

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-101

B. B. A. (Semester - I) Examination - 2013

BUSINESS ORGANISATION AND SYSTEMS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

OR

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

Q.2) What is Public Enterprises ? Explain the objectives and advantages of Public Enterprises. **[15]**

OR

Q.2) What do you mean by Merger, Acquisition and Takeover ? Explain various types of Merger. **[15]**

Q.3) What is Knowledge Process Outsourcing ? State its advantages and challenges before KPO. **[15]**

OR

Q.3) What is Business Unit ? Explain various factors affecting the size of the Firm. **[15]**

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1

P.T.O.

Q.4) Define Foreign Trade. Explain the need and importance of Import - Export Trade and its limitations. **[15]**

OR

Q.4) What is Social Responsibility ? Explain the nature and the advantages of Social Responsibility. **[15]**

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

- (a) Multi-national Corporations
 - (b) Partnership Firm
 - (c) Networking
 - (d) E-commerce
 - (e) Limitations of Innovation
 - (f) Professionalisation
 - (g) Social Audit
 - (h) Recent Trends in Retailing
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-102

B. B. A. (Semester - I) Examination - 2013

BUSINESS COMMUNICATION SKILLS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Answers any five questions.*
- (2) *Figures to the right indicate full marks.*

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- Q.1)** Define Communication. Explain process and importance of Communication. **[16]**
- Q.2)** What do you mean by Written Communication ? State and explain merits and limitations of Written Communication. **[16]**
- Q.3)** What is Business Letters ? Explain structure or layout of Business Letter. **[16]**
- Q.4)** (A) Write Job Application to the Administrative Officer, Garware-wall Ropes Limited, Chichwad, Pune in response to an advertisement in daily 'Sakal' for the post of an Accountant. **[08]**
- (B) Write Complaint Letter to Elpro Engineering Company, Green Park Road, Mumbai about receipt of wrong goods. **[08]**
- Q.5)** What is Art of Listening ? Explain principles of Good Listening. **[16]**
- Q.6)** What do you mean by Group Decision-making ? Explain Conflict and Negotiations of Group Decision-making. **[16]**

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

[16]

- (a) Mock Interview
 - (b) Public Relations
 - (c) Press Conference
 - (d) Enquiries Letter
 - (e) Minutes
 - (f) Communication Barriers
 - (g) Customer Care
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Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4372]-103

B. B. A. (Semester - I) Examination - 2013

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

Q.1) (A) Answer in brief : (Any Five)

[10]

- (a) Give the rule of Journalise the Transaction of Real Account.
- (b) What is Narration ?
- (c) What is Double Entry ?
- (d) What is Trade Discount ?
- (e) What is 'Transaction' ?
- (f) What do you mean by Contra Entry ?
- (g) What do you mean by Creditor ?

(B) State with reason whether the following statements are true or false : (Any Five)

[10]

- (a) Patents and Copyright Account is Personal Account.
- (b) Goodwill is not Fictitious Asset.
- (c) Accounting involves Communication.
- (d) Cash Purchases are recorded in Purchase Book.
- (e) Ledger is Subsidiary Book
- (f) Closing Stock is always valued at Market Price.
- (g) Bank Overdraft has always Debit Balance.

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1

P.T.O.

Q.2) Journalise the following transactions in the books of Ranjit Traders for the month of March, 2012 : [16]

March, 2012

- 1 Started business with Cash Rs. 40,000 and Furniture Rs. 10,000.
- 7 Purchased goods from Ajay Traders Rs. 10,000 at 10% Trade Discount for Cash.
- 10 Borrowed Rs. 20,000 from Vidya Bank.
- 16 Purchased machinery from Sunil Traders for Rs. 11,000 on credit and paid installation charges Rs. 500 in cash.
- 20 Purchased a watch dog from Nitin for Rs. 2,800 in cash to guard the business premises.
- 22 Goods worth Rs. 700 were distributed as free samples.
- 24 House Rent of Rs. 1,500 paid to Raghu by cheque.
- 31 Sold goods for cash to Manik worth Rs. 3,000 at 10% Cash Discount and 20% Trade Discount.

OR

Q.2) Enter the following transactions in a Cash Book with three columns viz Cash, Bank and Discount for the month of March, 2012 : [16]

March, 2012

- 1 Cash in hand Rs. 400 and Bank Overdraft Rs. 600.
- 2 Brought additional capital in cash Rs. 20,000.
- 3 Deposited into Bank Rs. 10,000.
- 5 Goods sold for cash Rs. 20,000 and allowed Cash Discount of Rs. 200.
- 7 Commission paid to agent Rs. 1,000.
- 9 Cash Sales of Goods Rs. 2,000.
- 10 Goods sold to Radha on Credit Rs. 30,000.
- 14 Purchased goods from Sarika for Rs. 30,000 less 2% discount and paid the amount by cheque.
- 17 Transferred Rs. 10,000 from Private Bank A/c. to Business Bank A/c.
- 19 Received cheque from Radha Rs. 29,400 and allowed her discount of Rs. 600.

- 21 Goods insured against fire for Rs. 1,00,000 and paid Insurance Premium at 4% by cheque.
- 23 Purchased 5% Govt. Bonds of Rs. 2,000 at 95% and paid amount by cheque.
- 25 Paid Rent Rs. 1,000 by cheque.
- 27 Furniture purchased on credit from Ganesh Traders Rs. 14,000.
- 29 Goods sold for cash Rs. 40,000 and allowed cash discount at 1%.
- 30 Paid Salary Rs. 4,000 by cheque.

Q.3) From the following Trial Balance of Ganesh Traders prepare Trading and Profit and Loss A/c. for the year ended 31-3-2012 and the Balance Sheet as on that date :

[16]

Debit Balance	Rs.	Credit Balance	Rs.
Purchases	1,96,000	Sales	4,24,000
Wages	42,000	Capital	2,20,000
Stock on 1-4-2011	50,000	Creditors	70,000
Printing	34,000	Returns	4,600
Insurance paid (upto 30-9-2012)	4,400	Loan	36,000
Salaries	64,000	Rent Received	6,400
Carriage Inward	20,000		
Stationery	28,000		
Advertising	24,000		
Building	70,000		
Machinery	1,20,000		
Debtors	60,000		
Returns	4,000		
Cash in Hand	4,600		
Patents	40,000		
	7,61,000		7,61,000

Adjustments :

- (1) Closing Stocks valued at Rs. 52,000.
- (2) Outstanding Expenses are : Wages Rs. 3,600, Salaries Rs. 7,600, Printing Bill Rs. 2,400.
- (3) Depreciate Machinery at 10% p.a. Patents are to be revalued on 31-3-2012 at Rs. 36,400.

Q.4) (A) Pentacol Co. purchased a machinery on 1st April, 2008 for Rs. 8,40,000 and Rs. 60,000 on installation of the machinery immediately. Life of the machine is estimated as four years and at the end of which its scrap value is expected to be Rs. 1,00,000. The company has decided to depreciate the machinery under Straight Line Method. The company closes its books of accounts on 31st March every year.

Show Machinery A/c. for the four years. **[08]**

(B) Mr. Ganpat Patil's Cash Book showed a balance of Rs. 7,600 on 31-3-2012. From the following discrepancies prepare Bank Reconciliation Statement and find out the balance as per Pass Book on 31-3-2012 : **[08]**

- (1) Interest on fixed deposit Rs. 600 was credited by bank on 27-3-2012. The bank advice was received on 8-4-2012.
- (2) Cash Withdrawal of Rs. 1,500 on 30-3-2012 was not recorded in Pass Book.
- (3) Out of 3 cheques amounting in all to Rs. 12,000 deposited on 28-3-2012. The bank had given credit for only two cheques amounting in all to Rs. 5,800 by 31st March, 2012.
- (4) Bank had debited the pass book for dishonour of bill for Rs. 720 on 19-3-2012 for which there was no entry in the cash book.
- (5) A cheque of Rs. 2,600 issued to Dettarao on 17-3-2012 was presented in the bank on 3-4-2012.

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

- (a) Accounting Software Packages
- (b) Written Down Value Method of Depreciation
- (c) Generating Accounting Reports
- (d) Money Measurement Concept

OR

Q.5) Explain in brief the important provisions of Companies Act, 1956 in respect of final accounts of Limited Co. [12]

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B. B. A. (Semester - I) Examination - 2013

BUSINESS ECONOMICS (MICRO)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instruction :

Options and marks are indicated against the questions.

Q.1) State and explain Circular Flow of Income and Expenditure. [15]

OR

Q.1) State and explain importance and limitations of Micro Economics. [15]

Q.2) State and explain the Law of Demand and explain determinants of Demand. [15]

OR

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

Q.3) State and explain Types of Cost. [15]

OR

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

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

OR

Q.4) Describe Price and Output Determination under Monopolistic Competition. [15]

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

[20]

- (a) The Law of Supply
 - (b) Opportunity Cost
 - (c) Dynamic Theory of Profit
 - (d) Modern Theory of Rent
 - (e) Trade Unions and Collective Bargaining
 - (f) Scope of Business Economics
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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4372]-105

B. B. A. (Semester - I) Examination - 2013

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 non-programmable calculator is allowed.*
-

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

[16]

- (a) A LCD TV is sold at a profit of 20%. If the Cost Price and Selling Price would each be less by Rs. 1,000, there would be an increase in profit by $\frac{5}{3}\%$. Find the Cost Price of LCD TV.
- (b) A house is sold at 25% profit. The amount of brokerage at $\frac{3}{4}\%$ comes to Rs. 5,250. Find the cost of the house.
- (c) Arvind purchased a share of Rs. 100 for Rs. 2,000. The company declared a dividend of 40%. After receiving the dividend Arvind sells the share for Rs. 2,200. Find the average return on his investment.
- (d) The simple interest on a certain sum at the end of 4 years is $\frac{1}{4}$ th the sum itself. Find the Rate of Interest.
- (e) The monthly incomes of A and B are in the ratio 9 : 7 and those of B and C are in the ratio 7 : 5. If 10% of A's income exceeds 16% of C's income by Rs. 120. Find monthly incomes of A, B and C.

- (f) Explain the terms :
- (i) Compound Interest
 - (ii) Perpetuity

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

- (a) Price of oil increased by 10% as a result of which a person gets 1 litre less in Rs. 880. Find the original rate of oil.
- (b) A person borrows Rs. 8 lacs from a finance company at 10% flat rate of interest for period of 8 years. Compute the EMI.
- (c) Two companies have shares of 13% at 122 and 17% at 150 respectively. In which of the shares a person should invest the money to get more income.
- (d) Find the rate of interest p.a. if Rs. 2,00,000 amount to Rs. 2,31,525 in $1\frac{1}{2}$ years interest compounded half yearly.
- (e) The salary of a salesman was reduced from Rs. 3,000 to Rs. 2,500 but his rate of commission increased from $2\frac{1}{2}\%$ to 3%. Due to this, his income increased by Rs. 100 than in previous month. Find his sales in the month.
- (f) Explain Preference Shares and its types.

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

- (a) The total salary bill of a company employing 25 men and 35 women is Rs. 7,80,000 per month. A man earns 20% more than a woman, on an average. What is monthly salary of each man and each woman ?
- (b) The present value of an annuity of Rs. 3,600 per year is Rs. 12,000 and its amount at the same rate for the same period is Rs. 15,000.

Find the Rate of Interest.
- (c) If 12 horses and 16 cows can consume 6 kgs. of fodder in 20 days. How much fodder will be required for 9 horses and 12 cows to last 10 days ?

- (d) Explain Inverse Variation with an example.
- (e) A piano is sold for Rs. 42,500 at a loss of 15%. For how much should it have been sold to earn a profit of 15% ?
- (f) A trading company pays dividend at 12%. What is the market value of its stock so that there may be 5% net income after giving income tax at 10%.

Q.4) Attempt any four of the following :

[16]

- (a) If $A = \begin{bmatrix} -1 & 2 \\ 5 & 1 \end{bmatrix}$ then find a matrix X such that

$$2A + 3X = \begin{bmatrix} 4 & 16 \\ -5 & 17 \end{bmatrix}.$$

- (b) In a society, there are 63 members. They want to choose a chairman, a secretary and a treasurer from amongst themselves. In how many different ways can they do this ?
- (c) Find the value of the determinant :

$$\begin{vmatrix} a & b & c \\ b+c & a+c & a+b \\ 1 & 1 & 1 \end{vmatrix}$$

- (d) In how many ways 8 playing cards of same colour can be selected from a pack of 52 cards ?
- (e) Define :
- (i) Singular Matrix
- (ii) Scalar Matrix
- (f) Compute :

$$\left\{ (-2) \begin{bmatrix} 1 & -3 \\ 7 & 9 \\ 8 & 0 \end{bmatrix} + (3) \begin{bmatrix} 6 & 0 \\ 9 & 5 \\ 1 & 2 \end{bmatrix} \right\} \begin{bmatrix} 3 \\ -2 \end{bmatrix}.$$

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

[16]

- (a) If $3 \times {}^n C_6 = 5 \times {}^{n-1} C_5$ then find n.
- (b) Solve the following system of linear equations
 $x + y + z = 6,$
 $3x - y + 3z = 10,$
 $5x + 5y - 4z = 3$
- (c) If $\begin{vmatrix} 1 & 2 & 0 \\ -1 & x & 9 \\ -2 & -3 & 1 \end{vmatrix} = 0$
then find the value of x.
- (d) If $A = \begin{bmatrix} 3 & -2 \\ 4 & -2 \end{bmatrix}$ satisfies the matrix equation
 $A^2 - kA + 2I = 0$ then find the value of k.
- (e) Find k if ${}^5 P_{(k-1)} = 2 ({}^6 P_{(x-2)})$
- (f) Explain Principles of Counting.
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-106

B. B. A. (Semester - I) Examination - 2013

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) What is Demography ? Co-relate the need for Demography for the Growth in Business and Commerce. **[16]**

OR

Q.1) What do you mean by Mortality ? Discuss various factors affecting Mortality. **[16]**

Q.2) Explain the Classification of Population on the following basis : **[16]**

- (a) Rural and Urban Population
- (b) Population below the Poverty Line
- (c) Working Population
- (d) Dependent Population

OR

Q.2) (A) What is Population Growth ? What are the different methods of calculating Population Growth ? **[08]**

(B) Explain the concepts : **[08]**

- (a) Kyoto Protocol
- (b) Global Warming

Q.3) Explain the following : [16]

- (a) Trends of Urbanization in Developed Country
- (b) Trends of Urbanization in Developing Country

OR

Q.3) Define Urbanization. What are the problems of Urbanization ? [16]

Q.4) What is Environmental Pollution ? Classify different types of Pollution and identify their sources in Urban Environment. [16]

OR

Q.4) Define Environment. Explain in detail cultural factors of the Environment. [16]

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

- (a) Urban Sprawl
- (b) Contracting Age and Sex Pyramid
- (c) Sex Ratio
- (d) Topography
- (e) Oil Crisis
- (f) Population Distribution

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-201

B. B. A. (Semester - II) Examination - 2013

PRINCIPLES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define and explain Management ? Explain various principles of Management. **[15]**

OR

Q.1) Describe Elten Mayo's Hawthorne Experiments. **[15]**

Q.2) "Management is what management does." Comment. **[15]**

OR

Q.2) Write notes :

(a) Types of Planning **[07]**

(b) Decentralization **[08]**

Q.3) What is Leadership ? Explain the different Theories of Leadership. **[15]**

OR

Q.3) Define the term 'Controlling'. Briefly explain the tools and techniques of Controlling. **[15]**

Q.4) What is Stress Management ? Explain the Strategies for Stress Management. **[15]**

OR

Q.4) Write notes :

(a) Management of Change **[07]**

(b) Delegation of Authority **[08]**

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

(a) Qualities of Leader

(b) Matrix Organisation

(c) Principles of Communication

(d) Total Quality Management

(e) Importance of Motivation

(f) Challenges before Indian Managers

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-202

B. B. A. (Semester - II) Examination - 2013

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Q. No. 7 is compulsory.
- (2) Attempt **any four** questions out of six.
- (3) All questions carry equal marks.

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- Q.1)** Define Marketing. Explain various Concepts of Marketing. **[16]**
- Q.2)** What is Rural Marketing ? Explain the features and importance of Rural Marketing. **[16]**
- Q.3)** What are the Elements of Marketing Mix ? Discuss Utility of Marketing Mix. **[16]**
- Q.4)** What do you mean by a Retailer ? Explain various types of Retailers by giving suitable examples. **[16]**
- Q.5)** Define Market Segmentation ? What are the benefits and limitations of Market Segmentation ? **[16]**
- Q.6)** Define Market Research. Explain various sources of collecting Primary and Secondary Data for Marketing Research. **[16]**

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

[16]

- (a) Product Life Cycle (PLC)
 - (b) Functions of Physical Supply
 - (c) E-marketing
 - (d) Features of Advertising
 - (e) Differentiated Marketing
 - (f) Importance of MIS
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-203

B. B. A. (Semester - II) Examination - 2013

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) Public Deposits
- (b) Role of Finance Manager
- (c) Trading on Equity
- (d) Steps involved in Financial Planning
- (e) Features of Term Loans
- (f) Demerits of Internal Source of Finance

**Q.2) What is Bonus Share ? Explain guidelines for issuing Bonus Shares.
What are the advantages of Bonus Shares ? [15]**

Q.3) What is Debenture ? Explain types and merits of Debentures. [15]

**Q.4) What is Over-capitalization ? Explain causes of Over-capitalization.
What are the remedial measures ? [15]**

- Q.5)** Define Financial Management. Explain scope and objectives of Financial Management. [15]
- Q.6)** Meaning of Financial Planning. What are the principles of Good Financial Planning ? What are the limitations of Financial Planning ? [15]
- Q.7)** What is Capital Structure ? What are the criteria for determining Capital Structure ? [15]
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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4372]-204

B. B. A. (Semester - II) Examination - 2013

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 : (Any Five) [05]

- (a) Cost Accounting System is evolved from _____.
- (b) _____ changes according to the changes in the output.
- (c) The Prime Cost includes all _____ Costs.
- (d) Overheads are also termed as _____.
- (e) In Construction Industries _____ Costing Method is used.
- (f) At B.E.P. Fixed Cost is equal to _____.

(B) State which are the following statements are true or false : (Any Five) [05]

- (a) Cost Accounting is historic in nature.
- (b) Salesman's Salary is a part of Office or Administrative Overheads.
- (c) At B.E.P there is profit more than Fixed Cost.
- (d) Production Budget is prepared by the Sales Department.
- (e) Marginal Costing deals with the Fixed Costs.
- (f) Operating Costing Method is used in Construction Companies.

[4372]-204

1

P.T.O.

Q.2) Define the terms Financial Accounting and Cost Accounting. What are the limitations of Financial Accounting ? [15]

OR

Q.2) Define the term 'Cost'. Explain the classification of cost according to the variability of controllability. [15]

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

- (a) Any two advantages of Cost Accounting
- (b) Sales Budget
- (c) Objectives of Marginal Costing
- (d) Normal and Abnormal Loss
- (e) Variance Analysis

Q.4) Pranav Industries has supplied you the following information for the month January, 2012 :

Particulars	Rs.
Materials (Raw) purchased	25,900
Stock of Materials an 1st January	18,720
Bad Debts	1,000
Travellers Salary and Commission	1,078
Depreciation on Office Furniture	42
Factory Rent	1,190
Productive Wages (Direct)	17,640
Director's Fees	840
General Expenses	476
Gas and Water (Production)	168
Travelling Expenses of Sales Staff	294
Sales	75,000

Manager's Salary ($\frac{2}{3}$ factory, $\frac{1}{3}$ office)	1,500
Depreciation on Plant and Machinery	1,820
Discount allowed	406
Repairs to Plant and Machinery	623
Carriage Outward	602
Direct Expenses	1,001
Rent, Rates, Taxes (Office)	280
Gas and Water (Office)	56
Stock of Material (Raw) on 31 January	792

You are asked to calculate :

- (a) Prime Cost
- (b) Factory Cost
- (c) Cost of Production
- (d) Total Cost
- (e) Net Profit [16]

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

	Year 2011	
	1st Term	2nd Term
Sales	Rs. 8,10,000	Rs. 10,26,000
Profit	Rs. 21,600	64,800

Total Fixed Cost is Rs. 35,000.

Calculate :

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

(B) The following are the particulars of standard and actual production of product 'AZ' :

- (1) Standard Quality per unit 10 kg
- (2) Standard Price per kg Rs. 18
- (3) Actual Units produced 500 units
- (4) Actual Price per kg Rs. 19
- (5) Actual Material used 4,400 kgs

Calculate :

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

OR

(B) Mahendra Co. Ltd. has presently producing 2,000 units per month using 100% of its capacity. It is estimated that in the coming months it will have to operate at 50% and 75% of its capacity. Prepare a flexible budget for these two production levels from the information supplied to you. Also calculate the sales value to earn profit @ 50% on cost. [12]

Iteams	Rs. (per unit)
Raw Materials	75
Direct Labour	20
Direct Expenses	25
Variable Factory Expenses (Overheads)	15
Fixed Factory Overheads	20
Fixed Administrative Overheads	10
Selling Expenses (10% Fixed)	15
Distribution Expenses (75% Variable)	20
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Total Cost	200

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B. B. A. (Semester - II) Examination - 2013

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) Explain SRSWR and SRSWOR in detail.
- (b) Find Mean, Median and Mode for the following data :
2, 5, 8, 2, 5, 9, 6, 5, 3
- (c) Obtain an Initial Basic Feasible Solution to the following Transportation Problem using the North-West Corner Rule. Also find the Corresponding Cost of Transportation :

Sources	Destinations				availability
	D	E	F	G	
A	11	13	17	14	250
B	16	18	14	10	300
C	21	24	13	10	400
Requirement	200	225	275	250	

- (d) Calculate the range and its coefficient for the following data :

x	4	6	8	10	12
f	15	25	12	36	30

- (e) The following data refers to Birth Rate and Death Rate for three states in a particular year. Draw a Multiple Bar Diagram to represent this data :

State	Birth Rate	Death Rate
Maharashtra	35,000	15,000
Gujarat	28,000	8,000
Tamilnadu	14,000	6,000

- (f) State merits and demerits of Mode.

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

[4x4=16]

- (a) Calculate Karl Pearson's Coefficient of Correlation from the following data and interpret it :

Karan's Marks in Statistics	38	20	30	28	17	19	23	35	16
Karan's Marks in Marketing	40	18	35	20	18	25	28	13	20

- (b) The mean height of 25 boys in a class is 61 cm and the mean height of 35 girls in the same class is 58 cm. Find the combined mean height of 60 student of the class.
- (c) Explain in detail the Concept 'Correlation'.
- (d) Write a note on 'Scope of Statistics in Industry'.
- (e) Obtain the Lines of Regression from the following data :

x	4	5	6	8	11
y	12	10	8	7	5

- (f) Define Population and Sample.

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

[4x4=16]

- (a) State merits and demerits of Mean.
(b) Find Median for the following data :

Wages in Rs.	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No. of Persons	1	3	11	21	43	32	9

- (c) A company has three operational departments namely weaving, processing and packing with capacity to produce three different types of clothes namely suitings, shirting and woollens yielding a profit of Rs. 2, Rs. 4 and Rs. 3 per meter respectively. One meter of suiting requires 3 minutes in weaving, 2 minutes in processing and 1 minute in packing. Similarly one meter of shirting requires 4 minutes in weaving, 1 minute in processing and 3 minutes in packing. One meter of woollen requires 3 minutes in each department. In a week, total run time of each department is 60, 40 and 80 hours for weaving, processing and packing respectively. Formulate the Linear Programming Problem to find the product mix to maximize the profit.
- (d) Draw Histogram for the following data :

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

- (e) Compute Coefficient of Quartile Deviation for the following data :
- 100, 24, 14, 21, 105, 68, 35, 106, 100, 72, 16.
- (f) The distribution of marks obtained by 100 students is given below. Calculate the Arithmetic Mean :

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of Students	5	10	25	30	20	10

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

[4x4=16]

(a) Use graphical method to solve the following L.P. Problem :

$$\text{Maximize } z = 2x + y$$

Subject to constraints,

$$x + 2y \leq 10$$

$$x + y \leq 6$$

and $x, y \geq 0$.

(b) Define the following terms :

(i) Feasible Solution (FS)

(ii) Optimum Solution

(c) State Properties of Regression Coefficient.

(d) Find Mode for the following data giving marks obtained by students from F. Y. B. B. A. Class :

Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90
No. of Students	4	12	40	41	27	13	9	4

(e) State the procedure to find an Initial Basic Feasible Solution by North - West Corner Rule.

(f) Obtain Correlation Coefficient if :

$$b_{yx} = + 0.929 \text{ and } b_{xy} = + 0.979$$

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

[2x8=16]

(a) Find an Initial Basic Feasible Solution to the following problem using Vogel's Approximation Method :

	X	Y	Z	
A	8	7	3	60
B	3	8	9	70
C	11	3	5	80
	50	80	80	210

- (b) Following information is about Advertising and Sales of ABCL Ltd. :

	Advertisitag Exp. (X) (Rs. Lakhs)	Sales (Y) (Rs. Lakhs)
Mean	10	90
S. D.	3	12

Coefficient of Correlation = 0.8.

- (i) Obtain the two regression lines.
- (ii) Find the likely sales when advertisement expenditure is Rs. 15 lakhs.
- (iii) What should be advertisement expenditure if the company wants to attain target of Rs. 120 lakhs ?
- (c) Find the Minimum Transportation Cost for the following Transportation Problem by N-W-C Rule :

Source	Destination			Availabilities
	X	Y	Z	
A	16	19	12	14
B	22	13	19	16
C	14	28	8	12
Requirement	10	15	17	

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-206

B. B. A. (Semester - II) Examination - 2013

BUSINESS INFORMATICS

(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) Internet Explorer
- (b) Plotter
- (c) Desktop
- (d) Paint Brush
- (e) DTP

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

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

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

(B) Explain different types of Memories. [10]

Q.4) (A) Explain Normalisation. Explain objective of Normalisation. [10]

(B) Explain ERD with suitable example. [10]

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

- (a) DIR
- (b) TREE
- (c) FORMAT
- (d) DEL

(B) Explain SQL Statements with example : [10]

- (a) CREATE
 - (b) SELECT
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-301

B. B. A. (Semester - III) Examination - 2013

PERSONALITY DEVELOPMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain the models of 'Perception of Personality'. [15]

OR

Q.1) What is Compulsive Personality ? Explain six characteristics. [15]

Q.2) Comment on the factors influencing Self-development. [15]

OR

Q.2) Explain Covey's 7 factors of highly effective people. [15]

Q.3) What is Positive Self-esteem ? Explain six advantages of Positive Self-esteem. [15]

OR

Q.3) Explain Extroverts, Introverts, Ambiverts with example. [15]

Q.4) What is Non-verbal Communication ? Explain five components used in Non-verbal Communication. [15]

OR

Q.4) What is Problem Solving ? Explain five steps used in Problem Solving. [15]

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

[20]

- (a) ADKAR Model
 - (b) Personality is Unique
 - (c) First Habit
 - (d) Self-assessment
 - (e) Motivation
 - (f) Three Faces of Negative Self-esteem
 - (g) Competency Mapping
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-302

B. B. A. (Semester - III) Examination - 2013

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 'Acceptance' in a Contract. Explain the Rules regarding Valid Acceptance. **[15]**

OR

Q.1) Discuss the provisions regarding 'Tender', 'Time' and 'Place' of Performance of a Contract. **[15]**

Q.2) Elaborate the doctrine of 'Caveat Emptor'. What are the exceptions to this doctrine ? **[15]**

OR

Q.2) Explain the procedure adopted by the 'District Forum' to deal with Consumer Complaints. **[15]**

Q.3) What are the Rights of a Partner against his fellow Partners ? Explain. **[15]**

OR

Q.3) Discuss Concept of 'Authority of a Partner'. What acts are covered and those fall outside the Implied Authority of a Partner ? **[15]**

Q.4) Discuss various types of Companies. **[15]**

OR

Q.4) State and explain various provisions regarding Statutory Meeting. **[15]**

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

[20]

- (a) Concept of Fraud in a Contract
 - (b) Modes of Delivery of Goods
 - (c) National Commission under C.P.A., 1986
 - (d) Kinds of Partnerships
 - (e) Statement in Lieu of Prospectus
 - (f) Extra Ordinary Meeting of a Company
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-303

B. B. A. (Semester - III) Examination - 2013

**HUMAN RESOURCE MANAGEMENT
AND ORGANISATIONAL BEHAVIOUR**

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) Define HRM. Explain the need of HRM.

(B) Discuss the role of HRM Department in an Organisation.

OR

Q.1) (A) Explain the Process of Human Resource Planning.

(B) What are the steps generally followed in a selection procedure ?

Q.2) Explain various methods of Performance Appraisal.

OR

Q.2) (A) What are the elements of a Sound Transfer Policy ?

(B) Explain the difference between Training and Development.

Q.3) What is 'Wages' and 'Salaries' ? Explain the principles of a Sound Wage and Salary Structure.

OR

Q.3) Define Organisational Behaviour. Explain disciplines contributing to Organisational Behaviour.

- Q.4)** (A) Write a note on Importance of Time Management.
(B) Discuss the need and importance of Organisational Development Programme.

OR

- Q.4)** (A) Explain in brief any two models of Organisational Behaviour.
(B) What are the advantages and disadvantages of Profit Sharing ?

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

- (a) Fringe Benefits
- (b) Demotion Policy
- (c) Types of Transfers
- (d) Human Resource Development
- (e) Objectives of Training
- (f) Resistance to Change

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4372]-304

B. B. A. (Semester - III) Examination - 2013

MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instruction :

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

Q.1) Define the term 'Management Accounting'. Explain scope and functions of Management Accounting. **[16]**

OR

Q.1) Describe Concept of 'Working Capital'. State various sources of Working Capital. **[16]**

Q.2) The following figures are extracted from the books of ABC Ltd. as on 31st March, 2010 :

Particulars	Rs.
Sales	24,00,000
Less : Operating Expenses	18,00,000
Gross Profit	6,00,000
Less : Non-operating Expenses	2,40,000
Net Profit	3,60,000
Current Assets	7,60,000
Inventories	8,00,000
Fixed Assets	14,40,000
Total Assets	30,00,000
Net Worth	15,00,000
Debt	9,00,000
Current Liabilities	6,00,000
Total Liabilities	30,00,000
Working Capital	9,60,000

Calculate :

- (a) Gross Profit Ratio
- (b) Net Profit Ratio
- (c) Return on Assets
- (d) Inventory Turnover Ratio
- (e) Working Capital Turnover
- (f) Net Worth to Debt

[16]

OR

Q.2) Define 'Flexible Budget'. Describe the procedure of preparation of a Flexible Budget.

[16]

Q.3) The following information is obtained from Success Ltd. for the year ended 31st March, 2012 :

	Rs.
Sales (1,00,000 Units)	3,00,000
Variable Cost	2,25,000
Fixed Cost	25,000

Calculate :

- (a) P/V Ratio
- (b) Break-even Point Sales Value
- (c) Profit when Sales amounted to Rs. 4,50,000
- (d) Sales to earn a profit of Rs. 80,000

[16]

Q.4) From the following information provided by Progress Limited, prepare a statement showing working capital requirement for a level of activity of 1,56,000 units of production.

Particulars	Amount per unit
	Rs.
Selling Price per unit	300
Raw Material	90
Direct Labour	40
Overheads (including depreciation of /.25)	<u>100</u>
Total Cost	230
Profit	70

Additional Information :

- (1) Raw Material is in stock on an average of one month.
- (2) Material in process on an average of 2 weeks (Raw Material used fully, while labour and overheads at a 50% completion stage).
- (3) Finished goods are in the stock on an average of one month.
- (4) Credit period allowed by suppliers is one month.
- (5) Time lag in payment of debtors is 2 months.
- (6) Lag in payment of wages $1\frac{1}{2}$ weeks.
- (7) Lag in payment of overheads is one month.
- (8) 20% of the output is sold for cash.
- (9) Cash in hand and in bank is expected to be Rs. 60,000.
- (10) A contingent reserve of 10% of the amount of the creditors is to be maintained.
- (11) The company has accumulated profits of Rs. 10,00,000.

Assume, a time period of 4 weeks is equivalent to one month and there are 52 weeks in a year. [16]

OR

Q.4) What is 'Funds Flow Statement' ? State its advantages. Give the proforma of 'Funds Flow Statement' and 'Adjusted Profit and Loss A/c.'. [16]

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

- (a) Distinction between 'Financial Accounting' and 'Management Accounting'.
- (b) Flexible Budget
- (c) Common Size Statement

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-305

B. B. A. (Semester - III) Examination - 2013

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 labelled diagrams wherever necessary.*

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

OR

Q.1.) Critically examine Keynes' Theory of Income Determination. **[15]**

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

OR

Q.2) Discuss in detail the nature and phases of Business Cycle. **[15]**

Q.3) What is Inflation ? Explain Concepts of Demand Pull and Cost Push Inflation. **[15]**

OR

Q.3) What is National Income ? Explain the following Concepts of National Income - GDP, GNP, NDP, NNP. **[15]**

Q.4) What is Monetary Policy ? Explain the role of Monetary Policy in controlling Inflation. [15]

OR

Q.4) With suitable example, explain the process of Investment Multiplier. [15]

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

- (a) Circular Flow of Income and Expenditure
 - (b) Concept of Average and Marginal Propensity to Consume
 - (c) Deflation
 - (d) Autonomous and induced Investment
 - (e) Tools of Fiscal Policy
 - (f) Accelerator
-

Seat No.	
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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4372]-306

B. B. A. (Semester - III) Examination - 2013
INFORMATION TECHNOLOGY IN MANAGEMENT
(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Attempt any four :

[20]

- (a) What is mean by File Organisation ? Explain Indexed File Organisation.
- (b) What are the functions of Operating System ?
- (c) Explain IT Act, 2000.
- (d) Explain characteristics of Object Orientation.
- (e) What are the components of EMS ? Explain.

Q.2) Attempt any four :

[20]

- (a) What is TPS ? What are the characteristics of TPS ?
- (b) Explain Star Topology with advantages and disadvantages.
- (c) What are Object Orientation Methodology ? Explain.
- (d) Explain various modules of ERP.
- (e) What are the tools of Knowledge Management ?

Q.3) Attempt any four :

[20]

- (a) What is Internet ? Explain advantages and disadvantages of Internet.
- (b) With suitable diagram, describe Biometrics Access Control System.
- (c) What are the disadvantages of ERP ?
- (d) Explain Architecture of KMS with diagram.
- (e) With suitable example, describe creation of Power Point Presentation.

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

[20]

- (a) Computer Crime
 - (b) MIS
 - (c) Output Device
 - (d) WAN
 - (e) Office Automation Technologies
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-307

B. B. A. (Semester - III) Examination - 2013

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) Explain in detail the nature of Indian Economy as a developing economy. [15]

OR

Q.1) Discuss Concept of Population explosion with its causes and effects. [15]

Q.2) Define National Income. Discuss the following concepts of National Income and the interrelationship among them :

GDP, GNP, NDP, NNP, Personal Income **[15]**

OR

Q.2) Explain Concept of Poverty and discuss various Poverty Alleviation Programmes run by Indian Government in detail. [15]

Q.3) Critically evaluate the Sixty Years of Planning in India. [15]

OR

Q.3) Discuss in detail the various tools of Fiscal Policy. [15]

Q.4) Explain the relationship between Population and Economic Development. [15]

OR

Q.4) Distinguish between Economic Growth and Economic Development. [15]

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

[20]

- (a) Concept of Mixed Economy
 - (b) Incidence of Poverty
 - (c) 1st and 2nd Five Year Plan
 - (d) Poverty Standards
 - (e) Variable Reserve Requirement
 - (f) India's Population - Size and Growth Rate
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-401

B. B. A. (Semester - IV) Examination - 2013

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) Explain various types of Production System.

Q.2) Define 'Product Design'. Explain the factors affecting 'Product Design'.

Q.3) What is 'Production Planning' ? Explain the importance of Production Planning.

Q.4) Describe the steps in making Time Study.

Q.5) What is 'Productivity' ? Explain various measures to Boost Productivity.

Q.6) Define 'Ergonomics'. Explain the importance of Ergonomics.

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

- (a) Product Layout
 - (b) Product Standardisation
 - (c) Objectives of Production Control
 - (d) SIMO Chart
 - (e) Travel Chart
 - (f) Quality Control
 - (g) Work and Rest Cycles
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4372]-402

B. B. A. (Semester - IV) Examination - 2013
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)** Define the term Industrial Relation. Explain the objectives and functions of Trade Union.
- Q.2)** What do you mean by Conflict Resolution ? Describe the statutory and non-statutory types of Conflict Resolution.
- Q.3)** State the pre-requisites and benefits of workers participation in Management.
- Q.4)** Explain various powers of the Authorities under the Industrial Disputes Act, 1947.
- Q.5)** Explain the provisions of the Contract Labour Act, 1970 relating to the Registration of Establishments Employing Contract Labour.
- Q.6)** Describe various duties and powers of Labour Court under the Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act, 1971.
- Q.7)** Write short notes : **(Any Two)**
- (a) Provisions relating to Weekly Holidays
 - (b) Scope of Industrial Relations
 - (c) Provisions relating to Latrines and Urinals
 - (d) Provisidns relating to Canteens

[4372]-402/1

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Total No. of Questions : 7]

[Total No. of Printed Pages : 4

[4372]-403

B. B. A. (Semester - IV) Examination - 2013

BUSINESS TAXATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What are the different categories of Assesses according to their Residential Status ? How is this Status determined ?

Q.2) State and explain difference between of the following :

- (a) Capital Expenditure and Revenue Expenditure
- (b) Capital Receipts and Revenue Receipts

Q.3) (A) Explain various Deductions from Income from House Property.

(B) Income Chargeable under the head 'Income from Other Sources'.

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

- (a) Previous Year
- (b) Deductions u/s 80C
- (c) Slab of Income Tax (Female Assessee)
- (d) Long Term Capital Gain
- (e) Powers of Commissioners
- (f) Agricultural Income

Q.5) From the following particulars of Mr. Suraj an employee of an XYZ Company, find out his Taxable Income from Salary for the A.Y. 2013-14 :

- (1) Basic Salary Rs. 30,000 p.m
- (2) Dearness Allowance Rs. 6,000 p.m. (part of the salary)
- (3) Bonus @ 20% per annum of Salary (Basic + D.A.)
- (4) Entertainment Allowance Rs. 9,000 p.m.
- (5) Employers contribution to R.P.F. @ 13%.
- (6) Interest credited to R.P.F. Balance @ 12% Rs. 24,000.
- (7) Free furnished quarter was allotted to him by the employer at Mumbai w.e.f. 1st May, 2012 which he could occupy only 1st June, 2012 onwards. Fair Rent Rs. 5,000 p.m., Cost of Furniture Rs. 30,000.
- (8) Gas, Electricity and Water Charges Rs. 5,000 per annum paid by the employer.
- (9) Reimbursement of Educational Expenses Rs. 10,000.
- (10) Reimbursement of Medical Expenses Rs. 12,000 per annum.
- (11) His contribution to R.P.F. Rs. 4,000.
- (12) A Motor Car (cc of the engine is 1.8 liters) is provided to Mr. Suraj. The Motor Car is used both for the private and official work expenses on maintenance of private use and borne by Mr. Suraj.
- (13) Insurance Premium on his own policy Rs. 4,200 p.a. and on his wife's policy Rs. 3,600 p.a. are paid by the employer.

Q.6) Mr. Chandan is the proprietor of the business. His Profit and Loss Account for the year ending on 31st March, 2012 is as follows :

Particulars	Amt. (Rs.)	Particulars	Amt. (Rs.)
To Establishment	19,600	By Gross Profit	2,49,680
To Rent, Rates, Taxes	15,800	By Interest on Govt. Securities	10,800
To Household Expenses	13,460	By Rent from House Property	20,700
To Commission	26,100		

Particulars	Amt. (Rs.)	Particulars	Amt. (Rs.)
To Discount and Allowances	3,440		
To Provisions for Bad Debts	12,400		
To Law Charges	13,400		
To Gifts and Presents to Employees	1,300		
To Fire Insurance Premium (for goods)	1,720		
To Sales Tax Paid	12,900		
To Repairs and Renewals (for house property)	1,960		
To Loss on Sale of Motor Car (used for private purposes)	13,600		
To Life Insurance Premium	13,580		
To Wealth Tax	11,480		
To Interest on Capital	1,700		
To Audit Fees	1,600		
To Interest on Bank Loan	12,760		
To Provision for Depreciation	15,000		
To Provision for Income Tax	17,800		
To Net Profit	71,580		
	2,81,180		2,81,180

Other Information :

- (1) Actual Bad Debts written-off during the year Rs. 1,100.
- (2) Amount of Income Tax actually paid during the year is Rs. 8,400.
- (3) Depreciation allowable as per Income Tax Rules is Rs. 3,400.

- (4) Advertising Expenses include Rs. 1,100 spent on special advertising campaign to open a new shop in the market.
- (5) Law Charges are in connection with protection of a trademark.
- (6) Mr. Chandan carries on his business in a rented premise, half of which is used as his residence. Rent, Rates and Taxes include Rs. 14,800 paid as rent of the premises during the year.
- (7) Bank Loan is taken for business purposes.

Compute the Business Income of Mr. Chandan for the A.Y. 2013-14.

Q.7) Mr. Deshmukh Arun, Pune who is handicapped (50% disability) has furnished the following details of his income for the year ending 31st March, 2013. You are required to compute his Total Income and Tax Payable by him for A.Y. 2013-2014 :

- (1) Salary Rs. 17,200 p.m.
- (2) Bonus equal to 2 months salary.
- (3) Conveyance Allowance spent for performance of duty at Rs. 550 p.m.
- (4) Entertainment Allowance at Rs. 450 per month.
- (5) Advance Salary for April, 2013 Rs. 30,000.
- (6) He received House Rent Allowance of Rs. 2,000 per month from the employer. But he paid a rent of Rs. 2,700 p.m.
- (7) Personal Medical Bill of Rs. 10,000 were reimbursed by the employer. His treatment has been made in a private hospital not belonging to the employer.
- (8) His contribution to the Companies R.P.F. is Rs. 1900 per month and the employer contributes an equal amount. The Interest credited to Provident Fund Account at 12% per annum - Rs. 4,800.
- (9) Income from Business Rs. 1,50,000.
- (10) Interest on Government Securities (Gross) Rs. 3,000.
- (11) Interest on Bank Deposits received Rs. 3,000.
- (12) Donation paid to National Children's Fund Rs. 2,500.
- (13) Donation paid to Government for the promotion of Family Planning Rs. 2,000.
- (14) Deposited Rs. 60,000 in S.B.I. as Term Deposits for five years.
- (15) Professional Tax paid Rs. 2,700.

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-404

B. B. A. (Semester - IV) Examination - 2013

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 in detail Recardo's Theory based on Comparative Advantage of International Trade. **[15]**

OR

Q.1) Give the meaning of International Corporations. Explain the role and importance of Multi-national Corporations in International Business. **[15]**

Q.2) What is Foreign Exchange Market ? State advantages and disadvantages of Fixed Exchange Rate System. **[15]**

OR

Q.2) Give the differences between the Balance of Trade and Balance of Payments. **[15]**

Q.3) What is WTO ? Explain its structure and functions. **[15]**

OR

Q.3) What is Special Economic Zones (SEZ) ? Explain role of Special Economic Zones (SEZ) in International Business. **[15]**

Q.4) Explain in detail Foreign Trade Policy of India (2004-09). [15]

OR

Q.4) Explain in detail Positive and Negative Impact of NAFTA. [15]

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

- (a) European Union (E.U.)
- (b) SAARC
- (c) World Bank
- (d) Role of IMF
- (e) Nature of International Business Environment
- (f) Spot and Forward Exchange Markets

Seat No.	
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Total No. of Questions : 2]

[Total No. of Printed Pages : 1

[4372]-405

B. B. A. (Semester - IV) Examination - 2013
MANAGEMENT INFORMATION SYSTEM (MIS)
(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) Solve any five of the following : **[60]**

- (a) Explain 'General Model of System' in detail and state various types of System.
- (b) Explain structure of MIS based on Management Activities and Functions.
- (c) Discuss Newell - Simon Model in detail and state limits on Human Information Processors.
- (d) What is Prototyping ? Explain steps involved in Prototyping also state its advantages.
- (e) Discuss Decision-making Process and explain various Models of Decision-making.
- (f) What is EIS ? Explain EIS Framework.
- (g) Explain in detail financial MIS. Also state its advantages.

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

- (a) Heuristics Programming
- (b) Simulation
- (c) Feedback Control
- (d) MIS V/s. Data Processing
- (e) Law of Requisite Variety
- (f) Life Cycle Approach for MIS Design

[4372]-405/1

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4372]-501

B. B. A. (Semester - V) Examination - 2013

SUPPLY CHAIN AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Physical Distribution. Explain its importances in details.

Q.2) Explain various types of Distribution Channels for Service with suitable examples.

Q.3) Discuss various Modes of Transportation with their advantages and limitations.

Q.4) What is Channel Conflict ? Explain various techniques to resolve Channel Conflict.

Q.5) The half yearly requirement of M/s. KBS and Sons for engine gear is 900 units. Each gear cost Rs. 50. The cost of placing an order and processing the delivery works out to be Rs. 72 per order. Inventory carrying charges are 36 percent per annum.

Find out the quantity to be orderd for minimum cost.

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

- (a) Types of Inventory
 - (b) Cost Associated with Inventory
 - (c) Logistics
 - (d) Material Handling
 - (e) Causes of Channel Conflict
 - (f) Vertical Marketing System
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-502

B. B. A. (Semester - V) Examination - 2013

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) What do you mean by 'Business Environment' ? Highlight its importance. **[15]**

OR

Q.1) "Entrepreneurship help in the Process of Economic Development." Justify. **[15]**

Q.2) Bring out the merits and demerits of Partnership Form of Business Organisation. **[15]**

OR

Q.2) What are the functions of M.C.E.D. ? **[15]**

Q.3) State and explain the External Sources of Finance. **[15]**

OR

Q.3) Describe the Entrepreneurial Career of Shri Pramod Chaudhari. **[15]**

Q.4) Explain the term 'Questionnaire'. Explain Open-ended and Closed-ended Questions. What precautions should be taken while preparing questionnaire for Market Survey ? **[15]**

OR

Q.4) What is Business Plan ? What guidelines would you follow while preparing a Business Plan ? **[15]**

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

- (a) Risk-bearing
 - (b) Importance of Market Survey
 - (c) Project Appraisal
 - (d) PMEGP
 - (e) Enterprise V/s Entrepreneurship
 - (f) Functions of NSIC
 - (g) Angel Funding
 - (h) MCED and Entrepreneurship Development
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-503

B. B. A. (Semester - V) Examination - 2013

BUSINESS ETHICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

- (a) Mr. Anil Singh is the Environmental Compliance Manager for a small plastics manufacturing company. He is currently faced with the decision whether or not to spend money on new technology that will reduce the level of a particular toxin in the wastewater that flows out the back of the factory and into a river.
- (b) On a certain express highway many accidents have occurred causing serious injuries, wrecked cars and damaged trees. Some of the trees on the road are quite close to the pavement. Two law suits have been filed against the road construction company for not maintaining sufficient road safety along this stretch of the road. Both were dismissed because the drivers were going well in excess of the 45 km/hr specified speed limit.
- (c) Comment on the role of Telecom Minister in 2G Scam.
- (d) A sport organising committee has given the tenders of various sport equipments to National Sports Company. During the event the various equipments were of substandard quality, which caused some minor accidents. The Company has refused to take any blame in this regards.

[4372]-503

1

P.T.O.

(e) Bob was employed as a sales representative for Thompson Security Systems under Ms. Berth, top salesperson of the company. She use to work on competitive information rather than explaining the shortcomings of competitor's equipment and was convincing in her sales call. Over time Bob began to make his sales calls independently and modified his sales presentation to overtake Ms. Berth.

Q.2) Define Ethics and explain the approaches to ethics. [15]

Q.3) Illustrate on relationship between Business Ethics and Business Development. [15]

Q.4) Explain the ethical practices and approaches in Global Business. [15]

Q.5) What positive assumptions are made when a product is sold or bought ? [15]

Q.6) Define Consumer. Explain legal measures for consumer protection in India. [15]

Q.7) Express your views on the role of business ethics in building a good society. [15]

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-504

B. B. A. (Semester - V) Examination - 2013

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) Define Research. Explain the Process of Research. [15]

OR

Q.1) What is Primary Data ? Distinguish between Primary Data and Secondary Data. Explain briefly the Methods of Collecting Secondary Data. [15]

Q.2) What is Research Design ? Explain the Phases of Research Design. [15]

OR

Q.2) What is Research Problem ? Explain the steps involved in defining Research Problem. [15]

Q.3) What is Report Writing ? Explain steps in Writing Research Report. [15]

OR

Q.3) Explain use of Computers in Data Collection and Data Analysis in Research. [15]

[4372]-504

1

P.T.O.

Q.4) Explain Diagrammatic Representation of Data. [15]

OR

Q.4) Explain the following : [15]

- (a) Hypothesis
- (b) Measure of Central Tendency
- (c) Classification

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

- (a) Motivation in Research
- (b) Data Coding
- (c) Qualities of a Good Researcher
- (d) Data Tabulation
- (e) Group Discussion as a Tool of Data Collection
- (f) Using Power Point Presentations for Research

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4372]-505

B. B. A. (Semester - V) Examination - 2013

(A) ANALYSIS OF FINANCIAL STATEMENTS

(Specialisation - I : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Why is Financial Analysis required ? Discuss the limitations of Financial Analysis. **[15]**

OR

Q.1) (A) What are the advantages of Comparative Balance Sheet ? **[08]**

(B) Explain the limitations of Trend Analysis. **[07]**

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

- (a) Working Capital
- (b) Funds from Operation
- (c) Net Worth

OR

Q.2) What is the importance of Ratio Analysis to Management ? Explain briefly any two ratios each for measuring (i) Profitability and (ii) Liquidity. **[15]**

[4372]-505

1

P.T.O.

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

- (a) Common Size Statement
- (b) Intangible Assets
- (c) Horizontal Form of Balance Sheet
- (d) Concept of Funds
- (e) Limitations of Financial Statements

Q.4) From the following information of Vijay Ltd., prepare Trading and Profit and Loss A/c. for the year ended on 31st March, 2012 and a Balance Sheet as on that date :

Gross Profit Ratio	20%
Net Profit Ratio (to Capital Employed)	10%
Stock Turnover	4 times
Debtor's Turnover	36.5 days
Current Ratio	2.5
Quick Ratio	1.5
Proprietary Ratio (Fixed Assets to Proprietor's Fund)	0.7
Share Capital	Rs. 1,80,000
Working Capital	Rs. 63,000
Bank Overdraft	Rs. 10,000

There is no fictitious asset. In the current asset, there is no asset other than stock, debtors and cash. Closing Stock is 20% higher than the Opening Stock.

[20]

Q.5) From the following Balance Sheets of Grow More Ltd., prepare a Cash Flow Statement showing your workings clearly : **[15]**

Balance Sheets

Liabilities	31-3-2011	31-3-2012	Assets	31-3-2011	31-3-2012
Share Capital	9,00,000	15,00,000	Machinery	4,00,000	8,00,000
Reserves	2,80,000	3,50,000	Building	5,00,000	7,00,000
Profit and Loss A/c.	90,000	1,70,000	Investments	–	2,00,000
Debentures	–	1,00,000	Debtors	7,50,000	4,00,000
Tax Provision	50,000	70,000	Stock	2,50,000	3,00,000
Proposed Dividend	40,000	60,000	Cash and Bank	1,00,000	3,00,000
Sundry Creditors	6,40,000	4,50,000			
	20,00,000	27,00,000		20,00,000	27,00,000

Additional details :

- (1) Building is still under construction and no depreciation was charged.
- (2) Depreciation was charged @ 20% on the opening value of the machinery.
- (3) An old machine costing Rs. 70,000 was sold for Rs. 40,000 (WDV - Rs 30,000)
- (4) Income Tax paid during the year Rs. 60,000.

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4372]-506

B. B. A. (Semester - V) Examination - 2013

(B) SALES MANAGEMENT

(Specialisation - I : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1) (A)** “In the absence of training, job performance improves with experience.” Discuss. **[10]**
- (B) What procedure a salesman would implement to sell consumer durable goods ? Explain with relative examples. **[10]**
- Q.2)** Define and explain the term ‘Sales Management’. Explain the different areas of Sales Training. **[15]**
- Q.3)** What do you mean by ‘Personal Selling’ ? Discuss the tools and techniques for Effective Personal Selling. **[15]**
- Q.4)** What is Sales Forecasting ? Explain the different Methods of Sales Forecasting used in various Organisations. **[15]**
- Q.5)** Define ‘Salesmanship’. Design a Selection Process of Sales Personnel. **[15]**

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

[15]

- (a) Value Added Selling
 - (b) Service Competition
 - (c) Customer Value
 - (d) Market Potential
 - (e) Sales Manager's Functions
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-507

B. B. A. (Semester - V) Examination - 2013

**(C) HUMAN RESOURCE MANAGEMENT -
PRINCIPLES AND FUNCTIONS**

(Specialisation - I : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

[4372]-508

B. B. A. (Semester - V) Examination - 2013

(D) MANAGEMENT OF SERVICES

(Specialisation - I : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.*
- (2) Attempt **any four** out of the remaining.*
- (3) Give suitable examples wherever possible.*

-
-
- Q.1)** (A) How is Marketing of Services different than Marketing of Tangible Products ? **[10]**
- (B) Explain different Web based Business Models in detail. **[10]**
- Q.2)** What is the importance of relationship of Service Organisation with the Customers in Hospitality Industry ? **[15]**
- Q.3)** Explain various Strategies for Flexing Capacity to match the demand in Service Sector. **[15]**
- Q.4)** Discuss Concepts of Service Quality, Benchmarking and Service Quality Gaps. **[15]**
- Q.5)** What are the various Entry Strategies for Service Businesses in International Markets ? **[15]**

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

[15]

- (a) Services Classification
 - (b) Impact of Globalization on Services
 - (c) Service Brands
 - (d) Training of Manpower in Services Sector
 - (e) Importance of Physical Evidence
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-509

B. B. A. (Semester - V) Examination - 2013

(E) AGRICULTURE AND RURAL DEVELOPMENT

(Specialisation - I : Agriculture Business Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) "Rural Economy of India is of Heterogeneous Nature." Discuss. [15]

OR

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

Q.2) Explain Regional Rural Banks. [15]

OR

Q.2) Explain role played by NABARD in Rural Credit in India. [15]

Q.3) Critically examine recent improvements in Irrigation System in India. [15]

OR

Q.3) Critically examine Land Reforms. [15]

Q.4) “Co-operative Societies cater the needs of Agriculture Business in India.” Explain. [15]

OR

Q.4) Give importance of Taxation in developing country like India. [15]

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

- (a) R.R.B.s.
- (b) Self Help Groups
- (c) Opportunities in Dairy Industry
- (d) Mechanisation in Agriculture
- (e) Drip Irrigation
- (f) Mid Day Meal Scheme

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4372]-510

B. B. A. (Semester - V) Examination - 2013

(A) LONG TERM FINANCE

(Specialisation - II : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) PQR Industries Ltd. has assets of Rs. 3,20,000 which have been financed with Rs. 1,04,000 of 8% Debentures and Rs. 1,80,000 of Equity and a General Reserve of Rs. 36,000.

The firm's total profit after interest and taxes for the year ended 31st March, 2011 were Rs. 27,000. It has 1,800 Equity Shares of Rs. 100 each, selling price at a market price of Rs. 120 per share and is in the 50% tax bracket.

- (a) Calculate Weighted Average Cost of Capital based on existing capital structure by using E/p approach.
 - (b) Also calculate Revised Weighted Average Cost of Capital if company raises an additional capital of Rs. 80,000 by term loan @ 10%.
- (B) Following figures are related to Pinacal Co. Sales are Rs. 20,00,000, Variable Cost 40% of Sales, Fixed Cost Rs. 4,00,000, Interest 30,000. Calculate Operating Leverage, Financial Leverage and Combined Leverage.

Also state change in the above leverages if selling price is increased by 15%.

- Q.2)** What do you mean by Capital Structure ? Which are the various factors which affects Capital Structure of the Company ?
- Q.3)** Enumerate and discuss importance of Financial Planning and steps involved in Financial Planning.
- Q.4)** “The Equity Share is different from a Preference Share.” Illustrate in the light of preferences available to Preference Shareholders.
- Q.5)** Discuss in detail : “Over-capitalisation is more fetal and dangerous even though both are undesirable.”
- Q.6)** Write short notes : **(Any Four)**
- (a) Trading on Equity
 - (b) Risk involved in Capital Budgeting
 - (c) Owned Capital and Borrowed Capital
 - (d) Types of Debentures
 - (e) Ploughing Back of Profits
 - (f) Cost of Equity Capital
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-511

B. B. A. (Semester - V) Examination - 2013

(B) RETAIL MANAGEMENT

(Specialisation - II : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) Explain in detail Channel Formats. [15]

OR

Q.1) What are the trends in Retailing ? [15]

Q.2) Mention the types of Store Layout. [15]

OR

Q.2) Elaborate Implementation of Merchandise Planning. [15]

Q.3) What are the criteria for Selecting Promotion. [15]

OR

Q.3) Explain Managing In-store Promotions. [15]

Q.4) Explain Pricing Strategies for Retailers. [15]

OR

Q.4) What are the factors affecting Retail Price Strategy ? [15]

Q.5) Short notes : (Any Four)

[20]

- (a) Global Retailing
 - (b) Objectives of Visual Merchandising
 - (c) Category Management
 - (d) Types of Channels for Consumer Goods
 - (e) IT in Retailing
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-512

B. B. A. (Semester - V) Examination - 2013

(C) HUMAN RESOURCE PRACTICES

(Specialisation - II : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Compensation. Explain the important provisions of the Minimum Wages Act and Payment of Wages Act in respect of Wage. **[15]**

OR

Q.1) What is the need of good working conditions in an Organisation ? Explain in brief the statutory provisions in respect of Health and Safety of Workers. **[15]**

Q.2) What is meant by Workers Participation in Management ? Explain various Methods of Workers Participation. **[15]**

OR

Q.2) Explain the nature and causes of Industrial Accidents. How would you measure the Accident Costs ? **[15]**

Q.3) Define Industrial Relations. Explain various Participants in Industrial Relations. **[15]**

OR

Q.3) What is Discipline ? Explain the Principles of Maintaining Discipline. **[15]**

Q.4) What is meant by Collective Bargaining ? Explain the essential conditions of Successful Bargaining. [15]

OR

Q.4) Define a Grievance. Explain the role of Human Resource Department in Grievance handling. [15]

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

- (a) Incentive Schemes
- (b) Labour Welfare
- (c) Occupational Hazards and Risks
- (d) Organisational Development
- (e) Act of Indiscipline
- (f) Industrial Health Programme

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-513

B. B. A. (Semester - V) Examination - 2013

(D) MARKETING SERVICES

(Specialisation - II : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain in detail with appropriate examples the Characteristics of Service Marketing Environment. **[15]**

OR

Q.1) Give the guidelines for New Product Development. **[15]**

Q.2) What do you mean by TQM ? How it ensures quality in Service Sector ? **[15]**

OR

Q.2) Explain Pricing Strategies in Service Sector. **[15]**

Q.3) What is Physical Evidence ? Explain the role of Physical Evidence in Overall Marketing Strategy of the Firm. **[15]**

OR

Q.3) Discuss in detail the Gaps in Quality. **[15]**

Q.4) Explain in detail the guidelines for Managing Service Competition. [15]

OR

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

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

- (a) Benchmarking
 - (b) Customer Satisfaction and Profitability
 - (c) Brands in Services
 - (d) New Service Development
 - (e) Right Service Culture
 - (f) Promotional Strategies
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-514

B. B. A. (Semester - V) Examination - 2013

(E) INTERNATIONAL AGRICULTURAL SYSTEMS

(Specialisation - II : Agriculture Business Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain in detail the Peculiarities of Farming Systems in America. [15]

OR

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

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

**Q.2) Distinguish between Genetically Modified Crops and Traditional Crops.
Discuss the merits and demerits of Genetically Modified Crops. [15]**

OR

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

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

Q.3) What is 'Agreement on Agriculture' ? Discuss in detail the following three concepts of 'Agreement on Agriculture' : [15]

- (a) Domestic Support
- (b) Market Access
- (c) Export Subsidies

OR

Q.3) Discuss the Controversy regarding Agricultural Subsidies in context with W.T.O. [15]

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

OR

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

- (a) Agricultural SEZs
- (b) Agro-processing Zones
- (c) Agro-export Zones

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

- (a) WTO and Indian Agriculture
- (b) Export Potential of Agri Business
- (c) Limitations of Ecological Farming
- (d) Indian Farming System V/s. American Farming System
- (e) Challenges for International Agricultural System
- (f) Genetically Modified Crops and Human Health

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4372]-601

B. B. A. (Semester - VI) Examination - 2013

BUSINESS PLANNING AND PROJECT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define and explain Forecasting. Explain importance of Forecasting.

Q.2) (A) Explain the Project Audit Life Cycle.

(B) Explain Characteristics of Forecasting.

Q.3) What is Project Proposal ? Explain characteristics of Project.

Q.4) (A) Explain Pure Project Organisation.

(B) Explain Planning Process with suitable diagram.

Q.5) Explain the Sources of Conflict at various stages of Project Life Cycle with suitable recommendations.

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

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

[4372]-601/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-602

B. B. A. (Semester - VI) Examination - 2013

EVENT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

(2) *Solve **any four** questions from Q. Nos. 2 to 7.*

-
-
- Q.1)** (A) Assuming that you are organising 'Cine Award' Function. Identify the five C's of event in organising the award function. [10]
- (B) "Post-event follow up is an important duty of an Event Manager." Justify it with suitable examples. [10]
- Q.2)** Explain Brand Building. State how events help in Building the Brand ? [15]
- Q.3)** Explain the characteristics of Retail Events and Special Business Events. [15]
- Q.4)** Discuss the activities in Event Management as per Management Theory. [15]
- Q.5)** Discuss the Basic Evaluation Process. [15]
- Q.6)** Discuss various criteria while choosing the Event Venue with appropriate examples. [15]

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

[15]

- (a) Event Management
 - (b) PREP MODEL
 - (c) Risk versus Return Matrix
 - (d) Market Segmentation
 - (e) Brand Building
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4372]-603

B. B. A. (Semester - VI) Examination - 2013

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.

Q.1) Define the Control Systems and explain the different types of Control. **[15]**

Q.2) Explain the Nature of Decision-making with examples. **[15]**

Q.3) Define Inventory. Explain the purpose of Inventory. **[15]**

Q.4) Explain the significance of Marketing Control, along with its tools and techniques. **[15]**

Q.5) Explain the purpose of Management Controls in Computers and its essentials to MIS. **[15]**

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

- (a) Control Functions
- (b) Characteristics of Information
- (c) Procedure Writing
- (d) Objectives of Scheduling
- (e) Limitations of Bar Chart
- (f) Crashing

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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4372]-604

B. B. A. (Semester - VI) Examination - 2013

E-COMMERCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

Q.1) Define the term E-commerce. Explain various Goals of E-commerce. **[15]**

Q.2) What do you mean by Website ? Enlist various reasons for building your own Website. **[15]**

Q.3) Define the term Intranet. Explain the role of Intranets in B2B Application. **[15]**

Q.4) Discuss the advantages and disadvantages of EDI. **[15]**

Q.5) What is Electronic Payment ? 'Process of EPS', explain in detail with diagram. **[15]**

Q.6) Explain linking objectives to Business Strategies. **[15]**

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

- (a) Shopping Bots
- (b) E-business
- (c) BANNER EXCHANGE
- (d) Cons of On-line Shopping
- (e) Service Centre
- (f) ICES Objectives

[4372]-604/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-605

B. B. A. (Semester - VI) Examination - 2013

(A) FINANCIAL SERVICES

(Specialisation - III : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Write short notes : (Any Four) [16]

- (a) Zero Based Budgeting
- (b) Primary and Secondary Market
- (c) Human Resource Accounting
- (d) Activity Based Costing
- (e) Types of Mergers and Acquisitions

Q.2) Explain various functions and powers of IRDA. [16]

Q.3) Explain the role of SEBI as a Financial Regulator. [16]

Q.4) Discuss in detail meaning and importance of Capital Market. [16]

Q.5) Explain in detail the Procedure of IPO. [16]

Q.6) What is Money Market ? Describe various Money Market Instruments in India. **[16]**

Q.7) Explain Foreign Exchange Market. Also state its nature and functions. **[16]**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4372]-606

B. B. A. (Semester - VI) Examination - 2013

(B) ADVERTISING AND SALES PROMOTION

(Specialisation - III : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Advertising. Discuss on Growth of Advertising. [15]

OR

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

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

OR

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

OR

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

Q.3) Define Media. State factors affecting Selection of Media. [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 do you understand by Place Mix ? State factors affecting Choice of Distribution Channel. **[15]**

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

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

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-607

B. B. A. (Semester - VI) Examination - 2013

(C) LABOUR LAWS

(Specialisation - III : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain various benefits under the ESI Act, 1948. Explain any five benefits. **[15]**

Q.2) What are the Obligations and Rights of an Employer under the Workmen's Compensation Act. 1923 ? **[15]**

Q.3) Discuss the object, scope and application of the Employee's Provident Funds Act. 1952. **[15]**

Q.4) Explain the following under Payment of Bonus Act : **[15]**

- (a) Allocable Surplus
- (b) Available Surplus
- (c) Set Off and Set On

Q.5) Define Controlling Authority under Payment of Gratuity Act, 1972. Explain Concepts of Application to and Powers of Controlling Authority. **[15]**

Q.6) Explain any three Exemptions under the ESI Act, 1948. **[15]**

Q.7) Write short notes on **any four** of the following : **[20]**

- (a) Employee Provident Fund Scheme
 - (b) Medical Examination under Act, 1923
 - (c) Maximum and Minimum Bonus
 - (d) Concept of Nomination under Gratuity Act
 - (e) Rights of Worker to receive Compensation
 - (f) Penalties under Payment of Bonus Act
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4372]-608

B. B. A. (Semester - VI) Examination - 2013

(D) SPECIAL SERVICES OF MARKETING IN INDIA

(Specialisation - III : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** Focus on the significance of Services Marketing in the Indian Prospective. **[20]**
- Q.2)** Discuss the significance of Marketing Information System (MIS) to Banking Organisation. **[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)** State and explain the different types of Users of Tourism Services. **[15]**
- Q.5)** What do you mean by Hospital Marketing ? Focus on the rational behind practising the principles of modern marketing by the Health Care Organisation. **[15]**
- Q.6)** Discuss the Marketing Mix for Higher Education in the Indian Perspective. **[15]**

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

[15]

- (a) Bank Marketing in Indian Perspective
 - (b) Uses of Hospitality Services Product
 - (c) Emerging Trends in Educational Marketing
 - (d) Special Features of Indian Tourism Marketing
 - (e) Mobility Mix of Medicare Services
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Seat No.	
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Total No. of Questions : 3]

[Total No. of Printed Pages : 3

[4372]-610

B. B. A. (Semester - VI) Examination - 2013

(A) CASES IN FINANCE

(Specialisation - IV : Finance)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Q.1) Existing Capital Structure of HPS Co. Ltd. is as follows :

Equity Share Capital (2,00,000 Shares)	Rs. 20,00,000
5% Preference Shares	Rs. 5,00,000
6% Debentures	Rs. 15,00,000

The market price of the company's equity share is Rs. 20. It is expected that the company will pay current dividend of Rs. 3 per share which will grow at 8% for ever. The tax rate applicable may be assumed at 50%.

The company wants to raise an additional Rs. 10,00,000 debt by issuing 8% debentures. But this would result in increasing the expected dividend to Rs. 4 and growth rate will remain the same and market price of the equity share will fall to Rs. 15 per share.

Management wants to know :

- (a) What is Weighted Average Cost of Capital under existing Capital Structure and Revised Capital Structure ?
- (b) What will be effect on Weighted Average Cost of Capital after addition of Rs. 10,00,000 debt by issue of 8% debentures. **[15]**

Q.2) Manufacturing Company wants to apply for working capital finance to the bank. As a Finance Manager of the Company, you have to give information about the Net Working Capital Requirement of your company from the information available as follows :

Particulars	Cost per unit (Rs.)
Raw Material	350
Direct Labour	250
Overhead (Excluding Depreciation)	200
Selling Price	1,000

Following additional information is available :

Production	52,000 units per annum
Raw Material in Stock	Average 4 weeks
Work-in-Progress and Finished Goods	Average 2 weeks
(Assume 50% completion stage with full material consumption)	
Credit allowed by Suppliers	Average 3 weeks
Credit allowed to Debtors	Average 4 weeks

20% of the total sales is on cash basis.

Cash balance expected to be Rs. 50,000. Assume production carried out evenly during the year and 52 weeks in the year. Calculate Net Working Capital requirement, assuming 10% margin. **[15]**

Q.3) MSJ Company is considering new project to increase its production capacity machine. Two alternative projects have been suggested each costing Rs. 1,00,000. Earnings after tax are expected to be as follows :

Year	Project 1	Project 2
1	30,000	10,000
2	40,000	30,000
3	50,000	40,000
4	30,000	60,000
5	20,000	40,000

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

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

As a Finance Manager, evaluate the above projects under Pay Back Period, Discounted Pay Back Period, Net Present Value and Profitability Index and give your opinion to the management about the option which is financially more preferable. [20]

OR

Q.3) ABC Ltd. has currently evaluating a proposal of the Machine which will yield the returns in the coming 5 years. The information available is as follows :

Cost of the Machine is Rs. 2,00,000. Income Tax Rate applicable is 50%. Cash Flow after depreciation and tax is as under :

Year	Cash Flow
1	60,000
2	56,000
3	54,000
4	55,000
5	70,000

As company is raising the funds at the average cost of 10%, Management would like to know whether you recommend accepting the project under the Internal Rate of Return Method. The Present Value of Re. 1 at 10% and 15% p.a. is as under :

Year	PV factor @ 10% p.a.	PV factor @ 15% p.a.
1	0.91	0.88
2	0.83	0.77
3	0.75	0.67
4	0.68	0.59
5	0.62	0.52

Also consider the project under pay back period and NPV@ 10% p.a. [20]

Seat No.	
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Total No. of Case : 4]

[Total No. of Printed Pages : 3

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B. B. A. (Semester - VI) Examination - 2013

(B) CASES IN MARKETING

(SPECIALISATION - IV : MARKETING)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Case No. 1 :

[20]

Sudarshan and Abhijeet are two enterprising youth. They have passed out from IIM, Kozhikode. They thought instead of doing a job, they will launch fresh vegetables in Indian Markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sudarshan and Abhijeet fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Kerala. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sudarshan and Abhijeet. Another big player M/s. Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sudarshan and Abhijeet have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Q.1) How will you advise Sudarshan and Abhijeet, as how to increase the consumer awareness about this new food ?

Q.2) What would be your suggestions for distribution channel for mushrooms ?

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P.T.O.

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

Sony T.V. Company has appointed you as District Sales Manager to promote sales of their new latest model LED flat 52 inches television set. You are also given 20 salesmen to help you in achieving sales targets, but your salesmen are not fulfilling your desired targets. You have been put under lot of pressure to achieve targets.

- Q.1)** As a District Sales Manager, what steps do you plan to take to increase sales ?
- Q.2)** What techniques will you adopt to get good response from your salesmen ?
- Q.3)** How will you organise a team of your sub-ordinates to change their attitudes ?

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

Leading technology company Apple, Inc. focuses on the two advertising campaigns : 'Get a Mac' and 'Why You'll Love a Mac' for the product Mac Computers. In mid-2010, Apple discontinued its long running 'Get a Mac' campaign for promoting its Mac Computers and launched a new campaign in its place. The new campaign, unlike the older ones, did not focus on comparing Apple's products with that of its competitors but instead gave consumers more reasons for buying Apple's Computers. The 'Get a Mac' campaign was launched by Apple in response to the falling sales of its computers.

The campaign focused on comparing its products with that of its main competitor, Microsoft. Apple was emerging as a leader in a number of other electronic products like mobile phones, tablets, etc. It wanted to leverage on its successes in these other products and improve its fortunes in the personal computer business. The comparison of the features was done through two characters which were shown as personifications of Microsoft's PC and Apple's Mac. The campaign was quite successful and led to a significant increase in the sales of Macs. It won many awards and was hailed by critics for projecting the differences between Macs and Windows with dignity and humor. However, some observers criticized the campaign for just projecting the differences between the two platforms while not giving any reasons for the consumers to buy Macs.

Q.1) Appreciate the importance of comparative advertising.

Q.2) Explore the future advertising strategies that could be followed by Apple to emerge as a leader in the personal computer business.

Case No. 4 :

[15]

As an integrated beverage company, 'Rejoice Now!' leads its own brand design, marketing and sales efforts. In addition, the company owns the entire beverage supply chain, including production of concentrates, bottling and packaging and distribution to retail outlets. Rejoice Now! has a considerable number of brands across carbonated and non-carbonated drinks, 5 large bottling plants throughout the country and distribution agreements with most major retailers.

Rejoice Now! is evaluating the launch of a new product, a flavored non-sparkling bottled water called Oxi-Natura. The company expects this new beverage to capitalize on the recent trend towards health-conscious alternatives in the packaged goods market.

Q.1) Elucidate on the distribution channels used for carbonated and non-carbonated drinks.

Q.2) Vice President - Marketing has asked you to help analyze the major factors surrounding the launch of Oxi-Natura.

Seat No.	
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Total No. of Cases : 4]

[Total No. of Printed Pages : 4

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B. B. A. (Semester - VI) Examination - 2013

(C) CASES IN HUMAN RESOURCE MANAGEMENT

(Specialisation - IV : Human Resource Management)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

- (1) Case No. 1 is compulsory.
- (2) Solve **any two** Cases from Nos. 2 to 4.
- (3) Figures to the rights indicate full marks.

Case No. 1 :

[20]

Dr. Vibhu was the Director of Swami Institute of Management, Pune. During his fifteen years with the Institute, he had guided many Lecturers and encouraged their development, only to see them leave the Institute after they had got their Ph.D.. The Society had a liberal policy of educational reimbursement (75 per cent tuition costs, books and paid study leave for 1 year). Many Lectures took advantage of these educational opportunities.

Ms. Gauri, one of the Senior Lecturer and Dean came to see her Director, Dr. Vibhu, who congratulated Ms. Gauri for obtaining her Doctorate in Management, which she received through the assistance of the society's educational programme. Ms. Gauri, to the surprise of Dr. Vibhu, said that she was leaving the college to join competitor' Institute because she did not see any opportunity for advancement in the existing Institute. Dr. Vibhu was furious because this had happened several times before. He immediately went to see the Founder President of Society Dr. Ved and complained about the educational reimbursement policy and the lack of systems approach to staffing.

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P.T.O.

What might be the reason that the Lecturers left after receiving their higher degree through educational reimbursement ?

Questions :

- (a) Analyse the case in detail and give suitable title.
- (b) If you were the in place of Founder President Dr. Ved, what would you do ?
- (c) How can the lecturer turnover be prevented ?

Case No. 2 :

[15]

Yummy Foods Ltd. is a food processing unit with 22 workers. Earlier the company had its own sweeper Nitin, who maintained the cleanliness of the entire company including that of the toilets. Nitin resigned for personal reasons and in a hurry the personnel officer employed a new sweeper Prasad who worked diligently. But the day Prasad was asked to clean the toilets, he refused to do so. He said he was prepared to do any cleaning work except cleaning of the toilets. In the meanwhile, Prasad had joined the Sangharsh Employee Union.

The Personnel Officer Mr. Raut called the union leader Mr. Ankush for discussion on the problem to resolve the bottleneck. The union leader Mr. Ankush contended that Prasad is appointed as a 'sweeper' and not a 'wet sweeper'. While joining work, Prasad was not told that he would have to clean toilets. He was a diligent worker, but he was not prepared to do work like cleaning toilets. The management was asked to employ another 'wet sweeper' only for cleaning the toilets. The union was threatening to call a strike, if there is no settlement of the dispute.

The management contended that hygiene is very important in the food processing industry. The earlier sweeper Nitin had done all the work including cleaning toilets. Employing an additional 'wet sweeper' was beyond the financial capacity of the company and anyway there was no enough work to be given to him throughout the day.

Questions :

- (a) Analyse the case and give the suitable title for the case.
- (b) What is the way out of the current bottleneck ?

Case No. 3 :

[15]

A few years ago, I had an opportunity to interview an undergraduate stenographer, then employed as a P.A. to a Technical Director. His ambition was to become a Company Secretary in reputed organisation. His salary expectation was around Rs. 1,00,000 p.m. at the age of 35 years.

I found during the discussion that -

- (i) His financial position was average,
- (ii) He was staying with his married brother, who had three children and only two rooms,
- (iii) He had a father and mother who were regularly sent financial assistance, and
- (iv) His work of typing and attending a Director was exhaust in him and at times unnerving him.

On the other side -

- (i) He was very hard working,
- (ii) Evening colleges had started then where he could resume his studies,
- (iii) His factory timings were such that he could take advantage of college facilities, and
- (iv) He had a senior officer who was not only enlightened but also encouraging.

Within two years, he graduated with Economics and then did his Commerce Degree Course followed by a Law Degree in another couple of years. He purposed specialized in general subjects like Economics, Accounts and Law, so that he could take up an administrative job and preferably secretarial work. He found that he did not have enough opportunities in the organisation which gave him all the facilities, enlightenment and encouragement to come up in life as a successful man. He reluctantly left the organisation and took up the post of an assistant in a pharmaceutical company where he is now a Manager.

Questions :

- (a) Analyse the case in detail and give suitable title.
- (b) How does he react to his opportunities and difficulties ?
- (c) What is the ultimate secret of his success ?

Case No. 4 :

[15]

Mr. Patole is a Branch Manager of 'Janata Co-operative Bank Ltd.' at one of its village branches. His staff includes two clerks and one attender. Very often, Mr. Patole was left alone in the Bank after 5 p.m. to tally accounts, daybooks and complete all other formalities. On 30 December, Mr. Patole was working till past 2 a.m. tallying the accounts, since hardly one day was left for closing the accounts for the year.

On this fateful night, the Branch Manager was attacked by a band of robbers, who looted the bank after brutally wounding Mr. Patole right hand, which had to be amputated, later. After his recovery, the Branch Manager applied for compensation. The Bank Management was of the opinion that Mr. Patole violated the job specifications by working beyond the stipulated hours of work. He, in its view, was not entitled to any compensation as the accident occurred during non-employment hours. They also called for an explanation as to why the amount lost cannot be recovered from his salary and the provident fund.

Questions :

- (a) Analyse the case with suitable title.
- (b) How do you justify the bank's stand in this case ?
- (c) What modifications do you suggest in job description to overcome such incidents in future ?

Seat No.	
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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4372]-613

B. B. A. (Semester - VI) Examination - 2013

(D) CASES IN SERVICE SECTOR MANAGEMENT

(Specialisation - IV : Service Sector Management)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Q.1) Case No. 1 :

[20]

Quality Circle is a coaching class started by Prof. Raje after retirement from a reputed city college. The object of his coaching class is to provide indepth coaching for all types of competitive examination. Prof. Raje has made detail study of pattern of such examinations. He intends to cover in his coaching classes the all areas of competitive examinations. Prof. Raje drawn up an ambitious advertisement campaign for marketing of these classes and ready to spent huge amount on it. However his friend Prof. Rao is of the opinion that Prof. Raje should spent more on development of proper classroom infrastructure and paying higher salaries to teaching staff instead of on advertising. Prof. Raje is unable to decide his priorities and ask for your opinion.

- (a) With whom do you agree and why ?
- (b) What will be your advice to Prof. Raje ?

Q.2) Case No. 2 : [15]

Construct an effective service marketing strategy profile for each of the following with reasoning behind the same :

- (a) Five Star Hotel
- (b) Newly established bank
- (c) Non-grant Basis B.B.A. - B.C.A. Institute
- (d) Multispeciality Hospital

Q.3) Case No. 3 : [15]

Green Belt Pvt. is an American firm engaged in the manufacture and marketing of environment friendly Bio-fertilisers. Recently this firm set up an Indian Subsidiary by the name, Green Belt (I) Ltd. its test marketing has thrown up poor results. The company realises that inspite of the general awareness about the hazerds of chemical fertilisers, the farmers still prefer to use them. This is due to three reasons.

- (a) Subsidy/loan is available for purchase of chemical fertiliser.
- (b) The chemical fertilisers are believed to give a guaranteed increase in the crop yield.
- (c) Environment friendly Bio-fertilisers are believed to be slow in action and not likely to boost the crop yield.

Analyse the situation and extend your suggestions for 'better sales' to the General Manager (Sales) of Green Belt (I) Ltd.

Q.4) Case No. 4 : [15]

The Indo-Foreign Bank has two senior marketing personnel with widely different views as to the future. Mr. Deepak Powdel believes that a bank is basically a 'Retail Outlet'. He says "you go to cloth shop to buy cloth. You go to a bank to buy financial service" on the other hand his colleague Ms. Varsha believes that his approach is futile and pointless. The essence of successful marketing, she says 'is the relationship', we built up with the customers.

- (a) In your opinion whose view point is appropriate ? Why so ?
- (b) Does it mean that other view point is wrong ?

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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 - 2013

(E) CASES IN AGRI. BUSINESS MANAGEMENT

(Specialisation - IV : Agri-Business Management)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Q.1) Raghav is an educated farmer, who wants to bring new technology to reap more profits. He decides to set up a Poly House for floriculture. Give suggestions to Raghav on : **[20]**

- (a) Sources of Finance and the most appropriate source of Finance
- (b) Technology of Poly House
- (c) Cultivation Mode
- (d) Marketing Strategies and exploring the avenues for Export

Q.2) Ram is a farmer from Marathwada, which is facing server drought conditions and scarcity of water. He suffered heavy losses but decides to do proper planning next year. **[15]**

Suggest :

- (a) Water Conservation Methods
- (b) Rain Harvesting
- (c) Maximum Yield with minimum use of water

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1

P.T.O.

Q.3) The farmers of Mulashi decides to do Co-operative Farming and Marketing of Vegetables : [15]

Suggest :

- (a) Crop Pattern
- (b) Cultivation Mode
- (c) Direct Marketing Strategies including Sales

Q.4) People of Shirwal decide to set up a huge Co-operative Dairy : [15]

Suggest :

- (a) Cattle Management
- (b) Marketing Strategies including Sales
- (c) Management, Marketing and Sales of by Products





[4372] – 615

Seat No.	
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**B.B.A. (Semester – VI) Examination, 2013
602 – AGRI – BUSINESS MANAGEMENT
(2004 Pattern)**

Time : 3 Hours

Max. Marks : 80

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

1. Describe the role played by agriculture in Indian Economy. **15**

OR

What is Cropping Pattern ? Explain various factors that determine cropping pattern in India. **15**

2. What are the defects of agricultural marketing in India ? Explain the various measures to overcome these defects. **15**

OR

Explain the role played by NABARD for the development of Indian agriculture. **15**

3. Explain the role of commercial and co-operative banks with reference to Indian agriculture. **15**

OR

Describe the development of dairy industry in India and state problems faced by Dairy Industry in India. **15**

4. Explain the importance and problems of warehousing in India. **15**

OR

Explain various sources of employment through agriculture business. **15**

P.T.O.



5. Write short notes : (**any four**)

20

- a) Food processing industry
- b) Green Revolution
- c) Modernisation of agriculture
- d) MNC's and agricultural development
- e) Problems of sugar industries
- f) Agricultural price policy in India.



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Seat No.	
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B.B.A. (Semester – VI) Examination, 2013
PURCHASING AND MATERIALS MANAGEMENT

Time : 3 Hours

Max. Marks : 80

N.B. : 1) *All questions are compulsory.*
2) *All questions carry equal marks.*

1. Define 'Materials Management'. Describe the interface of materials management with other functional areas of management.

OR

What is 'forecasting' in Materials Management ? State the objectives of forecasting.

2. Describe the concept of 'Economic Ordering Quantity'. State the important assumptions of Economic Order Quantity.

OR

What is 'ABC Analysis' ? Explain the importance of ABC Analysis in materials management.

3. What is 'Materials Requirement Planning' ? Explain the advantages and limitations of Materials Requirement Planning.

OR

What is 'Scientific Purchasing' ? Explain the objectives of Scientific Purchasing.

4. Explain the various types of stores organisation.

OR

What is 'Materials Handling' ? Explain the important principles of materials handling.

P.T.O.



5. Write short notes on **(any four)** :

- i) Use of computers in Materials Management
 - ii) Bulk Material Handling Equipments
 - iii) Importance of standardization of materials
 - iv) Forward Buying
 - v) Bill of materials
 - vi) SOS – classification of materials.
-