Disclosure
- (d) Accounting Standards
- (e) Double Entry Book-keeping
- (f) Ledger

(D) Match the following pairs : (Any Five) [05]

- | ‘A’                               | ‘B’  |
|-----------------------------------|--|
| (a) Credit Purchases              | (i) Petty Expenses                         |
| (b) Petty Cash Book               | (ii) Nominal Account                       |
| (c) Debit all Losses and Expenses | (iii) Balance Sheet Asset                  |
| (d) Prepaid Expenses              | (iv) Cost or Market Cost whichever is less |
| (e) Closing Stock Valued          | (v) Cash Book                              |
| (f) Cash Sale                     | (vi) Creditors                             |

**Q.2)** Journalise the following transaction in the books of Ajit for the months of January, 2010 : [16]

**January, 2010**

- 1 Ajit started business with Cash Rs. 1,00,000, Building Rs. 1,00,000 and Furniture Rs. 75,000.
- 2 Purchased Goods Rs. 20,000 and Stationery Rs. 5,000 for cash.
- 5 Sold Goods Rs. 30,000 for cash.
- 7 Deposited in to Bank Rs. 20,000.
- 9 Sold Goods to Ram Rs. 70,000 at 1% Trade Discount.
- 11 Commission received Rs. 2,000.

- 13 Cash Withdrawals from Bank Rs. 5,000 for personal use.  
17 Goods worth Rs. 10,000 returned by Ram.  
19 Paid Wages Rs. 1,000, General Expenses Rs. 2,000.  
20 Paid LIC Premium Rs. 2,000.  
29 Bought Goods of Rs. 50,000 from Sharad and paid  $\frac{1}{5}$  amount in cash.  
30 Goods sold to Uday worth Rs. 10,000.  
30 Goods return by Uday worth Rs. 1,000.  
31 Distributed Goods worth Rs. 2,000 as free sample.  
31 Cash received from Ram Rs. 60,000.  
31 Paid to Sharad on account Rs. 40,000.

**OR**

**Q.2)** Enter the following transactions in the Cash Book of three column, viz Cash, Bank and Discount, for the month of March, 2010 : **[16]**

**March, 2010**

- 1 Opening Balance Cash Rs. 50,000, Banks Rs. 25,000.  
3 Received from Prakash by cheque Rs. 5,999.  
5 Paid to Kishor Rs. 10,000 and Discount received Rs. 500.  
7 Paid to Lalu by cheque Rs. 5,000.  
9 Cash Sales Rs. 17,500 as per Cash Memo No. 120.  
11 Received cheque from Sham Rs. 7,000 in full settlement of Rs. 7,100.  
13 Paid to Kranti Printer for Printing Bill Rs. 900.  
15 Cash Deposited in to Bank Rs. 5,000.  
17 Bought Goods from Mohan on credit Rs. 35,000.  
19 Purchases in the local market Rs. 4,000 and paid by cheque.  
21 Paid for Household Expenses Rs. 3,000.

- 23 Cheque issued to Mohan Rs. 4,500 and allowed Discount Rs. 500.
- 25 Staff Salary and Wages paid Rs. 5,000.
- 27 Deposited in to Bank Rs. 1,500.
- 29 Cash Sales Rs. 25,000 and Credit Sales to Ravi Rs. 5,000.

**Q.3)** From the following Trial Balance of Ashok Traders prepare final accounts as on 31st March, 2010 : **[16]**

<b>Particulars</b>	<b>Debit</b>	<b>Credit</b>
Ashok's Drawing and Capital	12,000	1,60,000
Stock on 1st April, 2009	32,000	–
Purchases and Sales	2,10,300	2,88,600
Returns	8,600	10,300
Fright and Carriage	19,000	–
Rent and Taxes	4,800	–
Salary and Wages	5,300	–
Debtors and Creditors	20,000	14,000
Bank Loan at 10% (from 1st April, 2009)	–	20,000
Wages and Royalties	9,400	–
Interest on Bank Loan	1,500	–
Publicity and Advertise	15,000	–
Cash at Bank	24,000	–
Discount	1,100	1,600
Office Furniture	13,000	–
Audit Fees	900	–
Brokerage	700	–
Cash in Hand	2,200	–
Freehold Premises	1,10,000	–
Bills Receivable and Payable	9,700	5,000
	<b>4,99,500</b>	<b>4,99,500</b>



**Adjustments :**

- (1) Stock on 31st March, 2010, Cost Price Rs. 38,000 and Market Price Rs. 42,000.
- (2) Provide 5% Discount on Debtors and create Bad Debts provision at 10% on Debtors.
- (3) Depreciate Freehold Premises by Rs. 10,000.
- (4) Owing Wages Rs. 600.
- (5) Payable Audit Fees Rs. 600.
- (6) Paid in Advance Rent Rs. 800.

**Q.4) (A)** Bank Pass Book showed a Credit Balance of Rs. 10,000 on 31st March, 2010 of Kranti Traders. Prepare Bank Reconciliation Statement as per Cash Book as on that date : **[08]**

- (1) Cheque deposited in to bank but not cleared and credited before 31st March, 2010 Rs. 15,000.
- (2) Cheque issued on 30th March, 2010 but not presented for payment Rs. 5,000.
- (3) Payment to Sale Tax by Bank Rs. 1,000 on behalf of Kranti Traders.
- (4) Bank Interest Rs. 1,000 was credited in Bank Pass Book but not recorded in Cash Book.
- (5) Received cheque Rs. 7,000 from Amer recorded in Cash Book but not presented in to Bank for collection.

- (B) From the following balances prepare Trial Balance of Samata Traders as on 31st March, 2010 : [08]

<b>Particulars</b>	<b>Rs.</b>
Moti Capital	1,00,000
Building	85,000
Machinery	25,000
Goodwill	30,000
Moti Drawing	10,000
Cash Balance	20,000
Stock	50,000
Wages	25,000
Purchases Less Returns	50,000
Carriage Inward	2,000
Travelling Expenses	4,000
Discount Allowed	5,000
Discount Received	10,000
Insurance	4,000
Carriage Outward	8,000
Motor Car	50,000
Salaries	12,000
Bank Charges	1,000
Debtors	25,000
Creditors	20,000
Bad Debts	4,000
Sales Less Return	2,00,000
Bank Loan	80,000
	<b>8,20,000</b>

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

- (a) Computer Application
- (b) Accounting Standard
- (c) Depreciation
- (d) Branchs of Accounting

**OR**

**Q.5) Comment on Final Accounts under Companies Act, 1956 and important provisions in the Act. [12]**

---

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-104

B. B. A. (Semester - I) Examination - 2011

BUSINESS ECONOMICS (MICRO)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instruction :*

*Options and marks are indicated against the questions.*

---

---

Q.1) Differentiate between Micro and Macro Economics. Explain importance and limitations of Micro Economics. [15]

**OR**

Q.1) Examine the Basic Economic Problems. Describe how do the Market Force help solve the Economic Problems ? [15]

Q.2) Critically examine the Law of Demand and explain the Interminants of Demand. [15]

**OR**

Q.2) What is Elasticity of Demand ? Explain various types of Elasticity of Demand. [15]

Q.3) Explain the concepts - Average Fixed Costs, Variable Cost, Marginal Cost, Total Costs and show their inter-relationship. [15]

**OR**

Q.3) Describe the Price and Output Determination under Monopoly. [15]

Q.4) Critically evaluate the Liquidity Preference Theory of Interest by Keynes. [15]

**OR**

Q.4) Describe Short Run and Long Run Equilibrium of the Firm and Industry under Monopolistic Competition. [15]

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

**[20]**

- (a) Law of Supply
  - (b) Circular Flow of Income and Expenditure
  - (c) Innovation Theory of Profit
  - (d) Modern Theory of Rent
  - (e) Opportunity Cost
  - (f) Concept of Internal Economies of Scale
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-106

B. B. A. ( Semester - I ) Examination - 2011

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(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 do you mean by the term 'Demography' ? Discuss the importance of Demography in Business and Commerce. [16]

OR

Q.1) Define Demography. Discuss various fertility measures in detail. [16]

Q.2) Define the term 'Resource' and discuss the importance of Human Resource. [16]

OR

Q.2) Define 'Urbanization'. Explain in detail the Urbanization Trend in India form 1901-2001. [16]

Q.3) What is Population Growth ? Critically comment on Population Growth in India since 1901. [16]

OR

Q.3) Define Population. Explain over, optimum and under populated regions in detail. [16]

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

**OR**

**Q.4)** What are the major sources of Pollution ? Classify different types of Pollutions and identify their sources in Urban Environment. **[16]**

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

- (a) Industries and Pollution
- (b) Impact of Oil Crisis on Business
- (c) Factors affecting Mortality
- (d) Physical factors affecting Population Density
- (e) Classification of Working Population in India
- (f) Problems of Urbanization
- (g) Climate as an Environmental Constituent

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-201

B. B. A. ( Semester - II ) Examination - 2011

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) Define the term Management. Explain the importance of Management. [15]

**OR**

Q.1) Describe different approaches to Management and discuss any one of them. [15]

Q.2) "Management is the Art of getting things done through people but also Science and Profession." Discuss. [15]

**OR**

Q.2) Write notes :

(a) Staffing [07]

(b) Importance of Direction [08]

Q.3) What is Decision-making ? Explain the Process of Rational Decision-making. [15]

**OR**

Q.3) What is Control ? Explain the Techniques of Control. [15]



**Q.4) Explain the Levels of Operations of Strategy. [15]**

**OR**

**Q.4) Write notes :**

(a) Stress Management [07]

(b) Techniques of Forecasting [08]

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

(a) Management of Change

(b) Social Responsibility Management

(c) Styles of Leadership

(d) Stress Management

(e) Importance of Planning

(f) Total Quality Management

---

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-202

B. B. A. ( Semester - II ) Examination - 2011

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) What is Marketing ? Explain the functions of Marketing. [16]

Q.2) Explain the approaches to the Study of Marketing. [16]

Q.3) What is Rural Marketing ? Explain the features and importance of Rural Marketing. [16]

Q.4) Define Product Life Cycle. Explain various stages of Product Life Cycle. [16]

Q.5) What is Promotion Mix ? Explain various factors influencing Promotion Mix. [16]

Q.6) Describe the basis of Segmenting Consumer and Industrial Market. [16]

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

**[16]**

- (a) Scope of Marketing Research
  - (b) Importance of Marketing Information System
  - (c) Functions of Marketing Manager
  - (d) E-marketing
  - (e) Limitation of Advertising
  - (f) Elements of Price Mix
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-203

B. B. A. ( Semester - II ) Examination - 2011

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) Objectives of Financial Management
- (b) Significance of Financial Planning
- (c) Capitalisation
- (d) Debentures
- (e) Dividend Policy
- (f) Merits and demerits of Internal Sources of Finance

**Q.2) Define Finance Function. Explain in detail the nature and scope of Finance Function. [15]**

**Q.3) What are the different steps involved in Financial Planning ? What are the different characteristics of Financial Planning ? [15]**

**Q.4) What do you mean by Capital Structure ? What are the factors influencing the Composition of Capital Structure ? [15]**

- Q.5)** “As between Under and Over-capitalisation, the former is the lesser evil of the two but still both should be discouraged and the ideal should be fair capitalisation.” Comment. **[15]**
- Q.6)** What are the different types of Preference Shares ? Explain their advantages and limitations. **[15]**
- Q.7)** What do you mean by Bonus Shares ? What are the advantages of Bonus Shares ? Explain the guidelines issued for ‘Bonus Shares’. **[15]**
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4072]-204

B. B. A. ( Semester - II ) Examination - 2011

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 the costs of activities, processes products or services.
- (b) \_\_\_\_\_ is a quantitative unit of product or service in relation to which cost is ascertained.
- (c) Administrative Costs are mostly \_\_\_\_\_.
- (d) \_\_\_\_\_ is the most suitable method in a Transport Company.
- (e) Sales Budget is a \_\_\_\_\_ Budget.

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

- (a) The technique and process of ascertaining cost called Costing.
- (b) Cost Unit and Cost Centre are two different terms.
- (c) Budgets are always prepared for one year.
- (d) Standard Costing may not be suitable for small industries.
- (e) Hospitals use 'No. of Beds' as Cost Unit.

**Q.2)** Define Cost Accounting. Explain the advantages of Cost Accounting. [15]

**OR**

**Q.2)** What is Cost ? Explain various elements of Cost. [15]

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

- (a) Advantages of Job Costing
- (b) Escalation Clause
- (c) Advantages of Budgeting
- (d) Uses of Break-even Analysis
- (e) Cost Unit

**Q.4)** The accounts of Neelkamal Manufacturers Ltd. for the year ending 31st December, 2010 show the following figures :

<b>Particulars</b>	<b>Rs.</b>
Stock of Raw Materials on 1-1-2010	16,720
Material Purchased	25,900
Bad Debts Written Off	910
Travellers Salary and Commission	1,078
Depreciation on Office Furniture	42
Rent, Rates, Taxes and Insurance (Factory)	1,190
Productive Wages	17,640
Directors Fees	840
General Expenses	476
Gas and Water (Factory)	168
Travelling Expenses	294
Sales	70,000
Manager's Salary ( $\frac{2}{3}$ Factory, $\frac{1}{3}$ Office)	1,500

<b>Particulars</b>	<b>Rs.</b>
Depreciation on Plant and Machinery	1,820
Discount allowed	406
Repairs to Plant and Machinery	623
Carriage Outward	602
Direct Expenses	1,001
Rent, Rates, Taxes and Insurance (Office)	280
Gas and Water (Office)	56
Stock of Materials (on 31-12-2010)	8,792

Prepare a Statement of Cost showing :

- (a) Material Consumed
- (b) Prime Cost
- (c) Factory Cost
- (d) Cost of Production
- (e) Total Cost

[16]

**Q.5) (A)** Prepare a Cash Budget for 3 months ended on 31st March, 2010 from the following particulars relating to Dutta Ltd. :

[12]

<b>Months</b>	<b>Credit Purchases</b>	<b>Credit Sales</b>	<b>Wages</b>
November, 2009	40,000	50,000	2,500
December, 2009	35,000	45,000	3,000
January, 2010	50,000	55,000	2,250
February, 2010	47,500	30,000	1,750
March, 2010	6,500	40,000	3,500

40% of the Credit Sales will be realised in the month following the sales and the remaining 60% in the second month following. The creditors will be made in the month following the purchases. Interest of Rs. 2,500 will have to be paid in the month of February, 2010. Income Tax of Rs. 7,500 will have to be paid in the month of March, 2010. Wages are paid in the same month. The opening balance of cash as on 1-1-2010 was Rs. 10,000.



(B) ABC Co. Ltd. furnishes the following data :

<b>Particulars</b>	<b>Rs.</b>
Sales	1,50,000
Variable Overheads	1,20,000
Gross Profit	60,000
Fixed Overheads	20,000
Net Profit	40,000

Find out :

- (a) P/V Ratio
- (b) Break-even Point
- (c) Net Profit when Sales are Rs. 4,00,000
- (d) Sales required to earn a profit of Rs. 80,000 [12]

**OR**

(B) From the following information calculate : [12]

- (a) Material Cost Variance
- (b) Material Usage Variance
- (c) Material Price Variance

<b>Material</b>	<b>Standard Quantity</b>	<b>Standard Price (Rs.)</b>	<b>Actual Quantity</b>	<b>Actual Price (Rs.)</b>
X	10	4	12	3.75
Y	15	5	18	4.50
	25		30	

Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4072]-205

B. B. A. ( Semester - II ) Examination - 2011

BUSINESS STATISTICS

(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 statistical tables and private calculator is allowed.
- (4) Notations have their usual meanings.

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

[4x4=16]

- (a) Write merits and demerits of A.M.
- (b) What are the advantages of Sampling Method over Census Method ?
- (c) Draw the histogram from the following frequency distribution :

<b>Class</b>	0-10	10-20	20-30	30-40	40-50
<b>Frequency</b>	4	12	18	16	8

- (d) Write note on 'Measures of Dispersion'.
- (e) Calculate Mean, Median and Mode for the following data :  
68, 49, 38, 41, 49, 54, 89, 99, 67
- (f) Calculate S.D. and C.V. for the following frequency distribution of 100 students :

<b>Marks</b>	0-20	20-40	40-60	60-80	80-100
<b>No. of Students</b>	5	12	32	40	11

[4072]-205

1

P.T.O.

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

**[4x4=16]**

(a) Calculate Median for following data :

<b>No. of Days Absents</b>	0–5	5–10	10–15	15↓–20	20–25
<b>No. of Students</b>	15	12	33	40	10

(b) A group of 50 items have Mean and S.D. are 61 and 8 respectively. Another group of 100 items have Mean and S.D. are 70 and 9 respectively. Find combined S.D.

(c) Write note on 'Correlation Coefficient'.

(d) Average marks of 30 candidates was 40. Later on it was found that a score of 47 was misread as 74. Find the corrected average.

(e) From the data given below which batsman is more consistent :

<b>Batsman</b>	A	B
<b>Mean</b>	86	105
<b>S.D.</b>	8	15

(f) Explain the term :

(i) L.P.P.

(ii) T.P.

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

**[4x4=16]**

(a) Following is the frequency distribution of shops according to daily sales in a super market on a particular day :

<b>Daily Sales (in '000 Rs.)</b>	10–20	20–30	30–40	40–50	50 and above
<b>No. of Shops</b>	12	23	47	8	3

(i) Form less than Cumulative Frequency Distribution.

(ii) State the type of Classification.

(iii) State the Open End Class.

(iv) How many shops have sales more than Rs. 40,000.

- (b) Define the term :
- (i) Basic Solution
- (ii) Feasible Region
- (c) Solve the following L.P.P. by Graphical Method :

$$\text{Max. } z = 20x_1 + 17x_2$$

Subject to

$$2x_1 + 2x_2 \leq 22$$

$$12x_1 + 10x_2 \leq 120$$

$$x_1, x_2 \geq 0$$

- (d) Obtain the initial solution using Least Cost Method (LCM) for the following T.P.

		To Store				Supply
		S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>	S <sub>4</sub>	↓
From Warehouse	W <sub>1</sub>	50	150	70	60	50
	W <sub>2</sub>	80	70	90	10	60
	W <sub>3</sub>	15	90	80	80	40
Demand →		20	70	50	10	

- (e) If the Correlation Coefficient between X and Y is 0.8. Find the Correlation Coefficient between :
- (i) X and -Y
- (ii) 2X and 3Y
- (iii) X - 10 and Y + 15
- (iv)  $\frac{X}{2}$  and  $\frac{Y}{5}$
- (f) State the Properties of Regression Coefficients.

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

**[4x4=16]**

- (a) Draw the less than ogive curve for the following frequency distribution :

<b>Weekly Wages (in hundred Rs.)</b>	16–18	18–20	20–22	22–24	24–26
<b>No. of Persons</b>	34	59	44	35	28

- (b) Describe the Transportation Problem.
- (c) Distinguish between Correlation and Regression.
- (d) From the following data, obtain yield of a crop when the rainfall is 29 inches :

	<b>Rainfall (inches)</b>	<b>Yield (per acre)</b>
A.M.	27	40
S.D.	3	6

Correlation Coefficient between Rainfall and Yield is 0.8.

- (e) Draw the pie chart to represent the following information :

<b>Item</b>	<b>Expenditure (in Rs.)</b>
Food	2,000
Clothing	500
House Rent	1,050
Lighting	1,000
Petrol	800
Other	2,060

- (f) Obtain initial basic feasible solution by using North-West Corner Method for the following transportation problem :

Source	Destinations				Availability ↓
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
S <sub>1</sub>	20	22	17	4	120
S <sub>2</sub>	24	37	9	17	70
S <sub>3</sub>	32	37	20	15	50
<b>Demand</b> →	60	40	30	110	

**Q.5)** Attempt **any two** of the following :

- (a) Find Quartile Deviation (Q.D.) and its coefficient for the following frequency distribution :

<b>Class</b>	0–20	20–40	40–60	60–80	80–100	
<b>Frequency</b>	3	12	20	10	5	<b>[08]</b>

- (b) (i) The equations of lines of regression are  $X - 4Y = 5$  and  $X - 16Y = -64$ .

Find (a) mean of X and Y and

(b) regression coefficients **[04]**

- (ii) Explain the following term with suitable example :

(a) ungrouped frequency distribution

(b) grouped frequency distribution **[04]**

- (c) Determine an initial basic feasible solution to the following transportation problem by using Vogel's Approximation Method (VAM). Also find corresponding cost of transportation : **[08]**

Orgins ↓	Distributions				Supply ↓
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
O <sub>1</sub>	15	51	42	33	23
O <sub>2</sub>	30	42	26	81	44
O <sub>3</sub>	90	40	66	60	33
<b>Demand</b> →	23	31	16	30	

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-206

**B. B. A. ( Semester - II ) Examination - 2011**

**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) Notepad
- (b) SQL
- (c) RAM
- (d) MS-Excel
- (e) Control Panel

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

**(B) Explain important features of M.S. Word. [10]**

**Q.3) (A) What is an Operating System ? Explain its functions. [10]**

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

**Q.4) (A) Explain Normalization with example. [10]**

**(B) What is ERD ? Explain Tools of ERD. [10]**

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

- (a) DIR
- (b) COPY CON
- (c) REN
- (d) ATTRIB
- (e) TYPE

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

- (a) SELECT
  - (b) UPDATE
-



Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-301**

**B. B. A. ( Semester - III ) Examination - 2011**

**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) Explain the factors affecting Habits of Highly Effective People. [15]**

**OR**

**Q.1) Comment on the factors influencing Self-development. [15]**

**Q.2) Explain the advantages of Positive Self-esteem with examples. [15]**

**OR**

**Q.2) Describe the steps involved in Problem-solving. [15]**

**Q.3) Describe Change Management in reference to Individual Change Management and Organisational Change Management. [15]**

**OR**

**Q.3) Explain various Theories on Motivation. [15]**

**Q.4) Describe the factors affecting Personality Development. [15]**

**OR**

**Q.4) Explain Positive Thinking and its barriers. [15]**

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

**[20]**

- (a) Extroverts
  - (b) Do's and Don'ts in Developing Positive Self-esteem
  - (c) Work Ethics
  - (d) Creative and Lateral Thinking
  - (e) 360 Degree Assessment
  - (f) Heredity V/s Environment
  - (g) Self-appraisal
  - (h) Net Etiquette
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-302

B. B. A. ( Semester - III ) Examination - 2011

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)** Who is Competent to Enter into Contract ? Discuss the Law relating to a Minor's Agreement. [15]

**OR**

**Q.1)** Discuss in brief 'agreements expressly declared to be void' under the Indian Contract Act, 1872. [15]

**Q.2)** Explain the rules regarding the Delivery of Goods under Sell of Goods Act, 1930. [15]

**OR**

**Q.2)** Define the following terms under the Consumer Protection Act, 1930 : [15]

- (a) Consumer
- (b) Complaint
- (c) Complainant
- (d) Defect in Goods
- (e) Deficiency in Services

**Q.3)** Elaborate Concept of 'Partnership'. How Partnership differs from a Company ? [15]

**OR**

**Q.3)** What are duties of a Partner toward his Fellow Partner ? Explain. [15]

**Q.4)** Define Memorandum of Association. What are its contents ? Explain. [15]

**OR**

**Q.4)** Discuss in brief the Law relating to Appointment and Disqualification of Managing Director of a Company. [15]

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

- (a) Coercion
- (b) Hindu Joint Family Firm
- (c) Difference between Conditions and Warranties
- (d) Prospectus
- (e) Annual General Meeting
- (f) Features of Consumer Protection Act, 1986

---

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-303**

**B. B. A. ( Semester - III ) Examination - 2011**

**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)** (A) Define Human Resource Management (H.R.M.). Differentiate between H.R.M. and Personnel Management.

(B) Describe the functions of H.R.M.

**OR**

**Q.1)** (A) State in brief various Sources of Recruitment.

(B) Write a note on 'Promotion and Transfer Policy'.

**Q.2)** Explain different methods used for Performance Appraisal.

**OR**

**Q.2)** (A) Explain in brief Management Development Process.

(B) State the need and objectives of Training.

**Q.3)** What is Wage and Salary Administration ? Describe various methods of Wage Payment.

**OR**

**Q.3)** Define Organisational Behaviour. Explain any two models of Organisational Behaviour.

- Q.4)** (A) State the causes of Resistance to Change.  
(B) Write a note on 'Organisational Development Programme'.

**OR**

- Q.4)** (A) Discuss briefly important methods of Training of Personnel.  
(B) Describe the objectives and limitations of Fringe Benefits.

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

- (a) Limitations of H.R.M.
- (b) Human Resource Planning
- (c) Objectives of Performance Appraisal
- (d) Management of Change
- (e) Profit Sharing
- (f) Difference between Selection and Recruitment

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

**[4072]-304**

**B. B. A. ( Semester - III ) Examination - 2011**

**MANAGEMENT ACCOUNTING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

*Instruction :*

*All questions are compulsory and carry equal marks.*

---

---

**Q.1)** Define the term 'Management Accounting'. How does it differ from Financial Accounting ?

**OR**

**Q.1)** What is Working Capital ? Explain its importance. Describe various sources of Working Capital.

**Q.2)** The following are the Balance Sheets of UOP Limited, Pune :

<b>Liabilities</b>	<b>31-03-10</b>	<b>Assets</b>	<b>31-03-10</b>
Share Capital	10,00,000	Plant and Machinery	8,00,000
General Reserve	1,00,000	Land and Building	10,00,000
Profit and Loss A/c.	2,50,000	Furniture	2,50,000
Mortgaged Loan	3,50,000	Sundry Debtors	2,00,000
15% Debentures	6,00,000	Bills Receivables	1,60,000
Sundry Creditors	3,26,000	Stock	3,48,000
Bills Payables	1,74,000	Cash and Bank	42,000
<b>Total</b>	<b>28,00,000</b>		<b>28,00,00</b>

Total sales during the year 2009-10 was amounting Rs. 20,00,000 and the gross profit was 25%.

You are required to calculate minimum three ratios each to judge :

- (a) Liquidity,
- (b) Efficiency and
- (c) Long Term Solvency of the Company

**Q.3)** What is Fund Flow Statement ? Explain various steps in preparing a 'Fund Flow Statement'.

**OR**

**Q.3)** BEST-COST Limited, Pune has provided you the following information of product AB produced and sold during the year 2009-2010 :

<b>Particulars</b>	<b>AB</b>
Number of Units sold	20,000
Sales Price	Rs. 60
<b>Cost (Per Unit) :</b>	
Direct Material	Rs. 20
Direct Labour	Rs. 15
Variable Overheads	Rs. 10
Fixed Overheads	Rs. 5

You are required to find out :

- (a) Profit Volume Ratio, Break-even Point and Margin Safety and the Net Amount of Profit at the current level of sales.
- (b) The change in your computation if the current sales price is increased by 10% for both the products.
- (c) The sales to earn 20% profit on sales.

**Q.4)** Define the terms 'Budget' and 'Budgetary Control'. Explain various types of Budgets and their utility as a controlling measure for the Management of a Modern Business.

**OR**



**Q.4)** Prepare a statement showing estimated amount of working capital from the following information :

- (1) Expected Sales Level 90,000 units @ Rs. 40 per unit.
- (2) Cost of the Product (per unit) : Raw Material - Rs. 12, Labour Cost - Rs. 9 and Overheads - Rs. 6.
- (3) Raw Material and Finished Goods will stay in stock for 15 days and 30 days respectively.
- (4) The material will remain in process for 15 days.
- (5) The Labour Cost and Overheads may be considered at 60% and 40% completion stage respectively for work-in-progress.
- (6) The purchases are made with 3 weeks credit while the goods are sold with one and half month credit.
- (7) 60% of the Labour Cost is paid on every 7th day of the next month while remaining overheads are paid on weekly basis.
- (8) Overheads are paid with 3 weeks time lag.
- (9) Add 10% of your computation for contingencies.

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

- (a) Role of Management Accountant in Modern Business
- (b) Limitations of Ratio Analysis
- (c) Limitations of Budgetary Control System

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-305

B. B. A. ( Semester - III ) Examination - 2011

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 and well labeled diagrams wherever necessary.*
- 
- 

**Q.1)** Discuss the Circular Flow of Macro-economic Activity. Also explain the Withdrawals and Leakages from the Circular Flow. [15]

**OR**

**Q.1)** Explain in detail Concept of Investment Multiplier. [15]

**Q.2)** What is Consumption ? What are the factors influencing Consumption ? [15]

**OR**

**Q.2)** What is Fiscal Policy ? Explain the role of Fiscal Policy in Controlling Inflation. [15]

**Q.3)** Describe the Says' Law of Markets. [15]

**OR**

**Q.3)** What is a Business Cycle ? Explain the nature, characteristics and phases of Business Cycle. [15]

**Q.4)** What is Inflation ? Explain its types. **[15]**

**OR**

**Q.4)** Define National Income. What are the methods of Measuring National Income ? **[15]**

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

- (a) Limitations of Macro-economics
- (b) Concept of Underemployment Equilibrium
- (c) Accelerator
- (d) CRR and SLR
- (e) Difference between National Income at Market Price and National Income and Factor Cost
- (f) Difficulties in Measurement of National Income

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

**[4072]-306**

**B. B. A. ( Semester - III ) Examination - 2011**  
**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) Explain different Components of LAN.
- (b) List types of Files. Explain Serial File Organisation.
- (c) What is ERP ? Explain Component of ERP System.
- (d) Explain various functions of Operating System.
- (e) What is MIS ? Enlist various features of MIS.

**Q.2) Attempt any four :**

**[20]**

- (a) Explain characteristics of Object Orientation.
- (b) "Power Point is Presentation Software." Comment.
- (c) Describe Time Sharing Operating System.
- (d) State advantages and disadvantages of ERP.
- (e) What is SQL ? Explain different parts of SQL.

**Q.3) Attempt any four :**

**[20]**

- (a) What is Knowledge Management System ? Explain types of Knowledge Management System.
- (b) Explain Steps to Insert Chart in Power Point.
- (c) What is Threat ? Enlist various types of Threats.
- (d) Explain Ring Topology.
- (e) Explain advantages of Linux.

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

**[20]**

- (a) Cyber Crime
  - (b) Application of Biometrics
  - (c) (i) Application Software  
(ii) System Software
  - (d) IT Act, 2000
  - (e) Firewall
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-307**

**B. B. A. ( Semester - III ) Examination - 2011**

**INDIAN ECONOMY**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

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

---

---

**Q.1) Differentiate between Economic Growth and Economic Development. [15]**

**OR**

**Q.1) Explain the characteristics of Indian Economy as a Mixed Economy. [15]**

**Q.2) Why is Population considered as a retarding factor for Economic Development ? [15]**

**OR**

**Q.2) Define GNP. What are the methods of measuring National Income in India ? [15]**

**Q.3) Explain in detail the tools and techniques of Fiscal Policy. [15]**

**OR**

**Q.3) Critically Analyse the Programmes of Indian Government of Alleviate Poverty. [15]**

**Q.4) State and explain objectives and achievements of Ninth Five Year Plan. [15]**

**OR**

**Q.4) Discuss various instruments used by Reserve Bank of India under Monetary Policy. [15]**

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

**[20]**

- (a) Indian Economy as an Underdeveloped Economy
  - (b) Difference between NNP at Market Price and NNP at Factor Cost
  - (c) Causes of Poverty
  - (d) Role of Planning Commission
  - (e) Methods to Control Population
  - (f) Foreign Trade as an Engine of Economic Growth
  - (g) Tenth Five Year Plan
  - (h) Concept of Incidence of Poverty
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-401

B. B. A. ( Semester - IV ) Examination - 2011

PRODUCTION AND OPERATION 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 is Plant Layout ? Explain the objectives and types of Plant Layout.

**Q.2)** What is Product Development ? Explain the importance and techniques of Product Development.

**Q.3)** Define Production Planning. Explain the Procedure of Production Planning.

**Q.4)** What is mean by Work Study ? Explain the scope and applications of Work Study.

**Q.5)** What is Productivity ? Explain the factors affecting Productivity.

**Q.6)** Discuss the effect of factors such as light, ventilation, noise and heat on the performance of a Worker.



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

- (a) Functions of Production Management
  - (b) Importance of Product Design
  - (c) Followup
  - (d) Routing Concepts
  - (e) Advantages of ISO 9000
  - (f) Work and Rest Cycle
  - (g) SIMO Chart
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4072]-402**

**B. B. A. ( Semester - IV ) Examination - 2011**  
**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.
  - (3) Figures to the right indicate full marks.
- 
- 

- Q.1)** Explain Collective Bargaining with its need and detailed process. [20]
- Q.2)** What do you understand, the role of Personnel and Industrial Relations Manager in promoting and establishing Peaceful Industrial Relations ? [20]
- Q.3)** Write a detailed note on Grievance Redressal Machinery. [20]
- Q.4)** “Welfare is a basic need for any factory.” Discuss the statement with various Welfare Provisions under Factories Act, 1948. [20]
- Q.5)** What is Contract Labour ? How will explain Contract Labour with various provisions under the Contract Labour Act ? [20]
- Q.6)** Write short notes : **(Any Four)** [20]
- (a) Working Hours for Adults under Factories Act
  - (b) Causes of Industrial Dispute
  - (c) Strike and Lockout
  - (d) Importance of Industrial Relations
  - (e) Works Committee
  - (f) Authorities under Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act, 1971
- 

**[4072]-402/1**

Total No. of Questions : 7]

[Total No. of Printed Pages : 4

[4072]-403

B. B. A. ( Semester - IV ) Examination - 2011

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)** What is Residential Status ? State the rules for determining Residential Status of an Individual.

**Q.2)** Discuss Method of Valuation of different perquisites for the purpose of Income Tax.

**Q.3)** Explain the term 'Income from Other Sources'. Enumerate any ten incomes covered under Income from Other Sources.

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

- (a) Various Heads of Income
- (b) Previous Year and Assessment Year
- (c) Short Term Capital Gain
- (d) Deductions U/s 80D and U/s 80DDB
- (e) Powers of Income Tax Officers
- (f) Methods of Payment of Tax

**Q.5)** Mrs. Mahananda has the following salary structure :

	<b>Rs.</b>
Basic Salary	15,000 p.m.
D.A. (not forming part of retirement benefit)	5,000 p.m.
Hostel Allowance	1,000 p.m.

[4072]-403

1

**P.T.O.**

Tiffin Allowance	500 p.m.
Transport Allowance	1,000 p.m.
Bonus	20,000 p.a.
Commission	15,000 p.a.
Free Refreshment in the office for	5,000 p.a.
Free Meals for 270 working days costing	150 per meal
Mobile Phone Facility	900 p.m.
Laptop Worth	10,000 p.a.

She has been provided with Rent Free Accommodation in Kolkata. The house was allotted to her with effect from 1-5-2010 which she could occupy only on 1-6-2010. The employer is collecting Rs. 1,000 p.m. from her for accommodation. She has also been provided with 1800 cc along with driver for both private and office purposes.

**Q.6)** Mr. Suraj is the proprietor of a business. His Profit and Loss Account for the year ending on 31st March, 2011 is as follows :

**Profit and Loss Account**

	Rs.		Rs.
To Establishment	9,600	By Gross Profit	1,01,680
To Rent, Rates and Taxes	5,800	By Interest on Govt. Securities	10,800
To General Charges	1,500	By Rent from House Property	10,800
To Household Expenses	3,460		
To Commission	3,000		
To Discount and Allowances	900		
To Provision for Bad Debs	2,400		
To Postage and Telegrams	540		

	<b>Rs.</b>		<b>Rs.</b>
To Law Charges	900		
To Advertising	3,100		
To Gifts and Presents to Employees	300		
To Fire Insurance Premium (for goods)	720		
To Sales Tax paid	2,900		
To Repairs and Renewals (for House Property)	960		
To Loss on Sale of Motorcar (used for private purposes)	3,600		
To Life Insurance Premium	3,580		
To Wealth Tax	1,480		
To Interest on Capital	700		
To Audit Fees	600		
To Interest on Bank Loan	2,760		
To Provision for Depreciation	5,000		
To Provision for Income Tax	7,800		
To Net Profit	61,680		
	<b>1,23,280</b>		<b>1,23,280</b>

**Other Information :**

- (1) Actual Bad Debts written-off during the year Rs. 1,100.
- (2) Amount of Income Tax actually paid during the year is Rs. 8,400.
- (3) Depreciation allowable as per Income Tax Rules is Rs. 3,400.
- (4) Advertising Expenses include Rs. 1,100 spent on special advertising compain to open a new shop in the market.

- (5) Law Charges are in connection with protection of a Trademark.
- (6) Mr. Suraj carries on his business in a rented premises, half of which is used as his Residence Rent, Rates and Taxes include Rs. 4,800 paid as rent of the premises during the year.
- (7) Bank Loan is taken for business purposes.

Compute the Business Income of Mr. Suraj for the Assessment Year 2011-12.

**Q.7)** Chandan working in a Limited Company in Mumbai has furnished the following details of his income for the year ended March 31, 2011 :

- (1) Basic Salary Rs. 13,200 p.m.
- (2) Bonus equal to six months basic salary.
- (3) Transport Allowance (for coming to office and going back to his residence) at Rs. 650 p.m.
- (4) Entertainment Allowance Rs. 450 p.m.
- (5) Received House Rent Allowance of Rs. 2,000 p.m. from the employer but he paid a rent of Rs. 2,500 p.m.
- (6) Personal Medical Bills of Rs. 10,000 were reimbursed by the employer. His treatment has been done in a private nursing home not belonging to the employer.
- (7) His contribution to the recognised Provident Fund is Rs. 19,968 and the employer contributes an equal amount. The interest credited to the Provident Fund Account at 9.5% p.a. is Rs. 7,410.
- (8) Interest on Government Securities Rs. 3,000 (Gross).
- (9) Income from units of the Unit Trust of India Rs. 5,500.
- (10) Interest on Bank Deposits received Rs. 3,000.
- (11) Donation to Prime Minister's National Relief Fund Rs. 2,500.
- (12) Donation to the Government for Promotion of Family Planning Rs. 2,000.
- (13) Life Insurance Premium paid during the year Rs. 4,200.

Compute the Taxable Income and Tax Liability for the Assessment Year 2011-2012 of Mr. Chandan.

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4072]-404**

**B. B. A. ( Semester - IV ) Examination - 2011**

**INTERNATIONAL BUSINESS**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *Q. No. 7 is compulsory.*
- (2) *Solve **any four** questions from Q. No. 1 to 6.*
- (3) *Draw neat, clean and properly named diagrams wherever necessary.*

- 
- 
- Q.1)** What is GATT ? Explain in detail. [15]
- Q.2)** What is CRA ? “The study of CRA is essential before the company is going to be MNC.” Explain in detail. [15]
- Q.3)** What is L/C or LOC ? “It is an important tool in an International Trade.” Explain in detail. [15]
- Q.4)** What is SEZ ? Explain its role in International Business. Also shortlist five SEZ’s in India. [15]
- Q.5)** “IMF plays crucial role in International Finance.” Explain in detail. [15]
- Q.6)** What is EXIM ? Explain the Indian EXIM Policy after 1991 in detail. [15]
- Q.7)** Write short notes : **(Any Four)** [20]
- (a) WTO
  - (b) Balance of Payments
  - (c) SAARC
  - (d) NAFTA
  - (e) Anti-dumping Policies

---

**[4072]-404/1**

Total No. of Questions : 2]

[Total No. of Printed Pages : 1

**[4072]-405**

**B. B. A. ( Semester - IV ) Examination - 2011**

**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) Define System. Explain in detail Sub-systems.
- (b) Explain Quality of Information and Value of Information in detail.
- (c) Define MIS. Explain in detail MIS as an Integrated System.
- (d) Explain Concept of Control System and state types of Control Systems.
- (e) Explain Marketing MIS with suitable diagram.
- (f) Explain Concept of Static and Dynamic Models.
- (g) What is DSS ? Differentiate between MIS and DSS.

**Q.2) Write short notes : (Any Four)**

**[20]**

- (a) Benefits of EIS
  - (b) Modelling Process
  - (c) Decision-making Tools
  - (d) Life Cycle Approach
  - (e) MIS and Other Academic Disciplines
  - (f) Open and Closed System
- 

**[4072]-405/1**



Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4072]-406

B. B. A. ( Semester - IV ) Examination - 2011

SERVICES MANAGEMENT

(Old 2004 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) Differentiate between Tangible and Intangible Goods. [10]  
(B) Discuss the nature of Demand and Supply in Services Industry. [10]
- Q.2)** Discuss Retail Sector with respect to Marketing Mix. [15]
- Q.3)** Explain the importance of people, process and physical evidence in relation to Service Sector. [15]
- Q.4)** What is ISO ? Discuss various ISO Standards in details. [15]
- Q.5)** Which are the Determinants of Service Quality ? Explain TQM. [15]
- Q.6)** Write short notes : (Any Three) [15]
- (a) Benchmarking
  - (b) Empowerment
  - (c) Insurance Services
  - (d) Services Marketing Environment
  - (e) Information Technology Sector

---

[4072]-406/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4072]-501

B. B. A. ( Semester - V ) Examination - 2011

SUPPLY CHAIN AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) *Question No. 1 is compulsory.*
- (2) *Answer any four out of the remaining.*

---

**Q.1)** (A) “Marketing Channels perform various important functions.”  
Explain. [10]

(B) What are the various participants in Physical Distribution ? [10]

**Q.2)** Describe the process of selecting the Channels of Distribution in International Market. [15]

**Q.3)** What is Wholesaling ? Give its importance and types in details. [15]

**Q.4)** What is Logistics Management ? Explain the objectives, components and its significance. [15]

**Q.5)** Explain EOQ Model and solve the following problem :

A Automobile Company procures rubber parts from a local firm. It is consumed at a average rate of Rs. 100 per month. If the procurement cost is Rs. 35 per order and the cost of holding stock is Rs. 1.20 per part per year.

(a) Determine the quantity that should be procured at a time to optimize the cost involved.

(b) If the consumption of the above part increases to 20 numbers per day, its actual inventory cost increases by Re. 0.01 per unit per day. What will be its revised EOQ ? [15]

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

**[15]**

- (a) Indirect Marketing Channel Types
  - (b) Inventory
  - (c) Horizontal Marketing System
  - (d) New Trends in Retailing
  - (e) Carrying and Forwarding Agent
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-502

B. B. A. ( Semester - V ) Examination - 2011

ENTREPRENEURSHIP 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) Explain in detail the functions of Entrepreneur. [15]

**OR**

Q.1) (A) What do you mean by Divergent Thinking Mode ? [07]

(B) Explain various tools used in Divergent Thinking Mode. [08]

Q.2) What do you mean by the term 'Project Feasibility Study' ? Explain various aspects of Project Feasibility Study. [15]

**OR**

Q.2) Write a detailed note on the functions of Maharashtra Centre for Entrepreneurship Development. [15]

Q.3) Explain the following schemes offered by Government : [15]

(a) RUGMI

(b) Seed Capital Scheme

**OR**

Q.3) Highlight the Entrepreneurial Qualities of Vitthal Kamat. [15]

**Q.4) (A)** Briefly discuss the Problem of Unemployment. **[07]**

**(B)** Discuss Entrepreneurial Career as an option. **[08]**

**OR**

**Q.4)** What do you mean by Environmental Scanning ? Highlight its objectives and benefits. **[15]**

**Q.5)** Write notes on **any four** of the following : **[20]**

(a) Angel Funding

(b) Entrepreneurial Competencies of Shri Pramod Chaudhari

(c) Importance of Business Plan

(d) Maharashtra Industrial Development Corporation (MIDC)

(e) Return on Investment

(f) Prime Minister Employment Generation Programme (PMEGP)

(g) Entrepreneurial Qualities of Anu Aga

(h) District Industries Centre (DIC)

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-503

B. B. A. ( Semester - V ) Examination - 2011

BUSINESS ETHICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) *Question No. 1 is compulsory.*
  - (2) *Answer any four out of the remaining.*
- 
- 

**Q.1)** Examine the following situations and explain the ethical code in it : [20]

- (a) Seeing the disaster in Japan and its nuclear radioactive spread all over. What will be the role of other countries with such plants in their territory to avoid disaster ?
- (b) If a hotel is functioning with a greater number of tourists visiting it from all over the world. What are the protective ethical measures taken by that hotel for the tourists ?
- (c) For a farmer to grow a crop is his livelihood, what ethical practice he will keep in mind to grow that crop, if he is going to export it ?
- (d) Advertisement as a source of reaching the consumer, what all ethical code should be applied by an Advertiser ?

**Q.2)** Define Ethics. Explain nature and importance of Ethics. [15]

**Q.3)** What is Corporate and Subordinate Responsibility ? Explain with example or a case to support the answer. [15]

**Q.4)** What is the relationship between Justice, Economic Systems and Ethics ? Elaborate with suitable examples. [15]

**Q.5)** What is Environmental Protection ? Explain Polluting Activities in brief. **[15]**

**Q.6)** What is Utilitarianism ? How it is applicable in business ? **[15]**

**Q.7)** Short notes : **(Any Three)** **[15]**

- (a) Caveat Emptor
  - (b) Bidding
  - (c) Hypocratic Oath
  - (d) Whistle Blowing
  - (e) Concept of Marketing
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-504**

**B. B. A. ( Semester - V ) Examination - 2011**

**RESEARCH METHODOLOGY**

**(Tools and Analysis)**

**(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) What is Primary Data ? Explain the Primary Data Collection Tools. [15]**

**OR**

**Q.1) What is Research ? Explain the steps involved in conducting Research. [15]**

**Q.2) Explain the following : [15]**

- (a) Scaling of Data
- (b) Tabulation
- (c) Data Coding

**OR**

**Q.2) What is a Research Report ? Explain the format of Research Report. [15]**

**Q.3) What is the use of Computers in Research ? Explain. [15]**

**OR**

**Q.3) Define Hypothesis. Explain the characteristics of a Hypothesis. [15]**

**Q.4) State and explain any five sources of Secondary Data Collection. [15]**

**OR**

**Q.4) Define Sampling. Explain the types of Sampling used in Research. [15]**



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

**[20]**

- (a) Importance of Research
  - (b) Hypothesis Testing
  - (c) Research Papers
  - (d) Types of Research
  - (e) Research Design
  - (f) Research Problem
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4072]-505

**B. B. A. ( Semester - V ) Examination - 2011**

**ANALYSIS OF FINANCIAL STATEMENTS**

**(Specialisation - I : Finance)**

**(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 do you mean by Financial Statements ? How the Analysis of Financial Statements is useful to the Management ? **[15]**

**OR**

**Q.1)** (A) How Cash Flow Statement is prepared ? **[07]**

(B) Explain the Utility of Ratio Analysis with suitable examples. **[08]**

**Q.2)** Discuss the following methods of Analysis in detail : **[15]**

(a) Common Size Statement

(b) Trend Analysis

(c) Fund Flow Statement

**OR**

**Q.2)** (A) Explain different Turnover Ratios and its utility in detail. **[07]**

(B) Explain the importance and utility of Comparative Statement. **[08]**

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

(a) Solvency Ratio

(b) Contingent Liabilities

(c) Changes in Working Capital

(d) Funds from Operation

(e) Vertical Format of Balance Sheet

**Q.4)** The following figures related to the trading activities of Hind Traders Limited for the year ended 31st March, 2011 :

**Balance Sheet as on 31st March, 2011**

<b>Liabilities</b>	<b>Amt.</b>	<b>Assets</b>	<b>Amt.</b>
Equity Share Capital	1,40,000	Goodwill	1,40,000
Preference Share Capital	2,80,000	Fixed Assets (Net)	10,50,000
Reserves	2,80,000	Cash	70,000
Long Term Debt	8,40,000	Debtors	3,50,000
Creditors	2,80,000	Stock	4,90,000
Bills Payable	1,40,000		
Outstanding Expenses	40,000		
Provision for Tax	1,00,000		
	<b>21,00,000</b>		<b>21,00,000</b>

**Profit and Loss A/c. for the year ended 31st March, 2011**

<b>Particulars</b>	<b>Amt.</b>	<b>Amt.</b>
Sales :		
Cash		2,80,000
Credit		11,20,000
		14,00,000
Less : Cost of Goods sold		8,40,000
Gross Profit		5,60,000
Less : Expenses :		
Selling, Administrative and General Expenses	1,40,000	
Depreciation	98,000	
Interest on Long Term Debt	42,000	2,80,000
Profit before Taxes		2,80,000
Less : Taxes		1,40,000
Profit after Taxes		1,40,000

Evaluate the Company's Performance with the help of following ratios :

- (a) Current Ratio
- (b) Acid Test Ratio
- (c) Debtors Turnover Ratio
- (d) Stock Turnover
- (e) Debts to Total Capital Ratio
- (f) Gross Profit Margin
- (g) Net Profit Margin [20]

**Q.5)** From the following Balance Sheet of Bharat Ltd., Prepare a statement showing Sources and Application of Funds : [15]

**Balance Sheet**

Liabilities	31-3-2010	31-3-2011	Assets	31-3-2010	31-3-2011
Share Capital	11,00,000	12,00,000	Goodwill	2,00,000	1,70,000
Debentures	6,00,000	3,00,000	Land and Building	6,20,000	8,60,000
General Reserve	2,00,000	3,00,000	Plant and Machinery	6,00,000	8,00,000
Profit and Loss A/c.	1,40,000	2,90,000	Stock	2,50,000	3,00,000
Income Tax Provision	1,20,000	2,10,000	Debtors	3,00,000	2,40,000
Creditors	40,000	60,000	Cash	2,50,000	24,000
Bills Payable	20,000	30,000	Preliminary Expenses	30,000	20,000
Provision for Doubtful Debts	30,000	24,000			
	<b>22,50,000</b>	<b>24,14,000</b>		<b>22,50,000</b>	<b>24,14,000</b>

**Additional Information :**

- (1) Dividend of Rs. 1,10,000 was paid during 2010-11.
  - (2) A Part of Machinery Costing Rs. 10,000 (Accumulated Depreciation on that Rs. 5,000) was sold for Rs. 7,000.
  - (3) Depreciation for the year was provided as under :  
Land and Building – Rs. 30,000  
Plant and Machinery – Rs. 50,000
  - (4) Income Tax paid during the year Rs. 1,20,000.
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4072]-506

B. B. A. ( Semester - V ) Examination - 2011

SALES MANAGEMENT

(Specialisation - I : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) *Question No. 1 is compulsory.*
- (2) *Answer **any four** out of the remaining.*
- (3) *Figures to the right indicate full marks.*
- (4) *Draw figures wherever necessary.*

- 
- 
- Q.1) (A) “The purpose of Sales Training is to achieve improved Job Performance.” Discuss. [10]
- (B) Explain the different Areas of Sales Training. [10]
- Q.2) Explain the specific characteristics of a Successful Salesman. [15]
- Q.3) What do you mean by ‘Personal Selling’ ? Discuss the tools and techniques for Effective Personal Selling. [15]
- Q.4) What is Sales Forecasting ? Explain the different methods of Sales Forecasting used in various organisations. [15]
- Q.5) Design a Selection Process of Sales Personnel. [15]

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

**[15]**

- (a) Non-monetary Compensation
  - (b) Sales Defections
  - (c) Sales Contest
  - (d) Sales Records
  - (e) Sales Manager's Functions
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-507

B. B. A. ( Semester - V ) Examination - 2011

HUMAN RESOURCE MANAGEMENT - PRINCIPLES AND FUNCTIONS

(Specialisation - I : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) *Question No. 7 is compulsory.*
  - (2) *Answer **any four** questions from the rest.*
  - (3) *All questions carry equal marks.*
  - (4) *Draw diagrams / sketch wherever necessary.*
- 
- 

**Q.1)** Define the term Human Resource Management. Explain its objectives and functions.

**Q.2)** Define Manpower Planning. Explain its objectives and process.

**Q.3)** What is Recruitment ? State various Sources of Recruitment.

**Q.4)** Differentiate between Training and Development. What are the different methods of Training Programme ?

**Q.5)** What is Performance Appraisal ? Explain various methods to evaluate the Performance of the Employee.

**Q.6)** Explain the term Personnel Audit. State its importance.



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

- (a) Personnel Record
  - (b) Promotion Policy
  - (c) Role of HRM
  - (d) Labour Turnover
  - (e) Transfer Policy
  - (f) HR Accounting
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4072]-508

B. B. A. ( Semester - V ) Examination - 2011

MANAGEMENT OF SERVICES

(Specialisation - I : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

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

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

---

Q.1) (A) Explain in detail various Service Characteristics. [10]

(B) What is the role of Services in the Development of Indian Economy ? [10]

Q.2) Discuss in detail various factors responsible for Growth of Service Sector in India. [15]

Q.3) What are the Levels of Customer Expectations ? Discuss the Ways to Manage Customers Expectations. [15]

Q.4) Define Service Forces. Explain various Ways of Designing Service Forces. [15]

Q.5) Which are the prominent challenges in International Market for Services in the Era of Globalization ? [15]

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

**[15]**

- (a) Service Customization
  - (b) Waiting Line Reservation
  - (c) Service Productivity
  - (d) Indian Tourism Industry
  - (e) Service Quality
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-509**

**B. B. A. ( Semester - V ) Examination - 2011**

**AGRICULTURE AND RURAL DEVELOPMENT**

**(Specialisation - I : Agriculture Business 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 are the characteristics of Indian Agriculture ? [15]**

**OR**

**Q.1) What is the role of Agriculture in Indian Economy ? [15]**

**Q.2) Explain the role played by Regional Rural Banks in Agriculture and Rural Development in India. [15]**

**OR**

**Q.2) “Co-operative Societies cater the needs of Agri-business.” Explain. [15]**

**Q.3) State the importance of PDS achieving the Food Security in India. [15]**

**OR**

**Q.3) Discuss National Rural Employment Guarantee Act (NREGA). [15]**

**Q.4) “Drip and Sprinkle Irrigation System is need of the time.” Explain. [15]**

**OR**

**Q.4) What is the importance of Agricultural Taxation ? [15]**

**[4072]-509**

**1**

**P.T.O.**

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

**[20]**

- (a) Cottage Industry
  - (b) NABARD
  - (c) Tenancy Reforms
  - (d) Self Help Groups
  - (e) PACS
  - (f) Mechanisation of Agriculture
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-51**

**B. B. A. ( Semester - V ) Examination - 2011**

**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

*(1) All questions are compulsory.*

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

---

---

**Q.1) What qualities should an Entrepreneur have ? [15]**

**OR**

**Q.1) Enumerate the problems faced by Women Entrepreneurs. [15]**

**Q.2) “Development requires resources but resources alone do not produce Development.” Examine functions of an Entrepreneur in the light of this statement. [15]**

**OR**

**Q.2) (A) Define the term ‘Venture Capital Funding’. [05]**

**(B) Narrate the importance of Venture Capital Funding. [10]**

**Q.3) State and explain briefly aspects of Project Feasibility Report. [15]**

**OR**

**Q.3) Describe in detail the barriers to Entrepreneurship Development in India. [15]**

**Q.4)** Suggest measures to be taken for Developing Entrepreneurship in India. [15]

**OR**

**Q.4)** Write a detailed note on nature, size and types of Industries suited for Women Entrepreneurs. [15]

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

- (a) Entrepreneur V/s Manager
  - (b) Entrepreneurial Qualities of Late Shri B. G. Shirke
  - (c) Role of Women in Society
  - (d) Entrepreneur and Enterprise
  - (e) Schemes offered by IDBI for Entrepreneurs
  - (f) Challenges of Globalisation to Entrepreneurship Development
  - (g) Entrepreneurial Qualities of Late Padmashree Vikhe Patil
  - (h) Entrepreneur V/s Intrapreneur
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4072]-510

B. B. A. ( Semester - V ) Examination - 2011

LONG TERM FINANCE

(Specialisation - II : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) Question No. 1 is compulsory.
- (2) Solve **any four** from the remaining.
- (3) All questions carry equal marks.

---

---

**Q.1)** (A) 'A' Limited has the following Capital Structure :

Equity Share Capital (2,00,000 shares)	Rs. 40,00,000
6% Preference Shares	Rs. 10,00,000
8% Debentures	Rs. 30,00,000
	<u>Rs. 80,00,000</u>

The Market Price of the Company's Equity Share is Rs. 20. It is expected that company will pay a dividend of Rs. 2 per share at the end of current year, which will grow at 7% for ever. The tax rate may be presumed at 50%. You are required to compute the following :

- (a) Weighted Average Cost of Capital based on existing Capital Structure.
- (b) The New Weighted Average Cost of Capital if the company raises an additional Rs. 20,00,000, debt by issuing 10% debentures. This would result in increasing the expected dividend to Rs. 3 and leave the growth rate unchanged. But the price of share will fall to Rs. 15 per share.

[4072]-510

1

P.T.O.



(B) A firm has sales of Rs. 10,00,000, Variable Cost of Rs. 7,00,000 and Fixed Costs of Rs. 2,00,000 and Debt of Rs. 5,00,000 at 10% Rate of Interest. What are the Operating, Financial and Combined Leverages ?

If the firm wants to double its Earning Before Interest and Tax [EBIT], how much of a rise in sales would be needed ?

**Q.2)** Explain the term Capitalisation. Also write the Concept of Under-capitalisation with its causes and remedies.

**Q.3)** What are the different sources for Long Term Finance in Corporate Sector ? Also elaborate its advantages and limitations.

**Q.4)** Discuss the principles governing Financial Plan with the Process of Financial Planning.

**Q.5)** Can a firm have an Optimal Capital Structure ? Discuss any eight factors relevant in determining the Capital Structure.

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

- (a) Operating Leverage
- (b) Owned Capital and Borrowed Capital
- (c) Trading on Equity
- (d) Consequences of Over-capitalisation
- (e) Retained Earnings
- (f) Types of Debentures

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-511**

**B. B. A. ( Semester - V ) Examination - 2011**

**RETAIL MANAGEMENT**

**(Specialisation - II : Marketing)**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

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

**Q.1)** What do you understand by the term 'Retail Strategies' ? Elaborate upon the different Retail Strategies that can be used by a Modern Retailer.

**OR**

**Q.1)** What do you understand by 'Retail Communication Mix' ? As a Manager of a Retail Store, what steps would you take to ensure successful Retail Communication ?

**Q.2)** What do you understand by the term 'Marketing Channels' ? Bring out the importance and functions of the Marketing Channels in the Process of Distribution.

**OR**

**Q.2)** Elaborate upon the role of I.T. in Retailing with special reference to Electronic Data Exchange, Barcoding, RFID and Electronic Payment System.

**Q.3)** Write an elaborate note on various types of 'Retail Formats'.

**OR**

**Q.3)** Define Category Management. Elaborate upon the Process of Category Management.

**[4072]-511**

**1**

**P.T.O.**

**Q.4)** What do you understand by the term 'Floor Space Management' ? As a Manager of a Retail Store, what steps would you taken to ensure the best utilisation of available space ?

**OR**

**Q.4)** What is 'Integrated Marketing Channels' ? Point out the similarities and differences between Horizontal, Vertical and Multi-channel Marketing Systems.

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

- (a) Store Facade
- (b) Site Selection
- (c) In Store Promotion and Events
- (d) Global Retailing Scenario
- (e) Store Image Mix
- (f) Store Design

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-512

B. B. A. ( Semester - V ) Examination - 2011

HUMAN RESOURCE PRACTICES

(Specialisation - II : Human Resource 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 Compensation ? Explain the procedure of determination of Compensation. [15]

**OR**

**Q.1)** Explain various provisions of the Factories Act, 1948 with regard to Health and Safety of Workers. [15]

**Q.2)** How does a Learning Organisation differ from a Traditional Organisation ? Explain the main features of Learning Organisation. [15]

**OR**

**Q.2)** Define Workers Participation in Management. What are the pre-requisites for Effective Participation ? [15]

**Q.3)** What is Industrial Relations ? Explain the objectives and importance of Industrial Relations. [15]

**OR**

**Q.3)** Define the term 'Grievance'. Discuss the Grievance Procedure. [15]

**Q.4)** Define Collective Bargaining. Explain the Process of Collective Bargaining. [15]

**OR**

**Q.4)** What is Discipline ? Explain the principles of a Good Discipline. [15]

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

- (a) Wage Differentials
  - (b) Objectives of Labour Welfare
  - (c) Accident Costs
  - (d) Ethics in Organisational Development
  - (e) Participants in Industrial Relations
  - (f) Incentive Schemes
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-513**

**B. B. A. ( Semester - V ) Examination - 2011**

**MARKETING SERVICES**

**(Specialisation - II : Service Sector 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 TQM ? Discuss the Process of TQM. [15]**

**OR**

**Q.1) Explain the Parameters in Pricing of Services. [15]**

**Q.2) Give the Guidelines for New Product Development. [15]**

**OR**

**Q.2) What are the characteristics of Service Marketing Environment ? [15]**

**Q.3) How to manage Service Competition ? [15]**

**OR**

**Q.3) What are the challenges to manage the people in Service Firms ? [15]**

**Q.4) Explain various Customer Satisfaction Techniques with suitable examples. [15]**

**OR**

**Q.4) Explain the impact of New Economic Policy on Marketing Services. [15]**

**[4072]-513**

**1**

**P.T.O.**

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

**[20]**

- (a) Services Marketing Mix
  - (b) Right Service Culture
  - (c) Promotional Strategies
  - (d) Benchmarking
  - (e) Gaps in Service Quality
  - (f) Employee Satisfaction and Customer Satisfaction
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-514**

**B. B. A. ( Semester - V ) Examination - 2011**  
**INTERNATIONAL AGRICULTURAL SYSTEMS**  
**(Specialisation - II : Agri-Business Management)**  
**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

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

**Q.1) Explain in detail the peculiarities of Farming Systems in Israel. [15]**

**OR**

**Q.1) Discuss the distinguishing characteristics of Farming Systems in : [15]**

- (a) China
- (b) Israel
- (c) America

**Q.2) Explain the following in detail : [15]**

- (a) Concept of Genetically Modified Crops
- (b) Importance of Genetically Modified Crops
- (c) Criticisms faced by Genetically Modified Crops

**OR**

**Q.2) What is Ecological Farming and Sustainable Farming ? Explain in detail the following three major goals integrated by Sustainable Farming : [15]**

- (a) Environmental Health
- (b) Economic Profitability
- (c) Social and Economic Equity



**Q.3)** Write a explanatory note on 'Agreement on Agriculture' and also discuss its criticisms. [15]

**OR**

**Q.3)** Discuss the controversy regarding agricultural subsidies in context with W.T.O. [15]

**Q.4)** Explain the following concepts : [15]

- (a) Agricultural S.E.Zs.
- (b) Agro Processing Zones
- (c) Agro Export Zones

**OR**

**Q.4)** What is Agricultural S.E.Zs. ? Explain the S.W.O.T. Analysis for Indian Agricultural S.E.Zs. [15]

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

- (a) WTO and Indian Agriculture
- (b) Export Potential of Agri Business
- (c) Limitations of Ecological Farming
- (d) Genetically Modified Crops and Human Health
- (e) Difficulties faced by Indian Agro Export Zones
- (f) Challenges for International Agricultural System

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-52**

**B. B. A. ( Semester - V ) Examination - 2011**

**BUSINESS LAW**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

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

**Q.1)** Give the definition of 'Proposal'. Explain the legal rules as to the Proposal. **[15]**

**OR**

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

**Q.2)** Discuss in brief the rules as to Transfer of Property in Goods. **[15]**

**OR**

**Q.2)** Define and explain 'Condition'. What Conditions are implied in a Contract of Sale ? **[15]**

**Q.3)** Define Cheque and Bill of Exchange. Distinguish between Cheque and Bill of Exchange. **[15]**

**OR**

**Q.3)** Define and explain the Concept of 'Endorsement' on Negotiable Instrument. Explain with illustrations different kinds of Endorsements. **[15]**

**Q.4)** Define a 'Company'. What are the main features of a Company ? [15]

**OR**

**Q.4)** Explain in brief the composition and objects of Consumer Protection Councils. [15]

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

- (a) Undue Influence
  - (b) Essentials of Contingent Contract
  - (c) Unpaid Seller's Lien
  - (d) Crossing of Cheque
  - (e) Features of Prospectus
  - (f) Kinds of Goods
  - (g) Restrictive Trade Practices
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-53**

**B. B. A. ( Semester - V ) Examination - 2011**

**INTERNATIONAL BUSINESS AND NEW TRENDS**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

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

**Q.1) Discuss in detail the nature and scope of International Business. [15]**

**OR**

**Q.1) Explain in detail the Organisational Structure of WTO and WTO's role in Multilateral Trade Laws. [15]**

**Q.2) Discuss in detail various Import and Export Strategies. [15]**

**OR**

**Q.2) "Managing Business Functions Internationally is the need of the hour." Comment. [15]**

**Q.3) What is Globalization ? Explain its advantages and disadvantages for Medium Scale Industries. [15]**

**OR**

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

**Q.4) Analyze the Theories and Environment relating to International Business. [15]**

**OR**

**Q.4) Why is Multinational Service Organization important in the present scenario ? [15]**

**[4072]-53**

**1**

**P.T.O.**

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

**[20]**

- (a) Concept and Meaning of Globalization
  - (b) Potential of MNCs
  - (c) Difference between GATT and WTO
  - (d) Features and Stages of Globalization
  - (e) Marketing Strategies
  - (f) Potentials of Indian Companies in International Business
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-54

**B. B. A. ( Semester - V ) Examination - 2011**

**PERSONALITY DEVELOPMENT**

**(Old 2004 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 is Communication ? Explain Communication Process in detail. [16]**

**OR**

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

**Q.2) What are the determinants of Personality ? [16]**

**OR**

**Q.2) What qualities a person should possess to make a good 'First Impression' ? Explain importance of a good 'First Impression'. [16]**

**Q.3) Define Assertiveness. Describe the types of Assertiveness. [16]**

**OR**

**Q.3) Explain how will you develop Positive Thinking ? [16]**

**Q.4) Define 'Presentation Skills'. Explain tips for making effective Presentation. [16]**

**OR**

**Q.4) Define 'Group Discussion'. Explain the merits and demerits of Group Discussion. [16]**

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

**[16]**

- (a) Negative Thinking
  - (b) Gestures
  - (c) Eye Contact
  - (d) Passive Behaviour
  - (e) Handling Question-Answer Session in Presentation
  - (f) Making Good First Impression
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4072]-55**

**B. B. A. ( Semester - V ) Examination - 2011**

**SALES MANAGEMENT**

**(Specialisation : Marketing)**

**(Old 2004 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'. Discuss its importances and objectives. [15]**

**OR**

**Q.1) Define 'Sales Manager' and his place in Marketing Department. Explain "Modern Sales Manager has to play more responsible role than that of Traditional Sales Manager". [15]**

**Q.2) What do you mean by 'Sales Organisation'. Explain importance and functions of Sales Organisation. [15]**

**OR**

**Q.2) Define 'Sales Training'. State its importance and objectives. [15]**

**Q.3) "Sales Management achieves Personal Selling objectives through Personal Strategy." Explain. [15]**

**OR**

**Q.3) Discuss the Career Opportunities in Selling. What proposal do you have for making selling as a more attractive career ? [15]**



**Q.4)** What is 'Sales Quota' and 'Sales Territory' ? State types of Sales Quota and explain necessity of Sales Territory. **[15]**

**OR**

**Q.4)** What are the different types of Incentives that are offered to the Sales Force ? Explain their merits. **[15]**

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

- (a) Functions of Sales Manager
  - (b) Qualities of Sales Executive
  - (c) On-line Marketing
  - (d) The Sales Grid
  - (e) Importance of Communication Skill in Personal Selling
  - (f) Principles of Good Training
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

**[4072]-56**

**B. B. A. ( Semester - V ) Examination - 2011**

**ANALYSIS OF FINANCIAL STATEMENTS**

**(Old 2004 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 'Financial Statements' ? Discuss its need and importance in detail. **[15]**

**OR**

**Q.1)** Explain the term 'Factoring'. How it differ from Discounting of Bills ? **[15]**

**Q.2)** What is Ratio Analysis ? How Ratios are classified ? **[15]**

**OR**

**Q.2)** Explain the meaning of Fund Flow Statement. State its advantages and limitations. **[15]**

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

- (a) Vertical Form of Balance Sheet
- (b) Liquidity Ratios
- (c) Credit Period
- (d) Cash Flow Statement
- (e) Discount Policy

**Q.4)** The following is the Balance Sheet of a Limited Company as on 31st March, 2010 :

**Balance Sheet as on 31-03-2010**

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Share Capital	2,00,000	Land and Building	1,40,000
Profit and Loss A/c.	30,000	Plant and Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debentures	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Bank Balance	40,000
<b>Total</b>	<b>8,40,000</b>	<b>Total</b>	<b>8,40,000</b>

**Calculate :**

- (a) Current Ratio
- (b) Quick Ratio
- (c) Inventory to Working Capital
- (d) Debts to Equity
- (e) Proprietary Ratio
- (f) Capital Gearing Ratio
- (g) Current Assets to Fixed Assets

**[15]**

- Q.5)** From the following details relating to HV Ltd., prepare a statement showing Sources and Application of Funds for the year ended 31st March, 2010 : [20]

**Balance Sheet of HV Ltd.**

Liabilities	31-03-10	31-03-09	Assets	31-03-10	31-03-09
Share Capital	4,00,000	3,00,000	Goodwill	90,000	1,00,000
Reserve	1,00,000	80,000	Plant and Machinery	4,29,250	2,98,000
Profit and Loss A/c.	50,000	30,000	Debenture Discount	5,000	8,000
Debentures	1,00,000	1,50,000	Prepaid Expenses	5,750	4,000
Income Tax Provision	40,000	50,000	Investments	60,000	1,00,000
Trade Creditors	70,000	90,000	Debtors	1,10,000	1,60,000
Proposed Dividends	40,000	30,000	Stock	80,000	50,000
			Cash and Bank	20,000	10,000
<b>Total</b>	<b>8,00,000</b>	<b>7,30,000</b>	<b>Total</b>	<b>8,00,000</b>	<b>7,30,000</b>

**Additional Information :**

- (1) 15% depreciation has been charged on Plant and Machinery.
- (2) Old Machine Costing Rs. 50,000 (Written down value Rs. 20,000) have been sold for Rs. 35,000.
- (3) A Machine Costing Rs. 10,000 (Written down value Rs. 3,000) has been discarded.
- (4) Rs. 10,000 profit has been earned by Sale of Investments.
- (5) Debentures have been redeemed at 5% premium.
- (6) Rs. 55,000 Income Tax has been paid during the year.

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4072]-57

B. B. A. ( Semester - V ) Examination - 2011

RETAIL MANAGEMENT

(Old 2004 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) What is the meaning of Retailing ? Explain the functions of Retailer. [10]
- (B) What are the key sectors of Retail in India ? [10]
- Q.2)** What are the factors that a retailer needs to take into account while choosing a location for a Retail Store ? [15]
- Q.3)** Discuss 'Supermarket', 'Hypermarket' and 'Speciality Store' from the point of view of their Size, Merchandise Offered and Retail Strategy. [15]
- Q.4)** What would be the Social and Economic Impact of 'Organised Retail in India' ? [15]
- Q.5)** What is 'Visual Merchandising' ? Explain its importance in Retail Business. [15]
- Q.6)** What do you understand by 'Atmospheric and Retail Space Management' ? Explain. [15]

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4072]-58**

**B. B. A. ( Semester - V ) Examination - 2011**

**LONG TERM FINANCE**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

- (1) Attempt **any five** questions.
  - (2) All questions carry equal marks.
- 
- 

**Q.1)** Define 'Financial Plan'. Explain various steps in formulation of Financial Plans.

**Q.2)** What do you mean by Under-capitalization ? State its causes and remedy for the same.

**Q.3)** Define Cost of Capital. State various Implicit and Explicit Costs.

**Q.4)** Calculate Weighted Average Cost :

- (a) Cost of the Project – Rs. 100 laces.
- (b) Finance By – Rs. 40 laces By 9.5% debentures, Rs. 30 laces By 12% Preference Share Capital, Balance Rs. 30 laces by way of deposits from public at 10.25%.
- (c) Income Tax Rate applicable – 45%.

**Q.5)** Explain various internal and external factors that affect Capital Structure.

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

- (a) Lease Finance
- (b) Trading on Equity
- (c) Combined Leverages
- (d) Methods of Evaluation of Capital Expenditure Proposal
- (e) Equity Cost of Capital

---

**[4072]-58/1**

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4072]-601

B. B. A. ( Semester - VI ) Examination - 2011

BUSINESS PLANNING AND PROJECT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) Attempt *any five* questions.
  - (2) All questions carry equal marks.
- 
- 

**Q.1)** Define Forecasting. State various methods of Forecasting.

**Q.2)** Describe various methods of Planning. State various characteristics of Good Plan.

**Q.3)** Explain Critical Path Method along with its advantages and limitations.

**Q.4)** Define 'Project'. State various phases in Product Life Cycle.

**Q.5)** Explain various factors required to be consider in Project Planning.

**Q.6)** Define 'Planning'. State its features, advantages and objectives of Planning.

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

- (a) PERT
  - (b) Project Audit
  - (c) Crashing of Project
  - (d) Gantt Chart
  - (e) Project Termination Process
- 

[4072]-601/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-602

B. B. A. ( Semester - VI ) Examination - 2011

EVENT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

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

(2) *Solve any four questions from question nos. 2 to 7.*

- 
- 
- Q.1)** (A) As an Event Manager, you have to organize an Inter Collegiate Management Event. Plan the event with the help of 5 C's of Event Management. [10]
- (B) What are the avenues to generate revenue from the Event ? Explain with suitable examples. [10]
- Q.2)** What is Brand Building ? According to you, how event helps in Building the Brand ? [15]
- Q.3)** Explain the following : [15]
- (a) Pre-event Activities
- (b) During Event Activities
- (c) Post-event Activities
- Q.4)** Explain the term 'Market in Events' on the basis of Revenue Generating and Non-revenue Generating Customers. [15]
- Q.5)** Explain Critical Success Factor Analysis. Discuss the strategic alternatives arising from Competitive Analysis. [15]
- Q.6)** Explain the different criteria for selection of event venue along with examples. [15]



**Q.7) Short notes : (Any Three)**

**[15]**

- (a) Ambush Marketing
  - (b) Outdoor Media
  - (c) Event Infrastructure
  - (d) Licensing and Merchandising
  - (e) Event Designing
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4072]-603**

**B. B. A. ( Semester - VI ) Examination - 2011**

**MANAGEMENT CONTROL SYSTEM**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

- (1) Q. No. 6 is compulsory.*
  - (2) Attempt **any four** questions from remaining.*
  - (3) All questions carry equal marks.*
- 
- 

**Q.1)** Define Concept of Management Control. Discuss the nature of Control.

**Q.2)** Explain the Value of Information in Business Planning and Control Process.

**Q.3)** How does Production Control is different from Production Planning ?  
Explain the functions of Production Planning and Control.

**Q.4)** How Computers are essential for MIS ? Discuss six generations of Information System.

**Q.5)** What is Project Planning ? How do you Plan the Cost Dimensions in the Project Management ?

**Q.6)** Write shorts notes : **[4x4=16]**

- (a) Design of Management Control System
  - (b) PERT (Programme Evaluation and Review Technique)
  - (c) Tools and Techniques of Marketing Control
  - (d) Characteristics of Decision Support System
- 

**[4072]-603/1**

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4072]-604**

**B. B. A. ( Semester - VI ) Examination - 2011**

**E-COMMERCE**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

(1) *Question No. 7 is compulsory.*

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

---

---

**Q.1)** What is E-commerce ? Elaborate different types of E-commerce. [15]

**Q.2)** What do you mean by Website ? What are the different ways to promote Websites ? [15]

**Q.3)** Explain the role of Intranet in B2B Applications with an example. [15]

**Q.4)** Explain the EDI Model with a neat diagram. [15]

**Q.5)** Explain Linking Objectives to Business Strategies in E-commerce. [15]

**Q.6)** Define Internet Marketing and also explain its techniques. [15]

**Q.7)** Short notes : (**Any Four**) [20]

(a) Goals of E-commerce

(b) Target E-mail

(c) Advantages and disadvantages of Internet

(d) Applications of EDI

(e) E-cycle of Internet Marketing

(f) E-governance

(g) Service Centre

---

**[4072]-604/1**

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4072]-605**

**B. B. A. ( Semester - VI ) Examination - 2011**

**FINANCIAL SERVICES**

**(Specialisation - III : Finance)**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

- (1) Question No. 1 is compulsory.*
- (2) Solve **any four** from Q. Nos. 2 to 7.*
- (3) All questions carry equal marks.*

---

---

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

- (a) Mergers and Types of Mergers
- (b) Venture Capital
- (c) Bills of Exchange
- (d) Role of RBI as Regulatory Authority
- (e) Commercial Paper

**Q.2) What is Money Market ? Explain features and importance of Money Market.**

**Q.3) Explain role, objectives and functions of Security and Exchange Board of India (SEBI).**

**Q.4) Explain any three Financial Services in India.**

**Q.5) Explain the meaning of Stock Exchange. Discuss the functions and services of Stock Exchange.**

**[4072]-605**

**1**

**P.T.O.**

**Q.6)** What do you mean by Zero-base Budgeting ? Explain its advantages and limitations.

**Q.7)** What do you mean by Human Resource Accounting ? Explain any one approach of HRA.

---

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-606

**B. B. A. ( Semester - VI ) Examination - 2011**

**ADVERTISING AND SALES PROMOTION**

**(Specialisation - III : Marketing)**

**(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)** ‘Advertising alone never sales a Product or Service’. Discuss this statement with examples. [15]

**OR**

**Q.1)** Define Advertising. Explain the functions of Advertising. [15]

**Q.2)** “Are the concepts of Brand Image and Brand Personality different ?” Discuss. Explain with examples. [15]

**OR**

**Q.2)** Discuss the advantages and disadvantages of T.V. Advertising. [15]

**Q.3)** What factors are responsible for the rapid growth of Sales Promotion ? What are its limitations which may also produce negative impact on customers/consumers ? [15]

**OR**

**Q.3)** Discuss different types of Consumer Advertising. What are the objectives of a National Advertiser ? [15]

**Q.4)** State and explain the essentials of a Good Copy. [15]

**OR**

**Q.4)** What is Physical Distribution ? State its role in Marketing. [15]

**Q.5) Short notes : (Any Four)**

**[20]**

- (a) Brand Equity
  - (b) DAGMAR Approach
  - (c) Publicity
  - (d) AIDA Model
  - (e) Objectives of Advertising
  - (f) Surrogate Marketing
  - (g) Tools of Sales Promotion
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4072]-607

**B. B. A. ( Semester - VI ) Examination - 2011**

**LABOUR LAWS**

**(Specialisation - III : Human Resource Management)**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *Attempt any four questions.*
  - (2) *All questions carry equal marks.*
- 
- 

**Q.1)** Explain the scope and applications of the Employees Provident Fund Act, 1952.

**Q.2)** Explain the powers and duties of the Officers of E.S.T. Act, 1948.

**Q.3)** Illustrate on procedure and machinery of Compensation under the Act of 1923.

**Q.4)** Define Available Surplus. Explain the Bonus Eligibility in brief.

**Q.5)** Describe the Forfeiture of Gratuity and Governments Power of Exemption in Gratuity Act, 1972.

**Q.6)** Explain scope, object and conditions governing Payments of Compensation under the Act, 1923.

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

- (a) Employment Injury
- (b) Bonus Commission
- (c) Concept of Gratuity
- (d) Constitution of Corporation E.S.I. Act
- (e) Employees Pension Scheme Act, 1952
- (f) Standing Committee of E.S.I. Act, 1948

---

[4072]-607/1



Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4072]-608**

**B. B. A. ( Semester - VI ) Examination - 2011**  
**SPECIAL SERVICES OF MARKETING IN INDIA**  
**(Specialisation - III : Service Sector Management)**  
**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *Question No. 1 is compulsory.*
- (2) *Answer **any four** out of the remaining.*

- 
- 
- Q.1)** (A) “Service Sector is dominating manufacturing sector.” Explain with suitable examples. [10]  
(B) Describe special features of Indian Tourism Market. [10]
- Q.2)** Discuss Banking Sector in detail. Enlist major players in India. [15]
- Q.3)** “To promote any services, planning and development is important.” Explain this statement in the context of Insurance Services. [15]
- Q.4)** How Entertainment Services are being marketed in India ? What are the prospective for Entertainment Marketing ? [15]
- Q.5)** “To improve the quality of medical services, an innovation in Marketing Mix is prime need of the hour.” Explain this statement. [15]
- Q.6)** Develop suitable Promotion Mix for a Hotel in Metro City being as a Marketing Manager. [15]
- Q.7)** Write short notes : (**Any Three**) [15]
- (a) Reasons for Growth of Service Sector
  - (b) Marketing Information System in Banks
  - (c) Marketing Medias in Health-Care Services
  - (d) Special Features of Educational Marketing
  - (e) Mobility Mix of Medicare Services

---

**[4072]-608/1**

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-609

**B. B. A. ( Semester - VI ) Examination - 2011**

**RECENT TRENDS IN AGRI. BUSINESS**

**(Specialisation - III : Agri. Business 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)** Elaborate the impact of International Agri. Business on Indian Economy. **[16]**

**OR**

**Q.1)** Explain the current scenario of Agricultural Research and Education in India. Support your answer with suitable examples. **[16]**

**Q.2)** (A) Explain the existing position of Poultry Industry in India. **[08]**

(B) Write a note on Cotton Textile Industry. **[08]**

**Q.3)** Elaborate on the problems of Live Stock Management with special reference to Cattle, Fisheries and Sericulture. **[16]**

**OR**

**Q.3)** Explain the meaning of Agricultural Marketing and Prerequisites of a Good Marketing System. **[16]**

**Q.4)** Discuss Agro based Industries and their linkages to the Indian Economy with suitable examples. **[16]**

**OR**

**Q.4)** Explain the elements of Processing of Agricultural Product and discuss its problems. **[16]**

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

**[16]**

- (a) Wine Industry
  - (b) Contract Farming
  - (c) Agricultural Insurance
  - (d) Agricultural Finance
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4072]-61**

**B. B. A. ( Semester - VI ) Examination - 2011**  
**INDUSTRIAL RELATIONS AND LABOUR LAWS**  
**(Old 2004 Pattern)**

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

- (1) Attempt *any four* questions.
  - (2) All questions carry equal marks.
- 
- 

**Q.1)** Write a detailed note on Collective Bargaining Process.

**Q.2)** Explain General Funds under Trade Union Act.

**Q.3)** What is Adjudication ? Explain its 3-tier System.

**Q.4)** Define Industrial Relations. Write about evolution of Industrial Relations.

**Q.5)** Write about approval of Trade Union under Bombay Industrial Relation Act.

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

- (a) Recognition of Trade Union
  - (b) Importance of WPM
  - (c) Conciliation
  - (d) Causes of Industrial Disputes
  - (e) Scope of Industrial Relation
  - (f) Approved Trade Union
- 

**[4072]-61/1**

Total No. of Questions : 3]

[Total No. of Printed Pages : 3

[4072]-610

B. B. A. ( Semester - VI ) Examination - 2011

CASES IN FINANCE

(Specialisation - IV : Finance)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Q.1) Jay Industries Ltd. is considering purchasing a new machine. Two alternative models are under consideration. The comparative data of the two machines are as follows :

Particulars	Machine X	Machine Y
Cost of Machine	3,00,000	5,00,000
Estimated Life	10 years	10 years
Estimated Saving is Scrap p.a.	20,000	30,000
Additional Cost of Supervision p.a.	24,000	32,000
Additional Cost of Maintenance p.a.	14,000	22,000
Cost of Indirect Material p.a.	12,000	16,000
Additional Savings in Wages p.a.	1,80,000	2,40,000

Rate of Taxation : 50% of the Profits. Assume Targeted Cost of Capital @ 10%. As a Finance Executive advice Management regarding which machine may be a profitable investment by calculating Annual Cash Flow, Payback Period, NPV and PL. Total PV @ 10% for 10 years = 6.144.

[20]

OR

Q.1) Excellent Co. is considering the purchase of new machinery. Two alternative machines A and B have been suggested each costing Rs. 4,00,000 and Rs. 4,50,000 respectively. Cash Inflows are expected to be as follows :

[4072]-610

1

P.T.O.

Cash in flows at the end of the years :

Year	Machine 'A' (Rs.)	Machine 'B' (Rs.)
1	40,000	1,20,000
2	1,20,000	1,60,000
3	1,60,000	2,00,000
4	2,40,000	1,20,000
5	1,60,000	80,000

The Company's Cost of Capital is 10%. As a Finance Manager evaluate profitability of machines by calculating the following :

Payback Period, Discounted Payback Period, Net Present Value, Profitability Index and Calculate IRR with the help of discounting factor 15% and 20%.

Present Value of Re. 1 @ 10%, @ 15% and @ 20%.

Year	PV @ 10%	PV @ 15%	PV @ 20%
1	0.909	0.870	0.833
2	0.826	0.756	0.694
3	0.751	0.658	0.579
4	0.683	0.572	0.482
5	0.621	0.497	0.402

[20]

**Q.2)** The following information is related to Parekh Industries Pvt. Ltd., Pune. Budgeted Sales (78,000 units) Rs. 46.80 lakhs. 25% Sales are Cash Sales.

**Analysis of Selling Price :**

**Rs.**

Raw Material	60% of Selling Price
Direct Labour	6.00 per unit
Variable Overheads	1.00 per unit
Fixed Overheads	5 Lakhs (including Rs. 1,10,000 as depreciation)

It is estimated that :

- (a) Holding Period of :
- Raw Materials – 3 weeks
  - Work-in-Process – 1 week
  - Finished Goods – 2 weeks
- (b) Suppliers will give 4 weeks credit.
- (c) Customers are allowed 4 weeks credit.
- (d) Wages are paid after 4 weeks.
- (e) Lag in payment of overheads will be 2 weeks.
- (f) Cash in Hand Rs. 50,000.

Prepare a statement showing working capital requirement for a year using cash cost approach. Year = 52 weeks.

[15]

**Q.3)** JKL has the following capital structure as on 31st March, 2010 :

Sources	Rs.
Equity Share Capital (2,00,000 shares)	40,00,000
11.5% Preference Shares	10,00,000
10% Debentures	30,00,000
<b>Total</b>	<b>80,00,000</b>

The equity share of the company sells for Rs. 20. It is expected that the company will pay next year a dividend of Rs. 2 per equity share which is expected to grow @ 5% p.a. Assume a 35% corporate tax rate.

You are required :

- (a) To calculate Weighted Average Cost of Capital (WACC) of the company based on the existing capital structure.
- (b) Calculate new WACC, if the company raises an additional Rs. 20 lakhs debt by issuing 12% Debentures. This would result in increasing the expected equity dividend to Rs. 2.40 and leave the growth rate unchanged, but the price of equity share will fall to Rs. 16 per share.

[15]

Total No. of Cases : 4]

[Total No. of Printed Pages : 3

[4072]-611

B. B. A. ( Semester - VI ) Examination - 2011

CASES IN MARKETING

(Specialisation - IV : Marketing)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

*Instructions :*

- (1) *Case No. 1 is compulsory.*
- (2) *Solve **any two** cases from case nos. 2, 3 and 4.*

---

---

**Case No. 1 :**

PAC India, a 100% subsidiary of USA based parent company, wants to launch health drink for sports people and iced tea. Preliminary research indicated that Indian public is becoming increasingly health conscious and cola market has become saturated.

India's beverage market size is 720 million liters, which includes soft drinks, tea, coffee and mineral water but does not include health drinks. In tetra pack, the only success is Parle Agro's FROOTI. PAC India intends processing 250 tons fruits in first year to make health drinks, which will be expanded upto 2000 tons by fifth year. After initial success of health drink is ensured, it wants to launch iced tea.

**Questions :**

- (a) Analyse the case [06]
- (b) Design Marketing Mix Strategy for PAC India. [07]
- (c) Advise Market Segmentation Strategy to PAC India. [07]



**Case No. 2 :**

You have been appointed as the Marketing Manager of a Health Club, having its own international grade indoor swimming pool. In the last year, there have been two deaths in the swimming pool. Public seriously doubts the facilities at the swimming pool. The membership has been adversely affected. The Management of the health club had appointed a Fact-Finding Committee. Their suggestions / recommendations are not so helpful. They are :

- (1) Reduce the membership fee to attract more members.
- (2) Increase the membership fee to attract the upmarket membership.
- (3) Try and hide the fact of deaths at the swimming pool from the public's notice.
- (4) Call press and the eminent public personalities and convince them that the 'deaths' were due to no fault of the management or its swimming pool facilities.

**Questions :**

- (a) Analyze the case [05]
- (b) As a Marketing Manager, which course of action will you take to expand the membership of the swimming pool ? [10]

**Case No. 3 :**

Chairman of Hindustan Car Company is a man of conventions. He tells his staff : "Look, modern marketing concepts are all useless. Agreed that customer is the king but don't depend on him to generate new product ideas." Head of product design section believes that great product ideas are born in labs only. Ignore the ignorant customer. In this organisation. So far, only sales function was considered important, you are appointed as the Marketing Manager.

**Questions :**

- (a) Analyze the case [05]
- (b) Write a note in this capacity and context to the company's chairman explaining and justifying the new setup for marketing department you have in mind. [10]

**Case No. 4 :**

A company wishes to launch a new tooth paste which can effectively prevent cavities and tooth decay. But the tooth paste market is highly crowded with multiple brands.

**Questions :**

- (a) Assume you were to evolve a Marketing Communication Strategy, which appeal or theme will you use and why ? **[10]**
  - (b) Discuss Promotional Budget Aspects. **[05]**
-

Total No. of Cases : 4]

[Total No. of Printed Pages : 5

**[4072]-612**

**B. B. A. ( Semester - VI ) Examination - 2011**

**CASES IN HUMAN RESOURCE MANAGEMENT**

**(Specialisation - IV : Human Resource Management)**

**(New 2008 Pattern)**

**Time : 2 Hours]**

**[Max. Marks : 50**

***Instructions :***

- (1) Case No. 1 is compulsory.*
- (2) Solve **any two** cases from nos. 2 to 4.*
- (3) Figures to the right indicate full marks.*

---

---

**Case No. 1 :**

‘Ahuja Textile Sales Promotion Corporation’ is growing organisation and has maintained good contracts with business houses in Punjab, U.P. and Union Territory of Delhi. The corporation has on their staff a complement of 357 persons and their head office is located at Amritsar. In addition to this staff, they have peons, dusting boys, khalasis and delivery peons, in all numbering 32.

The establishment is covered under the Industrial Disputes Act, 1947.

The establishment is a small one but has three unions. Though one of the three unions is just on paper and more or less defunct, the other two are quite active. The management deals with one union, namely Ahuja Textiles Corporation General Workers’ Union - a mixed union having all different categories as its members. The management has recognised this union as they have substantial membership and also capable of negotiating and implementing settlements when arrived at. This union has a good hold on the workmen employed in the Corporation. This Union, however, has very few members from the category of office peons, delivery peons etc.

The second active union referred to above, is known as Ahuja Karmachari Sangh and has a small membership. This union functioning in the establishment, though not recognised, has most of employee in the category of office peons, delivery peons, khalasis etc. as their members and in fact have a President (Santhok Singh) who is a delivery peon known for his work and general smartness.

As the result of an earlier settlement with the recognised union, i.e. Ahuja Textile Corporation General Worker's Union, the office peons, delivery peons, khalasis etc., were entitled for three cotton uniforms per year and woollen uniform (closed collar coat and trousers) and one jersey (full sleeves) every three years.

The Ahuja Textiles Corporation General Worker's Union, which a recognised union, operating in the establishment, submitted a charter of demands, which among others, included the following demands about the uniforms for office peons delivery peons, khalasis etc. though the union did not have many employees from this category as their members.

Demand for Uniforms :

- (i) Woollen Uniform and Jersey should be provided once in two years instead of three years as at present.
- (ii) The price of Jersey to be purchased should be at least Rs. 90 or the management should preferably give Rs. 90 in cash to each of the employees entitled for such Jersey.
- (iii) The price of the woollen cloth to be used for stitching uniforms should not be less than Rs. 106 per metre.
- (iv) The pattern of the uniform should be open collat coat and a trouser as earlier prescribed.

The other union namely Ahuja Karmachari Sangh who have majority of office peons, delivery peons and khalasis their members, submitted charter of demands of general nature did not include any demand related to uniforms of peons etc.

Both the charters of demand were duly received by the management and properly acknowledged. Though are Ahuja Karmachari Sangh was not recognised by the management, they were discussing various matters with the union but used to sign a settlement only with the recognised union. This time the position was slightly peculiar in as much as demands relating to uniforms were raised by recognised union having no hold on the categories entitled for uniform and the union which had definite hold on aforesaid categories had not included any demand for uniforms improved quality and more frequency.

**Questions :**

- (a) Analyze the case in detail and suggest suitable title for the case. [10]
- (b) Should the establishment agree to pay the amount in cash (Rs. 90) in lieu of Jersey as demanded by the union ? [05]
- (c) What advice you will give to the Manager in so far as demand for change in the pattern of the coat, i.e. open collar instead of closed collar is concerned ? What would be the basis of your recommendation ? [05]

**Case No. 2 :**

You, Mr. A of Alfa Community, are a newly appointed manager of a workshop, which has been categorized as an essential service. This means that the workshop must function on all days. Rules lay down that at least, two individuals must be on duty irrespective of their seniority or specifications. The workshop is managed by an equal number of individuals of the two communities, Alfa and Beta. A good tradition has been built, i.e. when one community has a festival, the workers from the other community man the workshop and vice versa.

Recently, there were labour union election and Mr. B of Beta Community has been elected as the leader. The new leader is reported to be very whimsical, though very good at heart. Your day trial dawned when it came to light that on Friday next, both the communities claim to be their religious day. Both the communities want the other community to perform the duty on that day. While Alfa Community banking on you; the others are equally sure of their union leader from Beta Community winning the day for them. You realise that there have been a lot of discussion and more negotiations and discussions are making the situations worse. The attitude of both the parties are hardening and the last discussion had ended as a war of words. You do not want to damage the good relations between the two communities built over the years but still have to solve the problem.

**Questions :**

- (a) Analyze the case in detail and suggest suitable title for case. [10]
- (b) What steps will you take in this case ? [05]

**Case No. 3 :**

A well-known financial house started an industrial unit using new technology under the name of Siddheshwar Electronic Company. Their system of management in general was of the old type where everything was centralised on personal level. However, in the case of the new industry, due to various factors like distance, time etc., the industry was allowed to develop on autonomous lines and was put in charge of U.K. trained Engineer.

Considering the various aspects, the industry was developing well. But due to lack of adequate attention of labour and industrial relations as strike developed, it generated tension and fears among the executives both on the production side and in other departments. Several engineers and executive left jobs including the Labour Officer who felt insecure due to vacillation and interference from top management.

Finally, the strike was resolved. But some workers were still under charge-sheets. Their cases had been conducted by the New Labour Officer who had joined at the height of the strike.

One day, the Factory Manager received a call from the Managing Director to dismiss the new Labour Officer immediately. He solicited reasons at least to justify his action, but to no avail. In fact before long, the Managing Director came personally, went to the Labour Officer directly and gave him the dismissal letter. The Labour Officer was recruited by the Factory Manager and so he went to him but the Factory Manager could do nothing now.

**Questions :**

- (a) Analyze the case and suggest suitable title for the case. [10]  
(b) How should the cases of charge-sheeted employees be dealt with? [05]

**Case No. 4 :**

Smt. Snehal Ramgade joined Nagesh Bank, Pune in 1999 as a clerk after graduation. She completed her Bank Examination in 2004 and become eligible for promotion. She was aspiring promotion and applied for the post of officer but could not get promotion due to low score in the written test. She was transferred to Solapur, her native place in 2006. Again she applied for the post of officer (from promotion quota), but could not succeed. She started union activities and elected as a president of local unit. She solved number of problems of the members and naturally almost all the employees of the branch joined her union. Since then she was become a problem to management.

In 2009, again she was not given promotion, though her score was more than minimum in the written test stating that her score of personal interview was less. In fact promotion was denied on the basis of confidential report of the Branch Manager regarding her trade union activities.

Smt. Snehal Ramgade decided later or not to make any application for promotion and devoted more time to the union activities. She also started her own business as well as diverted deposit of business community to other banks. In 2011, Nagesh Bank Management decided to promote Smt. Snehal Ramgade as an officer as per the recommendation of the new Branch Manager and accordingly appointed order was given, but unfortunately she refused to accept the order.

**Questions :**

- (a) Analyze the above case and give suitable title. **[10]**
- (b) Why did Smt. Ramgade refused the promotion ? **[05]**

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4072]-613

**B. B. A. ( Semester - VI ) Examination - 2011**

**CASES IN SERVICE SECTOR MANAGEMENT**

**(Specialisation - IV : Service Sector Management)**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 50**

**Instructions :**

- (1) *Question No. 1 is compulsory.*
- (2) *Solve **any two** from Q. Nos. 2 to 4.*
- (3) *Figures to the right indicate full marks.*

---

---

**Q.1)** In an airline it was observed on a particular route that 40% of passengers did not finish their meals. On the feed back passengers rated meal quality and no further details were found.

- (a) Suggest a Strategy for Research for Non-concussion of Meals.
- (b) Design a suitable questionnaire. **[20]**

**Q.2)** SMS in India are an acceptable way in communicating. Consumers are constantly bombarded with SMS messages by various firms consumer can choose 'Do not disturb' facility offered by mobile service operators, even then customers have no respite.

Analyse the situation from service ethics view point. **[15]**

**Q.3)** In train the crew is serving the meals and the staff is clumsy. While the meal is being served, the coffee spills over on of the guest. There is little apology on the part of the crew.

- (a) Discuss the attitude problem with train crew.
- (b) Analyse the situation. **[15]**



**Q.4)** A Multinational Bank claims that it provides 24/7 service on on-line banking facilities. A customer visits a bank and ask for half yearly statement. The staff at the counter is rude and tells him to come back later. The customer files a complaint by calling customer service but he does not get any response from the bank for six months.

What kind of service complaint handling issues would you like to raise here with the bank.

**[15]**

---

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4072]-614

**B. B. A. ( Semester - VI ) Examination - 2011**

**CASES IN AGRI. BUSINESS**

**(Specialisation - IV : Agri. Business Management)**

**(New 2008 Pattern)**

**Time : 2 Hours]**

**[Max. Marks : 50**

**Instructions :**

- (1) *Question No. 1 is compulsory.*
- (2) *Solve **any two** from the remaining **three**.*

---

**Q.1)** Amar is a progressive farmer in Kolhapur, who wishes to export his agricultural products by processing them. He needs proper guidance in this regard. Supposing he has approached you for guidance, guide him by elaborating following points :

- (a) Finance
- (b) Types of Products available for Processing
- (c) Methods of Processing
- (d) Export Procedure

**[20]**

**Q.2)** Ram is a farmer in Uttar Pradesh. His livelihood is entirely dependent on the 2 acres of agricultural land. The Government of Uttar Pradesh decides to acquire agricultural land for road development project. Ram's land is also acquired and he was offered meager compensation. Ram decides to agitate against land acquisition. Analyze the case and suggest a suitable solution to it. **[15]**

**Q.3)** Suresh is a farmer who main crop is vegetables. He sends his vegetables to Market Yard which gives him minimum rate for his products. He decides to for Retailing of his vegetables without sending it to Market Yard. Suggest to him the modern techniques of marketing and the care that has to be taken while entering into retail market. **[15]**

**Q.4)** Sitapur is ideal village. The main business of the village is Agriculture. The villagers in Panchayat discuss the issue of water conservation and decide to form Water Conservation Society. Suggest them various techniques of Water Conservation and the advantages of each technique. **[15]**

---

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4072]-63

**B. B. A. ( Semester - VI ) Examination - 2011**  
**PURCHASING AND MATERIALS MANAGEMENT**  
**(Old 2004 Pattern)**

Time : 3 Hours]

[Max. Marks : 80

*Instructions :*

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

---

**Q.1)** Describe the Interface of Materials Management with other Functional Areas of Management.

**OR**

**Q.1)** What is Forecasting ? State the limitations of Forecasting Techniques.

**Q.2)** What is 'Inventory' ? Explain the essentials of good Inventory Control System.

**OR**

**Q.2)** Explain Concept of 'ABC Analysis'. State the importance of ABC Analysis in Materials Management.

**Q.3)** Explain the term 'Materials Requirement Planning'. State the advantages and limitations of Materials Requirement Planning.

**OR**

**Q.3)** What is 'Purchase Cycle' ? Describe the important activities involved in Purchase Cycle.

**Q.4)** What is 'Codification of Materials' ? State various methods of Codification of Materials.

**OR**

**Q.4)** Define 'Materials Handling'. Explain the important principles of Material Handling System.

[4072]-63

1

P.T.O.

**Q.5)** Write short notes :

- (a) Objectives of Materials Management
  - (b) Importance of VED Analysis
  - (c) Bill of Materials
  - (d) Use of Software Packages in Materials Management
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4072]-64**

**B. B. A. ( Semester - VI ) Examination - 2011**

**BUSINESS ETHICS**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *Question No. 1 is compulsory.*
- (2) *Answer **any four** out of the remaining.*

---

---

**Q.1)** Examine the following situations and decide whether actions in them are ethical or unethical. Justify your decision : **(Any Four)** [20]

- (a) Sunil working in a company tries to disclose the illegalities in the company to his superior, but is not taken seriously. Again he tries to inform and the result is he loses his job with no proper clear reason given to him.
- (b) Raju Ram Lingam imprisoned, for the Popular Satyam Scam he had confessed, is bailed out on medical grounds.
- (c) Insurance Companies Mediclaim Policies are being deceived by Hospital by claiming higher amounts of bills, then the original existing amount.
- (d) A techie of 35 years age of Pune, suffering from cold and cough was taken to a doctor for Swine Flue Vaccine. Doctor gave the Vaccine after which the techie succumbed to death.
- (e) Recent oil spill for 3 consecutive days from MSC Chitra which collided with M. V. Khalija on 7th August, 2010 in the sea of Mumbai polluting the shores of Colaba, Raigad, Elephanta and Mangroves in Navi Mumbai. Secretary of Environment Valsa Nair has said Rs. 3 crores are sanctioned for cleaning up process.
- (f) Besides the injurious factors in tobacco resulting in severe diseases like disability, mouth cancer etc. Still the Tobacco Companies in India are functioning in a normal way.

- Q.2)** How can individuals and corporates discharge their responsibility for reducing pollution ? [15]
- Q.3)** Explain the terms : Internal Whistle Blowing, Governmental Whistle Blowing, Corporate Whistle Blowing. [15]
- Q.4)** Ethical and Unethical Practices in Pricing. Explain. [15]
- Q.5)** Describe the role of Advertising in Modern Business. [15]
- Q.6)** Why is the use of Insider Information in Stock Market Transactions Unfair and Unethical ? [15]
- Q.7)** Discuss the Contribution of Business to the Building of an Ethical Society. [15]
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4072]-65

**B. B. A. ( Semester - VI ) Examination - 2011**

**ADVERTISING AND SALES PROMOTION**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) Attempt *any four* questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** State the different Medias. Explain role of Newspaper as Mass Media of Advertising.
- Q.2)** Explain how Advertising can be used to change and strengthen the attitude of the Consumers. Give suitable examples.
- Q.3)** What are the objectives of a Copy ? State essentials of a Good Copy.
- Q.4)** Explain the significance of Public Relations for the Organisation. Explain with an example.
- Q.5)** Explain Sales Promotion. Explain the objective of Sales Promotion. State various types of Sales Promotion.
- Q.6)** What is Advertising ? Explain functions of Advertising. State the objectives of Advertising.
- Q.7)** Write short notes : **(Any Four)**
- (a) Exhibitions as a Form of Media
  - (b) Digital Media
  - (c) Distinguish between Advertising and Publicity
  - (d) Marketing Mix
  - (e) Significance of Advertising Appropriations
  - (f) Umbrella Campaign

---

[4072]-65/1



Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4072]-66

**B. B. A. ( Semester - VI ) Examination - 2011**

**FINANCIAL SERVICES**

**(Specialisation - Finance)**

**(Old 2004 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *Question No. 1 is compulsory.*
- (2) *Solve **any four** from the remaining.*
- (3) *All questions carry equal marks.*

---

---

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

- (a) Venture Capital
- (b) Certificate of Deposit (CD's)
- (c) Zero Based Budgeting
- (d) Factoring Services
- (e) Dematerialization of Shares
- (f) National Stock Exchange (BSE)

**Q.2) Explain in brief the role of following Regulatory Authority : (Any One)**

- (a) Security and Exchange Board of India (SEBI)
- (b) Reserve Bank of India (RBI)

**Q.3) What is Money Market ? Distinguish between Money Market and Capital Market.**

- Q.4)** What is Foreign Exchange Market ? Explain its nature and functions.
- Q.5)** What do you mean by 'Mutual Fund' ? Explain the significance and types of Mutual Fund.
- Q.6)** Explain the effect on Indian Financial Market after Financial Reforms since 1991.
- Q.7)** Explain in detail IPO (Initial Public Offer) Procedure.
-

Total No. of Cases : 3]

[Total No. of Printed Pages : 3

**[4072]-67**

**B. B. A. ( Semester - VI ) Examination - 2011**

**CASES IN MARKETING**

**(Old 2004 Pattern)**

**Time : 2 Hours]**

**[Max. Marks : 50**

***Instructions :***

*(1) All cases are compulsory.*

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

---

---

**Case No. 1 :**

**[20]**

Mrs. Patil, General Manager of Hong Kong Bakeries Ltd. in Pune was concerned with the problem of designing a distribution system for the company product. She had in her mind four alternative distribution plans and she was working on economics, efficiency and effectiveness of each of them. She wants to arrive at a decision after careful examination of the entire pro and cons.

The major objective of the company were to make bread eating more popular both in the urban and rural areas, to raise nutritional standard of the people and in doing so to run the unit on commercial basis. The investment of the company was to the tune of 10 lakhs rupees. The company not only manufactures plain bread but undertakes the production of many allied products such as sandwich bread, milk bread, toast, sweet buns etc.

The company has installed most up-to-date machinery and appointed trained workers for manufacturing quality products. However, it is facing a keen competition from many other units in the same line.

While deciding about the distribution system Mrs. Patil laid down the basic objectives.

Being a convenience product, fresh bread must reach the final consumer with last possible effort on his part. The time lag between production and consumer purchase should be achieved at an economical cost to ensure a competitive position for the company.

The alternative distribution plans under consideration of Mrs. Patil were as under :

- (a) Sole Distribution Selling to Retailer.
- (b) Direct Distribution to the Consumer.
- (c) Direct Distribution to Retailer.
- (d) Engaging Wholesaler to Distribute to Retailer.

Evaluate the distribution alternatives available to the company in the light of their costs and effectiveness which plan would you finally adopt and why ?

**Case No. 2 :**

**[15]**

‘Super Luggage Ltd.’ a famous bags and baggage manufacturer. Company, is facing a serious set back in the market. Reason for this is, a very strong dealer promotion scheme employed by ‘Hawana Luggage Ltd.’ a rival company. This company is even offering a week-long trip to Singapore for two, to the dealers, if they sell 30,000 pieces in a year.

M/s. Super Luggage Ltd. always stressed on giving discuss to actual consumer, besides offering them the superior product and service. Now they do not know how to handle the aggressive promotion of their rival firm. The company appoints you as a Marketing Consultant.

- (a) Analyse the case with suitable title.
- (b) How would you offer a sound marketing advice with special reference to the promotion policy.

**Case No. 3 :**

**[15]**

Mahesh was a graduate with innovative mind and abilities. He had developed a detergent which could wash clothes better and was less harmful to fabric. The detergent was developed in two colours, the blue shade costing Rs. 50/kg and the ivory shade costing Rs. 40/kg. To Mahesh both these varieties

were absolutely identical in properties except the shades. Mahesh was ready to offer 20% commission to wholesalers on the selling price of Rs. 75/kg of blue shade powder and Rs. 60/kg for ivory shade powder to consumer respectively. Competing brands of reputed multinationals were sold to the consumer in the range of Rs. 90 to Rs. 95 per kg and 10% commission was offered to wholesalers on these prices. Mahesh wanted to approach a marketing consultant to advice him on the following questions :

- (a) What should be Advertising and Promotional Campaign for this product ?
  - (b) How should the product be distributed ?
  - (c) What should be the name of the product and the packaging of the product ?
-

Total No. of Questions : 3]

[Total No. of Printed Pages : 3

**[4072]-68**

**B. B. A. ( Semester - VI ) Examination - 2011**

**CASES IN FINANCE**

**(Specialisation : Finance)**

**(Old 2004 Pattern)**

**Time : 2 Hours]**

**[Max. Marks : 50**

**Instructions :**

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

---

**Q.1) ATMs Company's Capital Structure is as follows :**

50,000 Equity Shares of Rs. 10 each	Rs. 5,00,000
30,000 Preference Shares of Rs. 10 each	Rs. 3,00,000
Retained Earnings	Rs. 3,00,000
9% Debentures (Redeemable at par)	Rs. 6,00,000
14% Term Loan	Rs. 2,00,000

Following additional information is available as follows :

- (1) Debentures are issued at par.
- (2) Cost of equity and retained earning is to be considered on the basis of Dividend Price Ratio. Equity Shares of the company are quoted on the Stock Exchange and Current Market Price is Rs. 14 per share and Equity Dividend is currently 12%.
- (3) Tax Rate applicable for the company may be taken at 50%.

Calculate Weighted Average Cost of Capital for the above Capital Structure.

**[15]**

**Q.2)** Company Management wants to know about estimated working capital requirement for next year based on previous year from the information available as follows :

<b>Particulars</b>	<b>Cost per unit (Rs.)</b>
Raw Material	500
Direct Labour	200
Overhead (Excluding Depreciation)	100

**Additional Information :**

Selling Price	Rs. 1,000 per unit
Production	52,000 units per annum
Raw Material in Stock	Average 4 weeks
Work-in-Progress (Assume 50% Completion Stage)	Average 2 weeks

Credit allowed by Suppliers Average 4 weeks

Credit allowed to Debtors Average 8 weeks

Cash Balance expected to be Rs. 40,000. Assume production carried out evenly during the year and 52 weeks in the year. All sales are on credit basis.

Calculate New Working Capital requirement, assuming 10% margin. [15]

**Q.3)** ABC Company is considering the purchase of new machine. Two alternative machines have been suggested each costing Rs. 4,00,000. Cash Flow expected to be as follows :

<b>Year</b>	<b>Machine M1</b>	<b>Machine M2</b>
1	40,000	1,20,000
2	1,20,000	1,60,000
3	1,60,000	2,00,000
4	2,40,000	1,20,000
5	1,60,000	80,000

Company has a target return on capital of 10% and present value of Re. 1 @ 10% as follows :

Due in 1st year	0.91	Due in 4th year	0.68
Due in 2nd year	0.83	Due in 5th year	0.62
Due in 3rd year	0.75		

Calculate Payback Period, Discounted Payback Period, Net Present Value and Profitability Index and advise management about the option which is financially preferable. [20]

**OR**

**Q.3)** CBZ Company has evaluating a proposal for a machine from which estimated profit before Depreciation and Tax (Gross Yield) is expected as follows :

Year	Estimated Gross Yield Rs.	PV Factor @ 14%
1	1,00,000	0.88
2	1,00,000	0.77
3	90,000	0.67
4	90,000	0.59
5	80,000	0.52

Cost of the machine works out to Rs. 2,00,000 and the depreciation will be calculated under Straight Line Method considering the life of the machine is 5 years. Income Tax Rate is 50%. Cost is raising capital is 14%.

Calculate Cash Flow and advise management whether you recommend to purchase the machine. Give your comment on the analysis under following method of evaluation of the investment decision :

- Payback Period
- Discounted Payback Period
- Net Present Value
- Profitability Index

[20]