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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-101

B. B. A. (Semester - I) Examination - 2012

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) Define Globalisation. Discuss the Challenges for Indian Business in New Millennium. [15]

OR

Q.1) What is Business Process Outsourcing ? Explain its importance in Business World. [15]

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

OR

Q.2) What is Public Corporations ? Explain the characteristics, advantages and disadvantages of Public Corporations. [15]

Q.3) Define Communication. State the Principles of Communication in Modern Business. [15]

OR

Q.3) What is Retail Trade ? Explain the importance and functions of a Retailer. [15]

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Q.4) What is Social Audit ? Explain the advantages and limitations of Social Audit. [15]

OR

Q.4) Explain the factors to be considered for starting a New Business Unit. [15]

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

- (a) Importance of Business Ethics
 - (b) Advantages of Privatisations
 - (c) Co-operative Sector
 - (d) Special Economic Zone (SEZ)
 - (e) Principles of Innovation
 - (f) Functions of Wholesale Trader
 - (g) Social Responsibility of Business
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Total No. of Questions : 5]

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[4172]-102

B. B. A. (Semester - I) Examination - 2012

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) Describe the Communication Barriers and Methods to overcome them. [15]

OR

Q.1) Explain the elements of Non-verbal Communication. [15]

Q.2) Enumerate the Structural Components of a Business Letter. [15]

OR

Q.2) Define the term 'Report'. Draft a report on behalf of Sales Manager on increasing Competition from Rival Enterprises and also suggest remedies to overcome the increasing Competition. [15]

Q.3) State the occasions when Circular Letters are required to be written. Draft a Circular Letter announcing change in premises. [15]

OR

Q.3) "A rumor can make or mar the image and goodwill of the organisation." Justify the statement. Explain the important points that an Interviewer has to bear in mind for conducting the Interview. [15]

Q.4) “An Application Letter is a Sales Letter.” Discuss. Draft a Job Application along with resume for the post of Sales Executive in Horizon Foods. **[15]**

OR

Q.4) State and explain the elements of Negotiations. Discuss various Styles of Negotiations. **[15]**

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

- (a) Video Conference
 - (b) Customer Relations
 - (c) Radio Recording
 - (d) Hearing and Listening
 - (e) Minutes
 - (f) Eye Contact
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Total No. of Questions : 5]

[Total No. of Printed Pages : 5

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B. B. A. (Semester - I) Examination - 2012

BUSINESS ACCOUNTING

(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) State whether the following statement are true or false :**
(Any Five) [05]
- (a) Discount received is a Personal Account.
 - (b) Cash Transactions are recorded in Subsidiary Books.
 - (c) Amount of Depreciation remains constant under W.D.V. Method.
 - (d) Goodwill is a liability of a Organisation.
 - (e) Purchase Account always has the Credit Balance.
 - (f) Withdrawals from Capital is called as Drawing.
- (B) Fill in the blanks : (Any Five) [05]**
- (a) The Journal Entries are posted in _____.
 - (b) Asset always have _____ Balance.
 - (c) Amount invested in business is called as _____.
 - (d) Permanent Reduction in the Value of Fixed Assets _____.
 - (e) In every Business Transaction at least _____ parties are involved.
 - (f) Only _____ Transactions are recorded in the Books of Accounts.

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

- (a) Debtors
- (b) Contra Entry
- (c) Assets
- (d) Financial Accounting
- (e) Trial Balance
- (f) Journal

(D) Match the following pairs : [05]

Group 'A'

Group 'B'

- | | |
|----------------------|---|
| (a) As-1 | (i) Balance Sheet Assets Side |
| (b) Prepaid Expenses | (ii) Nominal Account |
| (c) Closing Stock | (iii) Disclosure of Accounting Policies |
| (d) Cash Sale | (iv) Least of Cost or Market Price |
| (e) Discount Allowed | (v) Cash Book |

Q.2) Prepare a Double Column Cash Book with Cash and Bank Column of Mr. Patel for the month of January, 2012 : [16]

- 1 Opening Balance of Cash Rs. 58,000 and Bank 72,000.
- 2 Purchased Goods for Cash Rs. 20,000.
- 5 Paid Salaries by Cheque Rs. 2,000.
- 6 Paid Office Rent by Cheque Rs. 1,000.
- 7 Paid Insurance Rs. 2,500.
- 8 Paid for Transport Charges Rs. 2,500.
- 9 Received Commission from Satish Rs. 3,000.
- 10 Paid Installation Charges Rs. 300 by Cheque.
- 12 Purchased Stationery of Rs. 5,000 in Cash.
- 13 Purchased Furniture Costing for Cash Rs. 5,000.
- 14 Deposited Rs. 5,000 into Bank of India.
- 15 On behalf of Dhiraj, Cash paid of Magan Rs. 2,000.
- 16 Received Dividend on Shares in Cash Rs. 500.

OR

Q.2) Journalize the following transactions in the books of Ankita for the month of February, 2012 :

[16]

- 1 Purchases Goods worth Rs. 10,000 for Cash.
- 2 Purchased Goods worth Rs. 8,000 from Mohan.
- 3 Returned Goods worth Rs. 1,000 to Mohan.
- 4 Sold Goods to Meera worth Rs. 20,000.
- 5 Sold Good to Sai Bros. for Cash Rs. 15,000.
- 6 Meera returned goods worth Rs. 2,000.
- 7 Purchased Machinery Costing Rs. 80,000 from Tata Machinery Ltd.
- 8 Paid Travelling Expenses Rs. 2,000.
- 9 Paid Salaries of Rs. 3,000 in Cash.
- 10 Cash deposited in to State Bank of India Rs. 10,000.
- 11 Purchases Goods from Mehata Traders worth Rs. 35,000 @ 10% T.D.
- 12 Sold Goods worth Rs. 24,000 of Anita Traders @ 5% T.D.
- 13 Received Commission in Cash Rs. 500.
- 14 Paid Electricity Bill in Cash Rs. 700.
- 15 Provided 10% Depreciation on Machinery Costing Rs. 80,000.
- 16 Goods destroyed by fire Rs. 10,000.

Q.3) From the following Trial Balance of Ganesh Traders, prepare Trading, Profit and Loss A/c. and Balance Sheet as on 31st March, 2012 : **[20]**

Particulars	Debit Rs.	Particulars	Credit Rs.
Opening Stock	7,000	Bank Overdraft	15,000
Cash in Hand	5,000	Purchases Return	5,000
Cash at Bank	10,000	Sales	1,35,000
Land and Building	50,000	Trade Creditors	19,000
Plant and Machinery	50,000	Capital	85,000
Sundry Expenses	3,000	Discount Received	5,000
Office Salaries	34,000	Commission Received	7,000
Patents	1,000	Bank Loans	28,000

Particulars	Debit Rs.	Particulars	Credit Rs.
Goodwill	4,000	Bills Payable	10,000
Trademark	3,000	Interest Received	1,000
Purchases	80,000		
Sales Return	3,000		
Wages	2,000		
Rent, Rates and Taxes	10,000		
Debtors	10,000		
Electricity	10,000		
Insurance	7,000		
Freight and Octroi	9,000		
Travelling	5,700		
Telephone Expenses	6,300		
Total	3,10,000	Total	3,10,000

Adjustments :

- (1) Closing Stock was valued at Rs. 35,000.
- (2) Write-off Goodwill by Rs. 2,000.
- (3) Outstanding Salaries amounted Rs. 2,000.
- (4) Depreciate Land and Building @ 10% p.a. and Plant and Machinery by @ 15% p.a.
- (5) Provide 10% Reserve for Doubtful Debt on Debtors.

Q.4) On 1st April, 2008, Pavan Engineering Co. Ltd., Chakan purchased a secondhand machine for Rs. 80,000 and spent Rs. 20,000 on its installation. The residual value at the end of its expected useful life of 4 years is estimated at Rs. 40,000. On 30th September, 2010, this machine was sold for Rs. 50,000. Depreciation is to be charged according to Straight Line Method.

Pass necessary journal entries and prepare Machinery Account and Depreciation Account for first three years assuming that the accounts are closed on 31st March every year.

[14]

OR

Q.4) A Cash Book of Shri Vishal showed a Debit Balance of Rs. 3,000 on 31st December, 2008. But the Pass Book shows the difference balance and comparing the Pass Book and Cash Book they find, the following reasons :

- (1) Two cheques of Rs. 1,500 and Rs. 2,100 issued but the cheque of Rs. 2,100 presented for payment on 5th January, 2009.
- (2) Cheques deposited into bank of Rs. 3,600 and Rs. 2,580 but out of which a cheque worth Rs. 2,580 is cleared before 31st December, 2008.
- (3) Bank credited the interest account Rs. 524.
- (4) Bank Charges of Rs. 124 debited in the Pass Book, did not appear in the Cash Book.
- (5) Electricity Bill of Rs. 900 paid by bank as per the instruction.
- (6) The debit side of total of Cash Book is undercast by Rs. 1,000.
- (7) Mr. Sudhir deposited Rs. 2,000 in the account of Shri Vishal.

Prepare a Bank Reconciliation Statement as on 31st December, 2008. [14]

Q.5) Explain the important provision of Companies Act, 1956 in respect of preparation of Final Accounts. [10]

OR

Q.5) Write short notes : (Any Two) [10]

- (a) Reducing Balance Method
- (b) Advantages of Computerised Accounting
- (c) Accounting Standards
- (d) Accounting Conventions

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B. B. A. (Semester - I) Examination - 2012

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 diagrams wherever necessary.*

Q.1) Define Business Economics. Explain the characteristics of Business Economics. [15]

OR

Q.1) State and explain the Law of Demand. What are the assumptions to it ? [15]

Q.2) What is Supply ? Explain factors affecting Supply. [15]

OR

Q.2) Explain Internal Economics of Scale. [15]

Q.3) What is Perfect Competition ? Explain the characteristics of Perfect Competition Market. [15]

OR

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

Q.4) Explain Liquidity Preference Theory of Interest. [15]

OR

Q.4) Explain Modern Theory of Rent. [15]

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

[20]

- (a) Scope of Micro Economics
 - (b) Price Elasticity of Demand
 - (c) Features of Monopolistic Competition
 - (d) Average Cost and Marginal Cost
 - (e) Dynamic Theory of Profit
 - (f) Circular Flow of Income and Expenditure
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Total No. of Questions : 5]

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[4172]-105

B. B. A. (Semester - I) Examination - 2012

BUSINESS MATHEMATICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Attempt any four of the following :

[16]

- (a) Incomes of A, B, C are in the ratio 3 : 5 : 4 and their savings are in the ratio 6 : 8 : 5. If expenditure of B is $\frac{1}{3}$ th of his income, find the ratio of their expenditures.
- (b) Weights of Anil, Sunil and Harish are in continued proportion. If weight of Anil is 9 kg and weight of Harish is 25 kg. What is the weight of Sunil ?
- (c) A customer paid Rs. 330 for 220 telephone calls. The telephone charges increased by 10%. What should be the percentage reduction in the number of calls in order to keep the expenditure over telephone same ?
- (d) If an article is sold at 20% profit, find the ratio of Cost Price to Selling Price.
- (e) 18 men requires 27 days to dig a trench 40m long, 15m broad and 2m deep. How many days will be required for 54 men to dig a trench 60m long, 20m broad and $\frac{2}{3}$ m deep ?
- (f) Explain the term :
 - (i) Joint Variation
 - (ii) Proportion

Q.2) Attempt any four of the following :

[16]

- (a) A Commission Agent is paid a fixed monthly income plus commission on the sales at a fixed percent of sales. If in two successive months, his incomes are Rs. 5,300 and Rs. 6,500 respectively and the sales in these two months are Rs. 35,000 and Rs. 50,000, find his monthly salary and rate of commission.
- (b) A scooter marked for sale of Rs. 20,800 is actually sold at 12.5% cash discount. If dealer clears a profit of 30%, find the cost price of the scooter to him.
- (c) A dealer bought a T.V. set and a Computer System for Rs. 60,000. He sold T.V. set at a gain of 20% and Computer System at a loss of 20%. He gained 4% on the whole. Find the Cost Price of Computer System.
- (d) A dealer in furniture buys benches at Rs. 1,210 each. At what price should he mark them for sale, so that he may earn a profit of 20% after giving 12% discount ?
- (e) An estate was bought for Rs. 5,70,000 and sold for Rs. 6,50,000 through a broker who charges commission of 3% on purchase and 5% on sales. Find the total brokerage and net gain on the transaction.
- (f) Explain the terms :
 - (i) Trade Discount
 - (ii) Simple Interest

Q.3) Attempt any four of the following :

[16]

- (a) Find the Compound Interest on Rs. 3,800 for 4th year when the Rate of Interest is 9% p.a.
- (b) Find the difference between EMI's by Flat Rate of Interest and Reducing Balance of Interest on Rs. 50,000 at 8% p.a. for a period of 10 years.
- (c) The difference between the Simple and Compound Interest on a certain sum of money for 3 years at 6% p.a., is Rs. 93.5. What is the Sum ?

- (d) Rohan invested Rs. 13,568 in 7% shares at Rs. 106 and Rs. 12,648 in 11% shares at Rs. 124. What is the total income of Rohan at the end of year ?
- (e) Which is the better investment, 10% at Rs. 120 or 15% at Rs. 140 ?
- (f) Explain the terms :
- (i) Equity Shares
- (ii) Stock Exchange

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

[16]

(a) If $A = \begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$, show that $A^2 = 4A - I$.

- (b) A manufacturer produces three products P, Q and R, which he sales in two markets A and B. Annual Sale Volumes are given below :

Market \ Products	P	Q	R
A	20,000	4,000	12,000
B	5,000	15,000	8,000

If unit sale prices of P, Q and R are Rs. 2.5, Rs. 1.5 and Rs. 1.75 respectively, find the total revenue in each market with the help of matrix algebra.

(c) Solve $\begin{vmatrix} x-1 & x+1 & 1 \\ 1 & 2 & 1 \\ 1 & 2 & 3 \end{vmatrix} = 0$

- (d) Determine x, y, z if :

$$\left\{ \begin{vmatrix} 1 & 0 \\ 4 & 2 \\ 1 & -1 \end{vmatrix} - 3 \begin{bmatrix} 2 & 3 \\ 4 & -1 \\ 0 & 2 \end{bmatrix} \right\} \begin{bmatrix} 2 \\ 3 \end{bmatrix} = \begin{bmatrix} x \\ y \\ z \end{bmatrix}$$

- (e) Find inverse of the matrix

$$A = \begin{bmatrix} 1 & 0 & -4 \\ -2 & 2 & 5 \\ 3 & -1 & 2 \end{bmatrix} \text{ by adjoint method.}$$

- (f) Define :
- Skew-symmetric Matrix
 - Non-singular Matrix

Q.5) Attempt any four of the following :

[16]

- (a) Solve the system of linear equations :
- $$\begin{aligned} x - y + z &= 4 \\ 2x + y - 3z &= 0 \\ x + y + z &= 2 \end{aligned}$$
- by using inverse of the coefficient matrix.
- (b) There are 30 students in a class, 3 prizes are to be awarded to the students. In how many different ways can be prizes awarded if :
- no student is to be awarded more than one prize ?
 - a student can receive any number of prizes ?
- (c) How many five digit numbers can be formed using the digits 1, 2, 3, 5, 6, 7 if repetition of digits is not allowed ? How many of these are :
- greater than 30,000 ?
 - greater than 35,000 ?
 - between 30,000 and 35,000 ?
- (d) In a college there are 10 lecturers comprising 6 gentlemen and 4 ladies. A committee of 4 lecturers is to be formed so as to include at least 1 gentleman and at least 1 lady. In how many ways can be committee be formed ?
- (e) If ${}^n P_r = 336$ and ${}^n C_r = 56$, find r and n.
- (f) Explain the terms :
- Permutation
 - Combination

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Total No. of Questions : 5]

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B. B. A. (Semester - I) Examination - 2012

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) Define Demography. Explain its nature and scope. [16]

OR

Q.1) Define Population Growth. Explain the concepts : [16]

- (a) Optimum Population
- (b) Over-population
- (c) Under-population

Q.2) Define Urbanization. Discuss various problems of Urbanization. [16]

OR

Q.2) Define the term 'Population Density'. State various factors influencing Density of Population. Explain in detail various cultural factors. [16]

Q.3) Write an essay on the linkage between Qualities of Population and their utilization in the Growth of Business. [16]

OR

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

- Q.4)** Write a detailed notes : **[16]**
(a) Global Warming
(b) Kyoto Protocol

OR

- Q.4)** Define Environment. What are the factors of Environment influencing Business and Commerce ? **[16]**

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

- (a) Measures of Mortality
 - (b) Migration
 - (c) Trends in Urbanization in developed countries
 - (d) Sources of Water
 - (e) Types of Pollution
 - (f) Literacy Ratio
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-201

B. B. A. (Semester - II) Examination - 2012

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 ? Discuss various principles of Management. [15]

OR

Q.1) What is Planning ? Explain the nature and process of Planning. [15]

Q.2) What is Scientific Management ? Explain the F.W. Taylor's Techniques of Scientific Management. [15]

OR

Q.2) What do you understand by Decision-making ? Explain the steps in Rational Decision-making. [15]

Q.3) What is Delegation of Authority ? State the difficulties in Delegation of Authority. [15]

OR

Q.3) What is Motivation ? Explain the importance of Motivation. [15]

Q.4) What is Strategic Management ? Explain the role of different Strategists. **[15]**

OR

Q.4) Write notes :

(a) Social Responsibility of Business **[08]**

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

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

(a) Total Quality Management

(b) Theory X and Theory Y

(c) Qualities of Effective Leader

(d) Management of Change

(e) Types of Communication

(f) Management by Objectives

(g) Formal and Informal Organisation

(h) Challenges before Indian Managers

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[4172]-202

B. B. A. (Semester - II) Examination - 2012

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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-
- Q.1)** What is Marketing ? Explain the advantages of Marketing in a developing economy. **[16]**
- Q.2)** Discuss the qualities and role of Marketing Manager. **[16]**
- Q.3)** What is Service Marketing ? Explain the Classification of Services. **[16]**
- Q.4)** What is Market Segmentation ? Explain the procedure for Market Segmentation and also write the significance of Market Segmentation. **[16]**
- Q.5)** Define Pricing. Explain various Methods of Pricing. **[16]**
- Q.6)** What do you mean by Promotion Mix ? Explain the elements of Promotion Mix. **[16]**

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

[16]

- (a) Advertising Media
 - (b) Marketing Research
 - (c) E-marketing
 - (d) Rural Marketing and its importance
 - (e) Marketing Planning
 - (f) Components of Marketing Information System
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Total No. of Questions : 7]

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B. B. A. (Semester - II) Examination - 2012

PRINCIPLES OF FINANCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

- (a) Objectives of Financial Management
- (b) Over-capitalisation
- (c) Limitations of Financial Planning
- (d) Factors Influencing Capital Structure
- (e) Public Deposits
- (f) Financial Leverage

Q.2) Define Financial Planning. What is the significance of Financial Planning ? Write in detail various steps involved in Financial Planning. [15]

Q.3) What is Capitalisation ? Explain in detail causes and consequences of Under-capitalisation. [15]

Q.4) (A) Distinguish between Shares and Debentures. [08]

(B) What are the advantages of Equity Share Capital ? [07]

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P.T.O.

- Q.5)** What are the various Internal Sources of Finance ? Explain advantages and limitations of 'Reserves and Surplus' as one of the important Internal Sources of Finance. **[15]**
- Q.6)** What are the different types of Loans ? Write down in detail advantages and limitations of 'Borrowings from Banks' as an External Sources of Finance. **[15]**
- Q.7)** What are different types of Dividend Policy followed by the Companies ? **[15]**
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[4172]-204

B. B. A. (Semester - II) Examination - 2012

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) A _____ is a unit of product, service on time in relation to which cost may be ascertained or expressed.
- (b) Cost Accounting is used for _____ whereas Financial Accounting is used for _____.
- (c) Contribution minus Fixed Cost is equal to _____.
- (d) _____ is a plan quantified in monetary terms, prepared and approved prior to a defined period of time.
- (e) _____ is a technique which uses standards for costs and revenues for the purpose of control through variance analysis.

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

- (a) The purpose of Financial Accounting is to provide information for fixing prices.
- (b) Cost Accounting is essential tool of Management.
- (c) Profit on each contract is computed only after its completion.
- (d) BEP is the point at which Total Revenue is equal to Total Cost.
- (e) Budgets are always prepared for one year.

Q.2) Define Cost Accounting. Explain the merits and demerits of Cost Accounting. [15]

OR

Q.2) Explain various Methods of Costing. [15]

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

- (a) Types of Cost
- (b) Characteristics of Contract Costing
- (c) Demerits of Process Costing
- (d) Drawbacks of Marginal Costing
- (e) Cost Centre

Q.4) The following information was available from the records of M/s. Usha Ltd. during the year ended 31st March, 2010 :

Particulars	Amount Rs.
Opening Stock of Raw Materials	65,000
Material Purchased	2,60,000
Cost of Free Samples	10,000
Productive Wages	1,60,000
Factory Rent, Rates and Insurance	12,000
Staff Salaries	7,000
Establishment Charges	4,500
Gas and Water	1,500
Opening Stock of Work-in-progress	10,000
Closing Stock of Work-in-progress	7,000
Opening Stock of Finished Goods	15,000
Closing Stock of Finished Goods	5,000
Sales	5,60,000

Manager's Salary	15,000
Royalties	10,000
Closing Stock of Raw Materials	50,000
Donations	5,000
Interest on Loans	1,000
Gift Tax	500
Carriage Inwards	5,000
Loss on Sale of Machinery	1,000
Direct Expenses	10,000
Bad Debts	10,000
R.D.D.	5,000
Property Tax	500

The Manager devotes two third of his time for factory. Prepare Cost Sheets. [16]

Q.5) (A) For the production of 10,000 Electric Automatic Irons, the following are the budgeted expenses :

Particulars	Per Unit (Rs.)
Direct Material	60
Direct Labour	30
Variable Overheads	25
Fixed Overheads (Rs. 1,50,000)	15
Variable Expenses (Direct)	05
Selling Expenses (10% Fixed)	15
Administrative Expenses (Rs. 50,000 for all levels of production)	05
Distribution Expenses (20% Fixed)	<u>05</u>
The Total Cost of Sales per unit	<u>160</u>

Prepare a budget for the production of 6,000, 7,000 and 8,000 Irons. [12]

- (B) The following information is obtained from Gulmohor Co. Ltd. for the year 2010 :

Particulars	Rs.
Sales (1,00,000 units)	1,00,000
Variable Cost	60,000
Fixed Cost	30,000

Calculate :

- (a) P.V. Ratio
 (b) Break-even Point (Sales Value)
 (c) Sales to earn profit of Rs. 15,000
 (d) Profits when sales amounted to Rs. 1,40,000 [12]

OR

- (B) From the following information, calculate : [12]
- (a) Material Price Variance
 (b) Material Usage Variance
 (c) Material Mix Variance

Particulars	Standard			Actual		
	Qty. (Kg.)	Rate (Rs.)	Amount (Rs.)	Qty. (Kg.)	Rate (Rs.)	Amount (Rs.)
Material - X	5	2-00	10-00	4	5-00	20-00
Material - Y	3	3-00	9-00	2	3-00	6-00
Material - Z	2	4-00	8-00	3	3-00	9-00
Total	10		27-00	9-00		35-00

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4172]-205

B. B. A. (Semester - II) Examination - 2012

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) What are the requirements of good measure of Central Tendency ?
- (b) Describe Scope of Statistics in 'Economics'.
- (c) Calculate Mean, Median and Mode for the following data :
10, 12, 16, 10, 9, 5, 13, 10, 17
- (d) Draw the histogram for the following frequency distribution :

Age in Years	0-10	10-20	20-30	30-40	40-50	50-60	60-70
No. of Persons	4	16	30	20	14	10	4

- (e) Write note on SRSWOR.

- (f) Solve the following Linear Programming Problem (L.P.P.) by Graphical Method :

$$\text{Maximize } Z = 20x + 17y$$

$$\text{Subject to } 2x + 2y \leq 22$$

$$12x + 10y \leq 120$$

$$x, y \geq 0$$

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

[4x4=16]

- (a) Calculate Standard Deviation for the following grouped frequency distribution :

Class	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	13	17	32	18	8	2

- (b) The daily average income of the factory workers was Rs. 270. The mean income of 70 male workers was Rs. 300. Find the mean income of 30 female workers.

- (c) What are the advantages of Sampling Method over Census Method ?

- (d) Calculate Correlation Coefficient between X and Y; given equations of lines of regression as follows :

$$40x - 18y = 214$$

$$8x - 10y = 66$$

- (e) Write note on Correlation Coefficient.

- (f) Calculate coefficient of Q.D. for the following data :

120, 190, 161, 203, 168, 172, 200, 116, 206, 135, 121, 205, 114, 124, 200.

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

[4x4=16]

- (a) Explain the Procedure of Stratified Random Sampling.
(b) Calculate Median for the following frequency distribution :

Age in Years	10-20	20-30	30-40	40-50	50-60	60-70
No. of Persons	5	10	15	25	10	5

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

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

- (i) State type of classification.
(ii) State class boundaries of 3rd class.
(iii) Find class width of 4th class.
(iv) Find class mark of 2nd class.
- (d) Explain the following terms in L.P.P. :
- (i) Unbounded Solution
(ii) Objective Function
(iii) Feasible Solution
(iv) Constraints
- (e) State merits and demerits of A.M.
- (f) Find regression equation of x on y from the following data :
 $n = 10$, $\Sigma x = 60$, $\Sigma y = 40$, $\Sigma xy = 1150$, $\Sigma x^2 = 4160$,
 $\Sigma y^2 = 1720$.

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

[4x4=16]

(a) Explain Absolute Measures of Dispersion and Relative Measures of Dispersion.

(b) Draw the pie diagram to represent the following information :

Item	Food	Clothing	Rent	Medicine	Other
Expenditure	644	200	420	80	96

(c) Explain Balanced Transportation Problem (T.P.) and Unbalanced Transportation Problem (T.P.)

(d) Determine an Initial Basic Feasible Solution to the following T.P. by using Lowest Cost Method :

		Destination					Supply
		D ₁	D ₂	D ₃	D ₄	D ₅	
Source	S ₁	2	11	10	3	7	4
	S ₂	1	4	7	2	1	8
	S ₃	3	9	4	8	12	9
Demand		3	3	4	5	6	

(e) A manufacturer produces bicycles and tricycles each which must be processed through two machines 'A' and 'B'. Machine 'A' has maximum of 120 hours available and machine 'B' has a maximum of 180 hours available per week. Manufacturing of a tricycle requires 6 hours on machine 'A' and 3 hours on machine 'B'. While a bicycle requires 4 hours on machine 'A' and 10 hours on machine 'B'. The profits are Rs. 45 for a tricycle and Rs. 65 for a bicycle. Formulate L.P.P. to have a maximum profit.

(f) Calculate Mode for the following data :

Expenditure (Rs.)	15-20	20-25	25-30	30-35	35-40
No. of Persons	15	27	30	28	20

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. Also find Corresponding Cost of Transportation :

		Destination				Supply
		D ₁	D ₂	D ₃	D ₄	
Origin	A	11	13	17	14	250
	B	16	18	14	10	300
	C	21	24	13	10	400
Demand		200	225	275	250	

[08]

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

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

[08]

- (c) (i) Determine an Initial Feasible Solution to be following T.P. by using North West Corner Rule Method :

		Distribution Centres				Supply
		1	2	3	4	
Plants	I	2	3	11	7	6
	II	1	0	6	1	1
	III	5	8	15	9	10
Demand		7	5	3	2	17

[06]

- (ii) Explain the term Methods of Classification. **[02]**

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-206

B. B. A. (Semester - II) Examination - 2012

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) DESKTOP
- (b) Windows Explorer
- (c) MS-Word
- (d) Control Panel
- (e) Plotter

Q.2) (A) Explain characteristics and block diagram of Computer. [10]

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

Q.3) (A) What is Spread Sheet ? Explain different types of Charts. [10]

(B) Perform the following : [10]

- (i) $(29)_{10} = (?)_2$
- (ii) $(7B46)_{16} = (?)_8$
- (iii) $(10101)_2 = (?)_{10}$
- (iv) $(712)_{10} = (?)_8$
- (v) $(48B)_{16} = (?)_{12}$

- Q.4) (A)** What is Memory ? Explain different types of Memories. **[10]**
- (B)** Explain Normalization with example. **[10]**
- Q.5) (A)** Explain following DOS Commands with example : **[10]**
- (a) copy con
 - (b) format
 - (c) del
 - (d) dir
 - (e) tree
- (B)** Explain SQL Statement with example : **[10]**
- (a) CREATE
 - (b) INSERT
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-301

B. B. A. (Semester - III) Examination - 2012

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 five factors model of Personality ? [15]

OR

Q.1) Describe the factors affecting Personality. [15]

Q.2) Explain any five habits of effective people with examples. [15]

OR

Q.2) Explain various Person Formation Factors. [15]

Q.3) Describe characteristics of People with Positive Self-esteem. [15]

OR

Q.3) Narrate the five Pillars of Personality Development. [15]

Q.4) Explain Concept of Competency Mapping and justify its significance. [15]

OR

Q.4) Define Leadership. List out traits and styles of Leaders. [15]

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

[20]

- (a) Perception of Personality
 - (b) Sharpen the Saw
 - (c) Types of Assertiveness
 - (d) Three Faces of Negative Self-esteem
 - (e) Mind Mapping
 - (f) Change Management
 - (g) Interpersonal Relationship
 - (h) Time Management
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-302

B. B. A. (Semester - III) Examination - 2012

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) Define Offer. Explain the essentials elements of Valid Offer. [15]

OR

Q.1) “No Consideration, No Contract.”. Explain the statement with exceptions. [15]

Q.2) Define ‘Sale’ and ‘Agreement to Sell’. Distinguish between Sale and Agreement to Sell. [15]

OR

Q.2) Explain the composition, jurisdiction, powers and functions of Consumer Disputes Redressal Agencies. [15]

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

OR

Q.3) Explain in brief the provision relating to Liabilities of a Partner towards third parties. [15]

Q.4) Define and explain the difference between Private Company and Public Company. [15]

OR

Q.4) Explain the legal position of a Director of a Company. [15]

[4172]-302

1

Contd.

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

[20]

- (a) Doctrine of Caveat Emptor
 - (b) Types of Partners
 - (c) Remedies for Breach of Contract
 - (d) Articles of Association
 - (e) Disqualification of Directors
 - (f) Complainant under Consumer Protection Act, 1986
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-303

B. B. A. (Semester - III) Examination - 2012

**HUMAN RESOURCE MANAGEMENT
AND ORGANISATIONAL BEHAVIOUR**

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) What is HRM ? Explain its objectives.

(B) Explain the Challenges before the HRM.

OR

Q.1) (A) Explain the relationship and difference between Recruitment and Selection.

(B) What are the Internal Sources of Recruitment ?

Q.2) Explain the meaning, objectives and features of Performance Appraisal.

OR

Q.2) (A) State the need and objectives of Training.

(B) Explain the elements of a Sound Promotion Policy.

Q.3) Explain the meaning, objectives and principles of Wage and Salary Administration.

OR

Q.3) Define Organisational Behaviour. Explain in detail Autocratic and Supportive Organisational Behaviour Models.

[4172]-303

1

P.T.O.

- Q.4)** (A) Explain various forces of Stimulating Change.
(B) Write a note on Organisational Development Programme.

OR

- Q.4)** (A) Explain the features of Fringe Benefits.
(B) What is the relationship between HRM and HRD ?

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

- (a) Profit Sharing
 - (b) Human Resource Planning
 - (c) Levels of Change
 - (d) Disciplines Contributing to OB
 - (e) Promotion Policy
 - (f) Transfer Policy
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4172]-304

B. B. A. (Semester - III) Examination - 2012

MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instruction :

All questions are compulsory and carry equal marks.

Q.1) Define the term 'Management Accounting'. How is it complimentary to the Financial Accounting ? State the important limitations of Management Accounting.

OR

Q.1) What is Working Capital ? Explain various factors which affect the requirement of Working Capital.

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

Liabilities	31-03-10	Assets	31-03-10
Share Capital	7,00,000	Plant and Machinery	4,00,000
General Reserve	50,000	Land and Building	6,00,000
Profit and Loss A/c.	1,50,000	Furniture	1,50,000
Mortgaged Loan	2,50,000	Sundry Debtors	1,00,000
15% Debentures	2,00,000	Bills Receivables	60,000
Sundry Creditors	1,26,000	Stock	1,48,000
Bills Payable	74,000	Cash and Bank	92,000
Total	15,50,000	Total	15,50,000

Total sales during the year 2009-10 was amounting 40,00,000 and the gross profit was 25%.

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

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

Q.3) Describe 'Fund Flow Statement' and 'Cash Flow Statement'. Describe their importance in the analysis of the Financial Statements.

OR

Q.3) WEST-COST Limited, Pune has provided you the following information of Product Deluxe produced and sold during the year 2009-2010 :

Particulars	Deluxe
Number of units sold	10,000
Sales Price	Rs. 140
Cost (per unit) :	
Direct Material	Rs. 50
Direct Labour	Rs. 35
Variable Overheads	Rs. 20
Fixed Overheads	Rs. 30

You are required to find out :

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

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

OR

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

- (1) Expected Sales Level 26,000 units @ Rs. 50 per unit.
- (2) Cost of the Product (per unit) - Raw Material - Rs. 15, Labour Cost - Rs. 9 and Overheads – Rs. 6.
- (3) Raw Material and Finished Goods will stay in stock for 10 days and 20 days respectively.
- (4) The material will remain in process for 15 days.
- (5) The Labour Cost and Overheads may be considered at 60% and 40% completion stage respectively for work-in-progress.
- (6) The purchases are made with 20 days credit while the goods are sold with one and half month 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 3 weeks time lag.
- (9) Add 10% of your computation for contingencies.

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

- (a) Role of Management Accountant in Modern Business
- (b) Limitations of Analysis of Financial Statement
- (c) Budget Manual

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-305

B. B. A. (Semester - III) Examination - 2012

BUSINESS ECONOMICS (MACRO)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Macro-economics. Explain its nature, scope and importance. [15]

OR

Q.1) Discuss in detail the methods of Measuring National Income. [15]

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

OR

Q.2) What is Monetary Policy ? Describe the tools and techniques of Monetary Policy. [15]

Q.3) Explain in detail the Phases and Features of Business Cycle. [15]

OR

Q.3) What do you mean by Consumption ? Explain Keynes' Psychological Law of Consumption. [15]

Q.4) What is Inflation ? Explain the meaning and causes of Demand Pull Inflation. **[15]**

OR

Q.4) Discuss the Circular Flow of Income and Expenditure for a Five Sector Economy. **[15]**

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

- (a) GDP and GNP
 - (b) Fiscal Policy
 - (c) Saving Function
 - (d) Deflation
 - (e) Concept of Autonomous and Induced Investment
 - (f) Principle of Accelerator
-

Seat No.	
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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4172]-306

B. B. A. (Semester - III) Examination - 2012
INFORMATION TECHNOLOGY IN MANAGEMENT
(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Attempt any four :

[5x4=20]

- (a) Explain different types of Topology.
- (b) Explain features of Operating System.
- (c) Explain any two Biometrics Technique for System Authorization.
- (d) What is Object Orientation ? Explain with example.
- (e) What is ERP ? Explain components of ERP System.

Q.2) Attempt any four :

[5x4=20]

- (a) Explain Time Sharing and Multiprogramming.
- (b) What are the various Security Threats for an Information ?
- (c) Explain Object Oriented System Analysis and Design Life Cycle.
- (d) Explain benefits of ERP.
- (e) Explain Knowledge Management System Architecture.

Q.3) Attempt any four :

[5x4=20]

- (a) Explain Digital Signature.
- (b) Explain MIS.
- (c) Explain different modules of ERP.
- (d) Explain Knowledge Management Life Cycle.
- (e) Explain Custom Animation and Slide Layout in Presentation.

Q.4) Attempt any two :

[10x2=20]

- (a) Explain any 10 IT Act attempt which you found effective to deal Cyber Crimes.
 - (b) Explain ERP Implementation Process.
 - (c) Explain Firewall. Explain types of Firewall and its advantage to protect System.
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-307

B. B. A. (Semester - III) Examination - 2012

INDIAN ECONOMY

(Old 2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What are the achievements and failures of Indian Planning System ? [15]

OR

Q.1) What is Economic Growth and Economic Development ? What is the differences between them ? What are the factors affecting them ? [15]

Q.2) How are Population and Economic Development related ? Explain the Method to Control Population. [15]

OR

Q.2) Comment on the Latest Monetary Policy of RBI (2011-12). [15]

Q.3) Explain various programmes started by Government of India to Alleviate Poverty from independence till date. [15]

OR

Q.3) How is National Income calculated in India ? What are the limitations in calculating National Income ? Why Government of India is changing the Base Year for calculating the National Income ? [15]

Q.4) Discuss the Latest Budget (2012) of Government of India. [15]

OR

Q.4) What are the main features of India as Developing and Mixed Economy ? What are the major hurdles that our economy is facing ? [15]

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

- (a) Mid-term Appraisal of Tenth Five Year Plan
- (b) Value Added Tax - Advantages and Disadvantages
- (c) National Rural Employment Programme
- (d) Recommendations of 12th Finance Commission
- (e) Population Explosion
- (f) Causes of Poverty and Unemployment in India
- (g) Limitation of Monetary Policy of RBI
- (h) Centralized and Decentralized Planning System

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4172]-401

B. B. A. (Semester - IV) Examination - 2012

PRODUCTION AND OPERATION MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

- Q.1)** Define the term 'Production Management'. Explain the role and responsibility of Production Function in Organisation.
- Q.2)** What do you mean by the term 'Product Design' ? Explain factors influencing Product Design.
- Q.3)** Define 'Production Control'. Explain the objectives and factors affecting Production Control.
- Q.4)** Explain the techniques for Method Study.
- Q.5)** Explain the measures to Boost Productivity.
- Q.6)** Explain the Safe Practices in handling Chemicals, Gases and Bulk Materials.

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

- (a) Plant Layout
 - (b) Importance of Product Development
 - (c) Scope of Work Study
 - (d) PMTS Systems
 - (e) Work and Rest Cycles
 - (f) Statutes Governing Safety
 - (g) Routing Scheduling
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4172]-402

B. B. A. (Semester - IV) Examination - 2012
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)** Write and explain various provisions of Prevention of Unfair Labour Practices Act, 1971 with examples. **[20]**
- Q.2)** What are the various Health Provisions under the Factories Act, 1948 ? **[20]**
- Q.3)** Define Industrial Relations. Explain it with the help of scope and importance. **[20]**
- Q.4)** Write a detailed note on causes and types of Industrial Conflicts. **[20]**
- Q.5)** Explain the role of Workers Participation in Labour Welfare and Industrial Hygiene. **[20]**
- Q.6)** Write short notes : **(Any Four)** **[20]**
- (a) Role of Personnel and Industrial Relations Manager
 - (b) Importance of Collective Bargaining
 - (c) Provisions of Leave with Wages
 - (d) Elaborate Contract Labour
 - (e) Labour Officer
 - (f) Concept of Workers Participation in Management

[4172]-402/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 4

[4172]-403

B. B. A. (Semester - IV) Examination - 2012

BUSINESS TAXATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Write short notes :

- (a) Capital Receipts and Revenue Receipts
- (b) Perquisites under the head Income from Salary

Q.2) What are the different Categories of Assesses according to their residential status ? How is this status determined ?

Q.3) Explain the Chargeability of Tax under the head 'Income from House Property'.

Q.4) What do you mean by Gross Annual Value ? How it is calculated ?

Q.5) Mr. Manoj is employed in CNC Ltd., Nagpur. His emoluments are as under :

- (1) Basic Salary Rs. 30,000 p.m.
- (2) D.A. Rs. 5,000 p.m. (40% of which is considered for retirement benefits)
- (3) City Compensatory Allowance Rs. 200 p.m.
- (4) HRA Rs. 4,000 p.m.

[4172]-403

1

P.T.O.

- (5) Rent paid by the Assessee for the house is Rs. 5,000 p.m.
- (6) Children Education Allowance Rs. 200 p.m. per child. He is having three children.
- (7) Medical Allowance Rs. 1,500 p.m.
- (8) Entertainment Allowance Rs. 500 p.m.
- (9) He has been provided with a 1700 CC car for both official and private purpose. The petrol and other expenditure (including driver's salary) paid by the employer.
- (10) Contribution to R.P.F. Rs. 4,000 p.m. by the employee and an equal amount is contributed by the employer.
- (11) During the year interest credited to his R.P.F. @ 13% p.a. was Rs. 52,000.
- (12) He has been given a gift of Rs. 9,000 on his birthday by the employer.
- (13) The assessee is supplied with free gas, electricity and water for which the employer pays Rs. 2,000 p.m. to an outside agency.
- (14) He paid Professional Tax Rs. 2,500.
- (15) He has been provided free services of a Gardener (salary Rs. 1,500 p.m.) free services of Cook salary Rs. 1,000 p.m. and free services of Watchman salary Rs. 1,500 p.m.

Compute the taxable income from salary of Mr. Manoj for the A.Y. 2011-12.

Q.6) The following is the Profit and Loss Account of 'Y' for the year ended 31-03-2011, compute his income from business for A. Y. 2011-12 :

	Rs.		Rs.
To Opening Stock	15,000	By Sales	2,10,000
To Purchase	40,000	By Closing Stock	20,000
To Wages	20,000	By Gift from Father	27,000
To Rent	46,000	By Income Tax Refund	3,000
To Repairs of Motor Car	3,000		
To Wealth Tax paid	2,000		
To Medical Expenses	3,000		

	Rs.	Rs.
To General Expenses	10,000	
To Motor Car	30,000	
To Provision for Depreciation on Motor Car	4,000	
To Advanced Tax paid	1,000	
To Profit for the year	86,000	
	2,60,000	2,60,000

Following further information is given :

- (1) 'Y' carries on his business from rented premises half of which is used as his residence.
- (2) The use of the car was $\frac{3}{4}$ th for the business and $\frac{1}{4}$ th for personal purposes.
- (3) Medical Expenses were incurred during sickness of 'Y' for his treatment.
- (4) Wages include Rs. 2,500 on account of Y's driver.
- (5) As per rule the rate of depreciation on Motor Car is 15%.

Q.7) Mrs. Nanda is working as a Accountant in IDBI Bank, Pune. She has furnished the following details of his income for the year 2010-11 :

- (1) Basic Salary Rs. 35,000 p.m.
- (2) D.A. Rs. 14,000 p.m.
- (3) Bonus Rs. 1,00,000.
- (4) Entertainment Allowance Rs. 1,200 p.m.
- (5) Transport Allowance (for coming to office and going back to his residence) Rs. 1,200 p.m.
- (6) Received House Rent Allowance Rs. 3,000 p.m. from the employer, but the paid a rent of Rs. 5,000 p.m.

- (7) Personal Medical Bill of Rs. 25,000 were reimbursed by the employer.
- (8) Her contribution to recognized Provident Fund is Rs. 44,000 and the employer contributes an equal amount.
- (9) The interest credited to RPF Account at 12% p.a. Rs. 18,000.
- (10) Income from Business Rs. 90,000.
- (11) Income from House Property Rs. 45,000.
- (12) Interest on Bank Deposits received Rs. 13,000.
- (13) Interest on Government Securities Rs. 15,000.
- (14) Income from Units of U.T.I. Rs. 10,000.
- (15) She paid donation to the Government for the promotion of family planning Rs. 5,000.
- (16) She paid Life Insurance Premium Rs. 20,000 and Tuition Fees for her son Rs. 50,000.
- (17) Professional Tax paid Rs. 3,500 p.a.

Compute the total income and tax payable by Mrs. Nanda for A.Y. 2011-12.

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-404

B. B. A. (Semester - IV) Examination - 2012

INTERNATIONAL BUSINESS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

OR

Q.1) Explain the meaning of Multi-national Corporations and describe its role and importance in International Business. [05]

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

OR

Q.2) Give an account of Foreign Exchange Rate. Explain how it is determined ? [15]

Q.3) Discuss the role and functions of IMF and World Bank in the light of developing countries. [15]

OR

Q.3) Discuss Theory of Comparative Cost Advantage with Money. What are its assumptions and implications ? [15]

Q.4) “India is an Emerging Economic Superpower.” Discuss this statement in light of Current Foreign Trade Policy of India (2004-09). **[15]**

OR

Q.4) What is Special Economic Zones ? Explain role of Special Economic Zones (SEZs) in International Business. **[15]**

OR

Q.4) What is meant by Balance of Payments ? Explain causes of Disequilibrium in Balance of Payments and suggest the remedial measures to Balance of Payments. **[15]**

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

- (a) Comparative Cost Advantage
- (b) European Union for Regional Co-operation
- (c) NAFTA
- (d) SAARC
- (e) World Trade Organisation
- (f) Licensing and Franchising

Seat No.	
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Total No. of Questions : 2]

[Total No. of Printed Pages : 1

[4172]-405

B. B. A. (Semester - IV) Examination - 2012

MANAGEMENT INFORMATION SYSTEM

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
- (2) Figures to the right indicate full marks.*
- (3) Give illustrations wherever necessary.*

Q.1) Solve any five :

[60]

- (a) What is System ? Explain in detail various types of Systems.
- (b) Elaborate Law of Requisite Variety.
- (c) Explain in detail Quality of Information and Value of Information Concept.
- (d) Explain in detail Hardware and Software needs of an EIS.
- (e) What do you mean by MIS ? Discuss the role of MIS in various functional areas.
- (f) What is Prototyping ? Explain steps involved in Prototyping.
- (g) Define 'Decision'. Explain in detail Decision-making Process along with types of Decisions.

Q.2) Write notes : (Any Four)

[20]

- (a) DSS
- (b) HR MIS
- (c) Heuristics Programming
- (d) Life Cycle Approach
- (e) Information Needs of Manager at different levels
- (f) Feedback Control

[4172]-405/1

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4172]-501

B. B. A. (Semester - V) Examination - 2012

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) Discuss various participants involved in Physical Distribution Process. **[10]**
- (B) Explain various Modes of Transportation with suitable example. **[10]**
- Q.2)** Define Wholesaling. State the importance, types and functions of Wholesaling in details. **[15]**
- Q.3)** What is Channel Conflict ? Explain various techniques to resolve Channel Conflict. **[15]**
- Q.4)** What is the meaning of Supply Chain Management ? State the objectives, components and significance of Supply Chain Management. **[15]**

Q.5) What is ABC Analysis ? Solve the following problems :

A manufacturer of a grinder requires special roller bearings at the rate of 600 nos. per year. Each bearings cost the company Rs. 72. The procurement cost is Rs. 60 and the inventory carrying cost is 40%.

- (a) Calculate Economic Order Quantity.
- (b) If the supplier offers a discount of Rs. 4 per unit, what will be the revised Economic Order Quantity ? **[15]**

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

- (a) New Trends in Retailing
 - (b) Inventory Costs
 - (c) Channel of Distribution for Industrial Goods and Services
 - (d) Horizontal Marketing System
 - (e) Warehousing
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-502

B. B. A. (Semester - V) Examination - 2012

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

OR

Q.1) What is the significance of Entrepreneurship in developed as well as developing economies ? **[15]**

Q.2) What is a Market Survey ? Enumerate the stages of Market Survey Process. **[15]**

OR

Q.2) What do you mean by Preliminary Project Report ? Explain its importance and contents. **[15]**

Q.3) Explain Concept ‘Business Plan’. Highlight its objectives and importance. **[15]**

OR

Q.3) State and explain the Schemes of District Industries Centres. **[15]**

Q.4) Define the term 'Venture Capital'. Bring out its importance for Entrepreneurs. **[15]**

OR

Q.4) Take review of Entrepreneurial Career of Mr. Vitthal Kamat. **[15]**

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

- (a) MSME
 - (b) Break-even Analysis
 - (c) Prime Minister Employment Generation Programme
 - (d) Objectives of MCED
 - (e) Functions of NSIC
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4172]-503

B. B. A. (Semester - V) Examination - 2012

BUSINESS ETHICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Examine the following situations and explain the Ethical Code in it : [20]

- (a) What are the Ethical Safety Measures taken care by a company specially for women at workplace ?
- (b) Advertisement as a source of reaching the consumer, what all ethical code should be applied by an Advertiser ?
- (c) Individually a Scientist working for the Nation, what is the ethicality in his discovery towards his Nation ?
- (d) What is the responsibility of a Company and Consumer towards the packed food items ?

Q.2) Define Business Ethics. Explain the historical and modern perspective of Business Ethics. [15]

Q.3) What is Advertising ? Explain the benefits and negative aspects of Advertising. [15]

Q.4) Explain clearly the terms : Social Responsibility and Consumer Protection. [15]

- Q.5)** Define Profession. Explain in brief with example characteristics of Professional Ethical Code. **[15]**
- Q.6)** Define Whistle Blowing. Illustrate on types of Whistle Blowing. **[15]**
- Q.7)** Write short notes : **(Any Three)** **[15]**
- (a) Business Ideologic
 - (b) Boys Scout
 - (c) Globalization
 - (d) Building a Good Society
 - (e) Intellectual Property Right
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-504

B. B. A. (Semester - V) Examination - 2012

RESEARCH METHODOLOGY

(Tools and Analysis)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
- (2) Figures to the right indicate full marks.*
- (3) Draw figures wherever required.*

Q.1) What is Questionnaire ? State and explain types of Questionnaires. [15]

OR

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

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

OR

Q.2) Define Sampling. Explain Probability Sampling Techniques. [15]

Q.3) Explain Diagrammatic Representation of Data. [15]

OR

Q.3) What is Research Problem ? Explain characteristics of a Research Problem. [15]

Q.4) Define Hypothesis. Explain characteristics of a Hypothesis. [15]

OR

[4172]-504

1

P.T.O.

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

- (a) Data Editing
- (b) Data Coding
- (c) Tabulation

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

- (a) Motivation in Research
 - (b) Qualities of a Good Researcher
 - (c) Measurements
 - (d) Chi Square
 - (e) Errors in Hypothesis
 - (f) Using Power Point Presentations for Research
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4172]-505

B. B. A. (Semester - V) Examination - 2012

ANALYSIS OF FINANCIAL STATEMENTS

(Specialization - I : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What are the Common Forms of Financial Statements usually submitted in India by the Industrial Users ? What are its limitations ? **[15]**

OR

Q.1) Discuss the following techniques of Horizontal Analysis in detail : **[15]**

- (a) Comparative Financial Statement
- (b) Cash Flow Statement

Q.2) Explain various Profitability Ratios and its utility in detail. **[15]**

OR

Q.2) What do you mean by 'Fund Flow Statement' ? How it differ from Cash Flow Statement. **[15]**

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

- (a) Net Working Capital
- (b) Vertical Format of Balance Sheet
- (c) Funds from Operation
- (d) Trend Analysis
- (e) Turnover Ratios

Q.4) The Balance Sheet of Northern Tools Co. Ltd. as at the end of 2010 and 2011 are given below :

Liabilities	2010	2011	Assets	2010	2011
Share Capital	1,00,000	1,50,000	Freehold Land	1,00,000	1,00,000
Share Premium	–	5,000	Plant at Cost	1,04,000	1,00,000
General Reserve	50,000	60,000	Furniture at Cost	7,000	9,000
Profit and Loss A/c.	10,000	17,000	Investment at Cost	60,000	80,000
12% Debentures	70,000	50,000	Debtors	30,000	70,000
Provision for Depreciation on :			Stock	60,000	65,000
Plant	50,000	56,000	Cash	30,000	45,000
Furniture	5,000	6,000			
Provision for Taxation	20,000	30,000			
Sundry Creditors	86,000	95,000			
	3,91,000	4,69,000		3,91,000	4,69,000

Additional Information :

- (1) A plant purchased for Rs. 4,000 (Depreciation Rs. 2,000) was sold for cash for Rs. 800 on 30th September, 2011.
- (2) On 30th June, 2011 an item of furniture was purchased for Rs. 2,000. These were the only transactions concerning fixed assets during 2011.
- (3) A dividend of 20% on original shares was paid.

You are required to prepare a Fund Flow Statement and Schedule of Changes in Working Capital along with necessary working notes. **[20]**

Q.5) From the following information, prepare Balance Sheet of Raghuvaran Co. Ltd., Raipur as on 31st March, 2012 with as many details as possible :

[15]

- (1) Current Ratio = 3 : 1
 - (2) Liquid Ratio = 3 : 1
 - (3) Working Capital = Rs. 2,00,000
 - (4) Reserves and Surplus = Rs. 1,00,000
 - (5) Bank Overdraft = Rs. 20,000
 - (6) Fixed Assets to Proprietor's Funds = 0.75
 - (7) There are no long term liabilities or fictitious assets
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4172]-506

B. B. A. (Semester - V) Examination - 2012

SALES MANAGEMENT

(Specialization - I : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** (A) “Personal Selling is a broader concept than Salesmanship.”
Discuss. **[10]**
- (B) What procedure a Salesman would implement to Sell Consumer Durable Goods ? Explain with relative examples. **[10]**
- Q.2)** What are the functions and responsibilities of a Sales Manager ? **[15]**
- Q.3)** Explain the Selection Procedure of Sales Personnel. **[15]**
- Q.4)** Define and explain Sales Management. Explain its objectives. **[15]**
- Q.5)** Discuss the essentials of Good Sales Training Program. **[15]**

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

[15]

- (a) Sales Potential
 - (b) Sales Report
 - (c) Value Added Selling
 - (d) Customer Loyalty
 - (e) Sales Forecasting
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4172]-507

B. B. A. (Semester - V) Examination - 2012

HUMAN RESOURCE MANAGEMENT - PRINCIPLES AND FUNCTIONS

(Specialization - 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) Define Concept of Human Resource Management. State its functions and importance.

Q.2) Explain the term Recruitment and also explain various sources of Recruitment.

Q.3) Differentiate between Training and Development and explain the Process of Training.

Q.4) What is Human Resource Planning ? State its objectives and explain its types.

Q.5) Explain Concept of Personnel Audit. State the objectives and importance of Audit Report.

Q.6) Explain the recent trends in HRM.

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

- (a) Selection Procedure
 - (b) Transfer
 - (c) Process of Performance Appraisal
 - (d) Voluntary Retirement Scheme
 - (e) Labour Turnover
 - (f) Personnel Records and Reports
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4172]-508

B. B. A. (Semester - V) Examination - 2012

MANAGEMENT OF SERVICES

(Specialization - 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.*

Q.1) (A) Distinguish between Services and Goods. [10]

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

Q.2) Define Services. Explain different Schemes of Classification for Services in detail. [15]

Q.3) What is Service Process ? Discuss how to manage Demand and Supply for Services ? [15]

Q.4) What is Services Productivity ? Discuss the role of technology in improving Services Productivity. [15]

Q.5) Explain various Entry Strategies for Service Industries in International Market. [15]

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

[15]

- (a) Service Blueprinting
 - (b) Global Service Brands
 - (c) Queuing Strategies
 - (d) Service Guarantee
 - (e) Process Layout
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-509

B. B. A. (Semester - V) Examination - 2012

AGRICULTURE AND RURAL DEVELOPMENT

(Specialization - I : Agriculture Business Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) What are the characteristics of Indian Agriculture ? [15]

OR

Q.1) Describe the features of Rural Economy in India. [15]

Q.2) Explain the role and importance of Co-operative Institutions in India. [15]

OR

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

Q.3) Elaborate various measures of Land Reforms. [15]

OR

Q.3) Explain Modern Irrigation System in India. [15]

Q.4) Explain Public Distribution System in the light of Food Security in India. [15]

OR

Q.4) Explain the need of Agricultural Taxation in India. [15]

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

- (a) Primary Agriculture Credit Society
 - (b) Opportunities in Dairy Industry
 - (c) Importance of Warehousing
 - (d) Mid-day Meal Scheme
 - (e) IRDP
 - (f) MNCs in Agriculture Development
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Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4172]-510

B. B. A. (Semester - V) Examination - 2012

LONG TERM FINANCE

(Specialization - 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 Aries Co. Ltd. is as follows :

4,00,000 Equity Shares of Rs. 10 each	Rs. 40,00,000
10% Preference Shares	Rs. 10,00,000
14% Debentures (Non-convertible)	Rs. 30,00,000

The Equity Share of the Company Sells for Rs. 20. It is expected that the company will pay dividend of Rs. 2 per share which will grow at 7% forever. Debentures are issued at par. Assume 50% Tax Rate.

Calculate :

- (a) Weighted Average Cost of Capital based on existing Capital Structure.
- (b) Revised Weighted Average Cost of Capital if company raises an additional capital of Rs. 20,00,000 by Term Loan @ 14%. This would increase the expected dividend to Rs. 3 per share and leave growth rate unchanged, but price of the share of the share will fall to Rs. 15 per share.

[4172]-510

1

P.T.O.

(B) Amit Corporation Ltd. has a sales of 2,00,000 units. Selling Price is Rs. 10 per unit, Variable Costs of Rs. 6 per unit and Fixed Costs of Rs. 2,50,000. Company has issued Debentures of Rs. 10,00,000 at 10% Interest Rate. Income Tax Rate is assumed to be 50%.

Calculate :

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

Q.2) Explain the term Financial Planning. What are the principles for formulation of Financial Plan.

Q.3) How do you define the term ‘Capitalization’ and ‘Fair Capitalization’ ? Explain the term ‘Over-capitalization’ and ‘Under-capitalization’ with its causes and effects.

Q.4) Explain in brief, risks involved in Capital Budgeting. Explain in brief, various methods of evaluating Investment Proposals.

Q.5) What do you mean by ‘Own Capital’ and ‘Borrowed Capital’ ? Explain Equity Shares and Debentures as a source of Long Term Finance.

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

- (a) Factors affecting Capital Structure
- (b) Trading on Equity
- (c) Implicit Costs and Explicit Costs of Capital
- (d) Lease Financing
- (e) Mutually Exclusive Proposals
- (f) Public Deposits

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-511

B. B. A. (Semester - V) Examination - 2012

RETAIL MANAGEMENT

(Specialization - 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 the broad areas pertaining to which Channel Management Decisions are to be taken.

OR

Q.1) Define Marketing Channels and elaborate upon the Distribution Strategies.

Q.2) Discuss the functions and importance of Wholesaling.

OR

Q.2) Write a note on different formats of Retailing.

Q.3) Elaborate upon factors that affect Retail Location.

OR

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

Q.4) If you were the Manager of a Retail Store, explain the decisions you would need to take when managing in Store Promotions and Events.

OR

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

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

- (a) Electronic Data Exchange
- (b) Store Design
- (c) Retail Communication
- (d) Retail Strategy
- (e) RFID
- (f) Bar Coding

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-512

B. B. A. (Semester - V) Examination - 2012

HUMAN RESOURCE PRACTICES

(Specialization - 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 the term 'Compensation' ? Explain Concept of Minimum Wage, Fair Wage and Living Wage. **[15]**

OR

Q.1) Explain the importance of Employee Safety and Industrial Health. What are the causes of Industrial Accidents ? **[15]**

Q.2) Define Workers Participation in Management. Explain its importance. **[15]**

OR

Q.2) Explain the objectives and features of Organisational Development. **[15]**

Q.3) What is Industrial Relations ? What are the requirements of a Successful Industrial Relations Programme ? **[15]**

OR

Q.3) Explain the objectives, features and principles of Discipline. **[15]**

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

OR

Q.4) Define a Grievance. Explain the steps involved in a Grievance Procedure. **[15]**

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

- (a) Accident Costs
 - (b) Incentive Schemes
 - (c) Labour Welfare
 - (d) The Minimum Wage Act, 1948
 - (e) Acts of Indiscipline
 - (f) Ethics in Industrial Relations
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-513

B. B. A. (Semester - V) Examination - 2012

MARKETING SERVICES

(Specialization - II : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What do you mean by TQM ? Illustrate its importance in Service Sector. **[15]**

OR

Q.1) Discuss in detail the Gaps in Quality. **[15]**

Q.2) Explain the Parameters in Pricing of Services. **[15]**

OR

Q.2) Describe various Strategies used to improve Service Quality. **[15]**

Q.3) Critically examine impact of New Economic Policy on Services. **[15]**

OR

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

Q.4) How to manage Service Competition ? [15]

OR

Q.4) Explain the nature of Service Marketing Environment. [15]

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

- (a) Customer Satisfaction and Employee Satisfaction
 - (b) New Service Development
 - (c) Human Resource Strategy
 - (d) Hierarchy of New Services
 - (e) Complete Service Package
 - (f) Promotional Strategy
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-514

B. B. A. (Semester - V) Examination - 2012
INTERNATIONAL AGRICULTURAL SYSTEMS
(Specialization - II : 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) Discuss the Israel's Agriculture in the 21st Century. [15]

OR

Q.1) Explain the distinct features of Farming Systems in China and America. [15]

Q.2) What are Genetically Modified Crops ? Discuss Genetically Modified Crops as : [15]

- (a) Eliminating the Application of Chemical Pesticides
- (b) Cost Effective
- (c) Cold Tolerance
- (d) Disease Resistance
- (e) Withstand in Drought

OR

Q.2) What is Sustainable Agriculture ? Discuss Sustainable Agriculture in context with its following characteristics : [15]

- (a) Conservation and Preservation of Environment
- (b) Biodiversity
- (c) Animal Welfare
- (d) Socially Just

Q.3) Why does the WTO have an Agreement on Agriculture ? Explain the – (i) Three Pillars of A.O.A., (ii) India and AOA [15]

OR

Q.3) Discuss in detail the Controversy regarding Agricultural Subsidy. [15]

Q.4) What is Agricultural SEZ ? Explain the SWOT Analysis for Indian Agricultural SEZ. [15]

OR

Q.4) What is Agro Export Zones ? Explain various measures taken by Indian Government to promote Agro Export Zones and explain its benefits. [15]

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

- (a) Ecological Farming
- (b) Criticisms of Genetically Modified Crops
- (c) Israel - Growing Crops in Desert
- (d) Agro Processing Zones (APZs)
- (e) Impact of International Agricultural System on Indian Farming System
- (f) Genetically Modified Crops Vs Traditional Crops

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4172]-601

B. B. A. (Semester - VI) Examination - 2012

BUSINESS PLANNING AND PROJECT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What is Forecasting Planning ? Explain in detail various Forecasting Techniques.

Q.2) What is Project Audit ? Differentiate it with Financial Audit and explain Forecasting Process.

Q.3) Explain in detail Numeric and Non-numeric types of Project Selection Model.

Q.4) (A) Explain the roles of various Members of Project Term.
(B) State and explain advantages of Planning.

Q.5) Discuss various Project Plan Elements in detail.

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

- (a) Types of Cybernetic Control System
- (b) Suitability of PERT and CPM
- (c) Control as a Function of Management
- (d) Benchmarking
- (c) Learning Curves

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Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4172]-602

B. B. A. (Semester - VI) Examination - 2012

EVENT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1) (A)** You are to organize a Wine and Food Festival for a Company as Event Manager give an outline of staging this festival along with all requirements. **[10]**
- (B)** Your college is organizing a programme. Identify the five W's and involve one 'F' for organizing this event. **[10]**
- Q.2)** What are the criteria for the Selection of Venue ? Explain in House Venues and External Venues. **[15]**
- Q.3)** Explain various Networking Components of Promotion of Events to get the desired reach and results. **[15]**
- Q.4)** Describe the Basic Evaluation Process critically. **[15]**
- Q.5)** Explain the following bases for Event Variations : **[15]**
- (a) Location Based Event
 - (b) Client Industry Based Event

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

[15]

- (a) Reach Interaction Matrix
 - (b) Problems with Traditional Media
 - (c) Core Concepts
 - (d) Ambush Marketing
 - (e) Market Segmentation
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

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B. B. A. (Semester - VI) Examination - 2012

MANAGEMENT CONTROL SYSTEM

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Concept of Management Control. Discuss the Nature of Control.

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

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

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

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

Q.6) Write shorts notes :

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

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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4172]-604

B. B. A. (Semester - VI) Examination - 2012

E-COMMERCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Q. No. 7 is compulsory.*
- (2) *Attempt **any four** from Q. 1 to Q. 6.*
- (3) *Figures to the right indicate full marks.*

-
-
- Q.1)** Explain the main activities and scope of E-commerce. **[15]**
- Q.2)** Explain the Benefits of Building a Website and factors affecting Webiste Cost. **[15]**
- Q.3)** Explain the advantages and disadvantages of the Internet. **[15]**
- Q.4)** Explain Concept and Model of EDI. **[15]**
- Q.5)** Explain the Process of Electronic Payment System. **[15]**
- Q.6)** Explain the importance of Internet Marketing. **[15]**
- Q.7)** Write short notes : **(Any Four)** **[20]**
- (a) B2C
 - (b) Shopping Bots
 - (c) Paperless Bill
 - (d) Types of E.P.S.
 - (e) Search Engine
 - (f) E-cycle
 - (g) E-governance

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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4172]-605

B. B. A. (Semester - VI) Examination - 2012

FINANCIAL SERVICES

(Specialization - 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) *Figures to the right indicate full marks.*

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

- (a) Types of Mutual Funds (any five)
- (b) Instruments in Secondary Market (any five)
- (c) Human Resource Accounting (Meaning and Approaches)
- (d) Activity Based Costing (Stages)
- (e) Types of Mergers

Q.2) What is IRDA ? Explain its functions and powers. [15]

Q.3) Explain role of SEBI as a Financial Regulatory. [15]

Q.4) Describe Management of IPO. [15]

Q.5) Discuss the nature of Money Market with its various instruments in India. [15]

[4172]-605

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Q.6) State meaning and advantages of : **[15]**

(a) Factoring

(b) Forfeiting

Q.7) (A) Analyse the important features of Credit Rating Business in India. **[7½]**

(B) Explain Concept of Venture Capital. **[7½]**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-606

B. B. A. (Semester - VI) Examination - 2012

ADVERTISING AND SALES PROMOTION

(Specialization - III : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What is Advertising ? Discuss on Growth of Advertising. [15]

OR

Q.1) Define Copy and explain the types of Copy. [15]

Q.2) Define Media. What are the factors that affect the Selection of Media ? [15]

OR

Q.2) What is Media Planning ? Explain various steps involved in Media Planning. [15]

Q.3) Define Place Mix. Discuss its components. [15]

OR

Q.3) Discuss various measures used to find out Advertising Effectiveness. [15]

Q.4) What is Sales Promotion ? Explain different types of Sales Promotion. [15]

OR

Q.4) What is Brand Equity ? What is the role played by an Ambassador in Brand Building ? [15]

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

[20]

- (a) Concepts of Reach and Frequency
 - (b) Types of Internet Advertising
 - (c) Physical Distribution
 - (d) Relationship between Sales Promotion and Advertising
 - (e) Permission Marketing
 - (f) Integrated Marketing Communication
 - (g) Techniques of Sales Promotion
-

Seat No.	
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Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[4172]-607

B. B. A. (Semester - VI) Examination - 2012

LABOUR LAWS

(Specialization - III : HRM)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Gratuity. Explain how Professions are not Commercial Activities under Gratuity Act, 1972 ?

Q.2) Explain the aims and objects of Workmens Compensation Act, 1923.

Q.3) Define Factory. Explain the benefits of ESI Act, 1948.

Q.4) Explain in brief the Working of Bonus Formula.

Q.5) Explain the following as per Employees Provident Fund Act, 1952 :

- (a) Central Board
- (b) Appointment of Officers

Q.6) Define Salary or Wage. Explain how there is Recovery of Bonus due from an Employer ?

Q.7) Explain the following as per Workmens Compensation Act, 1923 :

- (a) Determination of Amount of Compensation
- (b) Distribution of Compensation

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

- (a) Duties of Medical Benefit Council
 - (b) Employees Deposit – Linked Insurance Scheme, 1952
 - (c) Machinery under Act, 1923
 - (d) Payment of Gratuity
 - (e) Establishment of Private Sector and Public Sector Act, 1965
 - (f) Employees State Insurance Fund under Act 1948
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4172]-608

B. B. A. (Semester - VI) Examination - 2012

SPECIAL SERVICES OF MARKETING IN INDIA

(Specialization - III : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Question No. 1 is compulsory.*
- (2) *Answer **any four** out of the remaining.*
- (3) *Figures in the brackets indicate full marks.*

-
-
- Q.1)** Point out and explain the important reasons for a Substantial Growth in the Service Sector in India. **[20]**
- Q.2)** State and explain various types of the Banking Services. Write a note on the Behavioural Profile of users of the Banking Services. **[15]**
- Q.3)** What do you mean by Insurance Marketing ? Throw light on the Instrumentality of Insurance Marketing in promoting the Insurance Business. **[15]**
- Q.4)** Define Market Segmentation. Explain the different bases for Segmenting the Tourist Market. **[15]**
- Q.5)** What do you mean by Hospital Marketing ? Focus on the rationale behind practising the principles of Modern Marketing by the Health Care Organisation. **[15]**
- Q.6)** As a Marketing Professional, formulate a Marketing Mix for a leading Management Institute. **[15]**

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

[15]

- (a) Marketing Information System in Bank
 - (b) Place Mix of Insurance Marketing
 - (c) Special features of Indian Tourism Marketing
 - (d) Justification of Mobility Mix for Medicare Services
 - (e) Marketing of Entertainment Services
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4172]-609

B. B. A. (Semester - VI) Examination - 2012

RECENT TRENDS IN AGRI-BUSINESS

(Specialization - III : Agri-Business Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Elaborate the Linkages of Agrobased Industries with Indian Economy, support your answer with suitable examples. **[16]**

OR

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

Q.2) (A) Explain the existing position of Cotton Textile Industries. **[08]**

(B) Write a note on Agricultural Insurance. **[08]**

Q.3) Explain in detail the Processing of Agricultural Product with suitable examples and also state the problem facing by Processing Units. **[16]**

OR

Q.3) Explain the current scenario of Livestock Management with reference to Cattle, Fisheries and Sculpture. **[16]**

Q.4) Discuss the impact of International Agri-Business on Indian Economy. **[16]**

OR

Q.4) Discuss the services associated with Agriculture with reference to Agricultural Retailing and Agricultural Finance. **[16]**

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

(a) Agricultural Marketing

(b) Wine Industry

(c) Poultry Industry

(d) Contract Farming

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4172]-61

B. B. A. (Semester - VI) Examination - 2012

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) Explain Industrial Relations with its scope and importance.

Q.2) What is Industrial Conflict ? Discuss the nature and causes of Industrial Conflict.

Q.3) Explain Concept of Conciliation and the duties of Conciliation Officer.

Q.4) Define Trade Union. Write procedure for Registration of Trade Union.

Q.5) What are the various provisions of General Funds under Trade Union ?

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

- (a) Labour Courts
- (b) Withdrawal / Cancellation of Trade Union
- (c) Types of Approved Unions
- (d) Works Committee
- (e) Political Funds
- (f) Voluntary Arbitration

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Seat No.	
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Total No. of Questions : 3]

[Total No. of Printed Pages : 4

[4172]-610

B. B. A. (Semester - VI) Examination - 2012

CASES IN FINANCE

(Specialization - IV : Finance)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

- (1) All questions are compulsory.
- (2) Use of calculator is allowed.

Q.1) The Cosmos Company Pvt. Ltd. whose cost of capital is 10%, is considering two mutually exclusive proposals Project A and Project B. The details are as follows :

The investment in both the project is same and i.e. Rs. 15,00,000.

Net Cash Inflows at the end of every year is given as :

Net Cash Inflows	Project A	Project B
Year 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
Total	20,00,000	29,50,000

The Finance Manager is tries to evaluate projects by calculating the following :

- (a) Payback Period
- (b) Discounted Payback @ 10%
- (c) Net Present Value @ 10%
- (d) Profitability Index @ 10%

Considering the above criteria give your suggestion with analysis, which project is accepted by the company ?

Note : Present Value of Re. 1 at 10% discounting rate is as follows :

Year	0	1	2	3	4	5
P/V 10%	1.00	0.909	0.826	0.751	0.683	0.621

[20]

OR

Q.1) Silicon Public Ltd., company is examining two mutually exclusive proposals for new capital investment. The data on the proposal are as follows :

Particulars	Proposal 'A' (Rs.)	Proposal 'B' (Rs.)
Initial Cash Out Flow	27,00,000	30,00,000
Salvage Value	Nil	Nil
Expected Life	6 Years	6 Years
Depreciation	Straight Line Method	Straight Line Method

Earnings before Depreciation and Income Tax	Rs.	Rs.
Year 1	6,50,000	9,75,000
2	7,25,000	10,00,000
3	8,75,000	11,00,000
4	9,50,000	10,25,000
5	9,00,000	9,50,000
6	8,00,000	8,50,000
Total	49,00,000	59,00,000

The Corporate Income Tax Rate is 50%. The Finance Manager tries to evaluate proposals by calculating the following :

- Payback Period
- Net Present Value at 15%
- Average Rate of Return

At the end of his calculation, however, the Financial Manager is unable to make up his mind as to which machine to recommend. You are required to make these calculation and in the light thereof to advice Finance Manager about the proposal investment.

Note : The discount factor at 15% is as follows :

Year	1	2	3	4	5	6	
P/V	0.869	0.756	0.657	0.571	0.497	0.432	[20]

Q.2) The Board of Director of 'Gokul Engineering Pvt. Ltd., requires you to prepare a statement showing the working capital requirement for a level of activity of 1,56,000 units of production. The following information is available for your consideration : **[15]**

(a)

Particulars	Per Unit (Rs.)
Raw Material	90
Direct Labour	40
Overheads	75
Total Cost	205
Profit	60
Selling Price per unit	265

- (b)
- (i) Raw Materials are in stock on an average on month.
 - (ii) Assuming Work-in-process 50% complete assuming that 100% material consumption on an average one month.
 - (iii) Finished goods are in stock on an average one month.
 - (iv) Credit allowed by suppliers one month.
 - (v) Time lag in payment from debtors two months.
 - (vi) Lag in payment of wages $1\frac{1}{2}$ weeks.
 - (vii) Lag in payment of overheads one month. 20% of the output is sold against cash.

Cash in hand and bank expected Rs. 60,000.

Assume that production is carried on evenly throughout the year, wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month.

Q.3) Following is the Capital Structure of a Tulip Co. Pvt. Ltd.

Sources of Finance	Amount (Rs.)	Proportion (%)	Cost of Capital (%)
Equity Share Capital (4,000 Shares of Rs. 100 each)	4,00,000	40	14
Retained Earnings (Reserves)	2,00,000	20	13
Preference Share Capital	1,00,000	10	12
Debt	3,00,000	30	9

Calculate the Weighted Average Cost of Capital of the company assuming 35% tax slab.

[15]

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Total No. of Cases : 4]

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B. B. A. (Semester - VI) Examination - 2012

CASES IN MARKETING

(Specialization - 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 No. 1 :

[20]

In the early 1990s, Nestle India Ltd. (NIL) introduced a new variant, Sweet Maggi, Maggi Noodles with a sweet taste. This product failed as the consumers could not get used to the sweet-tasting noodles, and the company was forced to withdraw it from the market. At that point in time, Nissin launched its noodles brand. Top Ramen. To counter this, NIL launched new economy packs and reduced the price of Maggi Noodles, but these efforts did not improve sales.

At about the same time, in 1996, the organized soup market saw the entry of a new player in the market, Knorr Soups. Knorr was extensively distributed and heavily marketed in the metros, and it was able to grab a substantial share in the packaged soup market within a very short span of time. The Maggi brand was further extended to pickles, instant cooking mixes, and cooking sauces, but none of these products was able to take off in the market. Maggi Noodles too, continued to fare badly, *and* in the meanwhile. Top Ramen garnered 25 per cent of the market share.

To fight Top Ramen, NIL launched Maggi Macaroni in 1997. Some analysts thought that it was a mistake as this product was directly positioned against Maggi Noodles and would eat into its share. Unfortunately, Macaroni too,

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did not fare well. By this time, Knorr had replaced Maggi as leader in the organized soup market.

Analysts say that the fall in the sales of their noodles was due to a manufacturing change in the product in a bid to reduce costs. This resulted in a change in the taste of the noodles which did not appeal to the consumer's palate. NIL had to go back to the old system of manufacturing, and in 1999, re-launched the brand with the original Maggi taste, carrying a new tagline 'Ab Sab Kuch Pehle Jaisa'. Realizing that the new formulation was unlikely to replace the old one, the relaunch was done with much fanfare. The company spent Rs. 200 million on an advertising campaign to communicate to the consumers (that it had launched the 'old Maggi'.)

Experts believe that Nestle lost out by failing to extend the Maggi brand systematically. It became an easy victim of success and took the brand too casually. In the process it was unable to sustain the popularity of its flagship product, Maggi Noodles, let alone achieve success with the other products.

- (a) Analyse the case and suggest suitable title.
- (b) Do you think, NIL would be able to regain the magi market, how ?
- (c) Where do you think NIL went wrong ?

Case No. 2 :

[15]

Moulik and Vishesh are two brilliant electronics engineers. After their graduation from College of Engineering, Pune, they decide to set up their own business named MV Engineers. Right from the college days, they had displayed a good aptitude for practical work. During this time, they had developed different electronic gadgets for home use.

However, for the commercial production, they decided to manufacture car radios to begin with. Later, they had plans to take up cassette players. Both Moulik and Vishesh come from middle class families. As such, raising finances will always be a problem with them. The market for car radios is dominated by small scale manufacturers, Majority of them are from Delhi-Punjab area. Surprisingly, better known names for radio receivers are not making car radios.

MV engineers developed a proto-type. They offered it to a friend of theirs who owns a large automotive service station. He found the performance

very satisfactory. He asked the young engineers to make more sets which he offered to his clients. MV engineers found that they were making around 10-15 car radios per month. The only outlet that was used for marketing was this automotive service station.

As this juncture, the two partners decided to go in a big way. They found that their quality was superior and prices almost 25% lower than the competitors. They were confident about the production, but, how would they do the distribution on all India basis ?

- (a) What recommendations would you offer to MV engineers ?
- (b) How would you design channels of distribution for MV engineers ?

Case No. 3 :

Computer Consumables Ltd. (CCL) is a small scale company with a product portfolio consisting of printer Ribbons, Cartridges and Ink Jet refill packs. The company's turnover in its first year (i.e. year ending March 2002) is Rs. 2-5 crores. It has a marketing department consisting of one G.M. (Mktg.), one Sales Manager, one Dispatch Assistant and Five Sales Engineers covering Maharashtra and Gujarat. Next year's sales turnover target is Rs. 5 Crore. The G.M. (Mktg.) has proposed addition of two Product/Brand Executives and twenty Sales Engineers. The Managing Director is not convinced of the utility of product/brand executives to his company. He also has hesitation about the return on investment (ROI) of additional Rs. 25 lakh towards salary of additional staff in marketing department.

- (a) Identify and allot new territories for Sales Engineers and the Sales Targets. [06]
- (b) Develop an advertising plan for CCL. [09]

Case No. 4 : [15]

For unless the consumer walked into a retailer and specially asked for Frooti, the retailer might choose to push any other product, including those on which the retailer margins were higher or those that were then undertaking a major promotional activity.

Indeed, the sales of Frooti had been falling over the years. Besides just competition from products in other categories, its market share in the 'tetra pack' category was also gradually falling, as new players had entered the

segment and were using the same packaging technique. Clearly, something needed to be done. Frooti had acquired an 'old boy' image, as a 'kids-only' product, perhaps due its 'tetra pack' packaging as opposed to the glass and PET bottles used by other beverage manufacturers. Consumers typically consumed the product using a straw, something seen as 'for kids'.

- (a) How could the brand re-position itself in the market ? In particular, it needed to drop the perception of being only for kids.
- (b) What Frooti should have done when its market share was falling consistently ?

Seat No.	
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Total No. of Cases : 4]

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B. B. A. (Semester - VI) Examination - 2012

CASES IN HUMAN RESOURCE MANAGEMENT

(Specialization - IV : HRM)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

- (1) Case No. 1 is compulsory.
- (2) Solve **any two** Cases from the remaining cases.

Case No. 1 :

[20]

Dinesh, a Machine Operator, worked as a mechanist for Ganesh, the Supervisor. Ganesh told Dinesh to pick up some trash that had fallen from Dinesh's work area and Dinesh replied, "I won't do the janitor's work".

Ganesh replied, "when you drop it, you pick it up". Dinesh became angry and abusive, calling Ganesh a number of names in a loud voice and refusing to pick up the trash. All employees in the department heard Dinesh's comments.

Ganesh had been trying for two weeks to get his employees to pick up trash in order to have cleaner workplace and prevent accidents. He talked to all employees in a weekly departmental meeting and to each employee individually at least once. He stated that he was following the instructions of the General Manager. The only objection came from Dinesh.

Dinesh has been with the company for five years and in this department for six months. Ganesh had spoken to him twice about excessive alcoholism, but otherwise his record was good. He was known to have quick temper.

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1

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This outburst by Dinesh hurt Ganesh badly. Ganesh told Dinesh to come to the office and suspended him for one day for insubordination and abusive language to a Supervisor. The decision was within company policy and similar behaviours had been punished in other departments.

After Dinesh left Ganesh's office, Ganesh phoned the HR Manager, reported what he had done and said that he was sending a copy of the suspension order for Dinesh's file.

Questions :

- (a) Analyze the case.
- (b) How would you rate Dinesh's Behaviour ?
- (c) Do you assess any training needs of Employees ? **[15]**

Case No. 2 :

Shripad has been a Supervisor for five years in Shreya Electronic Company. It is a medium sized firm employing 200 workers and little over 20 executives. The company manufactures ancillary products for TV sets. Because of reduction in excise duty by the Government and various other factors, the demand for TV, have gone up. Shreya Electronic Company has been able to get a large contract to manufacture ancillary components within a short time. Shripad has been given the responsibility of meeting the target in time. He is now wondering, what should he do to motivate his workforce so that they co-operate and help him to fulfil the laid down target within the prescribed time.

Questions :

- (a) Analyze the case.
- (b) What are your suggestions to motivate employees particularly those employed in production functions ?

Case No. 3 : **[15]**

In Nashik Engineering Company, Mr. Sagar had just been appointed as Foreman in the Production Shop. Before his promotion he had been a Supervisor for six years. Mr. Sagar joined the company as an Apprentice. He did well during his apprenticeship. He was promoted to the job of supervisor in about four years. His relations with his colleagues were cordial and they wished him well on his promotion.

Three months later Mr. Sagar introduced changes in his shop. He restricted tasks of his supervisors and changed shifts, and machines of the workers as well. He was happy and thought that his change would improve the working of his shop.

After some weeks Mr. Sagar began to have difficulties as a Foreman. The machine operators started to make mistakes even in simple jobs. Everyday there was a machine breakdown. At the end of the fifth month Mr. Sagar's Production Shop was showing the poorest results of the production.

Questions :

- (a) Analyze the case.
- (b) What do you think has gone wrong ?
- (c) Did Mr. Sagar make a mistake in introducing the changes ?

Case No. 4 :

[15]

The Indian Brewing Company has been plagued with trouble among its bottle inspecting staff, whose job is to check each bottle carefully, to make sure that it is absolutely clean after it comes out from the bottle washing machine. Though there have been many attempts in the past to develop mechanical inspecting devices, none has worked with 100 per cent accuracy. Consequently, each bottle must be visually inspected by an inspector as it passes on a conveyor belt. Although this job is highly paid, it is hard to find people to take it, and many leave their jobs after working on it a few months.

Questions :

- (a) Analyze the case.
- (b) What is the basic problem of the bottle inspecting staff ?
- (c) What suggestions would you offer to solve the problem of the company ?

Seat No.	
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Total No. of Cases : 4]

[Total No. of Printed Pages : 2

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B. B. A. (Semester - VI) Examination - 2012
CASES IN SERVICE SECTOR MANAGEMENT
(Specialization - IV : Service Sector Management)
(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.
- (3) Figures to the right indicate full marks.

Case No. 1 :

[20]

A multinational general insurance company claims that it provides 24 × 7 services on on-line insurance facilities. A person visits a company branch and asks for policy documents. The staff, at the counter is rude and tells her to come back later. The consumer files a complaint by calling customer services but she does not get any response from the insurance company for 6 months.

- (a) What kind of service complaint handling issues would you like to raise here with the insurance company ?
- (b) Suggest a competent complaint handling process for the insurance company.

Case No. 2 :

[15]

ABC Tutorials had been set up in the city of Indore since 1980 for Management Tutorials. The institute offers coaching for management entrance examinations. Pricing is done on individual student basis. Frame the best pricing strategy for the tutorials.

Case No. 3 : **[15]**

Develop appropriate marketing mix for State Government's Tourism Board to promote the historical sites in Maharashtra.

Case No. 4 : **[15]**

There is a need for businesses to adopt green practices for conserving the environment. Develop a research design to carry out the study for hotel industry in India.

Seat No.	
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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

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B. B. A. (Semester - VI) Examination - 2012
CASES IN AGRI-BUSINESS MANAGEMENT
(Specialization - IV : Agri-Business Management)
(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Q.1) Soumya and Soundarya two young dynamic graduates in Agri-Business Management, decide to start Tissue Culture Nursery. Consider yourself as an expert advisor in Tissue Culture and advise Soumya and Soundarya on following points :

- (1) Resources required for Tissue Culture
- (2) Financial-aid with subsidiaries and own contribution
- (3) Technical Support
- (4) Business Strategies

[20]

Q.2) Anita has three acres of organically developed land, where she grows vegetables. She plans to have her own storage and processing unit so that she could market her vegetables. Suggest her the ideas on following points :

- (1) Resources required for Storage / Processing Unit
- (2) Marketing Strategies :
 - (i) Business development in Local Markets
 - (ii) Export of the Vegetables

[15]

Q.3) Natha exported 1200 containers of processed Sweet Corns to Canada. To his dismay the authorities rejected all the containers. Natha was at loss to understand what has happened after so much of care that he had taken. As his friend suggest Natha :

- (1) The remedial measures to be taken to recover loss.
- (2) Give him insight into key challenges to Food Processing Industry in India. **[15]**

Q.4) Maharashtra Government has recently declared that it will help the farmers of drought prone land to dig well in their farms. Shiva a farmer in Marathwada is delighted and decides to dig well in his farm. What procedure he must follow ?

- (1) What kind the financial help will he get ? From what resources ?
 - (2) Will there be any subsidies available to him ? How ? **[15]**
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

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B. B. A. (Semester - VI) Examination - 2012

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) “Agro-based Industries and Agriculture plays important role in the Development of Indian Economy.” Explain. **[15]**

OR

Q.1) Explain causes of Low Productivity of Agriculture in India. **[15]**

Q.2) State and explain various problems of Agricultural Marketing in India. **[15]**

OR

Q.2) Explain problems of Sugar Industry. What measures are adopted by the Government to solve these problems ? **[15]**

Q.3) Explain role of Co-operative Credit Societies in Agri-business. **[15]**

OR

Q.3) Describe various sources of Agricultural Finance. **[15]**

Q.4) Explain role of Warehousing in the Development of Agriculture in India. [15]

OR

Q.4) Describe role of Government in Modernization of Agriculture field in India. [15]

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

- (a) Agricultural Productivity
 - (b) Role of NABARD in Indian Agriculture
 - (c) Food Processing Industry
 - (d) Problems of Indian Export of Agriculture
 - (e) Objectives of Regional Rural Banks
 - (f) Problems of Dairy Industry
-

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

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B. B. A. (Semester - VI) Examination - 2012
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'. Describe the interface of Materials Management with other Financial Areas of Management.

OR

Q.1) What is 'Forecasting' ? Explain various Techniques of Forecasting.

Q.2) What is 'Economic Order Quantity' ? State the basic assumptions and the Model of Economic Order Quantity.

OR

Q.2) Explain in detail various methods of Inventory Classification.

Q.3) Define Concept 'Bill of Materials'. Explain importance of Bill of Materials in Materials Management.

OR

Q.3) Explain procedure for scientific purchasing of Raw Materials.

Q.4) What is 'Codification of Materials' ? State the important objectives of Codification of Materials.

OR

Q.4) Explain the use of Computers in Modern Materials Management.

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1

P.T.O.

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

- (a) Scope of Materials Management
 - (b) Use of SAP System in Materials Management
 - (c) Essentials of Ideal Inventory Control System
 - (d) Master Production Schedule
 - (e) Responsibilities of Purchase Department
 - (f) Advantages of Standardization of Materials
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B. B. A. (Semester - VI) Examination - 2012

BUSINESS ETHICS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Question No. 7 is compulsory.*
- (2) *Solve **any four** from Q. Nos. 1 to 6.*

-
-
- Q.1)** Explain the importance and all time relevance of Business Ethics for Corporate Leadership. **[15]**
- Q.2)** Explain the following terms with examples : **[15]**
- (a) Ethics
 - (b) Morality
 - (c) Business Ethics
- Q.3)** Define Utilitarianism. State the objections to Utilitarianism. **[15]**
- Q.4)** Describe Major Polluting Practices in modern times and their harmful effects. **[15]**
- Q.5)** What Positive Assumptions are made when a product is sold or bought ? **[15]**
- Q.6)** What Corporate Actions need to be taken to prevent the rise of Whistle Blower ? **[15]**

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

[20]

- (a) Hypocrite Oath
 - (b) Copyright
 - (c) Girls Scout
 - (d) Trade Secret
 - (e) Ethics in Advertisement
 - (f) Ten Commandments
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

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B. B. A. (Semester - VI) Examination - 2012

ADVERTISING AND SALES PROMOTION

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What are the factors affecting Media Selection ?

Q.2) Explain the evaluation of Advertising Effectiveness.

Q.3) What is Sales Promotion ? Explain the types of Promotion Techniques.

Q.4) What are the various types of Internet Advertising ? Explain their advantages.

Q.5) What is Public Relation Advertising ? Why is it undertaken ? Explain its categories.

Q.6) What are the different elements in Media Planning ?

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

- (a) Problems of Sales Promotion
- (b) Significance of Rating
- (c) Elements of Copy
- (d) Cost of Internet Advertising
- (e) Film Advertising
- (f) Media Mix
- (g) Marketing Mix

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B. B. A. (Semester - VI) Examination - 2012

FINANCIAL SERVICES

(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) Venture Capital
- (b) Factoring Services
- (c) Dematerialization of Shares
- (d) Commercial Paper
- (e) Human Resource Accounting
- (f) Zero Based Budgeting

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

- (a) Security and Exchange Board of India (SEBI)
- (b) Reserve Bank of India (RBI)
- (c) Insurance Regulatory Development Authority (IRDA)

Q.3) What do you mean by Foreign Exchange Market ? Explain its nature and functions.

[4172]-66

1

P.T.O.

- Q.4)** How do you define the term 'Mutual Fund' ? What are the types of Mutual Fund.
- Q.5)** Explain the meaning and features of Capital Market ? Explain the Constituents of Capital Market.
- Q.6)** Explain in detail IPO (Initial Public Offer) Procedure.
- Q.7)** "Financial Reforms have given new face to the Indian Financial Market." Evaluate critically.
-

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Total No. of Cases : 3]

[Total No. of Printed Pages : 3

[4172]-67

B. B. A. (Semester - VI) Examination - 2012

CASES IN MARKETING

(Old 2005 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

CASE No. 1 :

[20]

Fresh-up, a local cola manufacturer, has been in business for the last 35 years. Its popular flavours orange, cola, lemony have been a good refresher for the local consumers. The MD of Fresh-up is a reasonably old man and has been quite content with his market share, approximately 11-12% of the total sale. Over the past few years, with the advent of the multinational cola manufacturers into the country, the sale of Fresh-up have steadily declined. The son of the MD, a young MBA from a local university feels that the marketing strategy of the company needs to be changed. He has recommended to his father to carry out a Market Research and wants to be in charge of handling research, in order to regain the lost market share of Fresh-up.

Questions :

- (a) Analyze the case with suitable title.
- (b) How would you carry out the Research ?
- (c) Recommend a Marketing Strategy for Fresh-up to handle the competition from other cola companies.

[4172]-67

1

P.T.O.

CASE No. 2 :**[15]**

Mithas Mouth Freshener Ltd. has been a major player in national market. Their tobacco based product 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 the 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) Peoples growing belief that even 'Coolz' contain some tobacco.

Please advice the company on the following aspects :

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

CASE No. 3 :**[15]**

Moulik and Vishesh are two brilliant Electronics Engineers. After their graduation from College of Engineering, Pune, they decide to set up their own business. Right from the college days, they had displayed a good aptitude for practical work. During this time, they had developed different electronic gadgets for home use.

However, for the commercial production, they decided to manufacture car radios to begin with. Later, they had plans to take up cassette players. Both Moulik and Vishesh come from middle class families. As such, raising finances will always be a problem with them. The market for car radios is dominated by small scale manufacturers. Majority of them are from Delhi-Punjab area. Surprisingly, better known names for radio receivers are not making car radios.

Hi-fi Engineers developed a proto-type. They offered it to a friend of theirs who owns a large automotive service station. He found the performance very satisfactory. He asked the young engineers to make more sets which he offered to his clients. Hi-fi Engineers found that they were making around 10-15 car radios per month. The only outlet that was used for marketing was this automotive service station.

As this juncture, the two partners decided to go in a big way. They found that their quality was superior and prices almost 25% lower than the competitors. They were confident about the production, but, how would they do the distribution on all India basis ?

Questions :

- (a) What recommendations would you offer to Hi-fi Engineers ?
 - (b) How would you design channels of distribution for Hi-fi Engineers ?
-

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Total No. of Questions : 3]

[Total No. of Printed Pages : 3

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B. B. A. (Semester - VI) Examination - 2012

CASES IN FINANCE

(Old 2005 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

- (1) All questions are compulsory.
- (2) Use of calculator is allowed.

Q.1) Pioneer Steel Ltd., is considering two mutually exclusive projects. Both require an initial cash outlay of Rs. 1,00,000 each and have a life of 5 years. The company's required rate of return is 10% and pay tax at a 50% rate. The project will be depreciated on a straight line basis. The profit before depreciation expected to be generated by the projects are as follows :

Year	1	2	3	4	5
Project 1	40,000	40,000	40,000	40,000	40,000
Project 2	60,000	30,000	20,000	50,000	50,000

You are required to calculate payback period of each project, N.P.V. and Profitability Index. Which project should be accepted and why ?

Note : Present Value of Re. 1 at 10% discount rate are as follows :

Year	1	2	3	4	5
P.V.	0.91	0.83	0.75	0.68	0.62

[20]

OR

Q.1) A Company is considering the replacement of its existing machine which is obsolete and unable to meet the rapidly rising demand for its product. The company is faced with two alternatives :

- (1) To buy machine 'A' which is similar to the existing machine or
- (2) To go for machine 'B' which is more expensive and has much greater capacity. The cash flows at present level of operation under two alternative are as follows :

Cash Flows (in lacs of Rs.) at the end of year :

	1	2	3	4	5
Machine 'A'	Nil	5	20	14	14
Machine 'B'	10	14	16	17	15

Machine 'A' costing Rs. 25 lacs and Machine 'B' costing Rs. 40 lacs. The company's cost of capital is 10%. The Finance Manager tries to evaluate the machines by calculating the following :

- (a) Net Present Value
- (b) Profitability Index
- (c) Payback Period
- (d) Discounted Payback Period

At the end of his calculation however the Finance Manager is unable to make up his mind as to which machine to recommend. You are required to make these calculations and in the light thereof to advise the Finance Manager out the proposed investment.

Note : Present Value of Re. 1 at 10% discount rate are as follows :

Year	1	2	3	4	5
P.V.	0.91	0.83	0.75	0.68	0.62

[20]

Q.2) ABC Ltd. has the following capital structure :

4,000 Equity Shares of Rs. 100 each	Rs. 4,00,000
10% Preference Shares	Rs. 1,00,000
11% Debentures	Rs. 5,00,000

The Current Market Price of Share is Rs. 102. The company is expected to declare a dividend of Rs. 10 at the end of current year. With an expected growth rate of 10%. The application tax rate is 50%.

- (a) Find out the Cost of Equity and calculate Weighted Average Cost of Capital.
- (b) Assuming that the company can raise Rs. 3,00,000, 12% debentures. Find out the new Weighted Average Cost of Capital,
If – (i) Dividend Rate is increases from 10% to 12%.
(ii) Growth Rate is reduced from 10% to 8%.
(iii) Market Price is reduced to Rs. 98. **[15]**

Q.3) Hi-tech Ltd. plans to sell 30,000 units next year. The expected cost of goods sold is as follows :

	Rs. (Per Unit)
Raw Material	100
Manufacturing Expenses	30
Selling, Administration and Financial Expenses	20
Selling Price	200

The duration at various stages of the operating cycle is expected to be as follows :

Raw Material Stage	2 months
Work-in-Progress Stage	1 month
Finished Stage	$\frac{1}{2}$ month
Debtors Stage	1 month
Creditors Stage	$\frac{1}{2}$ month

Assuming the monthly sales level of 2,500 units. Estimate the working capital requirement if the desired cash balance is Rs. 60,000 and work-in-progress is 25% completion with respect to manufacturing expenses.

Note : Ignore Selling, Administrative and Financial Expenses in Valuation of Closing Stock and in WIP. **[15]**