

Total No. of Questions : 5]

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[3972]-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) What do you understand by 'Industrial Revolution' ? Explain effects of Industrial Revolution on Business. [15]

OR

Q.1) What is Globalisation ? Explain Challenges for Indian Business in New Millennium. [15]

Q.2) What is Partnership Firm ? Explain merits and demerits of Partnership Firm. [15]

OR

Q.2) Explain features, advantages and disadvantages of Joint Stock Company. [15]

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

OR

Q.3) What is Business Process Outsourcing ? State its importance. [15]

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

OR

Q.4) Define Retail Trade. Explain features of Retail Trade and state recent trends in Retail Trade. [15]

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

- (a) Business Combination
- (b) Multi-national Companies
- (c) E-commerce
- (d) Business Ethics
- (e) Franchising
- (f) Import Trade
- (g) Malls and Super Markets
- (h) Social Audit

Total No. of Questions : 5]

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[3972]-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) Give importance of Communication. Explain principles of Good Communication. **[15]**

OR

Q.1) State types of Communications. Explain merits and demerits of Oral and Written Communication. **[15]**

Q.2) Distinguish between Hearing and Listening. Explain principles of Good Listening. **[15]**

OR

Q.2) What is a Memo ? As the Managing Director of a Company, write a memo to the sectional heads, announcing appointment of a person as General Manager from outside the organisation. Keep in mind the fact that some of the sectional heads having long experience in the company were aspirants for this post. **[15]**

Q.3) “Résumé is replica of oneself.” Discuss. Draft an application letter along with a résumé for the post of Marketing Manager in Vishal Holidays Ltd. **[15]**

OR

Q.3) State types of Interviews. Enumerate guidelines for an Interviewee. **[15]**

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

OR

Q.4) “Replies to complaint letters must be sent promptly.” Explain this statement.

A Manager of a company has sent complaint letter for receiving goods in damaged condition and has demanded to replace 50 refrigerators, he purchased from you a week ago. Draft a suitable reply, refusing replacement but suggesting an alternative which you think will satisfy him. [15]

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

- (a) Grapevine
 - (b) Do's of Public Relations
 - (c) Oral Report
 - (d) Agenda
 - (e) Negotiations
 - (f) Dictaphone
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Total No. of Questions : 5]

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[3972]-103

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

BUSINESS ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

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

- (a) The asset that can be seen and touched is _____ asset.
- (b) Cash Book is used to record all _____ transactions.
- (c) If a business suffers a loss, the _____ of the proprietor decreases.
- (d) Balance Sheet is a _____ but not an account.
- (e) Wear and Tear on Fixed Asset is called _____.
- (f) In Book-keeping, only _____ transactions are recorded.

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

- (a) What do you mean by Debtor ?
- (b) Give Rule of Journalising Transactions of Real Account.
- (c) Define Business.
- (d) What is Contra Entry ?
- (e) What do you mean by Bank Overdraft ?
- (f) What is the Subsidiary Book in which Credit Sales Transactions are recorded ?

(C) Match the pairs :

[05]

‘A’

‘B’

- | | |
|--|--|
| (a) Recording of Credit Purchases | (i) Required to be deposited into the Bank |
| (b) Journal Proper | (ii) Main Book |
| (c) Crossed Cheque | (iii) Purchase Book |
| (d) Person in whose favour cheque is drawn | (iv) Journal Voucher |
| (e) Ledger | (v) Payee |

(D) State whether the following statements are **true** or **false** :
(Any Five)

[05]

- (a) Goodwill is an Intangible Asset.
- (b) Patent and Copyright Account is a Personal A/c.
- (c) Accounting is the Language of Business.
- (d) Direct Expenses are always recorded in Profit and Loss Account.
- (e) Excess of assets over liabilities are called Capital.

Q.2) Enter the following transactions in a Cash Book with three columns viz. Cash, Bank and Discount for the month of March, 2010 of Shri Ganpat Patil :

March, 2010

1st Cash in Hand Rs. 400 and Bank Overdraft Rs. 6,000.

2nd Brought additional capital in cash Rs. 20,000.

3rd Deposited into Bank Rs. 10,000.

5th Goods sold for cash Rs. 20,000 and allowed Cash Discount of Rs. 200.

7th Commission paid to Agent Rs. 1,000.

- 9th Cash Sales of Goods Rs. 2,000.
- 10th Goods Sold to Rahim on Credit Rs. 30,000.
- 12th Issued cheque Rs. 600 to Petty Cashier.
- 14th Purchased Goods from Soni for Rs. 30,000 less 2% discount and paid amount by cheque.
- 17th Transferred Rs. 10,000 from Private Bank A/c. to Business Bank A/c.
- 19th Received cheque from Rahim Rs. 29,400 and allowed him discount Rs. 600.
- 21st Goods insured against fire for Rs. 1,00,000 and paid Insurance Premium at 4% by cheque.
- 23rd Purchased 5% Govt. Bonds of Rs. 2,000 at 95% and amount paid by cheque.
- 25th Paid Rent Rs. 1,000 through cheque.
- 27th Furniture purchased on credit from Raghu Rs. 14,000.
- 29th Goods sold for cash Rs. 40,000 and allowed Cash Discount at 1%.
- 30th Paid Salary Rs. 4,000, Sundry Expenses Rs. 200 by Cheque. [16]

OR

Q.2) Journalise the following transactions in the books of Shivaji Mane of Hanumantwadi for the month of March, 2010 :

March, 2010

- 1st Commenced Business with Cash Rs. 1,00,000, Machinery Rs. 1,00,000 and Furniture Rs. 1,00,000.
- 2nd Sold Goods for Cash Rs. 20,000.
- 4th Paid Life Insurance Premium Rs. 4,000.
- 5th Cash Deposited into Bank Rs. 20,000.

- 7th Bought goods from Monohar Traders for Rs. 1,40,000 on 5% Trade Discount and paid Rs. 13,000 in cash.
- 8th Received Brokerage Rs. 4,000.
- 10th Cash withdrawn from Bank Rs. 10,000.
- 12th Sold Goods to Amer Rs. 40,000 at 5% Trade Discount and received cheque for the same.
- 14th Cheque of Amer deposited into Bank Rs. 38,000.
- 16th Wages and Coolie Charges paid by cash Rs. 800.
- 17th Office Rent paid in advance Rs. 2,000.
- 18th Goods distributed as free sample Rs. 1,000.
- 20th Goods sold to Ram Rs. 40,000 at 10% Trade Discount.
- 22nd Cheque received from Ram Rs. 36,000 and deposited into Bank.
- 25th Goods worth Rs. 4,000 used for his personal use.
- 26th Withdrew from Bank Rs. 10,000. [16]

Q.3) From the following Trial Balance of Mrs. Ujwala Ingale of Kulakjai, Stationery Merchant; prepare her Final Accounts as on 31st March, 2010 :

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Stock (1-4-2009)	30,000	Sales	5,25,000
Purchases	3,30,000	Purchases Returns	7,500
Bills Receivable	7,500	Creditors	60,000
Sales Returns	15,000	Discount	750
Carriage Inward	7,500	Capital A/c.	75,000
Debtors	30,000	Commission Received	4,500
Carriage Outward	6,000		
Discount	750		
Wages paid	33,000		
Insurance	9,000		

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Rent	9,000		
Salaries	12,000		
Bad Debts	1,500		
Furniture	60,000		
Drawings	10,500		
Loose Tools	15,000		
Printing	4,500		
Advertisement	7,500		
Cash	6,750		
Bank Balance	30,000		
Petty Cash	750		
Machinery	45,000		
Commission	1,500		
	6,72,750		6,72,750

Adjustments :

- (1) Stock on 31-3-2010 valued at Rs. 60,000.
- (2) Depreciate Machinery @ 20% p.a. and Furniture @ 10% p.a.
- (3) Rent Rs. 750 was paid in advance.
- (4) Salaries due but not paid Rs. 4,500.
- (5) Create R.D.D. 5% on Debtors.
- (6) Commission Receivable Rs. 750.

[16]

Q.4) (A) From the following balances prepare Trial Balance of Miss Nilambari of Kamotha as on 31-3-2010 : **[08]**

	Rs.		Rs.
Establishment Expenses	800	Bank Interest	12,600
Premises	80,000	Debtors	42,000
Sales Promotion Expenses	6,200	Drawings	2,400
Cash Purchases	20,000	Advertisement	22,000
Capital A/c.	80,000	Credit Purchases	2,69,600
Sales	5,02,400	Return Outward	3,600
Wages	22,000	Salary	17,000
Bank Overdraft	66,000	Creditors	30,000
Dividend on Investment	6,200	Return Inward	2,400
Opening Stock	22,800	Machinery	1,20,000
Interest Received	1,800	Bills Payable	10,000
Patents	20,000	Investment	40,000
Commission Received	200	Insurance	400

(B) On 31st March, 2010 Bank Pass Book of Shri Niranjana showed a Credit Balance of Rs. 9,600. From the following details prepare Bank Reconciliation Statement showing Bank Balance as per Cash Book as on that date : **[08]**

- (1) Payment of Taxes by Bank Rs. 2,000 on behalf of Niranjana appeared in Pass Book only.
- (2) Bank Interest Rs. 330 was credited in Pass Book but was entered in Cash Book Rs. 130 only.
- (3) Cheque deposited into Bank but not credited before 31st March, 2010 Rs. 7,800.
- (4) Cheque issued on 31st March but not presented for payment Rs. 13,300.
- (5) Payment side of Pass Book was overcast by Rs. 100.

Q.5) State important provisions in respect of preparation of Final Account of Limited Companies under Companies Act, 1956. [12]

OR

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

- (a) Computer and Financial Application
 - (b) Reducing Balance Method of Depreciation
 - (c) Accounting Software Packages
 - (d) Accounting Standard Board
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

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

BUSINESS ECONOMICS (MICRO)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
 - (2) *Figures to the right indicate full marks.*
 - (3) *Draw neat and well labelled diagrams wherever necessary.*
-
-

Q.1) What are the Basic Economic Problems ? Explain role of Market Forces in solving Economic Problems. [15]

OR

Q.1) Define Demand and explain its determinants. Distinguish between Expansion in Demand and Increase in Demand. [15]

Q.2) Define Micro-economics. Explain its nature, importance and limitations. [15]

OR

Q.2) Explain the terms Total Cost (TC), Average Cost (AC) and Marginal Cost (MC). Why is the Short Run Average Cost Curve 'U' shaped ? [15]

Q.3) What is meant by Economies of Scale ? Explain with suitable examples. [15]

OR

Q.3) What is Perfect Competition ? How is Market Price determined under conditions of Perfect Competition ? [15]

Q.4) What is Product Differentiation ? Why is it peculiar to Monopolistic Competition ? [15]

OR

Q.4) State and explain Modern Theory of Rent. [15]

[3972]-104

1

P.T.O.

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

[20]

- (a) Law of Supply
 - (b) Income and Cross Elasticity of Demand
 - (c) Concept of Collective Bargaining
 - (d) Average Revenue and Marginal Revenue
 - (e) Accounting Costs and Economic Costs
 - (f) Risk Bearing and Uncertainty Bearing Theories of Profit
-

Total No. of Questions : 5]

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[3972]-105

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

BUSINESS MATHEMATICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*
- (3) *Logarithmic tables and graph paper will be supplied on request.*
- (4) *Use of private simple electronic calculator is allowed.*

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

[4x4=16]

- (a) The measures of the angles of a triangle are 3 : 4 : 5.
Find their measures.
- (b) A man's property is shared among his sons A, B, C. The ratio of A's share to B's share is 7 : 5 and the ratio of B's share to C's share is 9 : 7. If B received Rs. 3,600 more than C, find value of the property and the share received by each son.
- (c) Define Inverse Proportion. If $A \propto B$ and $A = 4$ when $B = 6$, find value of A when $B = 27$.
- (d) A sold a car to B at 15% profit. B sold the car to C at 5% profit for Rs. 48,300. Find price at which A has purchased car.
- (e) A camera when sold for Rs. 1,674 resulted in a loss of 7%. What was the CP of the camera ?
- (f) A book seller purchased 800 copies of a book for Rs. 4,400. He sold 600 copies at a profit of 20% and remaining copies at a loss of 5%. Find percent profit/loss in the total transaction.

Q.2) Attempt any four of the following :

[4x4=16]

- (a) A man sold two machines at Rs. 990 each. On one, he gained 10% and on the other, he lost 10%. Find percentage of profit or loss in the total transaction.
- (b) Explain the terms :
 - (i) Cash Discount
 - (ii) Brokerage
- (c) An article when sold for Rs. 875 resulted in a loss of 30%. Rs. 150 were paid towards transport and octroi. What was the original C.P. of the article ?
- (d) A car was bought for Rs. 86,000 and sold for Rs. 92,000 through a broker who charges commission of 2% on purchase and 3% on sales. Find total gain on the transaction.
- (e) Explain the term Cost Price and Selling Price.
- (f) An L.C.D. is sold for Rs. 42,500 at a loss of 15%. For how much should it have been sold to earn a profit of 15% ?

Q.3) Attempt any four of the following :

[4x4=16]

- (a) In how many years will Rs. 35,000 amount to Rs. 87,500 at 10% p.a. simple interest ?
- (b) A sum of money amounts to Rs. 10,400 in 6 years and Rs. 11,200 in 8 years. Find sum and rate of interest.
- (c) A sum of money doubles itself in 6 years. Find rate of simple interest.
- (d) Find compound interest on Rs. 10,000 for 4 years at 5% p.a.
- (e) Find amount of Rs. 5,000 at 12% p.a. in 4 years compounded yearly.
- (f) A person borrows Rs. 5,00,000 from HDFC for purpose of flat at 8% p.a. reducing balance interest rate. Find EMI for a period of 10 years. $((1.00666)^{120} = 1.3947$ approximately)

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

[4x4=16]

(a) If $A = \begin{bmatrix} 2 & 1 \\ 1 & 3 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 2 & -1 \\ 2 & -1 & 0 \end{bmatrix}$

show that $(AB)^t = B^t \cdot A^t$.

(b) Prove that :

$$\begin{vmatrix} b+c & a & a \\ b & c+a & b \\ c & c & a+b \end{vmatrix} = 4abc$$

(c) Show that the matrix $A = \begin{bmatrix} 1 & 2 \\ 1 & 3 \end{bmatrix}$ satisfies equation

$$A^2 - 4A + I = 0$$

(d) Find value of x, if

$$\begin{vmatrix} 2+x & 3+x & 4+x \\ 1 & 2 & -1 \\ 2 & 1 & 3 \end{vmatrix} = 0$$

(e) Find adjoint of the matrix A, where

$$A = \begin{bmatrix} 2 & 5 \\ 3 & 7 \end{bmatrix}, \text{ also show that}$$

$$A (\text{adj } A) = |A| I.$$

(f) Explain the terms :

(i) Equity Shares

(ii) Preferential Shares

Q.5) Attempt any four of the following :

[4x4=16]

(a) Solve system of linear equations -

$$x - 2y = 5$$

$$2x + 3y = 2$$

by using inverse of coefficient matrix.

(b) Define the terms :

(i) Permutations

(ii) Combinations

Also find values of 5C_2 and 8P_3 .

(c) If ${}^nC_7 = {}^nC_5$, find value of nC_2 .

(d) Determine value of x, if

$${}^7C_3 + {}^7C_4 + {}^8C_5 + {}^9C_6 = {}^{10}C_x$$

(e) A cricket eleven is to be chosen from amongst 8 batsmen and 6 bowlers. In how many ways can this be done if atleast 6 batsmen and atleast 4 bowlers must be included ?

(f) In a certain organisation there are 4 officers and 12 clerks. A committee of 2 officers and 2 clerks is to be formed. In how many ways can this be done if (i) any officer and an clerk can be included (ii) one particular officer and one particular clerk must be included ?

Total No. of Questions : 5]

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

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) What do you mean by the term 'Demography' ? Discuss importance of Demography in Business and Commerce. **[16]**

OR

Q.1) Define 'Population Growth'. Explain Concepts of Optimum Population, Over-population and Under-population. **[16]**

Q.2) Define Demography. Explain in detail the factors affecting Fertility. **[16]**

OR

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

Q.3) What do you mean by 'Urbanization' ? State various factors responsible for Urbanization. **[16]**

OR

Q.3) Explain with the help of suitable diagrams Concept of Age and Sex Pyramids. **[16]**

Q.4) What do you mean by the term 'Environmental Pollution' ? Discuss relationship between Pollution and Industrialization by giving suitable examples. **[16]**

OR

Q.4) Explain the following concepts in detail : **[16]**

(a) Kyoto Protocol

(b) Global Warming

Q.5) Short notes : (Any Four)

[16]

- (a) Cultural Factors of Environment
 - (b) Literacy Ratio
 - (c) Migration
 - (d) Sources of Water
 - (e) Ways to Calculate Population Density
 - (f) Topography
 - (g) Trends in Urbanisation in Developed Countries
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-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) Role of Finance Manager
- (b) Scope of Finance Function
- (c) Under-capitalisation
- (d) Bonus Shares
- (e) Role of Depreciation as an Internal Source of Finance
- (f) Retained Earnings

Q.2) What do you mean by Capital Structure ? Explain in detail various factors influencing Capital Structure. [15]

Q.3) What is Over-capitalisation ? What are the causes, consequences and remedies of Over-capitalisation ? [15]

Q.4) What do you mean by Financial Planning ? Explain in detail different objectives of Financial Planning. [15]

- Q.5)** Distinction between Internal Sources of Finance and External Sources of Finance. **[15]**
- Q.6)** What are the different types of Shares ? Explain their advantages and limitations. **[15]**
- Q.7)** What is Dividend Policy ? What are the various factors that determine Dividend Policy of a Company ? **[15]**
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) What is Management ? Explain Major Managerial Functions. [15]

OR

Q.1) Describe Henry Fayol's Concept of Management. What are the main principles of Management ? [15]

Q.2) "The behaviour is said to be associated with the importance of the Employee." Comment. [15]

OR

Q.2) Write notes :

(a) Principles of Organisation [07]

(b) Importance of Staffing [08]

Q.3) What is Leadership ? Explain qualities of a successful Leader. [15]

OR

Q.3) Define the term 'Co-ordination'. Discuss importance of Co-ordination. [15]

Q.4) What is Strategic Management ? Explain Process of Strategic Management. [15]

OR

Q.4) Write notes :

(a) Social Responsibility Management [07]

(b) Importance of Communication [08]

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

(a) Management of Crisis

(b) Total Quality Management

(c) Importance of Controlling

(d) Stress Management

(e) Importance of Motivation

(f) Types of Organisations

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-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) Define the term Marketing. Explain relevance of Marketing in a developing economy. **[16]**

Q.2) What is Marketing Planning ? Explain Essential Requirements of Marketing Planning. **[16]**

Q.3) What is Marketing Mix ? Explain scope and importance of Marketing Mix. **[16]**

Q.4) Define Marketing Research. Explain Scope of Marketing Research. **[16]**

Q.5) What is Marketing Channel ? Explain various factors influencing Channels of Distribution. **[16]**

Q.6) Explain Role of Advertising in Modern Business. **[16]**

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

[16]

- (a) Product Life Cycle
 - (b) Components of Marketing Information System
 - (c) Objectives of Pricing
 - (d) Rural Marketing
 - (e) Elements of Promotion Mix
 - (f) Types of Market Segmentations
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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

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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) Prime Cost + Factory Overheads = _____.
- (b) _____ is a form of Specific Order Costing.
- (c) Net Expenditure incurred on a contract which is not yet complete is known as _____.
- (d) Any loss in excess of the estimated loss is known as _____.
- (e) _____ is also known as Service Costing.

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

- (a) Cotton Waste used in Factory Workshop is the example of Indirect Material.
- (b) In the case of job costing, each job is considered to be a distinct cost unit.
- (c) Profit on every contract is computed only when the contract is complete.
- (d) Normal and Abnormal Losses do not co-exist in Process Costing.
- (e) Operating Costing is the method of ascertaining cost of service rendered by a Service Organisation.

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

OR

Q.2) Define Cost Accounting. Explain limitations of Cost Accounting. [15]

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

- (a) Cost Unit
- (b) Elements of Cost
- (c) Limitations of Job Costing
- (d) Abnormal Gain
- (e) Work-in-Progress

Q.4) The following information has been obtained from the records of Amol Co. Ltd., Nashik for the year ended 31-3-2010 :

Rs.

Stock on 1-4-2009 :

– Raw Materials	30,000
– Work-in-Progress	12,000
– Finished Goods	60,000

Stock on 31-3-2010 :

– Raw Materials	25,000
– Work-in-Progress	15,000
– Finished Goods	55,000

Productive Wages 2,00,000

Depreciation on Machinery 44,000

Direct Chargeable Expenses 30,000

Factory Rent 48,000

Director's Fees 15,000

Selling Overheads 20,000

General Expenses	10,000
Printing and Stationery	5,000
Sales	9,00,000
Underwriting Commission	10,000
Purchases of Raw Materials	4,50,000

Prepare a Statement of Cost showing :

- Cost of Materials Consumed
- Prime Cost
- Factory Cost
- Cost of Production
- Cost of Goods Sold
- Cost of Sales
- Profit

[16]

Q.5) (A) From the following data, prepare a Cash Budget for the month of April to June, 2010 :

[12]

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
February	1,00,000	35,000	7,000	3,000
March	1,10,000	45,000	8,000	4,000
April	1,20,000	60,000	9,000	5,000
May	1,30,000	65,000	9,000	6,000
June	1,40,000	70,000	10,000	7,000

Additional Informations :

- Period of Credit allowed by Creditors is two months.
- 25% of sales is for cash and the period of credit allowed to debtors is two months
- Delay in payment of wages and expenses is one month.
- Income Tax Rs. 20,000 is to be paid in June, 2010.
- Opening Cash Balance on 1st April, 2010 (estimated) is Rs. 35,000.

(B) From the following find out : [12]

- (a) P/V Ratio
- (b) Break-even Point
- (c) Sales required to earn profit of Rs. 50,000
- (d) The profit made when sales are Rs. 2,50,000

Direct Material Cost	Rs. 45,000
Direct Labour Cost	Rs. 30,000
Variable Overhead Cost	Rs. 15,000
Fixed Cost	Rs. 34,000
Sales	Rs. 1,50,000

OR

(B) From the following data, calculate : [12]

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

Material	Standard	Actual
A	100 units @ Rs. 20 per unit	50 units @ Rs. 30 per unit
B	200 units @ Rs. 30 per unit	100 units @ Rs. 60 per unit
C	200 units @ Rs. 60 per unit	150 units @ Rs. 50 per unit

Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[3972]-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) All questions carry equal marks.
- (3) Figures to the right indicate full marks.
- (4) Use of statistical tables and private calculator is allowed.
- (5) Notations have their usual meanings.

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

[4x4=16]

- (a) Describe Scope of Statistics in 'Economics'.
- (b) Draw a Pie diagram to represent the following information :

Item	Expenditure (in 100 Rs.)
House Rent	15
Fuel	20
Food	30
Clothing	10
Others	25

- (c) Find mean and median for the following data :
45, 51, 47, 57, 59, 45, 39, 49, 50, 50.
- (d) Distinguish between SRSWOR and SRSWR.

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

Sources	Destinations				Capacity
	D ₁	D ₂	D ₃	D ₄	
S ₁	20	22	17	4	120
S ₂	24	37	9	7	70
S ₃	32	37	20	15	50
Demand	60	40	30	110	240

- (f) Obtain Standard Deviation for the following frequency distribution :

Marks	0-20	20-40	40-60	60-80	80-100
No. of Students	7	10	30	42	11

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

- (a) Write a note on 'Variable'.
- (b) Discuss merits and demerits of Median.
- (c) The mean weight of 98 students calculated from a frequency distribution is 50 kg. It was later found that the frequency of the class 30-40 was wrongly taken as 8 instead of 10. Calculate corrected arithmetic mean.
- (d) Solve graphically the following Linear Programming Problem (L.P.P.) :

$$\text{Maximize } Z = 20x + 30y$$

Subject to,

$$3x + 2y \leq 24$$

$$2x + 4y \leq 28$$

$$x, y \geq 0$$

- (e) Calculate Correlation Coefficient between X and Y, given the equations of lines of regression as follows :

$$3x - y - 5 = 0$$

$$4x - 3y = 0$$

- (f) Obtain mode for the following data :

Class	5-10	10-15	15-20	20-25	25-30
Frequency	15	20	30	10	5

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

- (a) Write a note on 'Correlation'.
- (b) Explain the following terms :
- (i) Linear Programming Problem (L.P.P.)
 - (ii) Transportation Problem (T.P.)
- (c) Compute Coefficient of Quartile Deviation for the following data :
- 100, 24, 14, 105, 21, 35, 106, 16, 100, 72, 68.
- (d) Calculate Coefficient of Variation (C.V.) for the following data :
- 54, 61, 64, 69, 58, 56, 49.
- (e) The mean marks obtained by 90 students is 59. There are 40 girl students. If the mean marks of girl students is 64, obtain mean marks of boy students.
- (f) The distribution of monthly expenditure of 200 families is given below :

Expenditure (in Rs.)	No. of Families
0 – 15,000	22
15,000 – 30,000	59
30,000 – 45,000	70
45,000 – 60,000	25
More than 60,000	24

- (i) State type of Classification.
- (ii) Find class width of 2nd class.
- (iii) State class mark of 3rd class.
- (iv) How many families have expenditure less than 45,000 ?

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

- (a) State Properties of Regression Coefficients.
- (b) Discuss absolute and relative measures of Dispersion.
- (c) Explain the following terms in L.P.P. :
 - (i) Feasible Solution
 - (ii) Objective Function
 - (iii) Basic Feasible Solution
 - (iv) Constraints
- (d) Solve graphically the following L.P.P. :

$$\text{Minimize } Z = 40x + 30y$$

Subject to,

$$2x + 6y \geq 9$$

$$4x + y \geq 6$$

$$x, y \geq 0$$

- (e) A company makes two kinds of belts. Belt A is of high quality and B is of lower quality. The respective profits are Rs. 4 and Rs. 3 per belt. Each belt of type A requires twice as much time as a belt of type B. If all the belts were of type B the company could make 1,000 belts per day. The supply of leather is sufficient for only 800 belts per day (Both A and B combined). Belt A requires a fancy buckle and only 400 such buckles are available per day. There are only 700 buckles a day available for type B. Formulate above problem to determine number of belts to be produced for each type so as to make maximum profit.

(f) Draw histogram for the following data :

Marks	0-20	20-40	40-60	60-80	80-100
No. of Students	2	18	42	28	5

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

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

Origin	Distributions				Supply
	D₁	D₂	D₃	D₄	
O₁	20	22	17	4	120
O₂	24	37	9	7	70
O₃	32	37	20	15	50
Demand	60	40	30	110	

(b) Find equation of regression line Y on X for the following data :

X	65	63	67	64	68	62	70	66	68	67
Y	68	66	68	65	69	66	68	65	71	67

Also estimate Y, if X = 75. **[08]**

(c) (i) Determine an initial feasible solution to the following transportation problem by using Matrix Minima Method. Also find corresponding cost of transportation. **[06]**

Sources	Destinations			Supply
	D₁	D₂	D₃	
S₁	15	11	16	15
S₂	16	14	16	60
S₃	13	15	18	70
Demand	75	20	50	

(ii) Define the term Attribute, give its two examples. **[02]**

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) Printer
- (b) MS-Power Point
- (c) Windows Explorer
- (d) Desktop
- (e) Control Panel

Q.2) (A) Explain Components of CPU. [10]

(B) Explain important features of MS-Excell. [10]

Q.3) (A) Explain Operating System. Explain its types. [10]

(B) Explain any four Output Devices. [10]

Q.4) (A) Explain Normalisation with appropriate example. [10]

(B) Explain ERD. Explain Tools of ERD. [10]

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

(a) FORMAT

(b) COPY

(c) MKDIR

(d) DEL

(e) DIR

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

(a) CREATE

(b) INSERT

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) What is Self-appraisal ? Explain tips for Self-appraisal and importance of Self-appraisal. **[15]**

OR

Q.1) Explain Freud's Contribution towards Personality Development. **[15]**

Q.2) Define 'Assertiveness'. State and explain types of Assertiveness. **[15]**

OR

Q.2) Explain Decision-making Process and give Pros and Cons of Decision-making Method. **[15]**

Q.3) Explain 'The Carrot and the Stick Approach' Theory with examples. **[15]**

OR

Q.3) Define Leadership and explain qualities required for a Successful Leader. **[15]**

Q.4) Define Interpersonal Relationship and its types. Explain factors that affect Interpersonal Relationship. **[15]**

OR

Q.4) What is Communication ? Explain Barriers in Communication. **[15]**

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

[20]

- (a) Verbal Communication
 - (b) Effective Speech
 - (c) Body Language
 - (d) Importance of SWOT Analysis
 - (e) First Impression and its Components
 - (f) ADKAR Model
 - (g) Stress Management
 - (h) Compulsive Personality
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) “All contracts are agreement, but all agreements are not contract.”
Discuss in the light of essential features of a Contract. **[15]**

OR

Q.1) What is Discharge of Contract ? Explain Modes of Discharge of Contract. **[15]**

Q.2) Explain provisions in the Sell of Goods Act relating to Transfer of Title by non-owners. **[15]**

OR

Q.2) Define the term Consumer. Explain his rights under the Consumer Protection Act, 1986. **[15]**

Q.3) Define the term Partnership. Explain salient features of Partnership. **[15]**

OR

Q.3) Explain provisions relating to Admission, Retirement and Expulsion of a Partner under the Act of 1932. **[15]**

Q.4) State different kinds of Company Meetings. Explain requisites of a Valid Meeting. **[15]**

OR

Q.4) Define and distinguish between Memorandum of Association and Articles of Association of a Company. **[15]**

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

[20]

- (a) Doctrine of Caveat Emptor
 - (b) Undue Influence
 - (c) Kinds of Partnerships
 - (d) Liability for Mis-statement in Prospectus
 - (e) Disqualification of Directors
 - (f) Complaint under Consumer Protection Act, 1986
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) Figures to the right indicate full marks.

Q.1) Define Human Resource Management. Explain scope and importance of HRM in an Organisation. **[15]**

OR

Q.1) What is Human Resource Planning ? Discuss its objectives and importance. **[15]**

Q.2) Define Concept of 'Recruitment'. Explain various methods of Recruitment. **[15]**

OR

Q.2) Explain in detail any three most commonly used methods of Performance Appraisal. **[15]**

Q.3) Discuss need and objectives of Training Programmes. How Training Programmes are evaluated ? **[15]**

OR

Q.3) What do you mean by Wage and Salary Administration ? State principles of Wage and Salary Administration. **[15]**

Q.4) Define Organisational Behaviour. Explain various disciplines contributing to OB. [15]

OR

Q.4) What are the Forces leading to Change ? Why is change resisted ? [15]

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

- (a) Organisation of HRM Department
 - (b) Job Analysis and Job Description
 - (c) Management by Objectives (MBO)
 - (d) On-the-Job Training
 - (e) Fringe Benefits
 - (f) Systems Approach to Organisational Behaviour
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[3972]-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'. Explain importance, objectives and advantages of 'Management Accounting'.

OR

Q.1) "Working Capital is regarded as life blood of business." Discuss in the context of Working Capital Management in the Modern Business.

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

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Share Capital	7,00,000	8,00,000	Plant and Machinery	3,00,000	4,40,000
Reserve Fund	–	40,000	Land and Building	4,50,000	4,80,000
Profit and Loss A/c.	1,20,000	1,50,000	Furniture	1,00,000	1,80,000
Mortgaged Loan	2,50,000	2,00,000	Sundry Debtors	1,70,000	2,22,000
15% Debentures	2,00,000	3,00,000	Bills Receivables	60,000	50,000
Sundry Creditors	1,28,000	1,60,000	Stock	2,00,000	2,18,000
Bills Payables	1,02,000	1,68,000	Cash and Bank	2,20,000	2,28,000
Total	15,00,000	18,18,000	Total	15,00,000	18,18,000

Total sales during the year 2008-09 was amounting Rs. 20,00,000 which was increased by 10% in the next year. You are required to calculate the following ratios and comment upon the liquidity and efficiency of the company :

- (a) Current Ratio
- (b) Liquid Ratio
- (c) Absolute Liquidity Ratio
- (d) Inventory Turnover Ratio
- (e) Debtors Turnover Ratio

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

OR

Q.3) Mr. BA has provided you the following information of a product, produced and sold during the year 2009-2010 :

Number of Units sold – 30,000
Sales Price – Rs. 60 per unit

Cost (per unit) :

Direct Material - 4 kg @ Rs. 5 per kg
Direct Labour - 4 hours @ Rs. 4 per hour
Variable Overheads - Rs. 4 per unit
Fixed Overheads - Rs. 6 per unit

You are required to find out :

- (a) Profit Volume Ratio, Break-even Point and Margin of Safety at the current level of sales.
- (b) What will be the changes in your computation in the following cases :
 - (i) If sales price is increased by 10%.
 - (ii) If fixed overheads are increased by Rs. 50,000.
- (c) What should be the sales volume to increase current profit by 50% and what will be the profit if the current sales volume is increased by 25% ?

Q.4) “Budgetary Control System is one of the best controlling measures having universal application.” Explain. Discuss various limitations of this technique.

OR

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

- (1) Expected Sales Level 1,04,000 units @ Rs. 25 per unit.
- (2) Cost of the Product (per unit) : Raw Material - Rs. 8, Labour - Rs. 6 and Overheads - Rs. 3.
- (3) Raw Material and Finished Goods will remain in stock for 2 weeks and 3 weeks respectively.
- (4) The Material will remain in process for 15 days.
- (5) The Work-in-Progress shall be valued at 60% and 40% in completion stage of Labour Cost and Variable Overheads respectively. Fixed Overhead will be ignored for this valuation.
- (6) The purchases are made with two months credit while the goods are sold with one and half months credit.
- (7) 70% of the Labour Cost is paid on every 10th day of the next month while remaining overheads are paid on weekly basis.
- (8) Overheads are paid with one month 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
- (b) Trend Analysis
- (c) Types of Budgets

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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 diagrams wherever necessary.*
-
-

Q.1) Define Macro Economics. Explain importance of Macro Economics.
Explain objectives of Macro Economic Policy. **[15]**

OR

Q.1) What is National Income ? Explain different Concepts of National
Income. **[15]**

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

OR

Q.2) Describe Keynes's Psychological Law of Consumption. **[15]**

Q.3) Define Inflation. Explain causes of Inflation from Supply Side. **[15]**

OR

Q.3) How does Accelerator Work ? What are the limitations of the
Acceleration Principle ? **[15]**

Q.4) What is Fiscal Policy ? Explain instruments of Fiscal Policy. [15]

OR

Q.4) Describe various Phases of Trade Cycle. [15]

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

- (a) Scope of Macro-economics
- (b) Investment Multiplier
- (c) Difficulties in Calculation of National Income
- (d) Cost Push Inflation
- (e) Monetary Policy
- (f) Limitations of Keynesian Theory of Income and Employment

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[3972]-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 the following : (Any Four)

[20]

- (a) What are the advantages of Linux Operating System.
- (b) Explain any five Network Goals.
- (c) What is Power Point ? Explain uses of Power Point.
- (d) What are the different Object Oriented Languages ?
- (e) What is Database ? Explain Database Management System with example.

Q.2) Attempt the following : (Any Four)

[20]

- (a) What are the functions of Operating System.
- (b) Explain Output Device : Printer.
- (c) What are the advantages of MIS ?
- (d) What is Knowledge Management Systems ? Explain types of Knowledge Management Systems.
- (e) Define Shapes Power Point. Explain different Shapes.

Q.3) Attempt the following : (Any Four)

[20]

- (a) Explain Data Fraud. Explain its categories.
- (b) What is Object Orientation ? Explain various characteristics of Object Orientation.
- (c) Explain various Office Automation Technologies.
- (d) What are the disadvantages of ERP ?
- (e) What is Computer ? What are the types of Computers ?

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

[20]

- (a) Advantages and Disadvantages of Bus Topology
 - (b) Firewall
 - (c) Transaction Processing System
 - (d) Types of Application Softwares
 - (e) Biometrics
-



[3972] – 602

T.Y. B.B.A. (Semester – VI) Examination, 2011
EVENT MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 80

Instructions : 1) Q. 1 is compulsory.

2) Solve any 4 questions from question no. 2 to 7.

1. a) You have to organize a “Marketing Excellence Award” function. Discuss the designing of this event as a event manager. **10**
- b) “Post event follow up is an important duty of a event manager”. Justify it with suitable example. **10**
2. Explain the concept of relationship building. Discuss the strategies for building relationship. **15**
3. How are the event management activities categorized as per management theory ? **15**
4. Describe the characteristics of following events. **15**
 - a) Charitable Events.
 - b) Artistic Events.
 - c) Special Business Events.
5. Explain critical success factor analysis. Discuss the strategic alternatives arising from environmental analysis. **15**
6. Discuss various criteria while choosing the event venue with appropriate example. **15**
7. Short Note on **(any three)** : **15**
 - a) Revenue Generating Customers
 - b) Ambush Marketing
 - c) Social Media
 - d) Brand Building
 - e) PREP MODEL



[3972] – 603

**B.B.A. (Semester – VI) Examination, 2011
MANAGEMENT CONTROL SYSTEM
(2008 Pattern)**

Time: 3 Hours

Max. Marks: 80

- Instructions :** 1) *Q. 1 is compulsory.*
2) *Attempt any 4 questions from remaining.*
3) *All questions carry equal marks.*

1. Explain following concepts : **(8×2=16)**
- a) Management control
 - b) System control
 - c) Operational control
 - d) Information
 - e) Project
 - f) Production planning
 - g) Management Information System
 - h) Decision support system.
2. Define control. Explain its elements. Describe control as a function in corporate organisation.
3. State the role of MCS in production as a functional management area. Differentiate production planning and production control.
4. What is planning control ? How it differs from management control ? State various factors that affect management philosophy.
5. State the process of marketing control. Explain various tools and techniques use for it.
6. Explain different classes of inventories. Why inventory is held in corporate ? Explain in short determinants of stock levels.



[3972] – 608

T.Y. B.B.A. (Semester – VI) Examination, 2011
SPECIAL SERVICES OF MARKETING IN INDIA
(2008 Pattern)

Time : 3 Hours

Max. Marks : 80

Instructions: a) Q. 1 is compulsory.
b) Answer any four out of remaining.

1. a) What are the new trends in marketing of entertainment services ? **10**
b) What is services marketing ? Explain reasons for growth of services sector in India. **10**
2. Explain hospitality sector. Give marketing mix for hospitality sector in India. **15**
3. What do you mean by Marketing Medicare ? Justify the application of social marketing principles in the Medicare services. **15**
4. Discuss physical evidences, people and process in management education. **15**
5. You are an event manager for following events. Discuss how would you select channel of distribution for selling tickets of the same. **15**
A) Award Ceremony B) Fashion Show C) Classical Music Night.
6. Explain how globalization helped to promote the customer care services of insurance and banking services with suitable examples. **15**
7. Write short note on (**any three**) : **(5×3=15)**
A) Mobility mix for Medicare Services
B) Special features of Indian Tourism Sector
C) Services Vs Products
D) Retail Banking in India
E) Marketing strategies adopted by Hotel chains in India with suitable example.



[3972] – 609

**B.B.A. (Semester – VI) Examination, 2011
SPECIALIZATION (Paper – III)
Recent Trends in Agri. Business
(2008 Pattern)**

Time : 3 Hours

Max. Marks : 80

*Instructions: 1) Question No. 1 is compulsory.
2) Solve **any four** from the rest **five**.
3) Figures to the **right** indicate **full** marks.*

1. Write short notes on **any four** of the following : **20**
 - 1) Wine Industry
 - 2) Opportunities in Agri. Business in globalization
 - 3) Evolution in Poultry industry
 - 4) Role of NABARD in Agri. Finance
 - 5) Sericulture.
2. What are the agro-industrial linkages ? Explain their relevance to the Indian economy. **15**
3. Enunciate the research and extension network in India. **15**
4. What is agricultural marketing ? Elaborate the benefits of regulated markets and explain constraints in Agri. Marketing. **15**
5. Explain the impact of international Agri. Business on Indian Economy. **15**
6. Give a detailed note on agricultural retailing. **15**

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-401

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

PRODUCTION AND OPERATIONS MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Answer any five questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw diagram / sketch wherever necessary.*
-
-

- Q.1)** What is Production Management ? Explain Functions of Production Management.
- Q.2)** Define Product Design. Explain importance and factors affecting Product Design.
- Q.3)** What is Production Planning ? Explain scope and objectives of Production Planning.
- Q.4)** What is Motion Economy ? Explain principles of Motion Economy.
- Q.5)** Define Productivity. Explain importance and measurement of Productivity.
- Q.6)** Discuss impact of Bio-mechanical Factors on the Performance of Employees.

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

- (a) Materials Flow Pattern
 - (b) Techniques of Product Development
 - (c) Factors affecting Production Control
 - (d) Scope of Work Study
 - (e) Objectives of Quality Control
 - (f) Importance of Ergonomics
 - (g) Multiple Activity Chart
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3972]-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.*
-
-

Q.1) What do you understand by Role of Personnel Manager and IR Manager in promoting and establishing peaceful IR.

Q.2) Explain various Authorities, their powers and duties under ID Act, 1946.

Q.3) Define Collective Bargaining and explain its process.

Q.4) What do you understand by provisions regarding Leave with Wages.

Q.5) Write about types of Conflict Resolutions - Statutory and Non-statutory.

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

- (a) Contract Labour
 - (b) Unfair Labour Practices
 - (c) Strike and Lockout
 - (d) Welfare Provisions
 - (e) Government Measures to Resolve IR
 - (f) Causes of ID
-

[3972]-402/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

[3972]-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) Discuss definition of 'Person'. What is its importance ?

Q.2) Explain provisions of Allowances, which are Fully and Partly Exempt under Income Tax Act, 1961 ?

Q.3) Explain provisions of the Income Tax Act regarding :

- (a) Long Term Capital Gain on Transfer of Residential House.
- (b) Short Term Capital Gain on Transfer of Listed Securities.

Q.4) Explain deductions in respect of Certain Payments from Gross Total Income U/s 80C, 80D and 80E.

Q.5) Mr. Suraj, an employee of a Sole Proprietary Firm, Pune has given the following information for the Financial Year, 2010-11 :

	Rs.
Salary	1,08,000
Bonus	20,000
Commission on Sales @ 5% of Turnover	30,000
Contribution to Unrecognised Provident Fund made by both, the employer and himself.	11,700

[3972]-403

1

P.T.O.

Interest credited to WRPB Balance @ 12%	11,000
Vehicle Allowance (spent for office purpose)	4,800
Medical Allowance	4,800
Rent Free Furnished accommodation for which employer pays a rent of Rs. 1,800 p.m.	
Cost of Furniture in the accommodation	30,000
Watchman's Salary paid by the employer	3,000 p.m.
Gas, Electricity and Water Bill reimbursed by the employer	13,000
Hospital Bill paid by the employer	18,500
He has paid Rs. 2,600 as Professional Tax.	
Compute his Net Salary for the A. Y. 2011-12.	

Q.6) Mr. Sagar is a Registered Medical Practitioner. He keeps his books on cash basis and his summarized cash account for the year ended 31st March, 2011 is as under :

Particulars	Rs.	Particulars	Rs.
Receipts		Payments	
Balance b/d	1,10,000	Clinic Rent	15,000
Visiting Fees	65,000	Staff Salaries	80,000
Consultation Fees	65,000	Electricity and Water	9,000
Sale of Medicines	25,000	Medical Books	4,000
Sale of Old Equipment at Book Value	8,000	Purchase of Medicines	30,000
Operation Theatre Rent	15,000	Motor Car Expenses	15,000
Interest and Dividend	20,000	Audit Fees	20,000
		Staff Welfare Expenses	8,000
		Entertainment Expenses	6,000
		Surgical Equipment	30,000
		Balance c/d	91,000
	3,08,000		3,08,000

Additional Information :

- (1) Depreciation as per Income Tax Rules on Motor Car for professional use Rs. 6,000.
 - (2) $\frac{1}{3}$ of Motor Car Expenses relate to his personal use.
 - (3) The rate of depreciation on surgical equipment is 15%. The W.D.V. of equipment brought forward from earlier year was Rs. 23,000.
 - (4) Audit Fees include Income Tax appeal expenses Rs. 5,000.
- Compute Taxable Income from Profession for the A.Y. 2011-2012.

Q.7) Mr. Ram, a Senior Citizen of Pune, employed in Tata Ltd., furnished you the following information in respect of the F.Y. 2010-11 :

- (1) Basic Salary Rs. 25,000 p.m.
- (2) Dearness Allowance : 20% of Basic Salary
- (3) Transport Allowance : Rs. 12,000
- (4) City Compensatory Allowance : Rs. 1,500 p.m.
- (5) Pension from the previous employer : Rs. 5,000 p.m.
- (6) He has contributed Rs. 1,200 p.m. to the Unrecognised Provided Fund and an equal amount is contributed by the company.
- (7) During the year, he has received interest on Government Security Rs. 18,000 (Gross) and Family Pension of his wife Rs. 3,000 p.m.
- (8) He has self occupied property. On 1st January, 1996 he had borrowed Rs. 4,00,000 for acquisition of the house.
During the year he has paid Rs. 24,000 as principal, Rs. 32,000 as interest on this loan. Municipal Taxes Rs. 3,000 and repairs Rs. 2,000.
- (9) During the year he has made investment in National Saving Certificates of Rs. 20,000 and has paid Rs. 18,000 as Premium on Life Insurance Policy of his son.
- (10) The company has deducted Income Tax at Source Rs. 4,000 and Professional Tax Rs. 3,300.

You are required to compute Taxable Income and Tax Liability of Mr. Ram for Assessment Year 2011-2012.

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-404

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

INTERNATIONAL BUSINESS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.*
- (2) Solve **any four** from the remaining.*
- (3) Figures to the right indicate full marks.*
- (4) Draw neat diagrams wherever necessary.*

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

- (a) Fixed, Flexible and Managed Rate
- (b) European Union for Regional Co-operation
- (c) NAFTA
- (d) Balance of Trade and Payments
- (e) Categories of International Business
- (f) Any two factors affecting International Business

Q.2) Evaluate role and performance of WTO with particular reference to developing countries. [15]

Q.3) Analyse reasons for growing dominance of the MNCs. [15]

Q.4) Critically evaluate with suitable examples the financing policies of International Monetary Fund. [15]

Q.5) "India is an emerging economic superpower." Discuss this statement in light of Current Foreign Trade Policy of India (2004-09). [15]

- Q.6)** Discuss Theory of Comparative Cost Advantage with Money. What are its assumptions and implications ? **[15]**
- Q.7)** Give a brief account of the Currency Exchange Risks and their Management. **[15]**
-

Total No. of Questions : 2]

[Total No. of Printed Pages : 1

[3972]-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) Discuss 'General Model of System' in detail and state System Characteristics.
- (b) Define Information. Explain in detail information needs of Managers at different levels.
- (c) Explain in detail with all relevant points the Financial MIS.
- (d) What is Project Management ? Explain all the steps involved in Project Development.
- (e) Define 'Decision'. Explain in detail Decision-making Process and Types of Decisions.
- (f) What is Executive Information System ? Explain characteristics and benefits of EIS.
- (g) Discuss 'Human as Information Processors'.

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

[20]

- (a) Feedback Control
- (b) Simulation
- (c) Natural and Artificial System
- (d) Sources of Information
- (e) Planning
- (f) Hardware and Software

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[3972]-41

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

FINANCIAL MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain meaning, nature and scope of Financial Management.

OR

Q.1) Discuss meaning and significance of Working Capital Management. Also state determinants of Working Capital Management.

Q.2) Describe technique of Capital Budgeting by considering Time Value of Money.

OR

Q.2) Explain meaning of Merchant Banking. Discuss authorised activities of Merchant Banking.

Q.3) Write short notes : **(Any Two)**

- (a) Duties of Finance Manager
- (b) Operating Cycle
- (c) Process of Capital Budgeting
- (d) Forward Contract

Q.4) (A) Explain Goals of Financial Management.

(B) The Management of XYZ Ltd. has called for a statement showing working capital needed to finance a level of activity of 3,00,000 units of output for the year.

The cost structure for the company's product for the above mentioned activity level is detailed below :

	Cost per Unit (Rs.)
Raw Materials	20
Direct Labour	5
Overheads	<u>15</u>
Total Cost	40
Profit	<u>10</u>
Selling Price	<u>50</u>

Past trend indicates that raw materials are held in stock on an average for two months. Work-in-Progress [50% complete] will approximate be half a month's production.

Finished Goods remain in warehouse on an average for a month.

Suppliers for materials extend a month's credit.

For debtors two months credit is usually allowed. A minimum cash balance of Rs. 25,000 is expected to be maintained.

The production pattern is assumed to be uniform throughout the year.

Prepare statement of working capital requirement by the company.

Q.5) A firm is considering two mutually exclusive proposals of X and Y, whose cost of capital is 10%. Details are as follows :

Particulars	Project 'X' (Rs.)	Project Y (Rs.)
Cost of the Project	15,00,000	15,00,000
After Tax Cash Inflows :		
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,50,000	5,75,000
5	7,50,000	5,25,000
	35,00,000	44,50,000

Calculate :

- (a) Discounted Payback Period
- (b) Net Present Value

Note : P/V factor at 10%

Year	1	2	3	4	5
P/V factor 10%	0.909	0.826	0.751	0.683	0.621

Total No. of Questions : 3]

[Total No. of Printed Pages : 2

[3972]-42

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

INFORMATION TECHNOLOGY IN MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

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

- (a) Explain Knowledge Management Life Cycle.
- (b) Explain Concept of Digital Signature and its uses in business.
- (c) Explain Transaction Processing System in detail. Give examples.
- (d) What is Hardware and Software ? Explain various types of Softwares.
- (e) Explain various steps involved in Object Oriented Analysis.
- (f) What is Network ? Explain types of Networks.

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

- (a) What is ERP ? Explain ERP Architecture with diagram.
- (b) Explain various Knowledge Management Tools in detail.
- (c) What is Data Communication ? Explain various Data Transmission Cables.

Q.3) Write short notes : (Any Four)

[20]

- (a) Biometric Technique
 - (b) Virus
 - (c) Encryption and Decryption
 - (d) Hacking
 - (e) Presentation Package
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-43

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

INDIRECT TAXES

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) Attempt any five questions.

(2) All questions carry equal marks.

-
-
- Q.1)** (A) State two basic requirements that should be satisfied for treating something as 'Goods' for the purpose of Levy of Excise Duty. **[08]**
- (B) Explain the term 'Inputs' with reference to Cenvat Credit Rules, 2002. **[08]**
- Q.2)** What is Personal Account ? How it is maintained ? **[16]**
- Q.3)** What do you understand by Customs Duty ? Briefly explain types of Customs Duties. **[16]**
- Q.4)** (A) What is VAT ? What are the benefits of VAT ? What types of businesses are liable for VAT ? **[08]**
- (B) Which Sales and Purchases are not liable to VAT ? **[08]**
- Q.5)** (A) Write a note on 'Goods of Special Importance' (Declared Goods) under the Central Sales Tax Act, 1956. **[08]**
- (B) Explain the term 'Dealer' under the Central Sales Tax Act, 1956. **[08]**

Q.6) Write short notes :

- (a) 'Transaction Value' under Central Excise Act, 1944 [04]
- (b) 'Smuggling' under Customs Act [04]
- (c) Types of Registrations under the CST Act, 1956 [04]
- (d) Valuation of Excisable Goods u/s 4A [04]

Q.7) What are the provisions regarding Return and Payment of Tax under M.VAT Act, 2002 ? [16]

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3972]-44

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

SERVICES MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** (A) Define Services Marketing. Discuss characteristics of Services in detail. **[10]**
- (B) “Social and Demographic Changes always create impact on services.” Explain. **[10]**
- Q.2)** What is Marketing Mix ? Discuss different P’s in consideration with Services. **[15]**
- Q.3)** What do you understand by ‘TQM’ ? Discuss its importance in Service Sector. **[15]**
- Q.4)** Explain with example ‘Physical Evidence of Services’ in Hospitality, Education and Banking Sectors. **[15]**
- Q.5)** What are the difficulties faced by Service Firms with respect to Quality Maintenance ? Which are the different ways to maintain Service Quality ? **[15]**
- Q.6)** Write short notes : **(Any Three)** **[15]**
- (a) Indian Retail Sector
 - (b) IT Sector
 - (c) World Trade Organisation
 - (d) Customer Satisfaction
 - (e) Insurance Sector

[3972]-44/1

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[3972]-45

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

PRODUCTION AND OPERATION MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Answer any five questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw sketch diagram wherever necessary.*
-
-

- Q.1)** Explain main principles of 'Time Study' with examples. **[16]**
- Q.2)** What are the relevant factors affecting 'Plant Location' ? Give examples. **[16]**
- Q.3)** Explain characteristics of 'Batch Production' and its economic advantages. **[16]**
- Q.4)** Write a detailed note on 'PERT and CPM'. **[16]**
- Q.5)** Explain importance of 'Payment of Wages Act'. **[16]**
- Q.6)** Explain 'Production Work Order' with examples. **[16]**
- Q.7)** What are the main principles of Material Handling ? Explain with examples. **[16]**

Q.8) Write short notes : (Any Two)

[16]

- (a) Plant Layout
 - (b) Bill of Materials
 - (c) Responsibility of Supervisor in Production Function
 - (d) Quality in Production
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3972]-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) What are the different functions of Wholesalers ? [10]

(B) Discuss various Modes of Transportation in detail. [10]

Q.2) What do you mean by Inventory ? Explain types of Inventories in detail. [15]

Q.3) Explain Process of Channel Selection. What are the various criterion to select channel partners ? [15]

Q.4) Define Logistics. State functions and objectives of Logistics in detail. [15]

Q.5) Mate Footwear Company uses 4,000 nos. per annum of special leather material in manufacturing of its product. The leather is procured from a local manufacturer at the basic price of Rs. 10 each.

The Inventory Cost Data is :

Procurement Cost per order = Rs. 40.

Inventory Carrying Cost = 20%.

The supplier offers following discounts on the basic price for ordered quantities of :

Order Quantity	Discount
400 – 799	2%
800 – 1599	4%
1600 and above	5%

What quantity should the company order to derive optimum cost benefit ? [15]

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

- (a) Distribution Pattern for Consumer Goods
 - (b) Order Processing
 - (c) Reverse Logistics
 - (d) Horizontal Marketing System
 - (e) Criteria for Evaluation of Channels
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) (A) What is the importance of Entrepreneurship ? [07]

(B) Differentiate between Employment and Entrepreneurship. [08]

OR

Q.1) (A) Give meaning of the term Convergent Thinking Mode. [07]

(B) Write a note on Analysis and Interpretation of Data Collected. [08]

Q.2) Define the term Ratio Analysis. Explain the following ratios : [15]

(a) Debt Service Coverage Ratio

(b) Gross Profit Ratio

(c) Net Profit Ratio

OR

Q.2) Write a detailed note on Schemes offered by MIDC. [15]

Q.3) Discuss how Commercial Banks help Entrepreneurs by Granting Credit. [15]

OR

Q.3) Explain Entrepreneurial Competencies of Anu Aga. [15]

Q.4) “Development requires Resources but Resources alone do not produce Development.” Examine functions of an entrepreneur considering this statement. [15]

OR

Q.4) Define the term Market Survey. What is its Utility in Business ? [15]

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

- (a) Entrepreneurial Qualities of Dr. Neelkanth Kalyani
- (b) Objectives of Business Plan
- (c) Maharashtra Centre for Entrepreneurship Development (MCED)
- (d) Prime Minister Employment Generation Programme (PMEGP)
- (e) Technical Feasibility
- (f) Angel Funding
- (g) District Industries Centre (DIC)
- (h) Entrepreneurial Competencies of Vitthal Kamat

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-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** of the remaining.*

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

- (a) After 26-11-2008 Taj Blast, Tata gave compensation to all the Hotel Victims as well as victims at CST Station, Mumbai.
- (b) For monetary profits Indian Doctors are still practising to detect male or female foetus for patients resulting in abortion or killing of the baby in mother's womb.
- (c) Coca-Cola, Africa Foundation created to combat spread of HIV/ AIDS through Partnership with Governments, UNAIDS and other NGO's.
- (d) Consumers buying goods many a times due to celebrities participating in advertisement of simple product like soap of Rs. 10 or Shampoo Sachets worth Rs. 2 or Rs. 5 to create a positive impression about the product.
- (e) Foods products or perishable goods packed and sold in market with proper information like manufacturing date, expiry date, caution, ingredients etc. printed on the goods for the consumer.
- (f) A company is producing consumable goods and selling it in market; but consumer complaints about its defects on which company reacts immediately by opologising publicly and calling back the product.

- Q.2)** Briefly describe types of Business Ethics. [15]
- Q.3)** Are Advertisements by Professionals like a Doctors or Lawyers ethical ?
Discuss it from critical point of view. [15]
- Q.4)** Explain Business Responsibility towards different Interest Groups. [15]
- Q.5)** Illustrate Foreign Trade with Ethical Guidelines and International Trade Arrangements presently. [15]
- Q.6)** Explain in brief Global Ethical Issues. [15]
- Q.7)** Write short notes : (**Any Three**) [5x3=15]
- (a) Globalisation in the Indian Context
 - (b) Profession and Professionalism
 - (c) Copyright
 - (d) Consumer Marketing
 - (e) Concept of Social Responsibility
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-504

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

RESEARCH METHODOLOGY

(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 Research. Explain objectives and importance of Research. [15]

OR

Q.1) Explain Observation Method as a tool of collecting Primary Data in detail along with its merits and demerits. [15]

Q.2) Explain use of Computers in Data Collection and Data Analysis in Research. [15]

OR

Q.2) Define Research Problem. Explain Characteristics of Research Problem. [15]

Q.3) What is Secondary Data ? Explain any five Tools of Secondary Data Collection. [15]

OR

Q.3) Explain the following : [15]

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

Q.4) Define Research Report. State and explain Format of Research Report. [15]

OR

Q.4) Explain Probability and Non-probability Methods of Sampling. [15]

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

- (a) Types of Research
 - (b) Using Power Point Presentations for Research
 - (c) Group Discussion as a Tool of Data Collection
 - (d) Characteristics of Hypothesis
 - (e) Editing Data
 - (f) Research Design
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-505

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

ANALYSIS OF FINANCAL 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) How far Financial Statement reflects Financial Performance of an Organisation ? **[15]**

OR

Q.1) Discuss various Techniques of Financial Analysis in detail. **[15]**

Q.2) “Both the Balance Sheet and Profit and Loss Statement do not explain changes in assets, liabilities and owner’s equity.” Discuss this statement in the light of Fund Flow Statement. **[15]**

OR

Q.2) Explain need for Financial Analysis. How does use of ratios help in Financial Analysis ? **[15]**

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

- (a) Types of Assets
- (b) Trend Analysis
- (c) Fund Flow Statement
- (d) Profitability Ratios
- (e) Working Capital

- Q.4)** The Comparative Balance Sheets of Mr. Abhijit Roy for two years were as follows :

Balance Sheets of Mr. Abhijit Roy

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Capital	1,50,000	1,75,000	Land and Building	1,10,000	1,50,000
Loan from Bank (Long Term)	1,60,000	1,00,000	Machinery	2,00,000	1,40,000
Creditors	90,000	1,00,000	Stock	50,000	45,000
Bills Payable	50,000	40,000	Debtors	70,000	80,000
Loan (Secured)	–	25,000	Cash	20,000	25,000
	4,50,000	4,40,000		4,50,000	4,40,000

Additional Information :

- (1) Net Profit for the year 2009-10 was Rs. 60,000.
- (2) During the year a machinery costing Rs. 25,000 (Accumulated Depreciation Rs. 10,000) was sold for Rs. 13,000.
- (3) The provision for depreciation against machinery as on 31-3-2009 was Rs. 50,000 and as on 31-3-2010 was Rs. 85,000.
- (4) Loan was secured against Land and Building.

You are required to prepare a statement of sources and uses of cash along with necessary workings. [20]

- Q.5)** Selected statistical information for X Ltd. for three years is given below :

Particulars	2007	2008	2009
1. Gross Profit	36%	33 $\frac{1}{3}$ %	30%
2. Stock Turnover	20 times	25 times	14 times
3. Average Stock	Rs. 38,400	Rs. 36,000	Rs. 70,000
4. Income Tax Rate	50%	50%	50%
5. Net Income after Tax as % of sales	6%	7%	12%

Required :

- (a) A statement of profits in comparative form for all the three years.
- (b) Evaluate position of the company regarding profitability on the basis of information available. [15]

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3972]-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.*

-
-
- Q.1) (A)** Consider any service from a service sector operating in India. State and explain specific characteristics of a successful salesman to sale that service. **[10]**
- (B)** What is the purpose of Sales Budget ? How it is prepared ? **[10]**
- Q.2)** What is Sales Forecasting ? State and explain different Methods of Sales Forecasting in detail. **[15]**
- Q.3)** What are the purposes to form a Sales Organisation ? Explain three types of Sales Organisational Structures. **[15]**
- Q.4)** Discuss Selection Process of a Sales Personnel. **[15]**
- Q.5)** Build a Sales Training Program by using A - C - M - E - E Approach. **[15]**

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

[15]

- (a) Sales Planning and Control
 - (b) Value Added Selling
 - (c) Sales Manager's Functions
 - (d) Sales Leads
 - (e) Customer Defections
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-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) Answer **any five** questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw diagrams / sketches wherever necessary.*
-
-

Q.1) Discuss role and responsibilities of HR Manager in the context of Global HRM.

Q.2) Explain new trends and challenges of HRM.

Q.3) What is Human Resource Planning ? State objectives and functions of HRP.

Q.4) Discuss Importance of Training in Industry. Elaborate how Training helps in Career Planning ?

Q.5) What is Performance Management System ? State various Methods of Performance Appraisal.

Q.6) Explain in detail the Process of Selection.

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

- (a) Labour Turnover
 - (b) Human Resource Accounting
 - (c) Exit Policy
 - (d) Personnel Audit
 - (e) Benchmarking
 - (f) Demotion
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3972]-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) *Attempt **any four** out of the remaining.*
 - (3) *Give suitable examples wherever possible.*
-
-

- Q.1)** (A) Discuss role of Services in the Development of Indian Corporate Sector. **[10]**
- (B) State the broad classification of Services. **[10]**
- Q.2)** Explain various ways of managing customer expectations in a Service Organisation. **[15]**
- Q.3)** What are different strategies used by Service Organisation in managing Demand and Supply for Services ? **[15]**
- Q.4)** Elaborate how technology is applied in increasing productivity in Services Sector ? **[15]**
- Q.5)** State various Challenges in Service Marketing at Global Level in Tourism Sector. **[15]**

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

[15]

- (a) Service Guarantee
 - (b) Differences between Goods and Services
 - (c) Service Blueprint
 - (d) Benchmarking
 - (e) Service Delivery
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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 is the Place of Agriculture in Indian Economy ? [15]

OR

Q.1) “Rural Development is the solution to the growing needs of Indian Economy.” Discuss. [15]

Q.2) “Co-operatives play crucial role in Rural Development.” Explain. [15]

OR

Q.2) Explain functions of NABARD. [15]

Q.3) Critically evaluate IRDP Programme. [15]

OR

Q.3) What are the objectives of Land Reforms ? Explain Tenancy Reforms. [15]

Q.4) Discuss Arguments for and against Agriculture Taxation. [15]

OR

Q.4) Explain role played by PDS providing Food Security in India. [15]

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

[20]

- (a) Agri-Business
 - (b) Regional Rural Banks
 - (c) Abolition of Zamindari
 - (d) TPDS
 - (e) NREGA
 - (f) Drip Irrigation
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-51

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

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Discuss main functions of an Entrepreneur. [15]

OR

Q.1) What do you mean by Woman Entrepreneur ? What problems are faced by Women Entrepreneurs ? [15]

Q.2) Bring out the distinction between Entrepreneurial Career and Paid Employment. [15]

OR

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

Q.3) Narrate Barriers to Entrepreneurship Development in India. [15]

OR

Q.3) Write a detailed note on various schemes of assistance offered to entrepreneurs by IDBI and SIDBI. [15]

Q.4) Explain nature, size and type of industry suitable for Women Entrepreneurship. **[15]**

OR

Q.4) Enumerate challenges of Globalisation to Entrepreneurship Development in India. **[15]**

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

- (a) Intrapreneur
- (b) Measures for Developing Entrepreneurship
- (c) Venture Capital Funding
- (d) Entrepreneurial Qualities of Late Shri B. G. Shirke
- (e) Role of Women in Society
- (f) Entrepreneurial Qualities of Shri N. R. Narayan Murthi
- (g) Future Prospects of Women Entrepreneurship
- (h) High Need for Achievement

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-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) Following are the details of Capital Structure of Sundaram Co. Ltd. :

50,000 Equity Shares of Rs. 10 each	Rs. 5,00,000
Retained Earnings	Rs. 2,00,000
12% Term Loan	Rs. 2,60,000
9% Debentures (Redeemable at par)	Rs. 3,00,000

Additional information is available as follows :

- (1) Debentures are issued at par.
- (2) Assume Costs of Capital of Equity Shares and Retained Earnings are 12%.
- (3) Tax Rate applicable for the company may be taken at 50%.

Calculate Weighted Average Cost of Capital.

(B) A manufacturing concern has Sales of Rs. 10,00,000, Variable Costs of Rs. 7,00,000 and Fixed Costs of Rs. 2,00,000. Company has debts of Rs. 5,00,000 at 10% Interest Rate.

Calculate :

- (a) Operating Leverage
- (b) Financial Leverage
- (c) Combined Leverage

Q.2) Explain in brief the following sources of Long Term Finance with their characteristics :

- (a) Lease Finance
- (b) Debentures
- (c) Preference Shares

Q.3) Explain the term Financial Planning. What are the principles for formulation of Financial Plan.

Q.4) What do you mean by Capitalization ? Explain the term 'Over-capitalization' and 'Under-capitalization' with its causes.

Q.5) What do mean by the term Capital Structure. What is the criteria for determining Capital Structure ?

Q.6) What are the risks involved in Capital Budgeting ? Explain in brief, various methods of evaluating Investment Proposals.

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

- (a) Leverages
- (b) Own Funds and Borrowed Funds
- (c) Trading in Equity
- (d) Cost of Capital
- (e) Public Deposits
- (f) Steps of Financial Planning

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) Define Marketing Channels. Discuss broad areas pertaining to which Channel Management Decisions are to be taken.

OR

Q.1) Discuss functions and importance of 'Wholesaling'.

Q.2) Discuss various 'Retail Strategies'.

OR

Q.2) Write a note on different Retailing Formats.

Q.3) Enumerate and elaborate upon the factors to be taken into account while deciding the Retail Location.

OR

Q.3) Explain and elaborate upon the following terms : 'Store Image Mix', 'Store Facade' and 'The Internet Store'.

Q.4) What do you understand by 'Integrated Marketing Channels' ? Elaborate upon Horizontal, Vertical and Multi-channel Marketing Systems.

OR

Q.4) If you were the Manager of a Retail Store, explain decision you would need to make when Managing In-store Promotions and Events.

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

- (a) Electronic Data Exchange
 - (b) Private Label Brands
 - (c) Trends in Wholesaling
 - (d) Planning Retail Communication
 - (e) Store Design
 - (f) Bar Coding
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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 do you mean by Wage and Salary Administration ? Explain principles of Wage and Salary Administration. **[15]**

OR

Q.1) Explain importance of Working Conditions and important provisions of the Factories Act, 1948 regarding Working Conditions. **[15]**

Q.2) What is Workers Participation in Management ? Explain pre-requisites for Effective Participation. **[15]**

OR

Q.2) What are the assumptions underlying Organisational Development ? Explain Organisational Development Interventions. **[15]**

Q.3) Define Industrial Relations. What are the requirements of a successful Industrial Relations Programme. **[15]**

OR

Q.3) How do you define a Grievance ? Explain Grievance Procedure. **[15]**

Q.4) What is Collective Bargaining ? What are the essential conditions for the success of Collective Bargaining ? [15]

OR

Q.4) Define 'Discipline'. Explain objectives and importance of Discipline. [15]

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

- (a) Act of Indiscipline
 - (b) Participants in IR
 - (c) Industrial Health Programme
 - (d) Objectives of the Payment of Wages Act, 1936
 - (e) Importance of Industrial Safety
 - (f) Wage Differentials
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) Critically examine impact of New Economic Policy on Services. [15]

OR

Q.1) Explain Concept of Service Guarantee. Correlate Concept with Customer Satisfaction. [15]

Q.2) Discuss in detail the Gaps in Quality. [15]

OR

Q.2) What do you mean by TQM ? Illustrate its importance in Service Sector. [15]

Q.3) What do you think are the main reasons for including element of people in the Marketing Mix for Services ? [15]

OR

Q.3) Explain Pricing Strategies in Service Sector. [15]

Q.4) Explain role of Communication in Developing Marketing Strategy. [15]

OR

Q.4) Describe role and significance of Employee Satisfaction and Customer Satisfaction in Marketing Services. [15]

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

- (a) Approaches to Service Competition
 - (b) Brands in Services
 - (c) Customer Satisfaction and Profitability
 - (d) Service Marketing Environment
 - (e) Benchmarking
 - (f) New Service Development
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-514

B. B. A. (Semester - V) Examination - 2011
INTERNATIONAL AGRICULTURAL SYSTEMS
(Specialisation - II : Agriculture Business Management)
(New 2010 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain distinct features of Farming Systems in :

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

OR

Q.1) Discuss with suitable examples - "Chinese Farming System is a well-known Farming System in the International Agricultural System."

Q.2) Explain in detail :

- (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 3 main goals integrated by Sustainable Farming :

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

Q.3) Write an explanatory note on 'Agreement on Agriculture' and also discuss its criticisms.

OR

Q.3) Define 'Agricultural Subsidy'. Discuss impact of 'Agricultural Subsidy on :

- (a) Nutrition
- (b) Global Food Prices and International Trade
- (c) Corporate Farms
- (d) Non-farming Companies

Q.4) Explain the following concepts :

- (a) Agricultural SEZs
- (b) Agro Processing Zones (APZs)
- (c) Agro Export Zones (AEZs)

OR

Q.4) Define 'Agricultural SEZs'. Explain SWOT Analysis for Indian Agricultural SEZs.

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

- (a) Indian Farming System Vs. Israeli Farming System
- (b) Dairy Farming in Israel
- (c) Agricultural SEZ and Small Farmers
- (d) Genetically Modified Crops are costly in terms of Labour.
- (e) Advantages of Agricultural Subsidies
- (f) Genetically Modified Crops and Human Health

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-52

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

BUSINESS LAW

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) *All questions are compulsory.*

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

Q.1) Define the term 'Contract'. What are the essentials of a Valid Contract ? [15]

OR

Q.1) "An agreement without consideration is void." Elaborate this statement with exceptions, if any. [15]

Q.2) Explain in brief the implied Conditions and Warranties in a Contract of Sale. [15]

OR

Q.2) What is 'Delivery of Goods' ? Explain provisions relating to Delivery of Goods under the Sale of Goods Act, 1930. [15]

Q.3) Define and explain 'Bill of Exchange'. How it differs from Promissory Note ? [15]

OR

Q.3) Explain provisions relating to 'Dishonour of Negotiable Instruments' embodied in the Negotiable Instruments Act, 1881. [15]

Q.4) Explain Procedure of Registration of a Company. [15]

OR

Q.4) Define and explain the term 'Consumer'. What are his rights under the Consumer Protection Act, 1986 ? Explain. [15]

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

- (a) Quasi Contracts
- (b) Mistake in Contract
- (c) Right of Stoppage in Transit
- (d) Essentials of a Contract of Sale
- (e) Holder in Due Course
- (f) Features of Prospectus
- (g) District Consumer Forum

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-53

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

INTERNATIONAL BUSINESS AND NEW TRENDS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Discuss Competitive Advantages of International Business. [15]

OR

Q.1) Discuss advantages and disadvantages of Globalisation for Emerging Economies. [15]

Q.2) Explain Potential Need for Managing Multinational Enterprises. [15]

OR

Q.2) Explain Organisational Structure of WTO and its role in Bilateral Trade. [15]

Q.3) “Every Manager should have knowledge of export and import strategies in today’s globalized world.” Comment. [15]

OR

Q.3) What is Globalisation ? What are its different stages ? [15]

Q.4) Discuss with suitable examples how Indian Companies have gone International ? [15]

OR

Q.4) How does different Cross Cultural Environment influence International Business ? [15]

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

- (a) Nature of International Business
- (b) Doha Declaration
- (c) Merits of Globalisation
- (d) Difference between Multinational Company and Transnational Company
- (e) GATS
- (f) Barriers in Development of MNCs in India

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-54

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

PERSONALITY DEVELOPMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
- (2) All questions carry equal marks.*
- (3) Draw figures wherever necessary.*

Q.1) Define Personality. What are the factors affecting Personality Development. [16]

OR

Q.1) Define Communication. Explain Principles of Communication. [16]

Q.2) Explain the following : [16]

- (a) Basic Assertiveness
- (b) Escalating Assertiveness
- (c) Emphatic Assertiveness
- (d) I-language Assertiveness

OR

Q.2) What are Presentation Skills ? How will you develop matter for Presentation ? Also explain how you will handle question - answer session in Presentation ? [16]

Q.3) What is Positive Thinking ? Explain characteristics of a Positive Thinker. [16]

OR

Q.3) State and explain various Non-verbal Cues used in Communication. [16]

Q.4) What is Group Discussion ? State and explain Do's and Don'ts of Group Discussion. [16]

OR

Q.4) How will you create a Good First Impression ? Explain. [16]

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

- (a) Passive Behaviour
 - (b) 7 C's of Communication
 - (c) Tips of Effective Communication
 - (d) Negative Thinking
 - (e) Speaking Skills
 - (f) Listening Skills
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-55

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

SALES MANAGEMENT

(Specialisation : Marketing)

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) What do you mean by 'Sales Management' ? Explain functions of Sales Department. **[15]**

OR

Q.1) Define Sales Planning. Explain steps involved in Sales Planning. **[15]**

Q.2) What do you mean by Recruitment of Salesmen ? What are the sources through which salesmen are recruited ? **[15]**

OR

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

Q.3) What are the different types of Incentives, you can offer to your Sales Force ? **[15]**

OR

Q.3) "Communication Skill is an important aspect of Personal Selling." Discuss. **[15]**

Q.4) What is Personal Selling ? Explain process involved in Personal Selling. [15]

OR

Q.4) What do you mean by Sales Compensation Plan ? What are its objectives and nature ? [15]

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

- (a) AIDAS Formula in Selling Process
- (b) Types of Sales Training
- (c) Evaluation of a Sales Force
- (d) Sales Aids
- (e) Principles of Good Training
- (f) Importance of Relationship Marketing

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[3972]-56

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

ANALYSIS OF FINANCIAL STATEMENTS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What do you mean by 'Receivable Management' ? Explain its objects in detail. **[15]**

OR

Q.1) Explain Procedure of Preparation of Financial Statements as per Schedule VI of Companies Act. **[15]**

Q.2) Explain different ratios indicating profitability of an Organisation. **[15]**

OR

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

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

- (a) Discount Policy
- (b) Turnover Ratios
- (c) Factoring
- (d) Fund Flow Statement
- (e) Horizontal Form of Balance Sheet

Q.4) Using the following data, complete Balance Sheet given below : [15]

Gross Profit (20% of Sales)	Rs. 60,000
Shareholders Funds	Rs. 50,000
Total Assets Turnover	3 times
Inventory Turnover (to cost of sales)	8 times
Average Collection Period (to cost of sales)	18 days
No. of Working Days in year	360 days
Current Ratio	1.6 times
Long Term Debts to Equity	40%

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Creditors	–	Cash	–
Long Term Debt	–	Debtors	–
Shareholders Equity	–	Inventory	–
		Fixed Assets	–
Total	–	Total	–

Q.5) From the following Balance Sheet of Alpha Ltd, prepare a statement showing sources and application of funds and a statement showing changes in Working Capital. [20]

Balance Sheet of Alpha Ltd.

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Share Capital	10,00,000	11,00,000	Goodwill	50,000	40,000
Debentures	5,00,000	3,00,000	Land and Building	4,20,000	6,60,000
General Reserve	2,00,000	2,00,000	Plant and Machinery	6,00,000	8,00,000

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Profit and Loss A/c.	1,10,000	1,90,000	Stock	2,50,000	2,10,000
Income Tax Provision	40,000	1,10,000	Debtors	3,00,000	2,40,000
Creditors	50,000	40,000	Cash	3,00,000	24,000
Bills Payable	20,000	30,000	Preliminary Exp.	30,000	20,000
R.D.D.	30,000	24,000			
Total	19,50,000	19,94,000	Total	19,50,000	19,94,000

Additional Information :

- (1) During the year 2009-10, a Part of Machinery Costing Rs. 7,500 (accumulated depreciation on that Rs. 2,500) was sold for Rs. 3,000.
- (2) Dividend of Rs. 1,00,000 was paid during 2009-10.
- (3) Income Tax paid during the year 2009-10, Rs. 50,000.
- (4) Depreciation for the year 2009-10 was provided as under :
 - Land and Building – Rs. 10,000
 - Plant and Machinery – Rs. 50,000

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3972]-57

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

RETAIL MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.*
- (2) Attempt **any four** from the remaining.*
- (3) Figures to the right indicate full marks.*

-
-
- Q.1)** (A) What are the challenges faced by the organised Indian Retail Sector ? **[10]**
- (B) Describe Key Sectors of Retail in India. **[10]**
- Q.2)** Explain various elements of 'Retail Marketing Mix' in detail. **[15]**
- Q.3)** Discuss importance of 'Branding in Retail Business'. **[15]**
- Q.4)** Explain various types of Store Layouts with relevant diagrams. **[15]**
- Q.5)** Discuss importance of 'Customer Relationship Management' in Retail Management. **[15]**
- Q.6)** "Visual Merchandising is part of Direct Marketing for any Retailer." Explain. **[15]**

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3972]-58

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

LONG TERM FINANCE

(Specialisation : Finance)

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Attempt *any five* questions.
 - (2) All questions carry equal marks.
 - (3) Use of calculator is allowed.
-
-

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

- (a) Steps in Financial Planning
- (b) Term Loan
- (c) Operating Leverage
- (d) Capital Gearing
- (e) Process of Capital Budgeting

Q.2) (A) Explain importance of Financial Planning.

(B) Discuss in detail principles for Formulation of Financial Plan.

Q.3) What are the different sources of Long Term Financing ? State in brief the merits of each source of Long Term Financing.

Q.4) (A) Explain different bases of determining Capitalisation of a Firm.

(B) Discuss meaning, causes, effects and remedies of Over-capitalisation.

Q.5) State difference between the following :

- (a) Hire Purchasing and Lease Financing
- (b) Preference Shares and Debentures

Q.6) (A) The Capital Structure of a Firm is as follows :

- (1) 10% Preference Share Capital – 4,00,000
- (2) 10% Debentures – 2,50,000

The present EBIT is Rs. 1,25,000. Calculate Financial Leverage assuming 50% Tax Rate.

(B) 'Y' Ltd. has the following Capital Structure :

- 12% Debentures – Rs. 30,00,000
- Equity Capital (Rs. 100 Share) – Rs. 20,00,000
- Retained Earnings – Rs. 40,00,000
- Market Value of Shares – Rs. 50,00,000

Earning per share and dividend per share have grown steadily at the rate of 5% per year. Future dividend per share expected is Rs. 15. Market Price per share is 250. Tax Rate for the company is 50%.

Calculate Weighted Average Cost of Capital for the Company.



Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3972]-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.
- (3) Figures to the right indicate full marks.

Q.1) Define 'Forecasting'. State how it differs from Planning. Explain advantages of Planning. **[04+04+08]**

Q.2) (A) State and explain various phases of a Project Audit. **[08]**

(B) Explain in detail Delphi Method used for Forecasting. **[08]**

Q.3) Define the term 'Project'. Explain various stages in Project Life Cycle. **[04+12]**

Q.4) Explain with reference to Network Technique : **[04x04]**

- (a) Crystal Ball 2000
- (b) CPM
- (c) PERT
- (d) Gantt Chart / BAR Chart

Q.5) (A) Explain role and responsibilities of the Project Manager in Project Execution.

(B) State features of a Good Plan.

Q.6) Explain in detail Partnering, Chartering and Change with respect to Project Co-ordination.

[3972]-601/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3972]-604

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

E-COMMERCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Q. 7 is compulsory.*
- (2) *Attempt **any four** from Q. 1 to Q. 6.*
- (3) *Figures to the right hand side indicate marks.*

-
-
- Q.1)** Define E-commerce. What are the technical components of E-commerce ? **[15]**
- Q.2)** Why to build own Website ? What are the bandwidth requirements for the same ? **[15]**
- Q.3)** What is Intranet ? State its advantages and disadvantages alongwith its role in B2B Application. **[15]**
- Q.4)** Define EDI. Describe Concept of EDI. State its limitations. **[15]**
- Q.5)** Define Electronic Payment System. Explain Process of Electronic Payment System with suitable diagram. **[15]**
- Q.6)** What is E-cycle of Internet Marketing ? What are the pros and cons of On-line Shopping ? **[15]**
- Q.7)** Short notes : **(Any Four)** **[5x4=20]**
- (a) Concept of C2C in E-commerce
 - (b) Registering a Domain Name
 - (c) Phases for the Development of Intranet
 - (d) Paperless Bill
 - (e) Traditional Payment System
 - (f) Objectives for Planning of E-commerce
 - (g) E-governance of India

[3972]-604/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-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 the remaining.*
 - (3) *All questions carry equal marks.*
-
-

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

- (a) Zero-based Budgeting
- (b) Mutual Funds
- (c) Bombay Stock Exchange
- (d) Role of SEBI
- (e) Human Resource Accounting

Q.2) Explain role, objectives and functions of Security and Exchange Board of India (SEBI).

Q.3) What do you mean by Inflation Accounting ? Explain advantages and disadvantages of Inflation Accounting.

Q.4) Explain the following : (Any Two)

- (a) Commercial Paper
- (b) Bills of Exchange
- (c) Venture Capital

Q.5) What is 'Factoring' ? Explain advantages and disadvantages of Factoring.

Q.6) What do you mean by National Stock Exchange of India ? Explain its objectives and features.

Q.7) What do you mean by Activity-based Costing ? Explain its advantages and disadvantages.

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-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) Draw figures or diagrams wherever necessary.

Q.1) Define Advertising. Explain different types of Advertising. [15]

OR

Q.1) Write a note on factors influencing the size of Advertising Budget. [15]

Q.2) State various Essential Elements of Ad Copy. [15]

OR

Q.2) Elaborate different Pre-testing Methods used to evaluate Advertising Effectiveness. [15]

Q.3) State factors affecting selection of Media. [15]

OR

Q.3) Write a note on Internet as a Medium of Advertising. State types of Internet Advertising. [15]

Q.4) What do you mean by Ethical Advertising ? Are TV Advertisements Ethical ? Explain your answer with examples. [15]

OR

Q.4) What do you understand by Place Mix ? State factors affecting Choice of Distribution Channel. [15]

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

[20]

- (a) Brand Equity
 - (b) AIDA Formula
 - (c) Concept of Reach, Frequency and Ratings
 - (d) Permission Marketing
 - (e) Integrated Communication of Marketing
 - (f) Sales Promotion Techniques
 - (g) Surrogate Advertising
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3972]-607

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

LABOUR LAWS

(Specialisation - III : HRM)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

- Q.1)** Explain Powers and Duties of various Authorities under Employees Provident Fund Act, 1952.
- Q.2)** Explain various provisions relating to Contribution under ESI Act, 1948.
- Q.3)** Explain various provisions relating to Compensation as per WC Act, 1923.
- Q.4)** Explain the following as per Payment of Bonus Act, 1965 :
 - (a) Disqualification for Bonus
 - (b) Deduction of certain amount from Bonus
- Q.5)** Explain the following as per Payment of Gratuity Act, 1972 :
 - (a) Payment of Gratuity
 - (b) Determination of the Amount of Gratuity
- Q.6)** Explain main features of Employees Provident Fund Act, 1952.
- Q.7)** Write short notes : **(Any Four)**
 - (a) Employees Provident Fund Scheme
 - (b) Medical Benefit Council
 - (c) Payment of Minimum and Maximum Bonus
 - (d) National Extension of Time and Space as per WC Act, 1923
 - (e) Gratuity Benefit
 - (f) Purposes for which ESI Fund can be utilised.

[3972]-607/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3972]-61

B. B. A. (Semester - VI) Examination - 2011
INDUSTRIAL RELATIONS AND LABOUR LAWS
(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define T. U. under T. U. Act, 1926. Also explain various privileges enjoyed by the Registered T.U.

Q.2) What is Worker's Participation ? Also state its objectives and importance.

Q.3) Explain Adjudication with its various levels.

Q.4) Define Industrial Relations and state its nature, scope, objective and importance.

Q.5) Write in detail about Qualities of a Conciliator.

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

- (a) Approved Unions
- (b) Political Funds of TU
- (c) Works Committee
- (d) Authorities under Bombay IR Act, 1946
- (e) Voluntary Arbitration
- (f) Industrial Tribunals

[3972]-61/1

Total No. of Questions : 3]

[Total No. of Printed Pages : 3

[3972]-610

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

CASES IN FINANCE

(Specialisation - IV : Finance)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Q.1) Balance Sheet of Astra Co. Ltd. shows following capital structure : [15]

4,00,000 Equity Shares of Rs. 10 each	Rs. 40,00,000
Reserves and Surplus	Rs. 50,00,000
14% Debentures (Redeemable at par)	Rs. 15,00,000
12% Term Loan	Rs. 55,00,000

Calculate Weighted Average Cost of Capital using book value as the weight and earning price ratio as the basis for the Cost of Equity and Retained Earnings. Tax Rate applicable for the company may be taken at 50%. Average earning per share of last three years is Rs. 31 and Average Market Price per share is Rs. 15.

In addition to that company plans to purchase some additional machinery to increase production capacity. Total amount of funds required for the same is estimated Rs. 10,00,000 for which company may apply for term loan at 12% interest p.a.

Management wants to know Weighted Average Cost of Capital under existing Capital Structure and also if, opted for the option of Term Loan (i.e. Revised Capital Structure).

- Q.2)** As a Finance Manager of the Company, you have to give information about the Net Working Capital requirement of your company from the information available as follows : **[15]**

Particulars	Cost Per Unit (Rs.)
Raw Material	500
Direct Labour	300
Overhead (Excluding Depreciation)	200

Additional Information :

Selling Price	Rs. 1,200 per unit
Production	52,000 units per annum
Raw Material in Stock	Average 5 weeks
Work-in-Progress	Average 2 weeks
(Assume 50% completion stage with full material consumption)	
Credit allowed by Suppliers	Average 4 weeks
Credit allowed to Debtors	Average 8 weeks
Lag in Payment of Wages	Average 2 weeks
Lag in Payment of Overheads	Average 1 week

Cash Balance expected to be Rs. 1,00,000. Assume production carried out evenly during the year and 52 weeks in the year. All sales are on credit basis. Calculate Net Working Capital requirement, assuming 10% margin.

- Q.3)** Company is considering to purchase a new machine. Two alternative machines have been suggested, each costing Rs. 3,50,000. Earning after tax are expected to be as follows : **[20]**

Year	Machine Q1	Machine Q2
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% is 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.

OR

Q.3) Eastern Company has an investment opportunity in the project costing Rs. 4,00,000 with the following expected net cash inflow. You have to evaluate proposal using 10% as the cost of capital (rate of discount) on the basis of following and give your opinion whether to invest or not :

[20]

- Payback Period
- Net Present Value at 10% discounting factor.
- Internal Rate of Return with the help of 10% discounting factor and 15% discounting factor.

Year	Net Cash Flow (Rs.)	PV of Re. 1 @ 10%	PV of Re. 1 @ 15%
1	60,000	0.909	0.870
2	65,000	0.826	0.756
3	70,000	0.751	0.658
4	75,000	0.683	0.572
5	80,000	0.621	0.497
6	85,000	0.564	0.432
7	1,00,000	0.513	0.376
8	1,50,000	0.467	0.327
9	1,00,000	0.424	0.284
10	40,000	0.386	0.247

Total No. of Cases : 4]

[Total No. of Printed Pages : 3

[3972]-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 to 4.*
- (3) *Figures to the right indicate full marks.*

Case - 1 :

[20]

A general store run by Mayank has recently seen its business decline. This family business, passed on generation to generation, is on the verge of closure. The prickle in the Mayank's side is a new super market named 'Home Leader' with aggressive marketing located at a site not more than 2 km away in picturesque surroundings in arc of a hill.

Mayank is unable to undercut super market prices because of the difficulty in making bulk purchases due to limited storage facility. Thus, he must consider ways to compete on some other factors. These factors are not easily evolving to Mayank.

Lower prices are not the only advantage the super market has over Mayank. It is able to offer a wider range of goods besides groceries such as consumer durables and clothing. It has an advantage in terms of superior display and hygiene, convenient parking, self-service, long operating hours as well as credit card facilities. It is offering home delivery at no extra cost. It is giving 2% discount for cash payments. It is booking telephonic orders. Mayank appears to have the only advantage that the small shop is in the vicinity to the locality where 20,000 customers stay. Mayank had recently read about relationship marketing and his 'gut feel' is that his customer loyalty is good.

Mayank plans to call you, a Customer Relationship Management Consultant, who can tell him how to increase and build his business to combat threat to his very existence.

[3972]-611

1

P.T.O.

- (a) Analyze this case and give suitable title to it.
- (b) Do you think that the relationship is better in a retail store ? If yes, how can a retailer encash on this advantage ?
- (c) Do super markets pose threat to the trade of Mayank ?

Case - 2 :

[15]

Fulchand is a famous panwala in camp area in Pune. He has been keeping close relationship with his customers and has developed practice of offering specific pans to the customers, according to their specific requirements and preferences. As he is running his pan shop in a city like Pune, he has a profound sense of modernity. This is reflected in the display of his Pan-shop, his promotion methods, ultra cleanliness, packaging of pan etc.

Now, he is thinking of creating a website on the Internet. His marketing ideas are always creative and innovative as his profile is far different from other panwalas. He is fond of reading English books. He had completed his M.A. (English) twenty years ago. Besides, it is his practice to discuss and confirm his marketing ideas with a professional consultant, also his client. He would like to get your suggestions on using website for marketing. Offer your suggestions for the following :

- (a) About display of information.
- (b) How he can use Internet as business opportunity ?

Case - 3 :

[15]

Jack and Jill of Goa, are two partners, engaged in the business of manufacturing and selling sports equipments under the brand name 'J2'. They cater to the needs of indoor and outdoor sports and recreation activities. Recently they have acquired an imported sewing machine, which can stitch cotton as well as synthetic fabrics. The machine is being used to stitch anoraks, track-suits, tents, tent-covers, etc. The machine is so versatile, that it can stitch jackets, jerkins, rajais and quilts, which are so commonly used in central and northern states, in winter. Inspired by this impressive range of products, that they can create, Jack and Jill wish to chalk-out an elaborate marketing action-plan. Extend your advice for the following :

- (a) Analyze this case with suitable title.
- (b) Suggest Market Segmentation for their new non-sports products.

Case - 4 :

[15]

Freshfeel Mouth Freshener Ltd. has been a major player in national market. Their tobacco-based product, by the brand name of 'Mehak' is very popular in national market and enjoyed 50% share of the market for last 5 years. Recently, they have introduced a non-tobacco mouth freshener by the name of 'Coolz'. This is being received well by the youth segment. Recently the Government has launched an advertising campaign, asking people to give up tobacco consumption.

The company is at present facing two problems :

- (1) Fear of drop in sale of tobacco-based 'Mehak'.
- (2) People's growing belief that even 'Coolz' contains some tobacco.

Please advice company on the following aspects :

- (a) Analyze this case with suitable title.
- (b) Product positioning of 'Mehak' and 'Coolz'.
- (c) Customer Education and Awareness Building.

Total No. of Questions : 4]

[Total No. of Printed Pages : 4

[3972]-612

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

PROJECT / CASES IN HUMAN RESOURCE MANAGEMENT

(Specialisation - IV : H.R.M.)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

- (1) *Case No. 1 is compulsory.*
- (2) *Solve **any two** from case nos. 2 to 4.*

Case - 1 :

Neptune National Ltd., Nashik, is a two-wheeler manufacturing company. The company manufactures 400 c.c. and 550 c.c. Motor Cycles. Both models are famous in Maharashtra, Gujarat, Punjab and Goa. Now the company is in collaboration with a foreign company named Mack Metal, Germany, for its 700 c.c. Motor Cycles, which are useful for sports, defence and for general purpose. However it was yet to gain a proper footing in the market.

The company formed a special marketing team for sales improvement of its new 700 c.c. Motor Cycle named "Crown-7" Crown-7. It is an advanced model having new feature 4-stroke advanced engine. Mr. Sachin Pawar, a B.E. (Automobiles) and M.M.S. with marketing, is selected for Daman region for sales promotion of three models of company. There is good demand for its 550 c.c. models for defence and sports personnel and the 400 c.c. model is very popular among collegians and service people as well as businessmen.

During this time Mr. Sachin did well and because of his efforts the demand for company's 'Crown-7' model increased and defence, and service people ordered 6700 "Crown-7" models. The company had

their own system of rewarding those whose performance happened to be good. They usually gave gift of 10 gm standard gold and a company motorcycle. Company decided to gift him famous model “Crown-7” priced Rs. 1.50 lakhs.

Mr. Sachin’s father was ill and underwent medical treatment in Red Circle Hospital, Daman. Sachin requested management to give him cash instead of 10 gm Gold and Crown-7 motorcyle.

But the management denied his demand and informed him that it would not be possible to give him cash reward. Sachin became nervous. Prices of the motorbikes are Rs. 45,000 of 400 c.c. model, Rs. 75,000 for 500 c.c. and new Crown-7 model is Rs. 1.5 lakhs.

Questions :

- (a) Analyse this case and suggest suitable title for the case. [10]
- (b) Who was wrong Sachin or the Management ? Justify your answer. [05]
- (c) Will it have an adverse impact on other performers ? [05]

Case - 2 :

‘Bharati Ltd.’ is a food processing industry. The company employed 22 workers, Earlier the company had a sweeper in its employment, who maintained cleanliness of the entire company including that of the toilets. This sweeper resigned for personal reasons. Company recruited a new sweeper, who after working for a few days, refused to clean toilets. In the meantime the cleaner had joined “Bharati Workmen’s Union”.

The Personnel Officer called Union Leader for discussion of the problem to solve impasse. The Union Leader contended that the workman was employed as a ‘Sweeper’ and not a “Wet Sweeper”. While joining work, he was not told that he would have to clean toilets. The management was asked to employ another “Wet Sweeper” for cleaning toilets. The union threatened to call a strike, if there was no settlement of the dispute.

The management contended that hygiene was very important in the food processing industry. The former sweeper had done all the work including cleaning of toilets. Employing an additional ‘Wet Sweeper’

was beyond the financial capacity of the company and anyway there was not enough work to keep him occupied throughout the day.

Questions :

- (a) Is the attitude of the union; the new sweeper and the personnel officer right ? Justify your answer. [10]
- (b) Give a suitable title to the case and justify. [05]

Case - 3 :

A machine operator spilt a large quantity of liquid on the floor around his machine. The supervisor told operator to clean up the spill. The operator refused stating that the specifications for his job did not include clean-up. Not having time to check exact wording of the specifications, the supervisor called a service worker - a general helper type of worker assigned to the department, to do cleaning. The service worker was called at 2.25 p.m. which happened to be just before the scheduled afternoon general ten minute rest period shutdown. But he refused to do clean-up because he claimed that his job specification did not include such chores.

On reviewing the three job specifications, it was found that the job specifications of the machine operator stated that the operator was responsible for keeping the machine in clean operating order, but nothing about floor cleaning. The job specification for service worker listed responsibility for assisting operators in various ways such as getting materials and tools, when called for assistance, but nothing was said about the clean-up. Although the sweeper was not present at the time, his job specifications were also checked, it did include all forms of cleaning, but specification stated that the sweepers hours of work commenced after the shift ended.

Questions :

- (a) Analyse this case and suggest suitable title. [10]
- (b) Comment on the theoretical base of job specification in this case. [05]

Case - 4 :

Ajay Engineering Works opened on 12th February, 1992 after 4 months strike. The strike was resorted to as a part of negotiations of General Charter of Demands.

The workers were paid their wages on 7-3-1992. On 9-3-1992, samosas were served as snacks at 9.30 a.m., during tea break. Samosas were the most preferred snacks and hence the consumption of samosas was unusually more and they were all exhausted/finished. Sagar, an operator was normally a well behaved worker, he did not get any samosas. He was very hungry and he stopped work. When his supervisor asked him, he stated that services from the canteen were not available, and hence he has stopped the work and he will not work until the snacks are served to him.

Questions :

- (a) Analyse this case, give suitable title and justify. [10]
- (b) Detect fault of either of the party. (i.e. Management or Sagar) [05]

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-62

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

AGRI-BUSINESS MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain Importance of Agriculture in Indian Economy. [15]

OR

Q.1) Describe Role of Government in Modernisation of Agriculture Field in India. [15]

Q.2) Explain role played by NABARD for the Development of Indian Agriculture. [15]

OR

Q.2) Bring out the defects of Agricultural Marketing. [15]

Q.3) Explain Development of Dairy Industry in India and state problems faced by Dairy Industry in India. [15]

OR

Q.3) Describe Role of Agro-based Industries in the context of Economic Development of India. [15]

Q.4) Explain various sources of Employment through Agri-business. [15]

OR

Q.4) What is Green Revolution ? Explain its impact on Indian Economy. [15]

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

[20]

- (a) Problems of Sugar Industry
 - (b) MNC and Agriculture Development
 - (c) Problems of Poultry Industry in India
 - (d) Importance of Warehousing
 - (e) Agricultural Productivity
 - (f) Problems of Agriculture Credit
-

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3972]-63

B. B. A. (Semester - VI) Examination - 2011
PURCHASING AND MATERIALS MANAGEMENT
(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define the term 'Materials Management'. State objectives and functions of Materials Management.

OR

Q.1) What is 'Forecasting' ? Explain in detail 'Regression Analysis' as an important technique of Forecasting.

Q.2) Explain various types of Costs associated with Inventory.

OR

Q.2) Calculate Average Stock Level (by using averaging formula) from the following information :

- | | | |
|------------------------|---|------------------|
| (1) Normal Usage | – | 50 units |
| (2) Minimum Usage | – | 25 units |
| (3) Maximum Usage | – | 75 units |
| (4) Lead-time | – | 4-6 weeks |
| (5) Annual Consumption | – | 9,000 units |
| (6) Ordering Cost | – | Rs. 45 per order |
| (7) Carrying Cost | – | Rs. 9 per unit |

Q.3) What is 'VED Analysis' ? Explain importance of VED Analysis in Materials Management.

OR

Q.3) What is 'Master Production Schedule' ? Explain importance of Master Production Scheduling in Materials Requirement Planning (MRP).

Q.4) State relevant provisions of State and Central Sales Tax Acts in relation to purchase of Materials.

OR

Q.4) What is 'Materials Handling' ? Explain advantages of Materials Handling.

Q.5) Write short notes :

- (a) Economic Ordering Quantity (EOQ)
- (b) Scope of Materials Management
- (c) FSN - Classification of Materials
- (d) Use of SAP in Materials Management

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-64

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

BUSINESS ETHICS

(Old 2005 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) A company gives a contract for running its canteen to a catering firm. One day a fire breaks out in the canteen and a cook dies. The company refuses to pay any compensation as the cook was not on its pay-roll.
- (b) Rahul, working in a company, tries to disclose illegalities in the company to a supervisor but unheard on this matter. Further faces job loss.
- (c) A pharmaceutical company offering free laptops to doctors to promote and increase its sale of medicines.
- (d) Due to artificial ripening, Indian Mangoes were rejected by USA.
- (e) A Government Licence is necessary to start gold mine. A business gets 10 different licences under different names and starts mining against 1 licence.
- (f) Toxic toys, besides the hazardous effects, are still to be sold out in Indian Market.

Q.2) Explain Concept of 'Ethics', 'Morality' and illustrate nature of Business Ethics. [15]

Q.3) Define Utilitarianism. Give Utilitarian Analysis for 'Is Lying Immoral' with example. [15]

[3972]-64

1

P.T.O.

- Q.4)** How can individuals and corporates discharge their responsibilities for reducing pollution ? [15]
- Q.5)** What positive assumptions are made when a product is sold or bought ? [15]
- Q.6)** Write a note on the Ten Commandments. Discuss, how far they are relevant in Business Organisations ? [15]
- Q.7)** Define Profession. Discuss in detail the characteristics of a Professional Ethical Code. [15]
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3772]-65

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

ADVERTISING AND SALES PROMOTION

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

- Q.1)** How is Advertising evaluated ? Why is it necessary to evaluate Advertising ?
What are the different methods of Evaluation ?
 - Q.2)** State different Medias. Explain Newspaper Advertising and Television Advertising with their pros and cons.
 - Q.3)** Explain Significance of Public Relations for the Organisation. Explain with an example.
 - Q.4)** Explain how an Advertising Agency works ? State names of two Advertising Agencies.
 - Q.5)** What are the objectives of a Copy ? State essentials of a good Copy.
 - Q.6)** What is Advertising ? Explain functions of Advertising. State objectives of Advertising.
 - Q.7)** Write short notes : **(Any Four)**
 - (a) Message Strategy
 - (b) AIDA Model
 - (c) DAGMAR
 - (d) Objectives of Advertising
 - (e) Objectives of Sales Promotion
 - (f) Marketing Mix
-

[3772]-65/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3972]-66

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

FINANCIAL SERVICES

(Specialisation - Finance)

(Old 2005 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) Mergers and Acquisitions
- (b) Zero Based Budgeting
- (c) Dematerialization of Shares
- (d) Bills of Exchange
- (e) Bombay Stock Exchange (BSE)
- (f) Human Resource Accounting

Q.2) Explain role and objectives of Security and Exchange Board of India (SEBI).

Q.3) What do you mean by Money Market ? Explain functions and importance of Money Market.

Q.4) "Financial Reforms have given new face to the Indian Financial Market." Evaluate critically.

Q.5) What do you mean by 'Mutual Fund' ? Explain types of Mutual Funds.

Q.6) Explain Role of Reserve Bank of India (RBI) as Regulatory Authority.

Q.7) Explain meaning and types of Factoring. State advantages and disadvantages of Factoring.

Total No. of Questions : 3]

[Total No. of Printed Pages : 3

[3972]-67

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

CASES IN MARKETING

(Old 2005 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) CASE No. 1 :

[15]

L. G. Laptop Computers have appointed you as a District Sales Manager to promote sales of their new latest L.G's LT-160 Laptop.

You are the Boss of 25 Sales Assistants, who will assist you to promote sales. The targets are high and pressure is mounting.

- (a) As a Area Sales Manager, what steps do you plan to increase sales ?
- (b) What technique will you adopt to get good response from your Assistants ?
- (c) How will you organise a team of your subordinates to promote their attitudes ?

Q.2) CASE No. 2 :

[15]

A large poultry house, located on the outskirts of Mumbai, was established in 2006. The poultry house had good sales. Now they want to increase their production and promote sales.

Answer the following questions :

- (a) Analyse this case and suggest marketing potential areas.
- (b) What different distribution channels would you apply to deliver your products to customers in time ?
- (c) What other marketing techniques will you apply to promote sale ?

Q.3) CASE No. 3 :

[20]

Agro Co-operative Fruit Growers Society has been working in a rural, A'nagar District. Initially the fruits collected from growers were sold in the local market and to big cities.

The society was making good profits and number of members increased. The society now plans to catch International Market. They have also booked an exporter agent for exporting their products.

Now the society has appointed you as the Marketing Manager for Exports.

- (a) What steps would you undertake to initiate quality awareness among fruit growers.
- (b) What measures do you advice on marketing steps, such as Branding, Labelling and Transportation.
- (c) Explain steps involved in storage of the goods.

OR

Q.3) CASE No. 3 :

[20]

A Non-government Organisation wants to launch a work and earn scheme based on social services. So they drew up a plan to develop eco-friendly environment awareness among people in city. So they want to launch a programme '**Plant Trees and Earn for Your Work**'.

As a Co-ordinator of the scheme to the organisation, answer the following questions :

- (a) As a Co-ordinator of the scheme, what suggestions will you put forward to make their scheme successful ?
- (b) What different advertising techniques will you apply to reach people ?
- (c) Name Media of Advertising necessary for this kind of programme.

Total No. of Questions : 3]

[Total No. of Printed Pages : 3

[3972]-68

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

CASES IN FINANCE

(Specialisation : Finance)

(Old 2005 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

(1) All questions are compulsory.

(2) Use of calculator is allowed.

Q.1) Mastique Co. Ltd. is considering investing in a project that is expected to cost of Rs. 12,00,000. The expected cash inflows (before Tax and Depreciation) are given below. The company is using Straight Line Method of Depreciation. Advise this company whether to accept project by using Payback Period Method or Net Present Value Method when Cost of Capital is 10%.

Year	1	2	3	4	5
P.V. at 10%	0.909	0.826	0.751	0.683	0.621

Year **Cash Inflows**
(Before Tax and Depreciation)

Rs.

1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000

Total Rs. 22,50,000

[20]

OR

[3972]-68

1

P.T.O.

Q.1) ABC Co is considering two mutually exclusive proposals X and Y costing 3,00,000 each. The cost of capital of the firm is 10%. Advise this company for selection of project by using Payback Period Method, Net Present Value and Profitability Index Method :

Year	Project 'X'	Project 'Y'	
1	2,00,000	13,00,000	
2	5,00,000	12,00,000	
3	7,00,000	12,00,000	
4	11,00,000	11,50,000	
5	15,00,000	10,50,000	[20]

Q.2) The capital structure of the Silverstone Co. on 31st March, 2009 is as below :

Sources of Funds	Amount
12% Debentures	3,00,000
9% Pref. Share Capital	2,00,000
Equity - 5000 shares of 100 each	5,00,000
Total	<u>10,00,000</u>

The equity shares of the company are quoted at Rs. 102 and expected dividend is Rs. 9 per share for the year. A growth rate of 7% was registered in the past which is expected to be maintained. On the assumption that the applicable income tax rate for the company is 50%, calculate Weighted Average Cost of Capital. **[15]**

Q.3) Susan Company has called for Net Working Capital requirement for a level of activity of 1,80,000 units of output. The cost structure is as follows :

Particulars	Cost per Unit (Rs.)
Raw Material	20
Direct Wages	10
Overheads	<u>15</u>
Total Cost	45
Profit	<u>10</u>
Selling Price	<u>55</u>

Additional Information :

Desired Cash Balance	–	Rs. 20,000
Raw Material in Stock	–	Average 2 months
Work-in-Progress	–	Average 1/2 month's production
(Assume 50% completion stage with full material consumption)		
Finished goods	–	Average 1 month
Credit allowed by Suppliers	–	Average 1 month
Credit allowed by Debtors	–	Average 2 months
Time lag in Payment of Wages	–	Average 1 month

Assume production is carried out evenly during the year and 52 weeks in the year. All sales are on credit basis. Calculate Net Working Capital requirement, assuming 10% margin.

[15]