[3872]-101

B. B. A. (Semester - I) Examination - 2010

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) Explain meaning of Industrial Revolution. Describe effect of Industrial Revolution on Industry and Commerce. **[15]**

OR

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

Q.2) State various types of Business Organisations. Explain factors affecting the selection of a suitable Business Organisation. **[15]**

OR

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

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

OR

Q.3) Explain various factors to be considered for starting a New Business Unit. **[15]**

Q.4) Define the term 'Wholesaler'. Explain functions and importance of Wholesaler. **[15]**

OR

Q.4) What is Communication ? Explain importance of Business Communication. **[15]**

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

    (a)   Importance of Multinational Companies

    (b)   Foreign Trade

    (c)   Business Plan

    (d)   Franchising

    (e)   Trademark and Copyright

    (f)   Retail Trade

    (g)   Business Ethics

    (h)   Social Responsibility of Business

———————

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-102

B. B. A. (Semester - I) Examination - 2010

BUSINESS COMMUNICATION SKILLS

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      (1)   All questions are compulsory.

      (2)   Figures to the right indicate full marks.

      (3)   Draw figures wherever required.

Q.1) Explain advantages of Listening. Give principles of Good Listening. **[15]**

OR

Q.1) "There can be various Patterns of Communication within an Organisation."
Comment.   **[15]**

Q.2) What are the principles of Business Correspondence ? Explain
significance of each by giving suitable examples.   **[15]**

OR

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

Q.3) Draft an application letter along with a resume for the post of Marketing
Manager in Advantage Holidays Ltd.   **[15]**

OR

Q.3) Non-verbal Communication is complementary to Oral Communication.
Elaborate and give suitable examples.   **[15]**

Q.4) Meetings are an integral tool of interactive communication. Comment upon and state Objectives of Meetings. **[15]**

OR

Q.4) The main branch of Navayug Commercial Bank, Hyderabad has not paid Rs. 23,500 to the local Super Bazar for the supply of food materials to its canteen, in spite of fervent appeal. As Credit Manager of Super Bazar write a letter to the Bank Manager for collection. **[15]**

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

    (a)   Objectives of Group Discussion

    (b)   The Ps of Negotiations

    (c)   Written Communication

    (d)   Types of Reports

    (e)   Effective Presentation Tactics

    (f)   Grapevine

––––––––––––––––

[3872]-103

B. B. A. (Semester - I) Examination - 2010

BUSINESS ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　　(1) All questions are compulsory.

　　　　(2) Figures to the right indicate full marks.

Q.1) (A)　Indicate correct alternatives in the following cases :　　**[04]**

　　　　(a)　The Sales Book records –

　　　　　　(i)　Credit Sales of Goods

　　　　　　(ii)　Cash Sales of Goods

　　　　　　(iii)　Both Cash and Credit Sales of Goods

　　　　(b)　The Credit Balance of Personal Account shows –

　　　　　　(i)　Cash in Hand

　　　　　　(ii)　The Amount Receivable

　　　　　　(iii)　The Amount Payable

　　　　(c)　Accounting Standard-1 deals with　–

　　　　　　(i)　Disclosure of Accounting Policies

　　　　　　(ii)　Valuation of Inventories

　　　　　　(iii)　Depreciation Accounting

　　　　(d)　Sales Return Book is also called as –

　　　　　　(i)　Return Inward Book

　　　　　　(ii)　Return Outward Book

　　　　　　(iii)　Carriage Return Book

(B) Fill in the blanks : **[04]**

    (a) Rule for Debit and Credit to Real Account is _____ .

    (b) In every business transaction at least _____ parties are involved.

    (c) Purchase Account will always have a _____ balance.

    (d) Under _____ Method, amount of depreciation changes every year.

(C) State whether the following statements are **true** or **false** : **[04]**

    (a) Credit Sale of any asset is recorded through Sales Book.

    (b) Right Hand Side of a Ledger Account is known as Credit Side.

    (c) Suresh Industries Account is a Personal A/c.

    (d) Trial Balance ensures arithmetical accuracy of the book.

(D) Match the following pairs : **[04]**

'A'		'B'
(a) Monitor	(i)	Does not appear in the Books of Account
(b) Narration	(ii)	Displays Computer Information
(c) Trade Discount	(iii)	Explanation of Transaction
(d) Journal	(iv)	A Book of Original Entry

(E) You are given below a number of accounts. State which of them will show a Debit Balance and which one a Credit Balance : **[04]**

    (a) Goodwill A/c.

    (b) Sales A/c.

    (c) Purchase Return A/c.

    (d) Repairs to Machinery A/c.

    (e) Pre-paid Insurance A/c.

    (f) Railway Freight A/c.

    (g) Mr. Kishor (a Customer)

    (h) Bill Receivable A/c.

Q.2) Following is the Trail Balance of Kishor Enterprise for the year ended 31st December, 2009. You are required to prepare Trading, Profit and Loss A/c. for the year ended 31st December, 2009 and Balance Sheet as on that date after considering the adjustments : **[18]**

Trial Balance as on 31-12-2009

Debit	Rs.	Credit	Rs.
Cash in Hand	500	Sales	1,50,300
Cash at Bank	1,200	Purchase Return	3,300
Office Furniture	12,000	Accounts Payable	12,000
Debtors (Accounts Receivable)	30,000	Bills Payable	8,000
Commission	2,400	Discount Received	1,000
Bills Receivable	7,000	Dividend Received	2,000
Power and Fuel	12,000	Rent Received	4,000
Plant and Machinery	48,000	Capital	1,40,300
Office Expenses	4,000		
Carriage Inwards	2,400		
Carriage Outwards	7,000		
Rent, Rates and Taxes	3,400		
Leasehold Premises	50,000		
Wages	30,000		
Salaries	7,000		
Opening Stock	12,000		
Sales Return	2,000		
Purchases	80,000		
Drawings	10,000		
	3,20,900		**3,20,900**

Adjustments :

(1) Closing Stock was valued at Rs. 20,000.

(2) Depreciate Plant and Machinery at 10% p.a.

(3) Salaries Outstanding Rs. 1,000, Power and Fuel Outstanding Rs. 2,000.

(4) Rs. 5,000 was spent on leasehold premises but wrongly included in Wages.

(5) Provide Bad and Doubtful Debts Rs. 1,500.

(6) Commission due but not recorded Rs. 200.

Q.3) Record the following transactions of Mr. A as per Analytical System of Cash Book : **[16]**

April, 2008		Rs.
1	Cash in Hand	250
2	Received Cash to Make up imprest	350
3	Purchased Postage Stamps	52
4	Paid Coolie Charges	37
6	Paid for Stationery	30
9	Paid Wages for Office Cleaning	50
12	Paid Taxi Fare	102
16	Brought Postage Stamps	22
17	Paid to Creditors	50
20	Paid to Telegrams	42
22	Paid for Repairs of Typewriter	80
25	Paid Bus and Riskshaw Fare	40

OR

Q.3) From the following particulars, prepare 'Purchase Day Book' of Mr. Ram who deals in furniture goods and also post them into Purchase A/c. : **[16]**

2008

January 2   Purchased on Credit from A and Co., 10 office tables @ Rs. 1,100 each.

January 3   Purchased on Credit from B and Co., 24 office chairs @ Rs. 300 each.

January 15   Purchased from X and Co. on Credit 10 steel storewells @ Rs. 1,600 each.

January 27   Purchased from P and Co., 6 garden chairs at Rs. 200 each on credit.

January 28   Purchased on Credit from Q and Co., 3 sets of dining tables with chairs for Rs. 2,000 each.

January 30   Purchased from Z and Co., 12 stools at Rs. 100 each on cash.

January 30   Purchased from Jay Electricals, 2 electric fans @ Rs. 800 each on credit for fixing in the shop.

Q.4) Bank Account as per Pass Book of Miss Palak shows a Credit Balance of Rs. 6,168 as on 31st December, 2009. From the following details ascertain Bank Balance as per Cash Book. **[14]**

(1)   A Debtor of Miss Palak has deposited Rs. 500 directly in to the Bank Account of Miss Palak on 31st December, 2009 for which no entry is found in Cash Book.

(2)   Bank has collected dividend of Rs. 100 on Palak's Investment got recorded in Pass Book only.

(3)   Bank Charged Rs. 25 for Bank Service Charges not found in Cash Book.

(4)   Interest of Rs. 55 credited by Bank in Pass Book does not find place in Cash Book.

(5)   Two cheques of Rs. 458 and Rs. 760 were paid into Bank in December, 2009 but they were not collected and credited in the Pass Book by the Bank untill 31st December, 2009.

(6)   A cheque of Rs. 545 was issued on 25th December, 2009 to supplier, which was presented on 2nd January, 2010 by the supplier.

Q.5) On 1st April, 1995 Ram Traders, Bhopal purchased machinery for Rs. 50,000.

On 1st October, 1995, they purchased further machinery costing Rs. 10,000.

On 1st October, 1997 they sold for Rs. 24,000 the machine purchased on 1st April, 1995 and bought another machine for Rs. 12,000 on the same date.

Depreciation was provided on machinery @ 10% p.a. under diminishing Balance Method. The financial year closes on every 31st March, prepare Machinery A/c. and Depreciation A/c. for the years of 95-96, 96-97 and 97-98. **[12]**

OR

Q.5) From the following list of balances, prepare Trial Balance as on 31st March, 2009 : **[12]**

	Rs.
Opening Stock	72,000
Wages	40,000
Sales	4,80,000
Bank Loan	17,600
Coal and Coke	12,000
Purchases	3,00,000
Repairs	8,000
Carriage	6,000
Income Tax	6,000
Debtors	80,000
Leasehold Premises	24,000
Cash in Hand	800
Plant and Machinery	30,000

Loose Tools	7,200
Lighting	9,200
Creditors	32,000
Capital	1,60,000
Sundry Receipts	2,400
Office Salaries	10,000
Furniture	2,400
Patents	64,000
Cash at Bank	20,400

———————

[3872]-104

B. B. A. (Semester - I) Examination - 2010
BUSINESS ECONOMICS (MICRO)
(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　(1)　All questions are compulsory.

　　　(2)　Figures to the right indicate full marks.

　　　(3)　Draw neat and well labelled diagrams wherever necessary.

Q.1) What is Micro-economics ? Describe its scope, importance and limitations. **[15]**

OR

Q.1) Discuss in detail the Basic Economic Problems. **[15]**

Q.2) Explain Concepts of Average Revenue (AR) and Marginal Revenue (MR). Show their interrelation in different market structures. **[15]**

OR

Q.2) Define Supply and explain its determinants. Distinguish between Expansion in Supply and Increase in Supply. **[15]**

Q.3) Explain types of Internal Economies of Scale with suitable examples. **[15]**

OR

Q.3) Examine role of Collective Bargaining in determining Wages under Imperfect Markets. **[15]**

Q.4) How are Equilibrium Price and Output determined under Monopoly Market in the Short Run and Long Run ? **[15]**

OR

Q.4) What is Elasticity of Demand ? Explain types of Income and Cross Elasticity of Demand. **[15]**

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

    (a)   Circular Flow of Income and Expenditure

    (b)   Giffen's Paradox

    (c)   'U' Shaped Short Run Average Cost (SAC) Curve

    (d)   External Economies of Scale

    (e)   Implicit and Explicit Costs

    (f)   Dynamic Theory of Profit

———————

[3872]-105

B. B. A. (Semester - I) Examination - 2010

BUSINESS MATHEMATICS

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) *All questions are compulsory.*

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

    (3) *Logarithmic tables and graph paper will be supplied on request.*

    (4) *Use of private simple electronic calculator is allowed.*

Q.1) Attempt **any four** of the following :   [4x4=16]

    (a) Define Inverse Proportion. Ages of Ram, Prakash and Ravi are in continued proportion. If Ram is 4 years old and Parkash is 16 years old, what is the age of Ravi ?

    (b) Find fourth proportional of 20, 40 and 60.

    (c) Vinay sold a bike to Robert at 20% profit. Robert sold the same to Lalit at 10% profit, for Rs. 40,000. Find price at which Vinay has purchased the bike.

    (d) If x varies directly as y and inversely as z and x = 10, y = 15 and z = 30, find y when x = 20 and z = 25.

    (e) A T.V. set worth Rs. 15,000 is purchased. What would be the selling price to earn a profit of 15% ?

    (f) A Camera when sold for Rs. 1,674 resulted in a loss of 7%. What was the CP of the Camera ?

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

(a)   Explain the terms Trade Discount and Cash Discount.

(b)   A Commission Agent gets 12% commission upto sale of Rs. 30,000 and 15% on the sales exceeding Rs. 30,000. In a month his sales are Rs. 67,000, find his commission.

(c)   A Dealer allows 10% discount on list price of a certain article and yet makes 25% profit on each article. Find cost price of the article when list price is Rs. 50.

(d)   Write a note on Bonus Shares.

(e)   Which is a better investment, 8% at Rs. 80 or 15% at Rs. 120 ?

(f)   A man invested Rs. 12,648 at Rs. 124 and earned a dividend of Rs. 1,122. Find Rate of Dividend.

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

(a)   A sum of amount doubles itself in 5 years. Find Rate of Simple Interest.

(b)   Find Compound Interest for Rs. 20,000 for 5 years at the rate of 10% p.a.

(c)   Find EMI on a loan of Rs. 80,000 to be repaid in 2 years at 12% p.a. on the outstanding amount at the beginning of each month. $[(1.01)^{24} = 1.2697)]$.

(d)   Find difference between Compound Interest and Simple Interest on Rs. 12,000 at 10% p.a. for 4 years. (Compounded yearly)

(e)   Explain the terms :

   (i)   Immediate Annuity

   (ii)   Due Annuity

(f)   If P is principal, r is rate of interest and n is period in years, then prove that compound interest for n^{th} year is :

$$I_n = \frac{Pr}{100}\left[1 + \frac{r}{100}\right]^{n-1}.$$

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

(a) Prove that

$$\begin{vmatrix} a-b-c & 2a & 2a \\ 2b & b-c-a & 2b \\ 2c & 2c & c-a-b \end{vmatrix} = (a+b+c)^3.$$

(b) Without expanding determinant, show that

$$\begin{vmatrix} x & y & z \\ 1 & 1 & 1 \\ y+z & z+x & x+y \end{vmatrix} = 0$$

(c) Find adjoint of the matrix :

$$A = \begin{bmatrix} 2 & -1 & 0 \\ 1 & 0 & 4 \\ 1 & -1 & 1 \end{bmatrix}$$

(d) Find matrix X, if :

$$\begin{bmatrix} 2 & 3 \\ -1 & 5 \end{bmatrix} + X = \begin{bmatrix} 5 & 2 \\ 3 & 3 \end{bmatrix}$$

(e) Determine values of x, y, z, if :

$$\left\{ 5\begin{bmatrix} 1 & 0 \\ 0 & 1 \\ 1 & 1 \end{bmatrix} - 3\begin{bmatrix} 1 & 2 \\ -2 & 3 \\ 3 & 1 \end{bmatrix} \right\} \begin{bmatrix} 2 \\ 1 \end{bmatrix} = \begin{bmatrix} x \\ y \\ z \end{bmatrix}$$

(f) Define the terms :

(i) Diagonal Matrix

(ii) Symmetric Matrix

Q.5) Attempt **any four** of the following : $[4 \times 4 = 16]$

(a) Solve System of Equations :

$3x + 2y = 4$

$2x - y = 5$

by using inverse of coefficient matrix.

(b) Show that $A^2 = 3A + 2I$, where $A = \begin{bmatrix} 2 & 4 \\ 1 & 1 \end{bmatrix}$

(c) Find value of r, if $5 \left({}^4P_r \right) = 6 \left({}^5P_{r-1} \right)$

(d) If ${}^nC_8 = {}^nC_6$, find ${}^nC_3$.

(e) In a primary school there are 10 teachers comprising 6 gentlemen and 4 ladies. A committee of 4 teachers is to be formed so as to include at least 1 gentleman and atleast one lady. In how many ways can the committee be formed ?

(f) Determine x if :

$${}^{20}C_5 + {}^{20}C_6 + {}^{21}C_7 + {}^{22}C_8 + {}^{22}C_9 = {}^{24}C_x$$

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-106

B. B. A. (Semester - I) Examination - 2010

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(Theory)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

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

OR

Q.1) Elaborate Fertility, Mortality and Migration Trends in India. **[16]**

Q.2) Define the term Population Density. Explain factors influencing Density of Population. **[16]**

OR

Q.2) Write an essay on the linkage between Qualities of Population and their utilisation in the growth of Business. **[16]**

Q.3) Define Urbanization. Elaborate factors influencing Urbanization. **[16]**

OR

Q.3) Define the term 'Environment' and discuss types of Environments. **[16]**

Q.4) Define Environmental Pollution. Why is it important to control Environmental Pollution with reference to business and commerce ? **[16]**

OR

Q.4) Discuss relationship between Pollution and Industrialization. Support your answer with suitable examples. **[16]**

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

    (a)   Impact of Global Warming on Human Life

    (b)   Kyoto Protocol

    (c)   Biological factors affecting Mortality

    (d)   Optimum, Over and Under Populated Regions

    (e)   Working Population

    (f)   Urban Sprawl

    (g)   Literacy Ratio

—————

[3872]-201

B. B. A. (Semester - II) Examination - 2010

PRINCIPLES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

   (1) All questions are compulsory.

   (2) Figures to the right indicate full marks.

Q.1) Define the term Management ? Explain nature and functions of Management.   **[15]**

OR

Q.1) (A) Distinguish between Management and Administration.   **[07]**

   (B) Describe Peter Drucker's Contribution to Management Thought. **[08]**

Q.2) Discuss various Techniques of Scientific Management.   **[15]**

OR

Q.2) What is Delegation of Authority ? State difficulties in Delegation of Authority.   **[15]**

Q.3) What is Communication ? Bring out importance of Communication in today's modern business world.   **[15]**

OR

Q.3) Define Co-ordination. Explain why Co-ordination is necessary in Management ?   **[15]**

Q.4) Define Organisation. Distinguish between Formal and Informal Organisation Structure.   **[15]**

OR

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

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

    (a)   Essential Qualities of Effective Leadership

    (b)   Stress Management

    (c)   Social Responsibility of Management

    (d)   Importance of Decision-making

    (e)   Budget as a Tool for Control

    (f)   Management of Change

———————

[3872]-202

B. B. A. (Semester - II) Examination - 2010

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]				**[Max. Marks : 80**

Instructions :

    *(1) Attempt **any five** questions.*

    (2) All questions carry equal marks.

Q.1) What is Marketing ? Explain its benefits accruing to Manufacturer as well as to the Society. **[16]**

Q.2) What is Marketing Mix ? Explain various factors affecting Marketing Mix. **[16]**

Q.3) Define Marketing Planning. Explain Essential Requirements of Marketing Planning. **[16]**

Q.4) Explain various factors influencing Pricing. **[16]**

Q.5) What is Marketing Information System ? Explain features and importance of Marketing Information System. **[16]**

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

Q.7) Write short notes : **(Any Four)** **[16]**

    (a)   Service Marketing

    (b)   Modes of Transport

    (c)   Present Status of Marketing Research in India

    (d)   Factors Influencing Promotion Mix

    (e)   Problems of Rural Marketing

    (f)   Powers of Marketing Manager

———————

[3872]-203

B. B. A. (Semester - II) Examination - 2010

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 remaining.*

  (3) Figures to the right indicate full marks.

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

  (a) Role of Finance Manager

  (b) Significance of Financial Planning

  (c) Bonus Shares

  (d) Trading in Equity

  (e) Types of Loans

  (f) Public Deposits

Q.2) Define 'Financial Management'. Also explain in detail its scope and objectives.   [15]

Q.3) What is Overcapitalisation ? Explain in detail the effects and remedies of Overcapitalisation.   [15]

Q.4) Distinguish between Shares and Debentures.   [15]

Q.5) Explain importance of 'Depreciation' as an Internal Source of Finance and also explain its advantages and limitations.   [15]

Q.6) What is 'Capital Structure' ? Explain in detail factors influencing Capital Structure. **[15]**

Q.7) Explain meaning of 'Finance'. Also explain nature and scope of Finance Function. **[15]**

————————

Total No. of Questions : 5]   [Total No. of Printed Pages : 4

[3872]-204

B. B. A. (Semester - II) Examination - 2010

BASICS OF COST ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      (1) All questions are compulsory.

      (2) Figures to the right indicate full marks.

      (3) Use of calculator is allowed.

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

      (a) _____ is the price paid for something.

      (b) In Job Costing, each job is a _____.

      (c) Work-in-Progress is shown in the Balance Sheet as an _____.

      (d) Actual loss of input which coincides with the estimated loss is known as _____.

      (e) The Cost Unit in the case of transport is known as _____.

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

      (a) Lubricant used in factory workshop is the example of Direct Material.

      (b) In Job Costing a Separate Cost Sheet is made out for each job.

      (c) Contract Costing is adopted for small jobs of short duration.

      (d) Process Loss may either be normal or abnormal.

      (e) Operating Costing may be adopted even by a concern producing goods.

Q.2) Explain limitations of Financial Accounting. **[15]**

OR

Q.2) Define 'Cost Unit' and 'Cost Centre'. Explain various types of Cost Centres. **[15]**

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

(a) Limitations of Cost Accounting

(b) Advantages of Job Costing

(c) Cost Classification according to the basis of Identification

(d) Features of Process Costing

(e) Operating Costing

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

	Rs.
Stock on 1-4-2009 :	
– Raw Materials	40,000
– Work-in-Progress	10,000
– Finished Goods	1,00,000
Stock on 31-3-2010 :	
– Raw Materials	50,000
– Work-in-Progress	14,000
– Finished Goods	1,50,000
Indirect Labour	60,000
Purchases of Raw Materials	4,00,000
Sales Commission	60,000
Salaries of Salesmen	1,00,000
Interim Dividend paid	50,000
Administrative Expenses	1,00,000

Carriage Outward	20,000
Direct Labour	3,00,000
Depreciation on Machinery	83,000
Factory Rent	71,000
Sales	12,00,000

Prepare a Statement of Cost showing :

(a) Prime Cost

(b) Factory Cost

(c) Cost of Production

(d) Cost of Goods Sold

(e) Cost of Sales

(f) Profit   [16]

Q.5) (A) ABC Co. wished to arrange overdraft facilities with its bankers during the period April to June, 2010 when it will be manufacturing mostly for stock. Prepare a Cash Budget for the above period from the following data, indicating the extent of the bank facilities, the company will require at the end of each month : [12]

(a)

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
February	2,70,000	1,87,200	18,000
March	2,88,000	2,16,000	21,000
April	1,62,000	3,64,500	16,500
May	2,61,000	3,69,000	15,000
June	1,89,000	4,02,000	22,500

(b) 50% of the Credit Sales are realised in the month following the sales and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase. Wages are paid on 7th of the following month.

(c) Cash at Bank on 1st April, 2010 (estimated) is Rs. 37,500.

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

(a)   P/V Ratio

(b)   Break-even Point

(c)   Sales required to earn profit of Rs. 3,20,000.

(d)   The profit made when sales are Rs. 10,00,000.

Selling Price per unit   – Rs. 80

Variable Cost per unit :

Direct Materials   –   Rs. 20

Direct Labour   –   Rs. 14

Variable overheads   –   100% of Direct Labour Cost

Fixed Expenses – Rs. 1,28,000

OR

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

(a)   Material Cost Variance

(b)   Material Price Variance

(c)   Material Usage Variance

(d)   Material Mix Variance

Material	Standard	Actual
A	400 units @ Rs. 50 per unit	500 units @ Rs. 50 per unit
B	600 units @ Rs. 40 per unit	600 units @ Rs. 45 per unit

[3872]-205

B. B. A. (Semester - II) Examination - 2010

BUSINESS STATISTICS

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

(1) All questions are compulsory.

(2) All questions carry equal marks.

(3) Figures to the right indicate full marks.

(4) Use of statistical tables and private calculator is allowed.

(5) Notations have their usual meanings.

Q.1) Attempt **any four** of the following :   **[4x4=16]**

(a) Describe Scope of Statistics in 'Industry'.

(b) Draw frequency polygon for the following data :

Marks	0-20	20-40	40-60	60-80	80-100
No. of Students	10	20	30	24	16

(c) Compute Coefficient of Quartile Deviation for the following data :

100, 24, 14, 105, 21, 35, 106, 16, 100, 72, 68, 103, 61, 90, 20.

(d) Explain Concept of Dispersion. Discuss relative measure of Dispersion.

(e) Obtain Standard Deviation for the following data :

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	3	7	11	15	12	8	4

(f) The mean of 100 items was 50. Later on it was found that one figure was misread as 80 instead of 18. Find the corrected mean.

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

(a) Explain procedure of Systematic Sampling.

(b) Define Correlation. Describe various types of Correlations.

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

$4x - 5y + 33 = 0$

$20x - 9y = -10$

(d) Solve graphically the following Linear Programming Problem (L.P.P.) :

Maximize $Z = 1000x + 1500y$

Subject to $2x + y \leq 30$

$x + 3y \leq 50$

$x \geq 0, \ y \geq 0$

(e) Two workers work on the same job show the following results over a long period of time :

	Worker A	Worker B
Mean Time of Completing the Job (Minutes)	30	25
Standard Deviation (Minutes)	6	4

Which worker appears to be more consistent in the time he requires to complete the job ?

(f) The following figures represent number of students who visited college library on 12 different days :

180, 96, 75, 98, 270, 80, 100, 102, 94, 75, 200, 610

Calculate Mean, Median and Mode for the data.

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

(a) Explain briefly the meaning of Transportation Problem.

(b) Draw a multiple bar diagram for the following information :

City	Male	Female	Total
A	400	300	700
B	150	200	350
C	300	200	500

(c) The Distribution of Salaries obtained by 200 employees is given below :

Monthly Salary (Rs.)	No. of Employee
14000 – 16000	12
16000 – 18000	30
18000 – 20000	55
20000 – 22000	40
22000 – 24000	35
24000 – 26000	28

(i) State type of classification.

(ii) State class mark of 2nd class.

(iii) Find class width of 4th class.

(iv) How many employees earn salary less than Rs. 22,000 ?

(d) Estimate production corresponding to a rainfall of 35 cms from the following data :

	Rainfall (in cms.)	Production (in quintals)
Average	31	52
S.D.	6	11
Correlation Coefficient	0.85	

(e) Solve graphically the following L.P.P. :

Minimize Z = 25x + 30y

Subject to

$$x + 3y \geq 60$$

$$2x + 3y \geq 36$$

$$x, y \geq 0$$

(f) State properties of Regression Coefficients.

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

(a) Explain the following terms in Linear Programming Problem (L.P.P.) :

(i) Decision Variables

(ii) Constraints

(iii) Objective Function

(iv) Feasible Solution

(b) Find missing frequency from the following data, given that the mode of distribution is 44 :

Class	0-20	20-40	40-60	60-80	80-100
Frequency	5	18	?	12	5

(c) Determine an initial basic feasible solution to the following transportation problem by using North-West Corner Method. Also find Corresponding Cost of Transportation :

Source	Destinations			Capacity
	D_1	D_2	D_3	
S_1	2	7	4	5
S_2	3	3	1	8
S_3	5	4	7	7
S_4	1	6	2	14
Demand	7	9	18	34

(d) A manufacturer produces bicycles and tricycles each of which must be processed through two machines A and B. Machine A has maximum of 120 hours available and machine B has a maximum of 180 hours available. Manufacturing of a tricycle requires 6 hours on machine A and 3 hours on machine B. While a bicycle requires 4 hours on machine A and 10 hours on machine B. If profits are Rs. 45 for a tricyle and Rs. 65 for a bicycle, formulate LPP to have maximum profit.

(e) The management of company has employed 50 officers and 100 workers. The monthly salaries of a officer and a worker are Rs. 30,000 and Rs. 15,000 respectively. Find mean salary of the employees.

(f) The frequency distribution of 500 telephone calls according to their duration in seconds is given below :

Duration (in seconds)	No. of Calls
15-29	8
30-44	27
45-59	85
60-74	144
75-89	160
90-104	57
105-119	10
120-135	9

Calculate Median for the above data.

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

(a) Determine an initial basic feasible solution to the following transportation problem by using Vogel's Aproximation Method (VAM). Also find Corresponding Cost of Transportation :

Origin	Distributions				Supply
	D_1	D_2	D_3	D_4	
O_1	11	13	17	14	250
O_2	16	18	14	10	300
O_3	21	24	13	10	400
Demand	200	225	275	250	950	**[08]**

(b) (i) Calculate Karl Pearson's Coefficient of Correlation for the following data :

X	14	19	24	21	26	22	15	20	19
Y	31	36	48	37	50	45	33	41	39	**[06]**

(ii) Explain the term Population with an illustration. **[02]**

(c) (i) Determine an initial feasible solution to the following transportation problem by using Matrix Minimum Method. Also find Corresponding Cost of Transportation :

Factory	Warehouses				Supply
	W_1	W_2	W_3	W_4	
F_1	3	2	1	5	12
F_2	4	6	2	8	8
F_3	7	4	3	5	10
F_4	2	6	7	5	4
Demand	8	10	6	10	34	**[06]**

(ii) Explain meaning of Regression. **[02]**

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-206

B. B. A. (Semester - II) Examination - 2010

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)   SQL

    (b)   MS Power Point

    (c)   Printer

    (d)   DTP

    (e)   Batch File

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

    (B)   Solve :   **[10]**

        (a) $(435)_{10} = (?)_2$

        (b) $(246)_8 = (?)_{16}$

        (c) $(1110101)_2 = (?)_{10}$

        (d) $(123)_{10} = (?)_8$

        (e) $(2AC)_{16} = (?)_{10}$

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

    (B)   What is Spreadsheet ? Explain different types of Charts.   **[10]**

Q.4) (A) Differenciate between DOS and Windows Operating System.

[10]

(B) What is Normalisation ? Explain Goals of Normalisation. **[10]**

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

    (a) DIR

    (b) CLS

    (c) REN

    (d) FORMAT

    (e) RMDIR

(B) Explain SQL Statements : **[10]**

    (a) INSERT

    (b) SELECT

––––––––––––––

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-301

B. B. A. (Semester - III) Examination - 2010

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 Big Five Model and describe each model.   **[15]**

OR

Q.1) Define Personality Development and Theories of Personality Development. **[15]**

Q.2) Define Communication. Explain Process of Communication.   **[15]**

OR

Q.2) Name Five Pillars of Personality Development and explain any two Pillars in detail.   **[15]**

Q.3) Define Competency Mapping and explain importance of Competency Mapping.   **[15]**

OR

Q.3) What is Group Discussion ? Explain merits and demerits of Group Discussion.   **[15]**

Q.4) What are Habits ? Explain habits of highly effective people.   **[15]**

OR

Q.4) Explain various Theories on Motivation.   **[15]**

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

   (a)   Emphatic Assertiveness

   (b)   Negative Thinking

   (c)   Body Language

   (d)   Mind Mapping

   (e)   Supertraits

   (f)   Extra Version

   (g)   Begin with the End in Mind

   (h)   Personal Self-appraisal

_____

[3872]-302

B. B. A. (Semester - III) Examination - 2010

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 'Proposal'. State legal rules as to a Proposal.   **[15]**

OR

Q.1) Explain in brief 'Expressly Declared Void Agreements'.   **[15]**

Q.2) Define, explain and distinguish with illustrations 'Condition' and 'Warranty' in a Contract of Sale.   **[15]**

OR

Q.2) Define and explain the following terms with examples under the Consumer Protection Act, 1986 :   **[15]**

    (a)   Services

    (b)   Defect in Goods

    (c)   Deficiency in Services

Q.3) Explain Concept of 'Partnership' and test for determination of existence of Partnership Firm.   **[15]**

OR

Q.3) What to do you mean by 'Dissolution of Partnership Firm' ? What are the grounds for dissolution by Court ?   **[15]**

Q.4) Define 'Prospectus' and 'Statement in Lieu of Prospectus'. What are the liabilities for Mis-statement in Prospectus. **[15]**

OR

Q.4) Discuss Law relating to qualifications, disqualifications and appointment of 'Manager' and 'Managing Director' of a Company. **[15]**

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

(a) Kinds of Mistakes in a Contract

(b) Types of Goods in a Contract of Sale

(c) Provisions relating to Admission of a Partner

(d) Memorandum of Association

(e) Reliefs Available to a Consumer under Consumer Protection Act, 1986

(f) Annual General Meeting

_____

[3872]-303

B. B. A. (Semester - III) Examination - 2010

HUMAN RESOURCE MANAGEMENT
AND ORGANISATIONAL BEHAVIOUR

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) What is Human Resource Management ? Explain difference between Human Resource Management and Personnel Management.   **[15]**

OR

Q.1) Explain Organisation and Role of HRM Department in a Large Scale Industrial Unit.   **[15]**

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

OR

Q.2) What is Performance Appraisal ? Explain its objectives.   **[15]**

Q.3) What is Training and Development ? Describe Off-the-job Training Methods.   **[15]**

OR

Q.3) Explain importance of Wage and Salary Administration. How employee benefits help in employee retention in the Competitive Business Environment ?   **[15]**

Q.4) Explain Nature of Change. How would you implement change successfully ? **[15]**

OR

Q.4) What is Organisational Behaviour ? Explain in brief different models of Organisational Behaviour. **[15]**

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

    (a)   Human Resource Development

    (b)   Promotion and Demotion Policy

    (c)   Profit Sharing

    (d)   Organisational Development Programme

    (e)   Disciplines Contributing to Organisational Behaviour

    (f)   Management Development Programme

[3872]-304

B. B. A. (Semester - III) Examination - 2010

MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instruction :

> *All questions are compulsory and carry equal marks.*

Q.1) Define the term 'Management Accounting'. Explain its importance in the Management of a Modern Business. State its important limitations.

OR

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

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

Liabilities	31-03-08	31-03-10	Assets	31-03-08	31-03-10
Share Capital	10,00,000	11,00,000	Plant and Machinery	5,00,000	4,40,000
General Reserve	40,000	50,000	Land and Building	7,50,000	6,80,000
Profit and Loss A/c.	1,40,000	1,56,000	Furniture	2,00,000	1,80,000
Mortgaged Loan	3,00,000	2,00,000	Sundry Debtors	2,50,000	2,00,000
15% Debentures	4,00,000	2,50,000	Bills Receivables	70,000	60,000
Sundry Creditors	1,50,000	1,26,000	Stock	2,00,000	2,48,000
Bills Payables	70,000	1,18,000	Cash and Bank	1,30,000	1,92,000
Total	**21,00,000**	**20,00,000**	**Total**	**21,00,000**	**20,00,000**

The total sales during the year 2008-09 was Rs. 50,00,000 which was increased by 20% in the next year.

You are required to calculate minimum three ratios to judge :

(a) Liquidity and

(b) Efficiency in operating activities of the company and write your comments about the same.

Q.3) What do you mean by Ratio Analysis ? Explain various ratios to judge profitability of a company. State limitations of Ratio Analysis.

OR

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

Particulars	AB	BA
Number of units sold	20,000	15,000
Sales Price	Rs. 160	Rs. 150
Cost (Per Unit) :		
Direct Material	Rs. 70	Rs. 60
Direct Labour	Rs. 30	Rs. 40
Variable Overheads	Rs. 20	Rs. 20

Fixed Overheads – Rs. 10 per unit.

You are required to find out :

(a) Profit Volume Ratio, Break-even Point and Margin of Safety and the net amount of profit at the current level of sales.

(b) What would be the amount of profit if the Current Sales of both the products is increased by 20%.

Q.4) Define the terms 'Budget' and 'Budgetary Control'. Explain objectives, advantages and limitations of Budgetary Control System.

OR

Q.4) Prepare a statement showing estimated amount of Working Capital from the following information of VORLAP Limited, Pune :

- Expected Sales Level : 24,000 units @ Rs. 150 per unit.

- Cost of the Product (per unit) : Raw Material - Rs. 60, Labour Cost - Rs. 40, Variable Overheads - Rs. 20.

- Raw Material and Finished Goods will stay in stock for 10 days and 20 days respectively.

- The material will remain in process for 15 days.

- The Labour Cost and Overheads may be considered at 60% completion stage for work in progress.

- The purchases are made with two months credit; while the goods are sold with one and a half month credit.

- Labourers are paid on every 10th day of the next month.

- Overheads are paid with one month time lag.

- The company wants to maintain Rs. 1,00,000 for contigencies.

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

(a) Functions of Management Accounting

(b) Common Size Statement and Trend Analysis

(c) Flexible and Fixed Budget

––––––––––––

Total No. of Questions : 5]　　　　　　　[Total No. of Printed Pages : 2

[3872]-305

B. B. A. (Semester - III) Examination - 2010

BUSINESS ECONOMICS (MACRO)

(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　(1)　All questions are compulsory.

　　　(2)　Figures to the right indicate full marks.

　　　(3)　Draw diagrams wherever necessary.

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

OR

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

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

OR

Q.2) Explain Determinants of the Consumption Function. **[15]**

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

OR

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

Q.4) Explain Quantitative Measures and Qualitative Measures of Monetary Policy. **[15]**

OR

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

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

    (a)   Scope of Macro Economics

    (b)   Personal Income and Personal Disposable Income

    (c)   Limitations of Keynesian Theory of Income and Employment

    (d)   Investment Multiplier

    (e)   Deflation

    (f)   NDP at Market Price and NDP at Factor Cost

————————

Total No. of Questions : 4]   [Total No. of Printed Pages : 2

[3872]-306

B. B. A. (Semester - III) Examination - 2010

INFORMATION TECHNOLOGY IN MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) Figures to the right indicate full marks.

    (2) Draw neat diagram wherever necessary.

Q.1) Attempt the following : **(Any Four)**   **[20]**

    (a)   Explain advantages and disadvantages of Internet.

    (b)   Explain various types of Application Softwares.

    (c)   Define ERP. Explain various features of ERP.

    (d)   Explain functions of Operating System.

    (e)   Write a short note on Biometrics with suitable diagram.

Q.2) Attempt the following : **(Any Four)**   **[20]**

    (a)   Explain various characteristics of Object Orientation.

    (b)   Explain various uses of Power Point.

    (c)   Explain Star Network Topology with its advantages.

    (d)   Explain various Modules of ERP.

    (e)   Explain uses of Computer.

Q.3) Attempt the following : **(Any Four)** [20]

    (a) Explain Knowledge Management System Architecture with diagram.

    (b) Explain different Database Languages.

    (c) Compare LAN and WAN.

    (d) Explain different types of Operating Systems.

    (e) Explain various Input Devices of Computer.

Q.4) Write short notes : **(Any Four)** [20]

    (a) Transaction Processing System

    (b) Advantages of MIS

    (c) Electronic Record

    (d) I. T. Act, 2000

    (e) Computer Crime

_____

[3872]-31

B. B. A. (Semester - III) Examination - 2010

INDIAN ECONOMY

(Old 2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

(1) *All questions are compulsory.*

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

Q.1) What is Economic Development ? Explain Indications of Economic Development. **[15]**

OR

Q.1) In what way does Population Growth affect Economic Development ? **[15]**

Q.2) State characteristics of Indian Economy as a Developing Economy. **[15]**

OR

Q.2) Define National Income. State methods of measuring National Income. **[15]**

Q.3) Critically examine Programmes undertaken by Government of India to alleviate Poverty. **[15]**

OR

Q.3) What is Fiscal Policy ? Discuss scope and limitations of Fiscal Policy in India as a Less Developed Country. **[15]**

Q.4) Define Planning. Explain achievements and failures of Planning in India. **[15]**

OR

Q.4) What do you mean by Credit Control ? Explain Quantitative and Qualitative Measures of Credit Control. **[15]**

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

    (a)　Objectives of Tenth Five Year Plan

    (b)　Important Policy Initiatives of the Government for Development of Women and Children

    (c)　Importance of National Income Estimation

    (d)　Characteristics of Planning

    (e)　Absolute Poverty and Relative Poverty

    (f)　Deficit Budget

————————

Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3872]-32

B. B. A. (Semester - III) Examination - 2010

MANAGEMENT INFORMATION SYSTEM

(Old 2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

*(1) Solve **any five** questions.*

(2) Figures to the right indicate full marks.

(3) Give illustrations wherever necessary.

Q.1) "The information needs of a business enterprise are dependent on the nature of business activities and level of management." Comment. **[16]**

Q.2) What is a System ? Explain briefly the general model of a System. **[16]**

Q.3) Describe briefly the Decision-making Process. Write a short note on Behavioural Concepts in Decision-making. **[16]**

Q.4) Why is MIS looked upon as a strategic need of management today ? **[16]**

Q.5) Describe briefly the basic model of Organisation Structure. **[16]**

Q.6) Discuss Levels of Management and their information requirements. **[16]**

Total No. of Questions : 5]　　　　　[Total No. of Printed Pages : 2

[3872]-33

B. B. A. (Semester - III) Examination - 2010

MANAGEMENT ACCOUNTING

(Old 2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Define the following terms : **(Any Four)**　　　　　**[08]**

　　(a)　Management Accounting

　　(b)　Budgetary Control

　　(c)　Cost Audit

　　(d)　Cost Control

　　(e)　Activity Based Costing

　　(f)　Vouch and Post Audit

Q.2) Write notes : **(Any Three)**　　　　　　　**[12]**

　　(a)　Limitation of Management Accounting

　　(b)　Origin of Audit

　　(c)　Revenue Budget

　　(d)　Balance Sheet Audit

　　(e)　Advantages of 'Activity Based Costing'

Q.3) Distinguish between the following : **(Any Two)**　　　**[12]**

　　(a)　Internal Audit and Statutory Audit

　　(b)　Cost Reduction and Cost Control

　　(c)　Management Accounting and Financial Accounting

Q.4) Answer **any two** of the following : [16]

    (a)   Explain important advantages of Management Accounting.

    (b)   Describe requirements for adopting 'Activity Based Costing'.

    (c)   Discuss Secondary Objectives of Financial Audit.

Q.5) Answer the following : **(Any Two)** [32]

    (a)   Explain various tools and techniques of Management Accounting.

    (b)   Explain in brief the provisions of Indian Companies Act, 1956 regarding Cost Audit.

    (c)   Explain steps in controlling of 'Cost of Material, Labour and Overheads'.

––––––––––––

[3872]-34

B. B. A. (Semester - III) Examination - 2010

HUMAN RESOURCE MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

*(1) Answer **any two** questions from **section A** and **any two** questions from **section B**.*

(2) Answers to both the sections should be written in one and the same answer-book.

(3) Figures to the right indicate full marks.

SECTION - A

Q.1) (A) Define HRM.   [05]

(B) Explain in detail the scope and importance of HRM.   [15]

Q.2) (A) What are the main resources of Recruitment ? Explain.   [10]

(B) Explain in detail the Selection Process followed by any Organisation.   [10]

Q.3) (A) Define Minimum, Fair and Living Wages.   [10]

(B) Explain briefly the different methods of Wage System.   [10]

Q.4) Write short notes on **any four** of the following :   [20]

(a) Functions of HRM

(b) Resistance to Training

(c) Performance Appraisal System

(d) Career Planning

(e) Succession Planning

SECTION - B

Q.5) Explain in detail the scope and importance of Organisational Behaviour. **[20]**

Q.6) (A) What do you understand by Motivation ? **[05]**

(B) Explain briefly the Theories of Motivation. **[15]**

Q.7) (A) Define Leadership. **[05]**

(B) Explain any two Theories of Leadership. **[15]**

Q.8) Write short notes on **any four** of the following : **[20]**

(a) Formal and Informal Groups

(b) SOBC Model of Organisational Behaviour

(c) Management of Change

(d) Theory of Work Motivation

(e) Maslow's Need Hierarchy Theory

———————————

Total No. of Questions : 8]   [Total No. of Printed Pages : 3

[3872]-35

B. B. A. (Semester - III) Examination - 2010

INCOME TAX

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Write short notes :   **[16]**

   (a)   Gross Total Income

   (b)   Residential Status of an Individual

Q.2) Explain Chargeability of Tax under Income from House Property. **[16]**

Q.3) What are the provisions under Income Tax Act, 1961 regarding Set-off and Carry Forward of Losses ?   **[16]**

Q.4) Explain deductions in respect of certain payments from Gross Total Income u/s. 80C, 80D, 80DD, 80DDB and 80E.   **[16]**

Q.5) Write short notes :

   (a)   Clubbing of Income   **[08]**

   (b)   Income Chargeable under the head 'Income From Other Sources' **[08]**

Q.6) Write short notes : **(Any Four)**   **[16]**

   (a)   Person

   (b)   Agricultural Income

   (c)   Long Term Capital Gain

   (d)   Domestic Company

   (e)   Previous Year

   (f)   House Rent Allowance

Q.7) Mr. Suraj is employed in HMT Ltd., Mumbai. His emoluments are as under (for the Financial Year 2009-2010) :

(1) Basic Salary Rs. 10,000 p.m.

(2) Dearness Allowance @ 80% of Salary (However D.A. to the extent of 10% of Salary is applicable for retirement benefits).

(3) Company pays him 3% commission on total sales effected by him in the company, which amounted to Rs. 12,00,000 during the year. On 1st January, 2010 his agreement with the company was discharged and the rate of commission is reduced to 1%. The sale is evenly spread over the year.

(4) He has been provided with a rent free furnished house, fair rent being Rs. 4,000 p.m. and furniture was worth Rs. 80,000.

(5) The company has paid 1,000 towards his bill of gas, electricity and water.

(6) He is getting an entertainment allowance from the company amounting to Rs. 500 p.m.

(7) The company has provided him a 1.8CC car for official as well as private purpose.

(8) He contributes to RPF @ 15% of his salary and his employer contributes an equal amount.

(9) The interest @ 14% p.a. amounting to Rs. 1,400 was credited to his provident fund account for the year ending 31st March, 2010.

(10) Professional Tax paid Rs. 2,500.

Compute his Taxable Income from Salary for the A.Y. 2010-2011.   **[16]**

Q.8) The following is the Profit and Loss Account for the year ended on 31st March, 2010 furnished by Mr. Ramchandra :

Profit and Loss Account

To Salary	78,000	By Gross Profit	2,00,000
To Advertisement	8,000	By Sundry Receipts	8,400
To Fire Insurance	3,500	By Bad Debts Recovered (Not allowed as deduction earlier)	5,400
To Office Expenses	4,500		
To Depreciation	15,800	By Gift From Father	25,000
To Bonus	12,800	By Interest on Bank Deposit	6,000
To Income Tax	8,600		
To Sales Tax	4,500		
To Interest on Bank Loan	5,600		
To R.D.D.	3,500		
To Net Profit	1,00,000		
Total	**2,44,800**	**Total**	**2,44,800**

Other Information :

(1) Salary includes Rs. 4,200 paid to a domestic servant.

(2) Advertisement includes Rs. 550 as expenditure incurred on it for selling household furniture.

(3) Allowable Depreciation as per I.T. Act is Rs. 14,000.

(4) Sales Tax includes Rs. 500 as penalty for not filling returns in time.

(5) Bank Loan is for business purposes.

You are required to compute Taxable Income from Business for the Assessment Year 2010-2011 of Mr. Ramchandra. **[16]**

_____

[3872]-36

B. B. A. (Semester - III) Examination - 2010
RESEARCH METHODOLOGY
(Old 2005 Pattern)

Time : 2 Hours]　　　　　　　　　　　　[Max. Marks : 50

Instructions :

　　(1) All questions are compulsory.

　　(2) Figures to the right indicate full marks.

Q.1) What is Research ? Explain scope and importance of Research.　**[15]**

OR

Q.1) Define Sampling. Explain types of Sampling.　**[15]**

Q.2) Define Hypothesis. Explain characteristics of Hypothesis.　**[15]**

OR

Q.2) What is Report Writing ? Explain types of Reports.　**[15]**

Q.3) Write short notes : **(Any Four)**　**[20]**

　　(a)　Bibliography

　　(b)　Research Problem

　　(c)　Types of Research

　　(d)　Tabulation

　　(e)　Data Editing

　　(f)　Questionnaire

[3872]-401

B. B. A. (Semester - IV) Examination - 2010

PRODUCTION AND OPERATIONS MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours] **[Max. Marks : 80**

Instructions :

    *(1) Answer **any four** questions.*

    (2) All questions carry equal marks.

    (3) Draw diagrams/sketch wherever necessary.

Q.1) Define a Plant Layout. Explain factors influencing Plant Layout.

Q.2) What do you mean by Product Development ? Explain stages of Product Development.

Q.3) Discuss in detail the duties of Dispatching Department.

Q.4) Define Quality Control. Explain methods of Quality Control.

Q.5) Explain Environmental Factors affecting Employee's Health, Safety, Control and Performance.

Q.6) Write short notes : **(Any Two)**
    (a)   Operation Process Chart
    (b)   Production System
    (c)   Stages in Product Design
    (d)   Objectives of Production Planning and Control

Q.7) (A)   Write a note on Work Measurement and Performance Rating.
    (B)   State Objectives of Scheduling.

Q.8) Explain Job, Batch and Continuous Production Systems with examples.

[3872]-402

B. B. A. (Semester - IV) Examination - 2010

INDUSTRIAL RELATIONS AND LABOUR LAWS

(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　　*(1)　Attempt **any four** questions.*

　　　　(2)　All questions carry equal marks.

Q.1) What is Contract Labour ? Write some important provisions of the Act.

Q.2) State role of various Governmental Measures in Industrial Relations and Labour Law.

Q.3) What is Conciliation and state qualities required by a Conciliator ?

Q.4) Define Workers Participation in Management. Discuss few important types of WPM.

Q.5) Explain Collective Bargaining with its process.

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

　　　(a)　Working Hours for Adults

　　　(b)　Importance of Industrial Relations

　　　(c)　Recognition of Trade Union

　　　(d)　Wages for Contract Labour

　　　(e)　Lay-off and Retrenchment

　　　(f)　Growth of Trade Union

[3872]-403

B. B. A. (Semester - IV) Examination - 2010

BUSINESS TAXATION

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

    *(1) Attempt **any five** questions.*

    (2) All questions carry equal marks.

Q.1) Write short notes :

    (a)   Incomes Exempted From Tax u/s 10

    (b)   Gross Total Income

Q.2) What do you mean by Gross Annual Value ? How it is calculated ?

Q.3) State and explain difference between :

    (a)   Capital Expenditure and Revenue Expenditure

    (b)   Capital Receipts and Revenue Receipts

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

    (a)   Assessment Year

    (b)   Tax Deducted at Source (T.D.S.)

    (c)   Short Term Capital Gain

    (d)   Powers of Commissioners

    (e)   Deductions u/s 80C

    (f)   Slabs of Income Tax (Senior Citizen)

Q.5) Mr. Pradeep is employed in a firm of Delhi and he furnished the following particulars of income for the year 2009-10 :

(1) Basic Salary Rs. 15,000 p.m.

(2) D.A. Rs. 6,000 p.m.

   (Out of this Rs. 2,000 p.m. consider for retirement benefits)

(3) Bonus Rs. 40,000.

(4) Entertainment Allowance Rs. 1,000 p.m.

(5) Interest on R.P.F. at 13%, Rs. 39,000.

(6) Employer's Contribution to R.P.F. is 15% of Salary.

(7) He is provided with furnished accommodation at Delhi by the Employer, Cost of Furniture is Rs. 50,000. Rent paid for accommodation by Mr. Pradeep is to be Rs. 2,000 p.m.

(8) Hospital Bill reimbursed by the Employer Rs. 12,000.

(9) He has been provided with the facility of Sweeper, Watchman and Servant, who are paid by the employer Rs. 1,500 p.m., Rs. 1,800 p.m. and Rs. 1,700 p.m. respectively.

(10) He has been provided with a 1800 c.c. Car for both official and private purpose, running and maintenance expenses are brone by the employer. [With driver]

(11) Gas, Electricity and Water Bills paid by the Employer, Rs. 12,000.

(12) Professional Tax paid Rs. 2,500.

Compute his Taxable Income from Salary for the Assessment Year 2010-11.

Q.6) The following is the Profit and Loss Account of Mr. Radhakrishna for the year ending on 31st March, 2010 :

Profit and Loss Account

To Salary	1,25,000	By Gross Profit	3,00,000
To General Expenses	12,500	By Commission	30,000
To Conveyance	1,250	By Sundry Receipt	3,000
To Postage	125	By Gift from a Friend	12,000
To Depreciation	25,000	By Interest on Fixed Deposits	23,075
To Computer Stationery	2,500	By Bad Debts Recovered	10,000
To Construction of Canteen	15,700		
To Donation to an Educational Inst.	10,500		
To Sales Tax	25,000		
To R.D.D.	2,500		
To Net Profit	1,58,000		
	3,78,075		**3,78,075**

Additional Information :

(1) Salary includes Rs. 12,500 paid to Mr. Radhakrishna.

(2) General Expenses include Rs. 5,850 as the gift given to a friend on his marriage ceremony.

(3) Depreciation allowed as per Income Tax Rules amounted to Rs. 22,000.

(4) Sales Tax included Rs. 2,500 as Penalty for Evasion of Sales Tax.

Compute Taxable Income from Business of Mr. Radhakrishna for the Assessment Year 2010-2011.

Q.7) Mrs. Aparna Mahajan is a lecturer in Poona College, Pune. From the following information given by her for the year ending 31-03-2010, compute Taxable Income and Tax Liability for the A.Y. 2010-11 :

(1)   Gross Salary including Basic Pay, D. A. and HRA - Rs. 3,05,300.

(2)   Remuneration for Examinership from Pune University Rs. 4,000.

(3)   Royalty from book on Income Tax - Rs. 16,300.

(4)   House Rent Rs. 60,000. From it she paid Rs. 6,000 Municipal Tax and Rs. 15,000 for Interest on Loan taken for construction of House. Rent for April and May, 2010 of Rs. 10,000 is received in advance.

(5)   Interest on Government Securities Rs. 4,000.

(6)   Interest on Deposits with Reliance Company Rs. 2,600.

(7)   Paid Tution Fees of her son studying in MBA Class Rs. 60,000 (including development fee of Rs. 10,000).

(8)   Contribution to recognised Provident Fund Rs. 11,000.

(9)   Deposited in PPF Account Rs. 10,000.

(10) Mediclaim Insurance Premium on the health of dependent mother (age 67 years) Rs. 15,500.

(11) Donation to approved Charitable Institution Rs. 5,000.

(12) Professional Tax Rs. 2,700 and Income Tax Rs. 7,000 is deducted from her salary.

———————————

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-404

B. B. A. (Semester - IV) Examination - 2010
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) Define International Business. Explain role of International Business in Global Economic Development. **[15]**

OR

Q.1) What is Special Economic Zones ? Explain role of Special Economic Zones (Sezs) in International Business. **[15]**

Q.2) Explain the Relative Factor Endowment Theory of International Trade. **[15]**

OR

Q.2) What is a Multinational Corporation ? Discuss role of Multinational Corporations in Global Economic Development. **[15]**

Q.3) Examine the Exchange Rate System. Explain the Fixed against Flexible Exchange Rate System. **[15]**

OR

Q.3) What is meant by Balance of Payments ? Explain Causes of Disequilibrium in Balance of Payments and suggest the remedial measures to Balance of Payments. **[15]**

Q.4) Explain role of International Monetary Fund's (IMF) Financial Policies and Facilities. **[15]**

OR

Q.4) Discuss functions and role of WTO. **[15]**

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

    (a)   European Union (E.U.)

    (b)   South Asian Association for Regional Co-operation (SAARC)

    (c)   Comparative Cost Advantage

    (d)   World Bank

    (e)   Capital Account Convertibility

    (f)   Licensing and Franchising

———————

[3872]-405

B. B. A. (Semester - IV) Examination - 2010
MANAGEMENT INFORMATION SYSTEM
(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

    (3) Give illustrations wherever necessary.

Q.1) Solve **any five** :

  (a)   Define 'System'. Describe General Model of a System.   **[12]**

  (b)   Explain Structure of MIS based on Management Activities and Functions.   **[12]**

  (c)   What is Production/Manufacturing MIS ? Explain in detail.   **[12]**

  (d)   Explain Project Management and state constraints of Project Management with a neat diagram.   **[12]**

  (e)   Discuss all the Model Processes in detail.   **[12]**

  (f)   What are various Software Categories.   **[12]**

  (g)   Explain Decision-making Process and state types of Decisions.   **[12]**

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

  (a)   Feedback Control

  (b)   Life-cycle Approach

  (c)   Value of Information

  (d)   Simulation

  (e)   Concept of EIS

  (f)   'Human as Information Processors'

[3872]-41

B. B. A. (Semester - IV) Examination - 2010

FINANCIAL MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

      (1) All questions are compulsory.

      (2) All questions carry equal marks.

      (3) Use of calculator is allowed.

Q.1) Discuss role of Finance Manager with reference to Profit Maximisation and Wealth Maximisation.

OR

Q.1) What is meant by the term Capital Budgeting ? How is Capital Budgeting Techniques relevant in Investment Decision ?

Q.2) Explain nature and contents of Finance Function in a Multiple Enterprise.

OR

Q.2) Explain meaning of Merchant Banking. Also discuss authorised activities of Merchant Bankers.

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

    (a)   Time Value of Money

    (b)   Operating Cycle

    (c)   The Concept of Depository

    (d)   Future Contract

Q.4) (A) Explain techniques of managing Foreign Exchange Risk.

(B) From the following information prepare a statement showing Working Capital requirement for a level of activity of 1,56,000 units of production :

Particulars	Amount Rs.
Raw Material	90
Direct Labour	40
Overheads	100
Total Cost	230
Profit	70
	300

Additional Information :

(1) Raw Material in Stock on an average of one month.

(2) Materials in Process on an average of two weeks.

(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 two months.

(6) Lag in Payment of Wages is 1.5 weeks.

(7) Lag in Payment of Overheads is one month.

(8) 20% of the output is sold for cash.

(9) Cash in Hand is expected to be Rs. 60,000.

(10) A Contingent Reserve of 10% of the amount of creditors is to be maintained.

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

Particulars		Project X (Rs.)	Project Y (Rs.)
Cost of Proposals		15,00,000	15,00,000
Cash Inflow	1st year	1,00,000	6,50,000
	2nd year	2,50,000	6,00,000
	3rd year	3,50,000	6,00,000
	4th year	5,50,000	5,75,000
	5th year	7,50,000	5,25,000
		20,00,000	**29,50,000**

Calculate :

(a) Pay Back Period

(b) Net Present Value @ 10%.

(c) Profitability Index @ 10%

The Present Value Factor @ 10% are as follows :

Year	Rs.
1	.909
2	.826
3	.751
4	.683
5	.621

Total No. of Questions : 3]   [Total No. of Printed Pages : 2

[3872]-42

B. B. A. (Semester - IV) Examination - 2010

INFORMATION TECHNOLOGY IN MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

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

  (a) Define Operating System. Describe different types of Operating Systems.

  (b) Explain ERP Implementation Life Cycle.

  (c) Explain Object Oriented Analysis with its various steps.

  (d) What is Knowledge Management ? Explain types of Knowledge Managements in detail.

  (e) What is Computer ? Define various Components of Computer with computer block diagram.

  (f) What is Security ? Explain any 3 types of Securities in detail.

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

  (a) Describe Architecture of Knowledge Management System with diagram.

  (b) (i)   What is UML ? Explain different models of UML.

      (ii) What is Data ? Explain Data Processing.

  (c) What is Malicious Software ? Explain different types of Malicious Softwares.

Q.3) Write short notes : **(Any Four)** [20]

    (a)   Multitasking

    (b)   MIS

    (c)   E-commerce with Application

    (d)   Digital Signature

    (e)   Encryption

———————

Total No. of Questions : 7]   [Total No. of Printed Pages : 1

[3872]-43

B. B. A. (Semester - IV) Examination - 2010

INDIRECT TAXES

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Define the term 'Excisable Goods' and discuss provisions relating to Valuation of Goods for the Purpose of Charging Duty of Excise under the Central Excise Act, 1944.   **[16]**

Q.2) Describe procedure for 'Payment of Duty' under Central Excise Act, 1944.   **[16]**

Q.3) Explain methods of Valuation of Export Goods under Customs Act 1962.   **[16]**

Q.4) (A)   What is VAT ? What are the benefits of VAT ? What types of Businesses are liable for VAT ?   **[08]**

         (B)   Which Sales and Purchases are not liable to VAT ?   **[08]**

Q.5) What are the circumstances in which Penalty u/s 10 of CST Act can be levied ?   **[16]**

Q.6) Write short notes :

         (a)   'Transaction Value' under Central Excise Act, 1944   **[04]**

         (b)   Types of Customs Duties   **[04]**

         (c)   Types of Registrations under the CST Act, 1956   **[04]**

         (d)   Import General-Manifest   **[04]**

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

Total No. of Questions : 6]   [Total No. of Printed Pages : 1

[3872]-44

B. B. A. (Semester - IV) Examination - 2010

SERVICES MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

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

Q.1) (A) What is the meaning of Services ? Explain its characteristics in detail with examples.   **[10]**

    (B) Explain growing importance of Services in the Society.   **[10]**

Q.2) "India will also be known because of Tourism." Elaborate with suitable examples.   **[15]**

Q.3) Discuss Impact of Political and Legal Changes on Service Sector in India.   **[15]**

Q.4) Explain, how 'Total Quality Management' (TQM) can be implemented in an Organisation ?   **[15]**

Q.5) Write a detailed note on Technology Transfer.   **[15]**

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

    (a) ISO

    (b) Service Guarantee

    (c) WTO

    (d) Physical Evidence

    (e) Customer Satisfaction

Total No. of Questions : 8]　　　　　　　**[Total No. of Printed Pages : 2**

[3872]-45

B. B. A. (Semester - IV) Examination - 2010

PRODUCTION AND OPERATIONS MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　**[Max. Marks : 80**

Instructions :

　　　　*(1) Answer **any five**.*

　　　　(2) All questions carry equal marks.

　　　　(3) Draw diagram/sketch wherever necessary.

Q.1) Define 'Production Planning'. What are the important steps in 'PPC' ?
Explain. **[16]**

Q.2) Describe principles of 'Method Study'. Give examples. **[16]**

Q.3) Explain various factors influencing 'Plant Location'. **[16]**

Q.4) Write a detailed note on 'Production Schedule'. Give examples. **[16]**

Q.5) Explain role of Supervisor in Production Function. **[16]**

Q.6) What is 'Bill of Materials' ? How it is prepared ? Explain with
examples. **[16]**

Q.7) Explain importance of 'Workmen's Compensation Act'. **[16]**

Q.8) Write short notes : **(Any Two)** [16]

    (a)   Batch, Job, Type, Production

    (b)   Payment of Wages Act

    (c)   Time Study

    (d)   PERT and CPM

Total No. of Questions : 6]   [Total No. of Printed Pages : 2

[3872]-501

B. B. A. (Semester - V) Examination - 2010

SUPPLY CHAIN AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

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

Q.1) (A) State different functions of Marketing Channels. **[10]**

     (B) What are the various Channels for Distribution of Services ? Explain with examples. **[10]**

Q.2) Discuss various Components of Supply Chain Management in detail. **[15]**

Q.3) Explain meaning of Logistics. Develope Concept of Logistics for the Twenty-first Century. **[15]**

Q.4) What do you mean by Channel Conflict ? Discuss various techniques to resolve Channel Conflicts. **[15]**

Q.5) Derive basic model of Economic Order Quantity.

     Problem :

     Nirmitee Auto Company buys its components from their vendors. Each component costs the company Rs. 50.

     The inventory carrying charges and the procurement cost have been estimated at 20% of the average inventory investment and Rs. 40 per order respectively.

     (a) Calculate EOQ of the component, assuming annual production program being fixed at 5,000 nos. of components.

     (b) "If the actual cost to place an order and execute delivery and inventory carrying costs are Rs. 50 and 16%, the optimal policy would change."

     How much is the company losing per year because of imperfect cost information ? **[15]**

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

   (a)   New Trends in Wholesaling

   (b)   Costs Associated with Inventory

   (c)   Order Processing

   (d)   Vertical Marketing System

   (e)   ABC Analysis

   _____

Total No. of Questions : 5]　　　　　　　[Total No. of Printed Pages : 2

[3872]-502

B. B. A. (Semester - V) Examination - 2010
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) Define the term Entrepreneur. Explain need and importance of Entrepreneurship. **[15]**

OR

Q.1) (A)　What do you mean by Questionnaire ? **[07]**

　　　　(B)　Explain in brief various Methods of Market Survey. **[08]**

Q.2) Define the term Business Plan. Highlight its importance and objectives. **[15]**

OR

Q.2) State and explain the schemes offered by DIC for Entrepreneurs. **[15]**

Q.3) Define the term Venture Capital Funding. What is its importance ? **[15]**

OR

Q.3) Write a detailed note on Entrepreneurial Qualities of Mr. Pramod Choudhari. **[15]**

Q.4) (A)　Write a note on Problem of Unemployment. **[07]**

　　　　(B)　Discuss importance of Wealth Creation. **[08]**

OR

Q.4) Define the term Preliminary Project Report. Explain its contents. **[15]**

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

    (a)   Entrepreneurial Competencies of Anu Aga

    (b)   Angel Funding

    (c)   Break-even Analysis

    (d)   National Small Industries Corporation of India (NSIC)

    (e)   Precautions to be taken while preparing Business Plan

    (f)   Micro, Small and Medium Enterprises (MSME)

    (g)   Own Funds for Business

    (h)   Entrepreneurial Qualities of Vitthal Kamat

———————

Total No. of Questions : 7]   [Total No. of Printed Pages : 2

[3872]-503

B. B. A. (Semester - V) Examination - 2010

BUSINESS ETHICS

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

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

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

(a)   A company is not keeping records of some batches of production to avoid paying excise duty. An employee, who comes to know about it, informs excise department about it.

(b)   The person involved in Bhopal Gas Tragedy which caused harm to lakhs of people of Bhopal is left free besides the trouble that people are facing today with lack of compensation for nearly 26 years.

(c)   Company ABC dispatches its textile consignment to the country X which is returned back for reason of reaction and rashes on the skin. This same consignment company ABC dispatched it to Y country without disclosure of its effect on country X.

(d)   Anil writes a script which his friend Sunil liked and thinks of making film on Anil's script and promising Anil an equal share in profits after the release of the film. But Sunil never fulfills his promise towards Anil after earning profits out of it.

(e)   A Company Manager finds that he has to retrench 15% of the staff employed as per CEO and to recruit new people in their place to infuse new blood. But he has very honest and dedicated persons working under him. Should he retrench ?
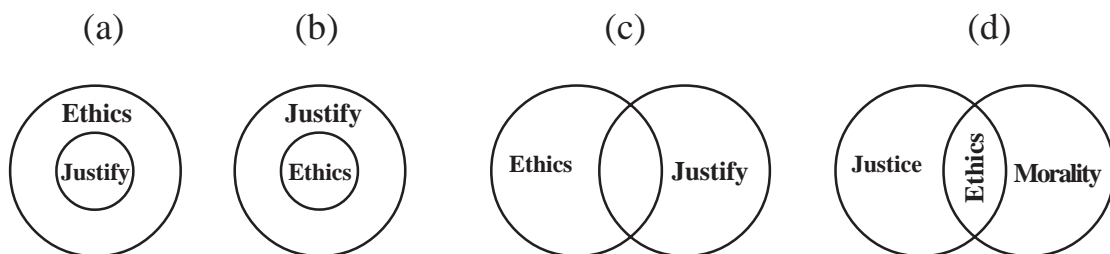
(f) A Senior Inspector rejects costly bearings made in its own manufacturing company and he arranges to sell them at any low price so that his own people can buy and sell them to their customers at a good price.

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

Q.3) Define Business Ethics. How do applied ethics benefit Manager ? **[15]**

Q.4) Explain relationship between Business Ethics and Business Development with examples. **[15]**

Q.5) What is the difference between Justice and Ethics ? Which of the following figures comes to your understanding ? Explain. **[15]**

(a)   (b)   (c)   (d)

Q.6) Explain relevance of Globalisation for Business Ethics. **[15]**

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

(a) Polluting Activities

(b) Copyright

(c) Boy Scout

(d) Bidding

(e) Advertisement

―――――――

Total No. of Questions : 5]　　　　　[Total No. of Printed Pages : 2

[3872]-504

B. B. A. (Semester - V) Examination - 2010
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 Process of Research.　　　　**[15]**

OR

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

Q.2) Define Sampling. Explain types of Sampling.　　　　**[15]**

OR

Q.2) Explain any five Secondary Sources of Collecting Data.　　**[15]**

Q.3) Explain use of Computers in Research.　　　　　**[15]**

OR

Q.3) What is a Research Report ? Explain Format of Research Report.　**[15]**

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

OR

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

　　　(a)　Data Editing

　　　(b)　Data Coding

　　　(c)　Tabulation

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

    (a)   Importance of Research

    (b)   Primary Data Collection

    (c)   Research Problem

    (d)   Research Paper

    (e)   Types of Research

    (f)   Research Design

———————

[3872]-505

B. B. A. (Semester - V) Examination - 2010
(A) ANALYSIS OF FINANCIAL STATEMENTS
(SPECIALIZATION - I : FINANCE)
(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　　　　　　　　**[Max. Marks : 80**

Instructions :

　　(1)　All questions are compulsory.

　　(2)　Figures to the right indicate full marks.

___

Q.1) What is a Balance Sheet ? Illustrate forms contents of Balance Sheet. **[15]**

OR

Q.1) (A)　What do you mean by Comparative Analysis ? **[10]**

　　　(B)　What is Cash Flow Analysis ? **[05]**

Q.2) Which of the Financial Ratios of a Company would you most likely refer to in each of the following situations ? Give reasons : **[15]**

　　(a)　The company asks you to Sell Material on Credit.

　　(b)　You are thinking of investing Rs. 25,000 in the Company Shares.

OR

Q.2) "Fund Flow and Cash Flow Statements are important managerial tools for Financial Analysis." Discuss. **[15]**

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

　　(a)　Funds from Operation

　　(b)　Common Size Statement

　　(c)　Turnover Ratios

　　(d)　Horizontal Balance Sheet

　　(e)　Cash Flow Statement

Q.4) From the following information, prepare Cash Flow Statement for the year ended 31st March, 2010 : **[20]**

Balance Sheet of ABC Ltd.

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Equity Capital	3,00,000	3,50,000	Fixed Assets (Net)	5,10,000	6,20,000
Pref. Share Capital	2,00,000	1,00,000	Investments	30,000	80,000
Debentures	1,00,000	2,00,000	Current Assets	2,00,000	3,00,000
Reserves	1,10,000	2,70,000	Discount on Debentures	10,000	5,000
Provision for Doubtful Debts	10,000	15,000	Cash in Hand	40,000	75,000
Current Liabilities	70,000	1,45,000			
	7,90,000	**10,80,000**		**7,90,000**	**10,80,000**

Additional Information :

(1) A Machine Costing Rs. 70,000 with a Book Value of Rs. 40,000 was disposed-off for Rs. 25,000.

(2) Preference Share redemption was carried out at a premium of 5%.

(3) Dividend at 15% was paid on Equity Shares for the year 2009-10.

(4) Provision for Depreciation was Rs. 1,50,000 on 31-03-09 and Rs. 1,90,000 as on 31-03-10.

Q.5) The following data represents ratios pertaining to Rupali Ltd. for the year ending on 31st March, 2010 :

(1) Annual Sales   Rs. 40,00,000

(2) Sales to Net Worth   4 times

(3) Current Liabilities to Net Worth   50%

(4)	Total Debt to Net Worth	80%
(5)	Current Ratio	2.2 times
(6)	Sales to Inventory	8 times
(7)	Average Collection Period (360 days a year)	40 days
(8)	Fixed Assets to Net Worth	70%

From the above information, prepare Balance Sheet with as many details as possible. Assume all Sales on Credit. **[15]**

————————

OR

Total No. of Questions : 6]   [Total No. of Printed Pages : 2

[3872]-505

B. B. A. (Semester - V) Examination - 2010

(B) SALES MANAGEMENT

(SPECIALIZATION - I : MARKETING)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

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

Q.1) (A) Bristol Laboratories, a division of Bristol Myers is one of the World's Largest Manufacturers of Antibiotics and Pharmaceuticals. They have 725 sales people throughout India. But they found lack of motivation in their sales team, as the salesforce compensation plan consisted of a relatively small salary and 5% commission on territorial sales volume. What type of Sales Compensation Plan you will suggest to motivate them ?   **[10]**

     (B) "It is good to hire experienced salesman, because they do not require any training." Justify your opinion.   **[10]**

Q.2) What do you mean by Personal Selling ? What are the skills required to be an effective Salesman ?   **[15]**

Q.3) Define and explain the term 'Sales Management'. Explain its objectives. **[15]**

Q.4) Discuss characteristics and essentials of a Good Training Program. **[15]**

Q.5) Explain Recruitment and Selection Process of Salesman.   **[15]**

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

    (a)   Sales Contest

    (b)   Non-monetary Compensation

    (c)   Customer Defections

    (d)   Sales Potential

    (e)   Sales Forecasting

————————

Total No. of Questions : 7]   **[Total No. of Printed Pages : 2**

[3872]-505

B. B. A. (Semester - V) Examination - 2010

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

(SPECIALIZATION - I : HUMAN RESOURCE MANAGEMENT)

(New 2008 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

    *(1) Answer **any five** questions.*

    (2) All questions carry equal marks.

    (3) Draw diagrams / sketch wherever necessary.

Q.1) Define the term Human Resource Management. State its objectives and what are the challenges of HRM in today's scenario ?

Q.2) (A) Explain Process of Human Resource Planning.

    (B) What are the various Sources of Recruitment ?

Q.3) (A) Explain need and importance of Training.

    (B) What are the different methods of Training Programme ?

Q.4) What is Performance Appraisal ? Explain its various methods.

Q.5) (A) Define Exit Policy and also state its procedure.

    (B) Explain effects of Excess Manpower on an Organisation.

Q.6) (A) Explain Concept of Absenteeism. What are the various Causes of Labour Absenteeism ?

(B) State various effects of Labour Absenteeism on Labour Turnover.

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

(a) Role of HR Manager

(b) Personnel Audit

(c) Dismissal

(d) Significance of Record

(e) Transfer Policy

(f) HR Accounting

––––––––––––

Total No. of Questions : 6]　　　　　[Total No. of Printed Pages : 2

[3872]-505

B. B. A. (Semester - V) Examination - 2010

(D) MANAGEMENT OF SERVICES

(SPECIALIZATION - I : SERVICE SECTOR MANAGEMENT)

(New 2008 Pattern)

Time : 3 Hours]　　　　　　　　　[Max. Marks : 80

Instructions :

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

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

　　　　(3)　Give suitable examples wherever possible.

Q.1) (A)　Define Services. Give its various characteristics.　**[10]**

　　　(B)　Explain Scheme of Classification for Services.　**[10]**

Q.2) Define Service Forces. How are they considered while designing Services ?　**[15]**

Q.3) State importance of Relationship of Service Organisation with the Customers in Banking and Telecommunication Sectors.　**[15]**

Q.4) Define 'Service Productivity'. What are the various tools for increasing Service Productivity ?　**[15]**

Q.5) What are the various options for the Growth of a Service Organisation at International Level ?　**[15]**

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

    (a)   Services Marketing Environment

    (b)   Service Quality

    (c)   Global Service Brands

    (d)   Customisation of Services

    (e)   Ownership

————————

OR

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-505

B. B. A. (Semester - V) Examination - 2010

(E) AGRICULTURE AND RURAL DEVELOPMENT

(SPECIALIZATION - I : AGRI. BUSINESS MANAGEMENT)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) What are the different features of Rural Economy ?   **[15]**

OR

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

Q.2) Explain role of NABARD in Agriculture and Rural Development. **[15]**

OR

Q.2) Explain role of Regional Rural Banks.   **[15]**

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

OR

Q.3) What are the recent improvements in Irrigation Systems in India ? **[15]**

Q.4) Explain the importance of Agricultural Taxation in a developing
country like India.   **[15]**

OR

Q.4) What is the role of Public Distribution System in achieving Food
Security ?   **[15]**

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

    (a)   Objectives of Land Reforms

    (b)   Integrated Rural Development Programme

    (c)   Modernisation of Agriculture

    (d)   Mid-Day Meal Scheme

    (e)   Primary Agricultural Credit Society

    (f)   Concept of Food Security

———————

[3872]-506

B. B. A. (Semester - V) Examination - 2010

(A) LONG TERM FINANCE

(SPECIALIZATION - II : FINANCE)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

(2) *Solve* ***any four*** *questions from the remaining.*

(3) *All questions carry equal marks.*

Q.1) (A) Following are the details of Capital Structure of Sunshine Co. :

Equity Share Capital (1,00,000 Equity Shares of Rs. 10 each)	Rs. 10,00,000
Reserves and Surplus	Rs. 3,00,000
Term Loan @ 14%	Rs. 4,00,000

Following additional information is available as follows :

(1) Current Market Price of Equity Share quoted at Stock Market is Rs. 25 and Equity Dividend is currently 20%.

(2) Basis for Cost of retained earning is treated same as to Equity Share.

(3) Company plans to invest in expansion activity for which additional capital needed is Rs. 4,00,000 which will be raised by issue of 9% debentures.

Calculate Weighted Average Cost of Capital assuming 50% Tax Rate under Existing Capital Structure and after additional investment in expansion activity by raising the Debentures.

(B)   Following are the figures related to PQR Co. :

Sales Rs. 10,00,000, Variable Costs 40% of Sales, Fixed Cost Rs. 2,00,000, Interest Rs. 15,000.

Calculate :

Operating Leverage, Financial Leverage, Combined Leverage. Also state change in the above leverages if selling price is increased by 15%.

Q.2) Define Financial Plan. Discuss steps in Financial Planning and Principles Governing Financial Plan.

Q.3) What do you mean by Capital Structure ? Which are the various factors which affect Capital Structure of the Firm ?

Q.4) What do you mean by 'Own Capital' and 'Borrowed Capital' ? Explain Preference Shares and Debentures as a Source of Long Term Finance.

Q.5) Explain the term 'Capitalization', 'Overcapitalization' and 'Undercapitalization'. Why it is said that Overcapitalization is more fetal and dangerous even though both are undesirable ?

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

(a)   Ploughing Back of Profits

(b)   Risks involved in Capital Budgeting

(c)   Leverages

(d)   Cost of Capital

(e)   Public Deposits

(f)   Trading on Equity

_____

OR

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-506

B. B. A. (Semester - V) Examination - 2010

(B) RETAIL MANAGEMENT

(SPECIALIZATION - II : MARKETING)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) All questions carry equal marks.

Q.1) Define Marketing Channels. Discuss functions and importance of the Marketing Channels in the Distribution Process.

OR

Q.1) What do you understand by the concept 'Wholesaling' ? Elaborate upon the changing trends in Wholesaling.

Q.2) Write an elaborate note on the Intensive, Selective and Exclusive Distribution Strategies.

OR

Q.2) Discuss role and importance of Franchising in the Indian Retail Sector.

Q.3) Explain in detail various types of Store Layouts.

OR

Q.3) If you were the Manager of a Retail Outlet, what points would you take in to consideration when managing Floor Space, as well as managing Store Inventories and Display ?

Q.4) What do you mean by Merchandising ? Explain steps in Merchandising Planning.

OR

Q.4) Define Category Management. Explain Process of Category Management.

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

    (a)   I.T. in Retailing

    (b)   Non-store Retailing

    (c)   Store Facade

    (d)   RFID

    (e)   Retail Communication Mix

    (f)   Site Selection

––––––––––––

OR

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-506

B. B. A. (Semester - V) Examination - 2010

(C) HUMAN RESOURCE PRACTICES

(SPECIALIZATION - II : HUMAN RESOURCE MANAGEMENT)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) What do you mean by Wage Differentials ? Explain various types of Wage Differentials. **[15]**

OR

Q.1) Explain nature and causes of Industrial Accidents. **[15]**

Q.2) What is Workers Participation in Management ? Describe Workers Participation Practices in India. **[15]**

OR

Q.2) Define Organisational Development. Explain Process of Organisational Development. **[15]**

Q.3) What is Industrial Relations ? Describe various Participants in Industrial Relations. **[15]**

OR

Q.3) Define Discipline. Explain principles for maintenance of Discipline in an Organisation. **[15]**

Q.4) Define Collective Bargaining. Explain reasons of its limited success in India. **[15]**

OR

Q.4) How do you define a Grievance ? What is the role of Personnel Department in Grievance Handling ? **[15]**

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

    (a)   The Minimum Wages Act, 1948

    (b)   Importance of Labour Welfare

    (c)   Provisions of Factories Act regarding Working Conditions

    (d)   Organisational Development Programme

    (e)   Acts of Indiscipline

    (f)   Collective Bargaining Agreement

———————

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-506

B. B. A. (Semester - V) Examination - 2010

(D) MARKETING SERVICES

(SPECIALIZATION - II : SERVICE SECTOR MANAGEMENT)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Explain nature of Service Marketing Environment.   **[15]**

OR

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

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

OR

Q.2) Critically examine impact of New Economic Policy on Services.   **[15]**

Q.3) What are the common problems any Service Industry faces while managing people in the Firm ?   **[15]**

OR

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

Q.4) Do you agree that the Employee Satisfaction and Customer Satisfaction are interlinked ? Justify your answer with suitable example.　**[15]**

OR

Q.4) Elaborate Process of Benchmarking.　**[15]**

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

    (a)　Complete Service Package

    (b)　Human Resource Strategy

    (c)　Parameters in Pricing

    (d)　Right Service Culture

    (e)　Gaps in Quality

    (f)　Hierarchy of New Services

———————

OR

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-506

B. B. A. (Semester - V) Examination - 2010

(E) INTERNATIONAL AGRICULTURAL SYSTEMS

(SPECIALIZATION - II : AGRI. BUSINESS MANAGEMENT)

(New 2008 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) All questions carry equal marks.

Q.1) Explain in detail the distinct features of Farming Systems in China and America.

OR

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

Q.2) How Genetically Modified Crops are different from Traditional Crops ? Discuss advantages and disadvantages of Genetically Modified Crops.

OR

Q.2) What is Ecological Farming and how can consumers support Ecological Farming ? Discuss in detail the benefits of Ecological Farming.

Q.3) What is 'Agreement on Agriculture' and when was this agreement negotiated ? Discuss the following three central concepts of 'Agreement on Agriculture'.

    (1)   Domestic Support

    (2)   Market Access

    (3)   Export Subsidies

OR

Q.3) What is Agricultural Subsidy ? Discuss impact of Agricultural Subsidy on :

    (1)   Global Food Prices and International Trade

    (2)   Impact on Nutrition

    (3)   Corporate Farms

    (4)   Non-farming Companies

Q.4) What is Agricultural SEZs ? Explain SWOT Analysis for Indian Agricultural SEZs.

OR

Q.4) What is Agro Export Zones (AEZs) ? Discuss measures taken by the Indian Government to promote AEZs and explain benefits of AEZs.

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

    (a)   Agro Processing Zones (APZs)

    (b)   WTO and Agriculture

    (c)   Ecological Farming

    (d)   Advantages of Agricultural Subsidies to the Farmers

    (e)   Difficulties faced by Indian AEZs

    (f)   Indian Farming System Vs American Farming System

───────────

Total No. of Questions : 5] [Total No. of Printed Pages : 2

[3872]-51

B. B. A. (Semester - V) Examination - 2010

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

(2005 Pattern)

Time : 3 Hours] [Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) (A) Who is an Entrepreneur according to Joseph A. Schumpeter ? **[05]**

(B) "Entrepreneur and Manager are used as interchangeable terms. However, an Entrepreneur is different from a Manager." Justify. **[10]**

OR

Q.1) "Problems faced by Women Entrepreneurs are Multi-faceted." Discuss. **[15]**

Q.2) (A) Narrate objectives of IDBI. **[05]**

(B) What are the schemes offered by ICICI ? **[10]**

OR

Q.2) Write a detailed note on Barriers to Entrepreneurship Development. **[15]**

Q.3) State and explain qualities of a Successful Entrepreneur. **[15]**

OR

Q.3) Discuss selection of nature, size and type of industry suited to Women Entrepreneurs. **[15]**

Q.4) (A) Explain the term Feasibility Study. **[03]**

(B) Discuss various aspects of Feasibility Study. **[12]**

OR

Q.4) Write a detailed note on Challenges of Globalisation and Entrepreneurship Development in India. **[15]**

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

(a) Organisation and Management - Function of Entrepreneur

(b) Entrepreneur as an Employer

(c) Future Prospects of Women Entrepreneurship

(d) Mr. Narayan Murthi

(e) Significance of Venture Capital Funding

(f) Measures to Develop Entrepreneurship in India

(g) Mr. B. G. Shirke

(h) Regional Development and Entrepreneur

_____

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-52

B. B. A. (Semester - V) Examination - 2010

BUSINESS LAW

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

> *(1) All questions are compulsory.*

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

Q.1) "All Contracts are Agreements but all Agreements are not Contracts."
Discuss.   **[15]**

OR

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

Q.2) Define 'Delivery of Goods'. Explain rules as to Delivery of Goods
from Seller to Buyer in a Contract of Sale.   **[15]**

OR

Q.2) Who is an Unpaid Seller ? Discuss his rights against the Goods.   **[15]**

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

OR

Q.3) Define and explain the terms 'Holder' and 'Holder In Due Course'.
Enumerate Privileges of Holder In Due Course.   **[15]**

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

<div align="center">OR</div>

Q.4) Who is a 'Consumer' ? What are his rights under the Consumer Protection Act, 1986 ? **[15]**

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

    (a) Minor's Agreement

    (b) Mistakes in Contracts

    (c) Essentials of a Contract of Sale

    (d) Crossing of Cheque

    (e) Articles of Association

    (f) Distinction between Public and Private Company

    (g) Unfair Trade Practices

Total No. of Questions : 5]　　　　　[Total No. of Printed Pages : 2

[3872]-53

B. B. A. (Semester - V) Examination - 2010

INTERNATIONAL BUSINESS AND NEW TRENDS

(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　[Max. Marks : 80

Instructions :

    (1) *All questions are compulsory.*

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

Q.1) Explain implications of the differences in Socio-cultural Environment for Business. Give suitable examples.   **[15]**

OR

Q.1) Explain Globalization of Markets. What are the features of Globalization of Markets ?   **[15]**

Q.2) Discuss Competitive Advantage Theory of International Trade.   **[15]**

OR

Q.2) Describe in detail the Organisation Structure of WTO.   **[15]**

Q.3) What is MNC ? What are the factors that have contributed to the growth of MNCs ?   **[15]**

OR

Q.3) Discuss different kinds of Export Procedures. Explain them with suitable examples.   **[15]**

Q.4) Explain role of India in the WTO and the WTO's role in Indian Socio-economic Development. **[15]**

OR

Q.4) What are the Stages of Globalization ? **[15]**

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

    (a)   Nature of International Business

    (b)   Concept of Absolute Advantage

    (c)   Distinction between GATT and WTO

    (d)   Intellectual Property Right

    (e)   Indian MNCs

    (f)   Economic Environment of national and international business

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-54

B. B. A. (Semester - V) Examination - 2010

PERSONALITY   DEVELOPMENT

(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

    (1) Question No. 5 is compulsory

    (2) All questions carry equal marks.

    (3) Draw figures wherever necessary.

Q.1) Define 'Assertiveness'. How will you make your behaviour assertive ? **[16]**

OR

Q.1) What is 'Group Discussion' ? Explain merits and demerits of Group
Discussion.   **[16]**

Q.2) What do you understand by the word 'Personality' ? State and explain
Determinants of Personality Development.   **[16]**

OR

Q.2) Explain concept of 'Positive Thinking'. Describe how you will
develop Positive Thinking.   **[16]**

Q.3) Define 'Communication'. Explain types of Communications in detail **[16]**

OR

Q.3) What are 'Presentation Skills' ? How will you develop matter for
Presentation ? Explain how you will handle Question-Answer Session
in Presentations ?   **[16]**

Q.4) What is 'Communication' ? Describe principles of Communication. **[16]**

OR

Q.4) What is 'First Impression' ? How will you create a good First
Impression ?   **[16]**

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

    (a)   Importance of Good First Impression

    (b)   Eye Contact

    (c)   Ingredients of Group Discussion

    (d)   Negative Thinking

    (e)   Effects of Negative Thinking

    (f)   Passive Behaviour

————————

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-55

B. B. A. (Semester - V) Examination - 2010

SALES MANAGEMENT

(SPECIALISATION-I : MARKETING)

(Old 2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

　　　　(1) All questions are compulsory.

　　　　(2) Figures to the right indicate full marks.

Q.1) Define 'Sales Management'. Explain its meaning and scope.   **[15]**

OR

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

Q.2) Define Sales Planning. Explain steps involved in Sales Planning. **[15]**

OR

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

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

OR

Q.3) Define Sales Training. State its importance and objectives.   **[15]**

Q.4) What are the different types of Incentives, you can offer to your
　　　　Salesforce ?   **[15]**

OR

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

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

    (a)   Evaluation of Salesforce

    (b)   AIDAS Formula in Selling Process

    (c)   Sales Aids

    (d)   Qualities of a Sales Executive

    (e)   Importance of Relationship Marketing

    (f)   Principles of Good Training Programme

————————

[3872]-56

B. B. A. (Semester - V) Examination - 2010

ANALYSIS OF FINANCIAL STATEMENTS

(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

(1) *All questions are compulsory.*

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

Q.1) "The Financial Statements prepared in an absolute manner are of very little significance to the Management." Discuss.   **[15]**

OR

Q.1) Discuss the following Methods of Analysis :   **[15]**

(a) Trend Analysis

(b) Common Size Statement

(c) Ratio Analysis

Q.2) What is Cash Flow Statement ? How it differs from Fund Flow Statement ?   **[15]**

OR

Q.2) Explain various types of Ratios in detail.   **[15]**

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

(a) Vertical Format of Balance Sheet

(b) Receivables Management

(c) Fund Flow Statement

(d) Factors Affecting Working Capital

(e) Factoring

Q.4) Following is the Balance Sheet of Shashi Ltd. as on 31st March, 2010, together with supplementary information for the year ended on that date :

Shashi Ltd.

Liabilities	Amount	Assets	Amount
Paid up Capital	5,00,000	Goodwill	50,000
Reserves	1,00,000	Building	3,40,000
Profit and Loss Appropriation A/c.	1,00,000	Plant and Machinery	60,000
Bank Overdraft	20,000	Stock	1,00,000
Sundry Creditors	60,000	Debtors	2,50,000
Provision for Taxation	20,000		
	8,00,000		**8,00,000**

Supplementary Information :

(1) Sales for the year   –   15,00,000

(2) Average Stock on Hand   –   1,25,000

(3) Cost of Goods sold   –   12,00,000

You are required to compute the following accounting ratios and offer a remark on each of them :   **[15]**

(a) Current Ratio

(b) Liquid Ratio

(c) Proprietary Ratio

(d) Stock Turnover Ratio

(e) Gross Profit Ratio

(f) Debtor's Turnover Ratio

Q.5) The Summarised Balance Sheet of Sehgal Ltd. as on 31st March, 2009 and 31st March, 2010 were as follows :

Balance Sheet

Liabilities	31-3-09	31-3-10	Assets	31-3-09	31-3-10
Share Capital	45,000	45,000	Fixed Assets	40,000	32,000
General Reserves	30,000	31,000	Investments	5,000	6,000
Profit and Loss A/c.	5,600	6,800	Stock	24,000	21,000
Creditors	16,800	13,400	Debtors	21,000	45,500
Provision for			Bank	14,900	19,700
Taxation	7,500	1,000			
Mortgage Loan	–	27,000			
	1,04,900	1,24,200		1,04,900	1,24,200

Additional Information :

(1) Investments Costing Rs. 800 were sold for Rs. 850 during the year.

(2) Provision for Taxation made during the year was Rs. 900.

(3) During the year Fixed Assets Costing Rs. 1,000 were sold for Rs. 1,200 and the profit was credited to Profit and Loss A/c.

(4) Dividends paid during the year amounted to Rs. 4,000.

Prepare Cash Flow Statement. **[20]**

——————

Total No. of Questions : 6]			[Total No. of Printed Pages : 1

[3872]-57

B. B. A. (Semester - V) Examination - 2010

RETAIL MANAGEMENT

(2005 Pattern)

Time : 3 Hours]							[Max. Marks : 80

Instructions :

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

    *(2) Attempt **any four** from the remaining.*

    (3) Figures to the right indicate full marks.

Q.1) (A)   Describe in detail the Key Sectors of Retail in India.   **[10]**

    (B)   What are the challenges faced by 'The Organised Indian Retail Sector' ?   **[10]**

Q.2) Explain in detail the Traditional Retail Formats in India.   **[15]**

Q.3) What is 'Visual Merchandising' ? Explain its importance in Retail.   **[15]**

Q.4) Discuss importance of 'Customer Relationship Management' in Retail Business.   **[15]**

Q.5) Discuss various Retail Store Layouts.   **[15]**

Q.6) Describe various elements of 'Retail Marketing Mix'.   **[15]**

[3872]-58

B. B. A. (Semester - V) Examination - 2010
LONG TERM FINANCE
(SPECIALISATION : FINANCE)
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

    *(2) Solve **any four** questions from the remaining.*

    (3) All questions carry equal marks.

Q.1) (A)   Calculate Weighted Average Cost of Capital of XYZ Co. Ltd. from the following :

Equity Share Capital (50,000 Equity Shares of Rs. 10 each)	Rs. 5,00,000
Reserves and Surplus	Rs. 2,00,000
Term Loan	Rs. 3,50,000
9% Debentures	Rs. 4,00,000

Following additional information is also available :

(1)   Term Loan Rate of Interest is 12% p.a.

(2)   Debentures are issued at par.

(3)   Cost of Shareholder's Fund is 9%.

(4)   Tax Rate applicable for the company may be taken at 40%.

(B) Following are the figures related to XY Co.

Sales Rs. 9,60,000, Variable Cost Rs. 5,60,000, Fixed Cost Rs. 2,40,000. Interest amount is 15% of the contribution.

Calculate :
(a) Operating Leverage
(b) Financial Leverage
(c) Combined Leverage

Q.2) Explain the term 'Capitalization' ? What are the causes and effects of Overcapitalization and Undercapitalizaton ?

Q.3) What do you mean by Capital Structure and Cost of Capital ? Explain in brief the following approaches used to compute Cost of Equity Shares.
(a) D/P Approach
(b) E/P Approach
(c) D/P + G Approach

Q.4) Explain in brief the term 'Own Capital' and 'Borrowed Capital'. Explain following sources with their characteristics.
(a) Equity Shares
(b) Debentures
(c) Retained Earnings

Q.5) What are the risks involved in Capital Budgeting ? Explain Method of Replacement of Capital Assets.

Q.6) Write short notes : **(Any Four)**
(a) Steps in Financial Planning
(b) Time Value of Money
(c) Leverages
(d) Implicit Cost and Explicit Cost of Capital
(e) Lease Financing
(f) Trading in Equity

_____

Total No. of Questions : 6]　　　　　　　[Total No. of Printed Pages : 1

[3872]-61

B. B. A. (Semester - VI) Examination - 2010
INDUSTRIAL RELATIONS AND LABOUR LAWS
(2005 Pattern)

Time : 3 Hours]　　　　　　　　　　　　[Max. Marks : 80

Instructions :

　　　(1)　Attempt **any four** questions.

　　　(2)　All questions carry equal marks.

Q.1) Write a detailed note on Recognisation of Trade Union.

Q.2) What do you understand by Collective Bargaining Process ? Explain it.

Q.3) Explain adjudication with its 3-tier System.

Q.4) What is Worker's Participation in Management ? Write about its importance.

Q.5) How are General Funds of a Registered Trade Union used ?

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

　　　(a)　Voluntary Arbitration

　　　(b)　Objectives of Industrial Relations

　　　(c)　Statutory Settlement Machinery

　　　(d)　Approved Trade Union

　　　(e)　Qualities of Arbitrator

_____

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[3872]-62

B. B. A. (Semester - VI) Examination - 2010

AGRI-BUSINESS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) Explain role and importance of Agriculture in Indian Economy. **[15]**

OR

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

Q.2) State and explain various characteristics of Indian Agricultural Marketing System. **[15]**

OR

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

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

OR

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

Q.4) Describe various Sources of Agricultural Finance. **[15]**

OR

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

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

   (a)   Green Revolution

   (b)   Importance of Warehousing

   (c)   Problems of Sugar Industry

   (d)   Food Processing Industry

   (e)   Problems of Poultry Industry

   (f)   MNC and Agricultural Development

———————

[3872]-63

B. B. A. (Semester - VI) Examination - 2010
PURCHASING AND MATERIALS MANAGEMENT
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

  (1) All questions are compulsory.

  (2) All questions carry equal marks.

Q.1) Explain concept of 'Materials Management'. Explain scope and functions of 'Materials Management'.

OR

Q.1) Define the term 'Forecasting'. Describe 'Regression Analysis' as a Forecasting Technique used in Modern Materials Management.

Q.2) From the following information made available in respect of a component, you are required to find out Economic Order Quantity. Also state clearly the number of orders to be placed in a year :

Consumption of Material per annum	10,000 kgs
Order Placing Cost per Order	Rs. 50
Storage Cost, on average inventory	8%
Cost of Raw Material per kg	Rs. 2

Q.3) What is 'Inventory' ? Explain need and importance of Inventory Control.

OR

Q.3) What is 'FSN Classification' ? Explain importance of 'FSN Classification' as an important method of Inventory Classification.

Q.4) Explain use of Tally Inventory Control as a Software Package in Materials Management.

OR

Q.4) What is 'Materials Handling' ? State important principles of Material Handling.

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

(a)   Moving Average Method of Forecasting

(b)   Types of Inventories

(c)   ABC Analysis

(d)   Objectives of Materials Requirement Planning

(e)   Scientific Purchasing

(f)   Limitations of Standardization of Materials

———————

[3872]-64

B. B. A. (Semester - VI) Examination - 2010
BUSINESS ETHICS
(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

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

Q.1) Define Business Ethics. List ethical issues that arise in business. Explain any two of them fully.

Q.2) Explain need for Consumer Protection. What are Consumer's Rights under Consumer Protection Act, 1986 ?

Q.3) What is Hippocratic Oath ? Who is supposed to take it and why ?

Q.4) What is Auditing ? How does Social Audit help to enforce Ethical Behaviour ?

Q.5) Explain :

　　(a)　Intellectual Property Rights

　　(b)　Foreign Trade Secrets

Q.6) Explain Concept of Social Responsibility of Business. What is the responsibility of business to : (a) Competitors (b) Suppliers and (c) General Public ?

Q.7) Draft a Code of Conduct for Ethical Practices in Advertising and Marketing.

———————

[3872]-65

B. B. A. (Semester - VI) Examination - 2010
ADVERTISING AND SALES PROMOTION
(2005 Pattern)

Time : 3 Hours]   **[Max. Marks : 80**

Instructions :

     *(1) Attempt **any four** questions.*

     (2) All questions carry equal marks.

Q.1) Explain how advertising can be used to change and strengthen attitude of the Consumers ? Give suitable examples.

Q.2) What are the principles of Copywriting ? Explain essential elements of a copy with its importance.

Q.3) State different Medias. Explain factors affecting Media Selection.

Q.4) Explain Sales Promotion. Explain objective of Sales Promotion. State various types of Sales Promotion.

Q.5) State difference between Advertising, Public Relations and Publicity.

Q.6) What is Advertising ? Explain functions of Advertising. State objectives of Advertising.

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

     (a) DAGMAR

     (b) AIDA Model

     (c) Radio Advertisement

     (d) Marketing Mix

     (e) Advantages of Television Advertisement

     (f) Internet as a Medium of Advertising

Total No. of Questions : 7]   [Total No. of Printed Pages : 2

[3872]-66

B. B. A. (Semester - VI) Examination - 2010
FINANCIAL SERVICES
(SPECIALIZATION - FINANCE)
(2004 Pattern)

Time : 3 Hours]   [Max. Marks : 80

Instructions :

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

    *(2) Solve **any four** questions from the remaining.*

    (3) All questions carry equal marks.

Q.1) Explain the following concepts with respect to Money Market :
    (Any Four)   **[16]**

    (a)   Commercial Paper

    (b)   Mutual Funds

    (c)   Rediscounting of Bills

    (d)   Discount and Finance House of India (DFHI)

    (e)   Certificate of Deposit (CDs)

Q.2) Explain various Innovative Instruments in Capital Market.   **[16]**

Q.3) What is National Stock Exchange (NSE) ? State its objectives and features.   **[16]**

Q.4) State Procedure of Issue of Shares to the Public.   **[16]**

Q.5) What is 'Non-banking Financial Intermediary' ? Describe its various types.   **[16]**

Q.6) Describe role played by Security Exchange Board of India for Investor's Protection. **[16]**

Q.7) Write short notes : **(Any Four)** **[16]**

    (a)   Role of RBI as a Regulatory Authority

    (b)   Nature and Scope of Venture Capital

    (c)   Zero Based Budgeting

    (d)   Human Resource Accounting

    (e)   Importance of Capital Market

    (f)   Insurance Development Regulatory Authority (IDRA)

_____

[3872]-67

B. B. A. (Semester - VI) Examination - 2010

CASES IN MARKETING

(2005 Pattern)

Time : 2 Hours]   **[Max. Marks : 50**

Instructions :

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

    *(2) Solve **any two** from Q. Nos. **2**, **3** and **4**.*

Q.1) CASE :

Shivneri Co-operative Fruit Growers Society has been working in a rural Nashik District. Initially the fruits collected from growers were sold locally and to big cities. The society was making good profits and number of members (farmers) increased.

The Society now plans to catch international market.

They have also booked an exporter agent for exporting their produces.

Now the society has appointed you as the Marketing Manager (Exports).

(a)   What steps do you undertake to initiate quality awareness among fruit growers ?

(b)   What measures do you advice on marketing steps such as branding, labelling, transportation ?

(c)   Explain steps involved in Storaging.

(d)   What are the gains in Export Marketing ?   [20]

Q.2) Soumya Building Material Suppliers want to establish their subsidiary shop in fast developing city extension area : **[15]**

(a) As a proprietor, what measures do you take before establishment ?

(b) What Marketing Techniques would you apply ?

Q.3) L. G. Laptop Computers have appointed you as a District Sales Manager to promote sales of their new latest model LT-106 Laptop. You are the boss of 20 Sales Assistants, who will assist you to promote sales. The targets are high and pressure is mounting. **[15]**

(a) As an Area Sales Manager what steps do you plan to take to increase sales.

(b) What technique will you adopt to get good response from your assistants ?

(c) How will you organise a team of your subordinates to promote their attitudes ?

Q.4) Mr. Shirish Ahire wants to launch a New Computer Service Centre. **[15]**

(a) Propose three names for the Service Centre.

(b) What Pricing Technique will you adopt to increase customer base ?

(c) Explain Marketing Research Techniques to launch his Service Centre.

_____

Total No. of Questions : 3]   [Total No. of Printed Pages : 3

[3872]-68

B. B. A. (Semester - VI) Examination - 2010

CASES IN FINANCE

(SPECIALIZATION : FINANCE)

(2005 Pattern)

Time : 3 Hours]   [Max. Marks : 50

Instructions :

    (1) All questions are compulsory.

    (2) Figures to the right indicate full marks.

Q.1) Ashok Motors Co. Ltd. plans to increase installed capacity of the plant for which Rs. 15,00,000 will be required to be invested. Options available to finance requirement is as follows :

Option I   : Issue of 8% Redeemable Preference Shares

Option II : Term Loan @ 14% p.a.

Existing Capital Structure of the Company is as follows :

Equity Share Capital   Rs. 8,00,000
   (80,000 Equity Shares of Rs. 10 each)

Retained Earnings   Rs. 3,00,000

9% Debentures (Redeemable at par)   Rs. 6,00,000

Following additional information is also available :

(1)   Debentures are issued at par.

(2)   Equity Shares of the Company are quoted on the Stock Exchange and Current Market Price is Rs. 15 per share and equity dividend is currently 15%. Same Cost of Capital will be treated for retained earnings.

(3)   Tax Rate applicable for the company may be taken at 50%.

Calculate :

(a)   Weighted Average Cost of Capital under existing Capital Structure,

(b)   Weighted Average Cost of Capital after considering options I and II separately.

Advise Management about the most preferred option for additional capital requirement.   **[15]**

Q.2) The Management of Company has called for the Net Working Capital Requirement for a level of activity 1,80,000 units of output. The cost structure is as follows :

Particulars	Cost per Unit (Rs.)
Raw Material	20
Direct Wages	10
Overhead	15
Total Cost	45
Profit	10
Selling Price	55

Additional Information :

Desired Cash Balance	Rs. 20,000
Raw Material in Stock	Average 2 months
Work-in-Progress	Average $\frac{1}{2}$ months production

(Assume 50% completion stage with full material consumption)

Finished Goods	Average 1 month
Credit allowed by Suppliers	Average 1 month
Credit allowed to Debtors	Average 2 month
Time Lag in Payment of Wages	Average 1 month

Assume production is carried out evenly during the year and 52 weeks in the year. All sales are on credit basis. Calculate Net Working Capital requirement, assuming 10% margin.   **[15]**

Q.3) Company is considering two investments, each requires initial outlay of Rs. 1,80,000. The Cost of Capital is 8%. Total Cash Inflow after Tax and Depreciation of each project is as follows :

Year	Project X	Project Y	PV Factor @ 8%
1	30,000	60,000	0.926
2	50,000	1,00,000	0.857
3	60,000	65,000	0.794
4	65,000	45,000	0.735
5	40,000	–	0.681
6	30,000	–	0.630
7	16,000	–	0.583

Advise Management about the project which is financially preferable under Pay Back Period, Discounted Pay Back Period, Net Present Value and Profitability Index. **[20]**

OR

Q.3) A Company is examining a proposal for a machine from which estimated profit before Depreciation and Tax (Gross yield) is expected as follows :

Year	Estimate Gross Yield Rs.	PV Factor @ 14%
1	80,000	0.88
2	80,000	0.77
3	90,000	0.67
4	90,000	0.59
5	75,000	0.52

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

Calculate Cash Flow and advise management whether you recommend to purchase the machine. Give your comment on the analysis under following methods of evaluation of the investment decision :
(a)   Pay Back Period
(b)   Discounted Pay Back Period
(c)   Net Present Value
(d)   Profitability Index   **[20]**