

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-101

B. B. A. (Semester - I) Examination - 2012
BUSINESS ORGANISATION AND SYSTEMS
(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) State Industrial Revolution. Describe the effects of Industrial Revolution. **[15]**

OR

Q.1) State the emergence of Multinational Companies in Business World. **[15]**

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

OR

Q.2) What is Merger and Acquisition ? Explain the features and advantages of Merger. **[15]**

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

OR

Q.3) What is Business Communication ? State the importance of Communication in Modern Business. **[15]**

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

OR

Q.4) Define 'Wholesale Trade'. Explain the features of Wholesale Trade and recent trends in Wholesale Trade. **[15]**

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

- (a) Functions of Retail Trader
 - (b) On-line Trading
 - (c) Advantages of Sole Proprietorship
 - (d) Business Ethics
 - (e) Trade Mark and Copyright
 - (f) Social Responsibility of Business
 - (g) Malls and Super Markets
 - (h) Import and Export Trade
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-102

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

BUSINESS COMMUNICATION SKILLS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What is Communication ? Discuss various types of Communication Barriers. [15]

OR

Q.1) "Body Language is very important for Communicating anything orally." Discuss. [15]

Q.2) Draw and explain in brief various components of a Business Letter Layout. [15]

OR

Q.2) What is Report ? What are factors to be considered while writing a Report ? [15]

Q.3) As a Sales Manager, draft a Sales Letter to promote the Sale of a new Cell Phone. [15]

OR

Q.3) Write Job Application for the Post of Executive Officer in response to the advertisement which was published in 'Times of India' dated 2nd April, 2012. [15]

Q.4) What is Group Discussion ? What are its objectives ? [15]

OR

Q.4) What is Listening Skill ? Give some guidelines for effective Listening. [15]

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

- (a) Fax
 - (b) Advantages of Written Communication
 - (c) Essentials of Valid Meeting
 - (d) Tele Conferencing
 - (e) Grapevine Communication
 - (f) You Attitude
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4272]-103

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

BUSINESS ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) State whether the following statements are **true** or **false** with reason : **(Any Five)** **[10]**

- (a) Accounting is concerned with Monetary and Non-monetary Transactions.
- (b) Accounting has no branches or areas.
- (c) Purchase Day Book Records Cash Purchases of Goods.
- (d) A Cash Book also serves the purpose of Cash A/c.
- (e) Bank Overdraft represents a Debit Balance in Cash Book.
- (f) Closing Stock is always valued at Cost Price or Market Price, whichever is higher.
- (g) The Left Hand Side of Balance Sheet means Assets Side.

(B) Answer in brief : **(Any Five)** **[10]**

- (a) What do you mean by Contra Entry ?
- (b) Give the rule of journalising transactions of Nominal Account.
- (c) What is Journal ?
- (d) What type of transactions are recorded in Sales Book ?
- (e) What is Depreciation ?
- (f) Which is the Subsidiary Book in which Cash Transactions are recorded ?
- (g) What do you mean by Bank Overdraft ?

Q.2) Journalise the following transactions in the Books of Sunil for the Month of October, 2010. **[16]**

- 1 Started business with Rs. 20,000 of which Rs. 12,000 were borrowed from Dena Bank.
- 4 Sold goods to Sanjay Rs. 5,200, 40% of which was for Cash.
- 10 Withdrew from Bank Rs. 400 for Office and Rs. 300 for personal use.
- 14 Paid Rs. 2,700 as Life Insurance Premium of Sunil and Rs. 2,300 as Insurance Premium of Business Premises.
- 18 Remuneration paid to Office Staff Rs. 2,400 by Cheque.
- 22 Purchased goods Rs. 15,000 @ 20% Trade Discount.
- 25 Received Rs. 2,800 in full settlement of Rs. 2,850 from Suhas for goods supplied to him during last month.
- 31 Salary paid to Sumangal Rs. 3,500 of which Rs. 2,900 were paid in cash and the balance in goods.

OR

Q.2) Enter the following transactions of Yogesh Traders, Yeola in the Cash Book with Cash, Bank and Discount Columns and balance the same for October, 2010 : **[16]**

- 1 Commenced Business with Cash Rs. 10,000 and Bank Rs. 15,000 by Yogesh.
- 4 Bought Office Chairs for Rs. 800 from Deco Home for domestic purposes.
- 8 Issued a crossed cheque of Rs. 1,890 to Yogiraj after deducting 10% Cash Discount for purchase of goods.
- 10 Received a cheque of Rs. 920 and cash of Rs. 200 from Yasin in full settlement of Rs. 1,150.
- 15 Paid by cheque to Yogeshwar Rs. 1,300 for payment of Salary and Travelling Expenses Rs. 400.
- 19 Bank has credited our account with dividend of Rs. 500.
- 24 Received a crossed cheque of Rs. 570 from Ram in full settlement of Rs. 610.
- 31 Yogendranath paid Rs. 1,200 directly in to our Bank A/c.

Q.3) The Trial Balance of Mr. Eknath, Matunga as on 31st March, 2010 was as follows :

Particulars	Debit (Rs.)	Credit (Rs.)
Mr. Eknath's Capital	–	2,50,000
Mr. Eknath's Drawing	7,500	–
Investment	1,00,000	–
Motor Vehicle	80,000	–
Office Furniture	20,000	–
Office Equipment	60,000	–
Cash in Hand	5,500	–
Purchases	4,75,000	–
Sales	–	7,55,000
Returns	15,000	10,000
Carriage	3,500	–
Opening Stock as on 1st April, 2009	1,40,000	–
Rent	30,000	–
Debtors	1,76,000	–
Salaries	25,000	–
Trade Expenses	3,000	–
General Expenses	6,000	–
Bad Debts	2,500	–
Reserve for Bad Debts	–	7,500
Discount	1,000	500
Creditors	–	1,26,000
Pre-paid Insurance	1,000	–
Outstanding Salaries	–	2,000
	11,51,000	11,51,000

Adjustments :

- (1) Closing Stock as on 31st March, 2010 was valued at Rs. 80,000.
- (2) Depreciation on Motor Vehicle and Office Furniture @ 5% p.a. and Office Equipment @ 10% p.a. was to be provided.
- (3) Create 5% for Reserve for Bad Doubtful Debts on Debtors.

Prepare Trading and Profit and Loss Account for the year ended 31st March, 2010 and Balance Sheet as on that date of Mr. Eknath, Matunga. **[16]**

Q.4) (A) The Cash Book of Gopal showed a Bank Balance of Rs. 1,600 on 31st March, 2010. His Pass Book showed totally a different result. On comparison the following discrepancies are traced out. **[08]**

- (1) Cheque issued but not Presented for Payments prior to 31st March, 2010 amounted to Rs. 2,500.
- (2) A cheque of Rs. 6,200 deposited into the bank on 30th March, 2010 is credited by bank on 4th April, 2010.
- (3) A customer paid Rs. 2,000 directly into Bank Account which was not entered in Cash Book.
- (4) A cheque of Rs. 2,100 deposited and credited by bank was recorded as Rs. 1,200 in the Cash Book.
- (5) Payment of Insurance Premium of Rs. 900 by bank was not recorded in Cash Book.

- (B) From the following Ledger Balances of Chandan Trading Company prepare Trail Balance as on 31st March, 2010 : [08]

Particulars	Rs.
Chandan's Capital	4,05,000
Chandan's Drawings	32,600
Patents and Trade Marks	18,000
Opening Stock	37,800
Salaries and Wages	47,300
Purchases	1,33,200
Sales	2,78,300
Plant and Machinery	2,47,700
Return Outward	4,700
Printing and Stationery	17,500
Loan from Bank	85,000
Land and Building	2,37,000
Debtors	41,200
Creditors	55,700
Discount Received	12,400
Interest paid on Bank Loan	28,800

- Q.5)** What are the important provisions in respect of preparation of Final Account of Limited Company under Companies Act, 1956 ? [12]

OR

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

- Fixed Instalment of Depreciation
- Computerized Accounting
- Users of Accounting Information
- Limitations of Financial Accounting
- Accounting Policies

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-104

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

BUSINESS ECONOMICS (MICRO)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instruction :

Options and marks are indicated against the questions.

Q.1) State and explain nature and scope of Business Economics. [15]

OR

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

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

OR

Q.2) State and explain Revenue Concepts and their relationship. [15]

Q.3) State and explain Economics and Diseconomies of Scale. [15]

OR

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

Q.4) Critically examine the Modern Theory of Rent. [15]

OR

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

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

[20]

- (a) Factors affecting Supply
 - (b) Average Cost
 - (c) Uncertainty Bearing Theories of Profit
 - (d) Trade Union and Collective Bargaining
 - (e) Importance of Micro-economics
 - (f) Monopoly
-

Seat No.	
----------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4272]-105

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

BUSINESS MATHEMATICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

[16]

- (a) 60 litres of diesel is bought at Rs. 8 Per litre. If 10% is lost in transit, at what rate should the remainder be sold to earn 10% on the whole ?
- (b) The sum of present ages of 3 persons is 66 years. Five years ago, their ages were in the ratio 4 : 6 : 7. Find their present ages.
- (c) Define 'Inverse Proportion'. If $x \propto y$ and $x = 16$ when $y = 5$, find the value of x when $y = 25$.
- (d) Niraj sold a car to Komal at 20% profit. Komal sold the car to Puja at 15% profit for Rs. 50,000. Find the price at which Niraj had purchased the car.
- (e) A retailer is given 15% Trade Discount and further 5% Cash Discount. What is the list price of an article for which retailer pays Rs. 1,615 in cash ?
- (f) A car was bought for Rs. 86,000 and sold for Rs. 92,000 through a broker who charges commission of 2% on purchase and 3% on sales. Find the total gain on the transactions.

[4272]-105

1

P.T.O.

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

[16]

- (a) Suresh borrowed Rs. 1,750 from Dinesh for 5 months. Dinesh charged him Rs. 43.75 as simple interest. At what rate was the interest reckoned ?
- (b) An article was sold at a loss of 3%. Had it been sold for Rs. 35 more, there would be gain of 4%. Find the Cost Price of the Article.
- (c) The difference between S.I. and C.I. on a sum of money for 2 years is Rs. 15. The S.I. on the same sum for 4 years is Rs. 1,200. Find the Sum and Rate of Interest.
- (d) A trader offers 25% discount on the catalogue price of a bicycle and yet makes 20% profit. If he gains Rs. 200 per bicycle, what must be the catalogue price of the cycle ?
- (e) Find C.I. on Rs. 5,500 for 6 months at 12% p.a. compounded quarterly.
- (f) Define :
 - (i) Trade Discount
 - (ii) Brokerage

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

[16]

- (a) A man purchased shares worth Rs. 18,900 when the Market Price was Rs. 94.50. Out of those shares he sold shares of face value Rs. 12,600 when the market rate was 104, and sold the remaining shares at 98. He had to pay 1.5% brokerage each time. What was his gain or loss on the whole ?
- (b) If repetition of digits is not allowed, find how many numbers of three digits can be formed using the digits 0,1,2,3,4,5,6 ?
- (c) Explain :
 - (i) Debentures
 - (ii) Equity Shares

- (d) Find x , if ${}^{10}C_5 + {}^{10}C_6 + {}^{10}C_7 = {}^{12}C_x$.
- (e) Two companies have shares of 12% at 124 and 16% at 145. In which of the shares would the investment be more profitable ?
- (f) If ${}^nC_8 = {}^nC_{12}$, Find nC_2 .

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

[16]

- (a) Find adjoint of the following matrix :

$$\begin{bmatrix} 3 & -4 & 1 \\ -3 & 6 & -1 \\ 4 & -8 & 2 \end{bmatrix}$$

- (b) From a group of 7 boys and 3 girls a committee of 4 persons is to be formed so as to include 2 boys and 2 girls. In how many ways can the committee be formed ?

- (c) Solve the following system of linear equations using inverse of coefficient matrix :

$$4x - 3y = 25$$

$$x + 6y = -14$$

- (d) Define :

(i) Lower Triangular Matrix

(ii) Symmetric Matrix

- (e) Let $A = \begin{bmatrix} 3 & 4 \\ -1 & 2 \end{bmatrix}$, $B = \begin{bmatrix} 0 & 1 \\ 5 & 6 \end{bmatrix}$, $C = \begin{bmatrix} 2 & -4 \\ -3 & 5 \end{bmatrix}$,

Find $AB - BC$ and $A(B + C) - CA$.

- (f) Determine whether the following matrix is singular :

$$\begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$$

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

[16]

(a) A sum of money got by selling shares of Rs. 1,500 in 10% at 135 was deposited in a bank at 8% p.a. which investment gives a better return ?

(b) Prove that,

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

(c) Find EMI if a loan of Rs. 2,00,000 at the rate of 12% p.a. (reducing balance) is to be repaid in equal monthly installments in 10 years.

(d) Explain the terms :

(i) Immediate Annuity

(ii) Due Annuity

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

(f) An agent was paid Rs. 19,440, as commission on the sale of T.V. sets. If the rate of commission was 12% and the price of each set is Rs. 10,800, how many sets did he sell ?

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-106

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

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) Define Demography. Discuss the importance of Demography in Business and Commerce. [16]

OR

Q.1) What is Fertility Rate ? Discuss various factors affecting Fertility in detail. [16]

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

OR

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

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

OR

Q.3) Define Urbanisation. Elaborate factors influencing Urbanisation. [16]

Q.4) Define the term Environment and discuss types of Environment. [16]

OR

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

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

[16]

- (a) Sex Ratio
 - (b) Optimum Population
 - (c) Global Warming
 - (d) Kyoto Protocol
 - (e) Literacy Ratio
 - (f) Topography
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-201

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

PRINCIPLES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What is Management ? Discuss Management Art, Science and Profession. **[15]**

OR

Q.1) Describe Henry Fayol's Administrative Management. **[15]**

Q.2) Define Forecasting. Explain the different techniques of Forecasting. **[15]**

OR

Q.2) Write notes :

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

(b) McGregor's Theory of X and Theory of Y **[08]**

Q.3) Discuss Theory of Motivation advocated by Maslow. **[15]**

OR

Q.3) Define Communication. Explain the various types of Communication. **[15]**

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

OR

Q.4) Write notes :

(a) Social Responsibility of Management **[07]**

(b) Total Quality Management **[08]**

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

(a) Management of Crisis

(b) Span of Control

(c) International Management

(d) Sources of Stress

(e) Maslow Needs Hierarchy Theory

(f) Functions of Leader

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-202

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

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** Define Marketing. Explain Approaches to Study of Marketing. [16]
- Q.2)** What is Product Life Cycle ? Explain various stages in Product Life Cycle. [16]
- Q.3)** What is Rural Marketing ? Explain Problems of Rural Marketing in detail. [16]
- Q.4)** State advantages of various Media of Advertising. [16]
- Q.5)** What is Marketing Research ? Explain Scope of Marketing Research. [16]
- Q.6)** What do you mean by Sales Promotion ? What are the various methods of Sales Promotion ? [16]

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

[16]

- (a) Tele Marketing
 - (b) Product Simplification
 - (c) Marketing Strategy
 - (d) Service Marketing
 - (e) Market Segmentation
 - (f) Place Mix
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-203

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

PRINCIPLES OF FINANCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

- (a) Role of Finance Manager
- (b) Bonus Shares
- (c) Retained Earnings
- (d) Capitalisation
- (e) Debentures
- (f) Role of Depreciation as an Internal Source of Finance

Q.2) Define Financial Management. Explain the scope and objectives of Financial Management. [15]

Q.3) What do you mean by Financial Planning ? What are the steps involved in Formulation of Financial Planning ? Explain limitations of Financial Planning. [15]

Q.4) What do you mean by Capital Structure ? What are the factors that influence the composition of Capital Structure ? [15]

- Q.5)** What is Under-capitalisation ? Explain the causes of Under-capitalisation.
What are the remedial measures ? **[15]**
- Q.6)** What are the different types of Shares ? Explain their advantages and
limitations. **[15]**
- Q.7)** Distinguish between :
- (a) Shares and Debentures **[08]**
 - (b) Reserves and Provisions **[07]**
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4272]-204

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

BASICS OF COST ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.
- (2) Figures to the right indicate full marks.
- (3) Use of calculator is allowed.

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

- (a) Show-room Expenses are the part of _____ Overheads.
- (b) _____ Cost remains unchanged even though the Production/Output Changes.
- (c) Prime Cost + Factory Overheads = _____.
- (d) All Indirect Costs are termed as _____.
- (e) Contract Costing is mainly used in _____.
- (f) Marginal Costing and Standard Costing are _____.

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

- (a) Financial Accounting System is historic in nature.
- (b) Office Rent is a part of Administrative Overheads.
- (c) At B.E.P., contribution is equal to the Fixed Cost.
- (d) Master Budget includes all other Functional Budgets.
- (e) Marginal Costing deals with Variable Cost.
- (f) Process Costing Method is used in Chemical Industry.

Q.2) State and explain advantages and limitations of Cost Accounting. [15]

OR

Q.2) What is Classification of Cost ? How Costs are classified elementwise ? [15]

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

- (a) Any two differences between Financial Accounting and Cost Accounting
- (b) Master Budget
- (c) Key Factor
- (d) Normal Loss / Abnormal Gain
- (e) Profit on Incomplete Contract

Q.4) Virat Industries has supplied you the following information from which you are asked to calculate : [16]

- (a) Prime Cost
- (b) Factory Cost
- (c) Cost of Production
- (d) Total Cost
- (e) Selling Price to earn Profit @ 25% on Cost

Particulars	Rs.
Direct Wages	15,000
Direct Expenses	3,000
Oil and Cotton Waste	1,500
Opening Stock of Raw Material	70,000
Closing Stock of Raw Material	25,000
Carriage Inward	5,000
Wages of Security Guards of Stores	1,500

Particulars	Rs.
Bad Debts Provision (R.D.D.)	7,500
Bad Debts Recovered	500
Electric Power (Factory)	3,000
Factory Rent	4,000
Materials (Raw) Purchased	35,000
Office Rent	1,500
Repairs to Machinery	1,000
Repairs to Office Equipments	2,000
Electricity (Office)	2,000
Sales Promotion Expenses	2,000
Office Manager's Salary	12,000

Q.5) (A) Sachin Industries Ltd. has provided you the following information :

Fixed Cost – Rs. 60,000

Sales – Rs. 3,00,000

Selling Price per Unit Rs. 15

Variable Cost per Unit Rs. 3

Calculate :

(a) P/V Ratio

(b) B.E.P. (Sales)

(c) Sales to earn a profit of Rs. 90,000

(d) Profit when Sales are Rs. 1,80,000

[12]

(B) Following are the particulars of Product A 29, for the month February, 2012 :

(a) Standard Quality per Unit 10 kgs

(b) Standard Price per kg Rs. 16

(c) Actual Units produced 550 units

(d) Actual Quantity of material used 4,500 kgs

(e) Actual Price per kg. Rs. 18

Calculate :

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

OR

- (B) A factory at present is working at its 50% capacity producing 2000 units. You are asked to prepare a Flexible Budget for 80% and 100% capacity levels : [12]

Particulars	Per Unit (Rs.)
Raw Material	70
Direct Labour	20
Direct Expenses	25
Factory Overheads (Variable)	20
Fixed Factory Overheads	20
Administrative Overheads (50% Fixed)	10
Selling Expenses (10% Fixed)	15
Distribution Expenses (25% Fixed)	20
Total Cost Rs.	<u><u>200</u></u>

Seat No.	
----------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4272]-205

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

BUSINESS STATISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.
- (2) All questions carry equal marks.
- (3) Figures to the right indicate full marks.
- (4) Use of calculator and statistical tables is allowed.
- (5) Notations have their usual meanings.

Q.1) Attempt any four of the following :

[4x4=16]

- (a) What are the requirements of Good Measure of Central Tendency ?
- (b) Draw histogram to represent the following data :

Class	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	4	12	18	16	10	8

- (c) Compute S.D. of the following frequency distribution :

Weight (in kg)	20-30	30-40	40-50	50-60	60-70
No. of Students	3	5	12	20	10

- (d) Write note on Correlation Coefficient.

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

$$\text{Maximise } Z = 10x + 15y$$

Subject to Conditions

$$12x + 5y \leq 2700$$

$$5x + 10y \leq 2000$$

$$x, y \geq 0$$

(f) Calculate Coefficient of Correlation from the information given below :

$$n = 7, \Sigma x = 21, \Sigma y = 20, \Sigma x^2 = 91, \Sigma y^2 = 84, \Sigma xy = 74$$

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

[4x4=16]

(a) Calculate Median Marks from the data given below :

Marks	0-10	10-20	20-30	30-40	40-50
No. of Students	1	3	10	4	2

(b) Draw a Pie diagram to represent the following information :

Item	Expenditure
Food	300
House Rent	200
Clothing	125
Education	110
Saving	90
Misc.	75

(c) From the data given below which batsman is more consistent ?

Batsman	A	B
Mean	86	105
S.D	8	15

- (d) Write note on 'Measure of Dispersion'.
- (e) State merits and demerits of A.M.
- (f) If Correlation Coefficient between x and y is 0.8, find that between :
- (i) x and -y
- (ii) 2x and 3y
- (iii) x - 10 and y + 15
- (iv) $\frac{x}{2}$ and $\frac{y}{15}$

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

- (a) Calculate Mean, Median and Mode for the following data :
1027, 1135, 1150, 1150, 837, 1200, 1240.
- (b) For the frequency distribution given below :

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of Students	5	12	37	43	32	8

Find :

- (i) State the type of Classification.
- (ii) Class Mark of Third Class
- (iii) Modal Class
- (iv) Class-Width of any Class
- (c) Define the following terms in Transportation Problem :
- (i) Feasible Region
- (ii) Optimum Solution
- (iii) Unbounded Solution
- (iv) Degenerate Solution
- (d) Explain the following terms :
- (i) Balanced T.P.
- (ii) Unbalanced T.P.

- (e) Obtain an Initial Basic Feasible Solution using Matrix Minima Method :

Source ↓	Destination				Supply
	D ₁	D ₂	D ₃	D ₄	
S ₁	15	51	42	33	23
S ₂	30	42	26	81	44
S ₃	90	40	66	60	33
Demand	23	31	16	30	

- (f) The Regression Equations are given by

$$8x - 10y + 66 = 0 \text{ and}$$

$$40x - 18y - 214 = 0$$

Find \bar{x} , \bar{y} and 'r'.

Q.4) Attempt any four of the following :

[4x4=16]

- (a) Explain the terms :
- Inclusive Method of Classification
 - Exclusive Method of Classification
- (b) Write the procedure to find Mode from the Histogram.
- (c) Calculate Mode of the following frequency distribution :

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	12	18	27	16	17	10	6

- (d) Calculate Q.D. for the following data :

Marks	Below 10	10-20	20-30	30-40	above 40
No. of Students	1	3	10	4	2

- (e) Obtain an Initial Basic Feasible Solution to the following T.P. by Vogels Approximation Method :

	I	II	III	Supply
A	2	7	4	5
B	3	3	1	8
C	5	4	7	7
D	1	6	2	14
Demand	7	9	18	

- (f) State the Properties of Regression Coefficients.

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

[4x4=16]

- (a) Calculate A.M. for the following data :

Class	15-25	25-35	35-45	45-55	55-65	65-75
Frequency	8	12	20	10	6	2

- (b) Calculate S.D. and C.V. for the following data :

36, 15, 25, 10, 14

- (c) Write note on 'Scatter Diagram'.

- (d) The Agricultural Research Institute suggested to a farmer to spread atleast 4800 kg of a Special Phosphate Fertilizer and not less than 7200 kg of Special Nitrogen Fertilizer to raise productivity of crops in his fields. There are two sources for obtaining these mixtures 'A' and 'B'. Both of these are available in bags weighing 100 kg each and they cost Rs. 40 and Rs. 24 respectively. Mixture 'A' contains Phosphate and Nitrogen equivalent of 20 kg and 80 kg respectively, while mixture 'B' contains these ingredients of 50 kg each.

Formulate above problem as L.P.P to minimise the Cost.

- (e) Write the procedure to convert Maximization T.P. to Minimization T.P.

- (f) Draw less than Ogive Curve for the frequency distribution given below :

Class	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	5	8	12	15	8	2

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-206

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

BUSINESS INFORMATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Solve *any four* questions.
- (2) Draw figures wherever necessary.

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

- (a) DESKTOP
- (b) Control Panel
- (c) Spread Sheet
- (d) Monitor
- (e) SQL

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

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

Q.3) (A) Differentiate between DOS and Windows Operating System. [10]

(B) Solve the following : [10]

- (a) $(29)_{10} = (?)_2$
- (b) $(712)_2 = (?)_8$
- (c) $(48B)_{16} = (?)_2$
- (d) $(1110101)_2 = (?)_{10}$
- (e) $(123)_{10} = (?)_8$

- Q.4) (A)** Explain advantage of Normalisation. **[10]**
- (B)** Differentiate between Primary and Secondary Memory. **[10]**
- Q.5) (A)** Explain the following DOS Commands with example : **[10]**
- (a) Copy Con
 - (b) REN
 - (c) CLS
 - (d) FORMAT
 - (e) DEL
- (B)** Explain the following SQL Commands with example : **[10]**
- (a) DROP
 - (b) SELECT
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-301

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

PERSONALITY DEVELOPMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain Big Five Model in detail of Personality Development. [16]

OR

Q.1) Discuss various factors affecting Personality. [16]

Q.2) Explain Catell 16 Personality Factors (PF) in detail. [16]

OR

Q.2) Factors affecting 7 Habits of Highly Effective People. [16]

Q.3) What is Introspection ? [16]

OR

Q.3) Explain the meaning and sources of Self-esteem. [16]

Q.4) Discuss 360 Degree Assessment in detail. [16]

OR

Q.4) Describe Change Management in detail. [16]

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

[16]

- (a) Perception of Personality
 - (b) Emotional Deprivation
 - (c) Self-Development
 - (d) Assertiveness
 - (e) Telephone and Mobile Manners
 - (f) Eustress
 - (g) Work Ethics
 - (h) SWOT Analysis
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-302

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

BUSINESS LAW

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define 'Free Consent'. Explain the Flaws Vitiating Free Consent. [15]

OR

Q.1) Discuss various remedies available in breach of Contract. [15]

Q.2) Define, explain and distinguish 'Condition' and 'Warranty' in Sale of Goods. [15]

OR

Q.2) Who is a 'Consumer' ? What are his rights and reliefs (remedies) available to him under the Consumer Protection Act, 1986 ? [15]

Q.3) Elaborate Concept of 'Partnership'. Explain the test for determination of Existence of Partnership Firm. [15]

OR

Q.3) Explain in brief 'Modes of Dissolution' of the Partnership Firm. [15]

Q.4) Define and explain 'Prospectus' of a Company. Comment on the liability for Mis-statement in Prospectus. [15]

OR

Q.4) State and explain the duties and liabilities of a Director of a Company. [15]

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

[20]

- (a) Kinds of Contract
 - (b) Contract of Sale (of Goods)
 - (c) Concept of 'Services' under C.P.A., 1986
 - (d) Procedure for Registration of a Partnership firm
 - (e) Managing Director of a Company
 - (f) Incorporation of a Company
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-303

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

**HUMAN RESOURCE MANAGEMENT
AND ORGANISATIONAL BEHAVIOUR**

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) What do you mean by HRM ? Discuss the importance of HRM.

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

OR

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

(B) Explain the factors affecting Recruitment.

Q.2) Explain various Methods of Performance Appraisal.

OR

Q.2) (A) What is the difference between Training and Development ?

(B) Explain the elements of a Good Transfer Policy.

Q.3) Explain the term 'Wages' and 'Salaries'. What are the factors affecting Wage and Salary Structure and Administration ?

OR

Q.3) Define Organisational Behaviour. Explain the Disciplines Contributing to OB.

- Q.4)** (A) Explain the importance of Management of Change.
(B) What is Organisational Development Programme ?

OR

- Q.4)** (A) Discuss the features of Profit Sharing.
(B) Write a note on Autocratic OB Model.

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

- (a) Fringe Benefits
- (b) Human Resource Development
- (c) Resistance to Change
- (d) Demotion Policy
- (e) Challenges before HRM
- (f) Management Development

Seat No.	
----------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4272]-304

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

MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instruction :

All questions are compulsory and carry equal marks.

Q.1) What is meant by Management Accounting ? Discuss its nature, scope and advantages.

OR

Q.1) What is meant by Working Capital ? Enumerate various factors which affect the Demand of Working Capital in a Business Concern.

Q.2) From the following Balance Sheet compute :

- (a) Current Ratio
- (b) Acid Test Ratio
- (c) Debtors Turnover Ratio
- (d) Debts to Equity Ratio

Balance Sheet as on 31-3-2012

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	70,000	Fixed Assets	70,000
Reserves	10,000	Cash	5,000
Long Term Fixed Loan	20,000	Bills Receivable	10,000
Bank Overdraft	20,000	Debtors	15,000
Bills Payable	10,000	Stock	60,000
Creditors	30,000		
	1,60,000		1,60,000

Additional Information : Net Credit Sales for the year are Rs. 2,50,000.

[4272]-304

1

P.T.O.

Q.3) From the following information, find out :

- (a) Contribution
- (b) Profit Volume Ratio
- (c) Break-even Point
- (d) Sales required to earn profit of Rs. 3,20,000

Selling Price per unit Rs. 80.

Variable Cost per unit : Direct Material Rs. 20, Direct Labour Rs. 14,

Variable Overheads : 100% of Direct Labour Cost.

Fixed Expenses : Rs. 1,28,000.

OR

Q.3) What is the basic purpose in compiling a statement of sources and application of Funds ? State and explain : (i) Four Sources of Funds and (ii) Four Applications of Funds.

Q.4) From the following information, prepare a statement showing working capital requirement :

Budgeted Sales – Rs. 2,60,000 p.a.

Analysis of one rupee of Sales –

	Re.
Raw Material –	0.30
Direct Labour –	0.40
Overheads –	0.20
Total Cost	<u>0.90</u>
Profit –	<u>0.10</u>
Sales	<u>1.00</u>

It is assumed that :

- (a) Raw Materials are carried in stock for 3 weeks and finished goods for 2 weeks.
- (b) Factory Processing will take 3 weeks.
- (c) Suppliers will give 5 weeks credit.
- (d) Customers will require 8 weeks credit.

It may be assumed that production and overheads accrue evenly throughout the year.

OR

Q.4) Explain the objectives and advantages of Budget and Budgetary Control.

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

- (a) Cash Flow Statement
 - (b) Difference between Financial Accounting and Management Accounting
 - (c) Fixed Budget
 - (d) Break-even Analysis
 - (e) Distinguish between Comparative Statements and Common Size Statements
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-305

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

BUSINESS ECONOMICS (MACRO)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain nature, scope and limitations of Macro Economics. [15]

OR

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

Q.2) What is Demand Pull Inflation ? What are its causes ? [15]

OR

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

Q.3) Explain nature, characteristics and phases of Business Cycles. [15]

OR

Q.3) Discuss Process of Income Propagation through Investment Multiplier. [15]

Q.4) Explain tools and techniques of Fiscal Policy. [15]

OR

Q.4) Critically examine Keynesian Theory of Income and Employment. [15]

[4272]-305

1

P.T.O.

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

[20]

- (a) Concept of Deflation
 - (b) Cost-Push Inflation
 - (c) Relation between APC and APS
 - (d) Monetary Policy
 - (e) Circular Flow of Macro Economic Activity
 - (f) Principle of Acceleration
-

Seat No.	
-------------	--

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4272]-306

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

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

- (a) With suitable diagram describe the following Topology :
 - (i) Bus
 - (ii) Star
- (b) Explain various types of Application S/W.
- (c) List types of Files. Explain Serial File Organisation.
- (d) What is Power Point ? Explain uses of Power Point.
- (e) Explain Functions of Operating System.

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

- (a) Explain characteristics of Object Orientation.
- (b) With suitable diagram describe Biometric Access Control System.
- (c) Explain various Modules of ERP.
- (d) Explain Output Device = Printer.
- (e) What is MIS ? Enlist various advantages of MIS.

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

[20]

- (a) Compare LAN and WAN.
- (b) Explain IT Act, 2000 in detail.
- (c) Explain Knowledge Management System Architecture with diagram.
- (d) Explain different Database Language.
- (e) Enlist various types of Threats. Explain Natural Disaster.

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

[20]

- (a) Firewall
 - (b) Transaction Processing System
 - (c) Types of Computer
 - (d) Advantages of Linux
 - (e) Digital Signature
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-307

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

INDIAN ECONOMY

(Old 2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures in the brackets represent marks.*

Q.1) Describe the features of Indian Economy as a Mixed Economy. [15]

OR

Q.1) What do you mean by 'Population Explosion' ? Discuss the Problem of Overpopulation in the Indian Economy. [15]

Q.2) Explain various concepts of National Income and their Interrelationship. [15]

OR

Q.2) Define Poverty. Distinguish between Absolute and Relative Poverty. [15]

Q.3) What is Fiscal Policy ? What measures can be taken under Fiscal Policy to Curb the Problem of Inflation ? [15]

OR

Q.3) Discuss in detail the relation between Population and Economic Development. [15]

Q.4) Describe Objectives of the Tenth Five Year Plan. [15]

OR

Q.4) Differentiate between the Concept of Economic Growth and Economic Development. **[15]**

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

- (a) Problems of Estimating National Income in India
 - (b) Selective Credit Control
 - (c) Dualistic Nature of Indian Economy
 - (d) Open Market Operations
 - (e) Incidence of Poverty
 - (f) First Five Year Plan (1951-56)
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-401

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

PRODUCTION AND OPERATION MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What is 'Plant Layout' ? Explain the types of Plant Layout.

Q.2) Define 'Product Design'. Explain the importance of Product Design.

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

Q.4) Explain the Principles of Motion Economy.

Q.5) Define 'Productivity'. Explain various factors affecting Productivity.

Q.6) Explain the Safe Practices in Handling Chemicals and Gases.

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

- (a) Materials Flow Pattern
 - (b) Product Simplification
 - (c) Objectives of Production Planning
 - (d) Multiple Activity Chart
 - (e) Activity Sampling
 - (f) Quality Circles
 - (g) Work and Rest Cycles
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4272]-402

B. B. A. (Semester - IV) Examination - 2012
INDUSTRIAL RELATIONS AND LABOUR LAWS
(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** Define the term Trade Union. Explain the Growth of Trade Unions.
- Q.2)** What do you mean by Collective Bargaining ? State the characteristics and pre-requisites of Collective Bargaining.
- Q.3)** What is Workers' Participation in Management ? Discuss various forms of Workers' Participation in Management.
- Q.4)** Define the term Strike. Explain various provisions relating to Strikes.
- Q.5)** Explain the provisions of the Contract Labour Act relating to the constitution of Central Advisory Board, State Advisory Board and Committees.
- Q.6)** Describe various powers of Industrial Court under the Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act, 1971.
- Q.7)** Write short notes : **(Any Two)**
- (a) Provisions relating to Cleanliness
 - (b) Government measures in maintaining Industrial Relations
 - (c) Provisions relating to Overcrowding
 - (d) Provisions relating to Washing Facilities

[4272]-402/1

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 4

[4272]-403

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

BUSINESS TAXATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Write short notes :

- (a) Residential Status of an Assessee
- (b) Capital and Revenue Income and Expenditure

Q.2) Explain the Deductions U/S 80C to 80U Computation of Total Income of an Individual.

Q.3) Explain provisions of Income Tax Act as regards :

- (a) Permissible Deductions under Income from Business
- (b) Income Chargeable under the head 'Income other Sources'

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

- (a) Powers of Income Tax Officers
- (b) Tax Deduction at Source (TDS)
- (c) Slabs of Income Tax (Senior Citizen)
- (d) Gross Annual Value
- (e) Agricultural Income
- (f) Assessment Year

Q.5) Mr. Dinesh of Pune has submitted you the following information. You are asked to compute his Taxable Income from Salary for the A.Y. 2012-2013 :

- (1) Basic Salary Rs. 12,500 p.m.
- (2) D.A. (Not considered for the retirement benefit) Rs. 5,000 p.m.
- (3) City Compensatory Allowance Rs. 250 p.m.
- (4) H.R.A. (Rent paid by him Rs. 2,500 p.m.) Rs. 2,000 p.m.
- (5) Gas, Electricity and Water Bill paid by Employer Rs. 2,000
- (6) He provided a car of 1.4 cc by his employer for his personal and office use. All the expenses including Driver's Salary are paid by the Employer.
- (7) Employer's Contribution to Recognized Provident Fund and equal amount contributed by him Rs. 25,000.
- (8) Interest on Provident Fund credited to his Provident Fund Account at 16% p.a. Rs. 8,000.
- (9) Profession Tax paid by him Rs. 2,500.
- (10) His investments are :
 - (i) LIC Premium – Rs. 6,000
 - (ii) NSC – Rs. 25,000
 - (iii) PPF – Rs. 14,000

Q.6) Mr. Suraj furnishes the following particulars. Compute his income from business for the Assessment Year 2012-13 :

Profit and Loss Account for the year ended 31 March, 2012

Particulars	Rs.	Particulars	Rs.
To Trade Expenses	1,500	By Gross Profit	1,00,000
To Wages and Salaries	33,000	By Refund of Income	
To Advertisement Exps.	20,000	Tax	22,150
To Income Tax	7,500		
To Contribution to Staff Welfare Fund	1,000		

Particulars	Rs.	Particulars	Rs.
To Donation to Rural Development Fund	2,000		
To Life Insurance Premium	750		
To Provision for Doubtful Debts	5,000		
To Interest on Capital	3,550		
To Provision for Sales Tax	2,500		
To Expenditure on Know-how	18,000		
To Wealth Tax	5,000		
To Gift Tax	1,500		
To Gift to 20 Customers	2,000		
To Fire Insurance	850		
To Legal Expenses	8,000		
To Net Profit	10,000		
	1,22,150		1,22,150

- (1) Legal Expenses to the extent of Rs. 5,000 represent the amount spent for curing the defect in the title of business asset and balance amount on acquiring the asset.
- (2) Actual Bad Debts amounted to Rs. 3,000 only.
- (3) Advertisement Expenditure was paid in Cash.
- (4) Know-how was developed in a laboratory financed by the State Government.

Q.7) Mrs. Narayani working as an Accounting in Super India Limited, Pune has given you the following details of her emoluments for the Financial Year 2012-2013 :

Basic Salary	– Rs. 1,80,000
D.A.	– 40% of Basic Salary
H.R.A.	– 10% of Basic Salary
Commission	– 5% of Basic Salary
Educational Allowance	– 2% of Basic Salary
Conveyance Allowance (to the Office and Residence)	Rs. 12,000.

Mrs. Narayani has got a one son studying in 5th standard. She stays in a Rented Flat by paying Monthly Rent Rs. 3,000.

She is provided with a Car 1.2 CC for official and personal use.

The entire expenditure of the car is borne by the employer. A Chauffeur is also provided with a car. A Medical Expenditure of Rs. 12,500 is reimbursed by the employer Mrs. Narayani has contributed Rs. 35,000 to the recognised Provident Fund.

An equal amount is contributed by the employer also. Interest@15% has been credited to her recognised provident Fund Account amounting to Rs. 13,500. You are required to compute Income Taxable under Salary of Mrs. Narayani for the Assessment Year 2012-2013.

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-404

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

INTERNATIONAL BUSINESS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain in detail the role and importance of Multi-National Corporations in International Business. [15]

OR

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

Q.2) How is the Exchange Rate determined in a Flexible Exchange Rate System ? [15]

OR

Q.2) What is Balance of Payments ? Explain causes of Disequilibrium in Balance of Payments and suggest the remedial measures to Balance of Payments. [15]

Q.3) What is SAARC ? Explain objectives and potential areas of Co-operation of SAARC. [15]

OR

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

Q.4) What is WTO ? Explain its structure and functions. [15]

OR

Q.4) Explain the Composition of India's Foreign Trade since 1991. [15]

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

- (a) Hedging
 - (b) Current Account of Balance of Payment
 - (c) European Union (E.U.)
 - (d) World Bank
 - (e) International Monetary Fund (IMF)
 - (f) Nature of International Business Environment
-

Seat No.	
-------------	--

Total No. of Questions : 2]

[Total No. of Printed Pages : 1

[4272]-405

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

MANAGEMENT INFORMATION SYSTEM

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Solve any five :

[60]

- (a) Define Data, Information. Explain in detail Information needs of Manager at different levels.
- (b) Explain in detail Production MIS.
- (c) What is EIS ? Explain characteristics and benefits of EIS.
- (d) What is Sensitivity Analysis ? List its uses.
- (e) Discuss in detail “Human as Information Processors”.
- (f) Explain in detail ‘Herbert Simon Model’ in Decision-making Process.
- (g) Discuss ‘General Model of System’ in detail alongwith various types of Systems.

Q.2) Write notes : (Any Four)

[20]

- (a) Simulation
- (b) Sub-systems
- (c) Life Cycle Approach
- (d) Marketing MIS
- (e) Quality of Information
- (f) Software and Hardware

[4272]-405/1

Seat No.	
-------------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4272]-406

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

SERVICES MANAGEMENT

(2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Q. No. 6 is compulsory.
- (2) Answer **any four** out of the remaining.

-
-
- Q.1)** Is adoption of Western Culture one of the main causes for Growth and Consumption of Services ? Discuss. [15]
- Q.2)** What challenges are there in improving efficiency and productivity of Services in view of Changing Economy ? [15]
- Q.3)** Explain Marketing of Hotel and IT Services. [15]
- Q.4)** Describe the Technological Advances in Services with example. [15]
- Q.5)** What is Physical Evidence ? Explain its importance in Services Marketing Management. [15]
- Q.6)** Write short notes : (**Any Four**) [20]
- (a) Difference between Goods and Services
 - (b) Political Changes affecting Services Economy
 - (c) NGOs
 - (d) Technology Obsolescence
 - (e) ISO
 - (f) TQM

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-407

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

INDIRECT TAXES

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain the following in respect of the Central Excise Act, 1944 : **[16]**

- (a) Factory
- (b) Excise Duty
- (c) Manufacturer
- (d) Excisable Goods

Q.2) Explain the term 'Transaction Value'. When will Transaction Value be an Assessable Value ? **[16]**

Q.3) (A) Explain various provisions relating to 'Provisional Assessment' under the Customs Act, 1962. **[08]**

(B) Explain the procedure of Claiming Refund under Customs Duty. **[08]**

Q.4) Explain the term 'Set Off' under the VAT Scheme. Illustrate the procedure of 'Computation of Set Off'. **[16]**

Q.5) Explain the provisions of the Central Sales Tax, 1956 regarding 'Registration of Dealer'. **[16]**

Q.6) What are the provisions regarding 'Return' and 'Payment of Tax' under M.VAT Act, 2002 ? **[16]**

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

[16]

- (a) Personal Ledger Account
 - (b) 'Pilfered Goods' under the Customs Act
 - (c) Safeguard Customs Duty
 - (d) 'Declared Goods' under the Central Sales Tax Act
 - (e) Incidence and Levy of Tax under M.VAT.
 - (f) 'Form C' under the Central Sales Tax Act
-

Seat No.	
-------------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4272]-501

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

SUPPLY CHAIN AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** Define Physical Distribution. Explain functions of Marketing Channels in details.
- Q.2)** Explain various types of Distribution Channels for Service with suitable examples.
- Q.3)** Define Supply Chain Management. Explain its components.
- Q.4)** What do you mean by Channel Conflict ? Discuss various techniques to resolve Channel Conflicts.
- Q.5)** The requirement Ameya (P) Ltd. of a particular size of oil seal at an automobile firm is estimated at 50,000 numbers next year. The oil seal is available locally with lead time of 2 weeks and costing Rs. 10 each. The cost of order writing, order entry, follow-up, inspection and checking is calculated at Rs. 60 per order. The holding cost is estimated at Rs. 3 per unit for storage plus 30% per unit per year on account of opportunity cost of the capital.
- (a) How many units should the firm order at a time to optimise the Inventory Costs ?
 - (b) Calculate Annual Inventory Costs.

[4272]-501

1

P.T.O.

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

- (a) Types of Inventory
 - (b) Order Processing
 - (c) Vertical Marketing System
 - (d) Reverse Logistics
 - (e) Logistics
 - (f) Warehousing
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-502

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

ENTREPRENEURSHIP DEVELOPMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define the term 'Entrepreneur'. Elaborate the functions performed by an Entrepreneur. **[15]**

OR

Q.1) What do you mean by the term 'Divergent Thinking' ? Explain its tools. **[15]**

Q.2) What is a Business Plan ? Narrate the importance of Business Plan. **[15]**

OR

Q.2) State and explain the functions of District Industries Centre. **[15]**

Q.3) Explain Internal Sources of Finance. **[15]**

OR

Q.3) Describe the Entrepreneurial Career of Dr. Nilkanth Kalyani. **[15]**

Q.4) Define the term 'Market Survey'. Bring out the importance of Market Survey. **[15]**

OR

Q.4) Write a detailed note on 'Project Appraisal'. Highlighting its scope and importance. **[15]**

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

[20]

- (a) Employment v/s Entrepreneurship
 - (b) SWOT Analysis
 - (c) Project Feasibility
 - (d) MSME
 - (e) RUGMI
 - (f) Problem of Unemployment
 - (g) Services Rendered by MIDC
 - (h) Venture Funding
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-503

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

BUSINESS ETHICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

- (a) Comment on the role of Practicing Doctors while dealing with the Patients.
- (b) XYZ as a Minister of Sport was jailed for fraud in Commonwealth Games.
- (c) A 13 year old boy from Tripura drives a loaded truck weighing 22 tons on the Assam - Agarthala Highway surprises anybody, but his act was to support his family of 5. He drives on National Highways as well.
- (d) A profit making titanium - dioxide plant of Travancore Titanium Products (TTP) in Kerala, which has been dumping concentric H_2SO_4 and other pollutants in the Arabian Sea.
- (e) Instead of Cigarettes, now Hukka Parlours are becoming popular and youngsters are attracted to such style and trend.

Q.2) Define Business Ethics. Explain nature of Business Ethics. [15]

- Q.3)** Explain any two areas of Business Ethics. [15]
- Q.4)** Define Ethics. How do applied Ethics benefit Manager ? [15]
- Q.5)** Discuss on 10 Commandments and how they are applicable in today's business ? [15]
- Q.6)** Explain arguments for and against Social Responsibility in Business. [15]
- Q.7)** Write short notes : (**Any Three**) [15]
- (a) Professional Ethics
 - (b) Copyrights
 - (c) Globalisation
 - (d) Relationship between Business and Ethics
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-504

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

RESEARCH METHODOLOGY

(Tools and Analysis)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Define Research. Explain the types of Research. [15]

OR

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

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

OR

Q.2) Define Measurement. Explain Levels of Measurement. [15]

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

OR

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

Q.4) Define Hypothesis. Explain the types of Hypothesis and the errors in Hypothesis. [15]

OR

Q.4) Explain the following : [15]

- (a) Scaling
- (b) Qualities of a Good Researcher
- (c) Data Editing

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

- (a) Secondary Data
 - (b) Research Design
 - (c) Importance of Research
 - (d) Interview Method
 - (e) Research Paper
 - (f) Chi Square
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4272]-505

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

ANALYSIS OF FINANCIAL STATEMENTS

(Specialisation - I : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What do you mean by Financial Statements ? Explain its need and importance in Corporate Organisation. **[15]**

OR

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

(B) What is Capital Gearing Ratio ? Explain its utility. **[08]**

Q.2) Explain objectives and types of Financial Statement Analysis. **[15]**

OR

Q.2) State with reasons whether following statements are **true** or **false** : **[15]**

- (a) Increase in Current Assets means Decrease in Working Capital.
- (b) Gross Profit Ratio indicates the relationship between Gross Profit and Owner's Fund.
- (c) Analysis includes Interpretation.

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

[15]

- (a) Advantages of Cash Flow Statement
- (b) Vertical Format of Balance Sheet
- (c) Trend Analysis
- (d) Funds from Operations
- (e) Limitations of Ratio Analysis

Q.4) Following are the Summarized Balance Sheets of Jeevan Corporation Ltd. as at 31st March, 2011 and 2012 :

Balance Sheets

Liabilities	31-3-11	31-3-12	Assets	31-3-11	31-3-12
Share Capital	2,00,000	2,50,000	Land and Buildings	2,00,000	1,90,000
Share Premium	–	5,000	Plant	1,50,000	1,79,000
General Reserve	50,000	60,000	Stock	1,00,000	74,000
Profit and Loss A/c.	30,500	30,600	S. Debtors	80,000	64,200
Loan	70,000	–	Cash in hand	500	600
S. Creditors	1,50,000	1,35,200	Cash at Bank	–	8,000
Provision for Taxation	30,000	35,000			
	5,30,500	5,15,800		5,30,500	5,15,800

Additional Information :

- (1) Depreciation was written off on plant Rs. 15,000.
- (2) Dividend of Rs. 20,000 was paid during the year.
- (3) Income Tax provision made during the year was Rs. 25,000.
- (4) A Piece of Land has been sold during the year at cost.
- (5) On 30th September, 2011 loan was repaid alongwith interest @ 10% p.a.

You are required to prepare a statement showing sources and application for the year ended 31st March, 2012 and a Schedule of Changes of Working Capital.

[20]

Q.5) From the Balance Sheet of RAN Limited, compute :

[15]

- (a) Current Ratio
- (b) Quick Ratio
- (c) Debt - Equity Ratio
- (d) Return on Capital Employed
- (e) Current Assets to Proprietor's Fund Ratio

Balance Sheets

Liabilities	Amount	Assets	Amount
Equity Share Capital	9,00,000	Fixed Assets	24,00,000
12% Preference Share Capital	6,00,000	Stock	2,00,000
Reserves and Surplus	5,00,000	S. Debtors	3,80,000
8% Debentures	8,00,000	Bills Receivable	2,00,000
S. Creditors	2,00,000	Cash in Hand	20,000
Bank Overdraft	1,00,000		
Bills Payable	1,00,000		
	32,00,000		32,00,000

Net Profit for the year amounted to Rs. 5,60,000.

Seat No.	
-------------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4272]-506

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

SALES MANAGEMENT

(Specialisation - I : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) “Sales Management is a challenging profession.” Comment. [10]

(B) Explain any three types of Sales Organisational Structures. [10]

Q.2) What are the functions and responsibilities of a Sales Manager ? [15]

Q.3) Discuss the Selection Procedure of Sales Personnel. [15]

Q.4) What do you mean by Personal Selling ? Explain the skills required to be an effective Salesman. [15]

Q.5) Discuss the Essentials of Good Sales Training Program. [15]

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

[15]

- (a) Sales Presentation
 - (b) Customer Defections
 - (c) Sales Potential
 - (d) Customer Loyalty
 - (e) Types of Calls
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-507

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

HUMAN RESOURCE MANAGEMENT - PRINCIPLES AND FUNCTIONS

(Specialisation - I : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** Explain the role and responsibilities of HR Manager in detail in the context with Global Human Resource Management.
 - Q.2)** Discuss the new trends and challenges of Human Resource Management.
 - Q.3)** What is Career Planning ? State the objectives of Career Planning.
 - Q.4)** Discuss the importance of Training in Industry and elaborate the various Methods of Training.
 - Q.5)** What is Performance Management System ? State various Methods of Performance Appraisal.
 - Q.6)** Explain in detail the Process of Selection.

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

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

Seat No.	
-------------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4272]-508

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

MANAGEMENT OF SERVICES

(Specialisation - I : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** (A) Explain the increasing importance and role of Services in Indian Economy. **[10]**
- (B) What are the different ways to Classify Services ? **[10]**
- Q.2)** What is Service Process ? Discuss how to manage Demand and Supply for Services ? **[15]**
- Q.3)** How can the gap between Customer's Expectations and Perceived Service be Resolved ? **[15]**
- Q.4)** State various challenges in Services Marketing at Global Level in IT and IT-Enabled Services Sectors. **[15]**
- Q.5)** What is Service Productivity ? Discuss the role of Technology in Improving Service Productivity. **[15]**

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

[15]

- (a) Service Blueprinting
 - (b) Queuing Strategies
 - (c) 7P's of Services Marketing
 - (d) Banking and Insurance Services
 - (e) Difference between Goods and Services
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-509

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

AGRICULTURE AND RURAL DEVELOPMENT

(Specialisation - I : Agriculture Business Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

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

OR

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

Q.2) "NABARD played important role in the Development of Indian Agriculture." Discuss. [15]

OR

Q.2) Explain the role played by Co-operatives in Rural Credit in India. [15]

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

OR

Q.3) Explain Development of Dairy Industry in India. State its progress. [15]

Q.4) Explain the importance of Agriculture Taxation in India. **[15]**

OR

Q.4) Why Drip and Sprinkle Irrigation is important ? Explain with special reference to Indian Economy. **[15]**

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

- (a) Modernisation of Agriculture
 - (b) PACS
 - (c) Cottage Industries
 - (d) Concept of Food Security
 - (e) IRDP
 - (f) Agricultural Productivity
-

Seat No.	
----------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4272]-510

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

LONG TERM FINANCE

(Specialisation - II : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) (A) Following data is available for ABC Ltd. and PQR Ltd. :

(Rs. in Lac)

Company	Sales	Variable Cost	Fixed Cost	Interest
ABC Ltd.	1000	325	400	125
PQR Ltd.	850	475	200	100

Calculate :

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

Also, comment on the relative risk position of both the Companies.

(B) Following is the Capital Structure of PMP Ltd. :

- (i) Equity Share Capital Rs. 10,00,000 (1,00,000 Equity Shares of Rs.10 each)
 - (ii) Retained Earnings Rs. 3,00,000
 - (iii) Debentures (@ 8%) Rs. 4,00,000
- Total Rs. 17,00,000

Additional Information :

- (1) Equity Shares are currently getting dividend @ 12% and market price quoted is Rs. 14 per share. Expected growth rate is 5%.
- (2) Debentures are issued at par. and tax rate for the company is 50%.
- (3) Company would like to go for further expansion of the project. Additional funds required for the same is estimated to Rs. 6,00,000. Management decided to take Long Term Loan from the Bankers @ 14% per annum.

Calculate Weighted Average Cost of Capital under Existing Capital Structure and also under Revised Capital Structure.

- Q.2)** Define the term 'Capitalization'. Explain Concept of 'Over-capitalization' and 'Under-capitalization' with its causes and effects.
- Q.3)** Explain in brief, following Sources of Long Term Finance with its characteristics :
- (a) Lease Financing
 - (b) Equity Shares
 - (c) Term Loan
- Q.4)** What do you mean by Financial Planning ? Explain Principles for Formulation of Financial Plan.
- Q.5)** Explain the term Capital Structure. What are the factors effecting Capital Structure ?
- Q.6)** Write short notes : **(Any Four)**
- (a) Trading on Equity
 - (b) Mutually Exclusive Proposals
 - (c) Methods of Computing the Cost of Equity Share Capital
 - (d) Public Deposits
 - (e) Capital Gearing
 - (f) Causes of Risk and Uncertainty in Investment Decision

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-511

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

RETAIL MANAGEMENT

(Specialisation - II : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What are the factors influencing Channel Decisions ?

OR

Q.1) Explain the term Retailing and classification of Retailing Formats.

Q.2) Explain in detail the types of Retail Locations.

OR

Q.2) Define Retail Store Image. Elaborate the challenges in Building and Managing Retail Image.

Q.3) Elaborate implementation of Merchandise Planning.

OR

Q.3) Explain in detail Planning Retail Communication.

Q.4) What are the types of Channel Integration ?

OR

Q.4) Define Retail Strategy and Expansion Strategies for Retailers.

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

- (a) Internet Store
- (b) Merchandise Management
- (c) Types of Wholesalers
- (d) Category Management
- (e) Retail Store Image
- (f) Retail Sales Promotions

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-512

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

HUMAN RESOURCE PRACTICES

(Specialisation - II : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) What is Compensation ? Explain various types of Wage Differentials. [15]

OR

Q.1) What is Learning Organisation ? Explain its features. [15]

Q.2) What are the Statutory Provisions under the Factories Act, 1948 in respect of Health and Safety of Workers. [15]

OR

Q.2) Define Workers Participation in Management. What guidelines would you suggest for the effective Workers Participation ? [15]

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

OR

Q.3) Explain the Guidelines for a Sound Disciplinary Action and System. [15]

Q.4) Explain the need, importance and process of Collective Bargaining. [15]

OR

Q.4) What are the causes of Grievances ? Explain the importance of a Good Grievance Procedure in an Organisation. [15]

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

- (a) Fringe Benefits
- (b) Organisational Development
- (c) Importance of Labour Welfare
- (d) Causes of Industrial Disputes
- (e) Indiscipline
- (f) Wage Methods

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-513

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

MARKETING SERVICES

(Specialisation - II : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Critically examine impact of New Economic Policy on Service. [15]

OR

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

Q.2) Explain various Customer Satisfaction Techniques with suitable examples. [15]

OR

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

Q.3) What are the characteristics of Service Marketing Environment ? [15]

OR

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

Q.4) Explain the Pricing Strategies in Service Sector. **[15]**

OR

Q.4) Explain Concept of Service Guarantee. Correlate Concept with Customer Satisfaction. **[15]**

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

- (a) Customer Satisfaction and Profitability
 - (b) Right Service Culture
 - (c) Gaps in Service Quality
 - (d) Promotional Strategies
 - (e) Complete Service Package
 - (f) Brands in Services
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-514

B. B. A. (Semester - V) Examination - 2012
INTERNATIONAL AGRICULTURAL SYSTEMS
(Specialisation - II : Agriculture Business Management)
(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
- Q.1)** Explain in detail the peculiarities of Farming Systems in : [15]
(a) China
(b) Israel
(c) America

OR

- Q.1)** Discuss in detail - "Israel is a major exporter of fresh produce and a World Leader in Agriculture Technologies despite the fact that the Geography of Israel is not naturally conducive to agriculture." [15]
- Q.2)** How genetically modified crops are different from Traditional Crops ? Discuss the advantages and disadvantages of Genetically Modified Crops. [15]

OR

- Q.2)** What is Ecological Farming and how can consumers support Ecological Farming ? Discuss in detail the benefits of Ecological Farming. [15]

Q.3) Write a note on 'Agreement on Agriculture'. Discuss the three Central Concepts of 'Agreement on Agriculture' – [15]

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

OR

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

Q.4) What is Agro Export Zones (A.E.Z.) ? Discuss the measures taken by the Indian Government to promote A.E.Z. and explain the benefits of A.E.Z. [15]

OR

Q.4) What is Agricultural S.E.Z.s ? Explain the SWOT Analysis for Indian Agricultural S.E.Z. [15]

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

- (a) Agro Processing Zones
- (b) Sustainable Agriculture
- (c) Effect of Global Recession on International Agricultural Systems
- (d) Indian Farming System Vs American Farming System
- (e) Limitations of Ecological Farming
- (f) Genetically Modified Crops and Human Health

Seat No.	
-------------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4272]-601

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

BUSINESS PLANNING AND PROJECT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) State and explain various advantages and limitations of Forecasting.

Q.2) (A) Explain the essential elements of Audit Report.

(B) What is Forecasting ? Explain its scope.

Q.3) Evaluate the Project Portfolio Process.

Q.4) Explain the following concepts :

(a) Resource Loading

(b) Resource Leveling

Q.5) (A) Define Project Organisation. Explain reasons for Rapid Growth of Project Organisation.

(B) Define Planning Premises and discuss its classification.

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

(a) Budget Request Process

(b) Learning Curves

(c) Bottom-up Costing

(d) Work Element Costing

(e) Project Audit

[4272]-601/1

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-602

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

EVENT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** (A) Assuming that you are organising a ‘Marketing Excellence Award’ function. Discuss your role as an Event Organiser. [10]
- (B) “Risk Management plays vital role in Event Management.”
Comment. [10]
- Q.2)** What are the criteria for the selection of Venue ? Explain In-House and External Venues. [15]
- Q.3)** Discuss the characteristics of Cultural Celebrations and Artistic Expression Events. [15]
- Q.4)** Explain various Networking Components of Promotion of Events. [15]
- Q.5)** Explain any two Strategic Alternatives arising from Competitive Analysis. [15]
- Q.6)** Discuss the Activities in Event Management as per Management Theory. [15]

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

[15]

- (a) Events and Economy
 - (b) Event Evaluation Process
 - (c) Importance of Negotiation Skills for Event Managers
 - (d) Event Management
 - (e) Ambush Marketing
-

Seat No.	
-------------	--

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4272]-603

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

MANAGEMENT CONTROL SYSTEM

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain Decision-making Process at the Managerial Level in an Organisation.

Q.2) “Planning is an empty exercise without controlling.” Comment.

Q.3) Explain various kinds of devices which are used by Managers to exercise effective control in the Personnel Area.

Q.4) What is the difference between Management Control of Project with Management Control of On-going Operations ? Explain the methods used for estimating the likely Cost of a Project.

Q.5) What are Decision Support Systems ? Explain the characteristics and components of Decision Support Systems.

Q.6) Explain the Basic Control Process. What are the Dysfunctional Consequences of Control ?

[4272]-603/1

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4272]-604

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

E-COMMERCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Q. No. 7 is compulsory.*
- (2) *Answer **any four** out of the remaining.*

-
-
- Q.1)** Define Concept of E-commerce. Explain advantages and disadvantages of E-commerce. **[15]**
- Q.2)** Explain various benefits of having a Website. **[15]**
- Q.3)** Explain the differences between Extranet and Intranet with examples. **[15]**
- Q.4)** Explain Concept of EDI. Explain the limitation of EDI. **[15]**
- Q.5)** Explain various Strategies for Developing Electronic Commerce Website. **[15]**
- Q.6)** Explain various Pros and Cons of On-line Shopping with examples. **[15]**
- Q.7)** Write short notes : **(Any Four)** **[20]**
- (a) E-business
 - (b) Banner Exchange
 - (c) Diagram of EDI Model
 - (d) Traditional Payment
 - (e) Diagram of E-cycle
 - (f) Purpose of E-governance

[4272]-604/1

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-605

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

FINANCIAL SERVICES

(Specialisation - III : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

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

- (a) Human Resource Accounting
- (b) Discount and Finance House of India
- (c) Mutual Funds
- (d) Nature and Scope of Venture Capital
- (e) Zero-based Budgeting
- (f) Forfeiting

Q.2) Explain the background and important role/functions of Securities and Exchange Board of India (SEBI). [16]

Q.3) What is Money Market ? Explain the features/characteristics and defects/drawbacks of Indian Money Market. [16]

Q.4) What do you mean by Activity Based Costing (ABC) ? Explain the steps and benefits of Activity Based Costing. **[16]**

Q.5) What is Mutual Fund ? Explain the advantages and disadvantages of Mutual Funds. **[16]**

Q.6) What do you mean by Merger ? Explain types and benefits of Mergers. **[16]**

Q.7) Write notes : **[16]**

(a) Factoring Services

(b) Forex (FOREX) Market

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-606

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

ADVERTISING AND SALES PROMOTION

(Specialisation - III : Marketing)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

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

OR

Q.1) What do you mean by Advertising ? State different types of Advertising. [15]

Q.2) Write a note on Ad Copy and Visualization. [15]

OR

Q.2) How would the Advertisement Copy created for the Print Media differ from the one created for an Outdoor Media ? [15]

Q.3) What are the different types of Internet Advertising seen today ? [15]

OR

Q.3) What is Permission Marketing ? Elaborate. [15]

Q.4) Can Advertising be controlled by the Society ? How ? [15]

OR

Q.4) Which are the different Techniques of Sales Promotion used to influence Consumers ? [15]

[4272]-606

1

[P.T.O.]

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

[20]

- (a) Physical Distribution
 - (b) Surrogate Selling
 - (c) Layout of an Advertisement
 - (d) Website Tracking
 - (e) Brand Equity
 - (f) Concepts of Reach, Frequency and Ratings
 - (g) AIDA Formula
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-607

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

LABOUR LAWS

(Specialisation - III : Human Resource Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Explain in brief the 'Role of Commissioner' under the Act, 1923. [15]

Q.2) Describe the Employee Pension Scheme under Provident Fund Act, 1952. [15]

Q.3) Explain object and scope of the ESI Act, 1948. [15]

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

- (a) Eligibility of Bonus
- (b) Disqualification for Bonus
- (c) Maximum Bonus

Q.5) State and explain the Concept of Gratuity and Payment of Gratuity in detail. [15]

Q.6) What are the purposes for which the ESI Fund can be utilised ? [15]

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

[20]

- (a) Medical Benefit under ESI
 - (b) Set-on and Set-off
 - (c) Penalties under Workmen's Compensation Act, 1923
 - (d) Powers of Central Government under Employee Provident Fund Act
 - (e) Recovery of Gratuity
 - (f) Differentiate between Gratuity and Bonus
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-608

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

SPECIAL SERVICES OF MARKETING IN INDIA

(Specialisation - III : Service Sector Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
- Q.1)** Why is Service Industry important to the Indian Economy ? Discuss the reasons of Growth of Service Sector in India. **[20]**
- Q.2)** What do you mean by Marketing Information System ? Discuss the Significance of Marketing Information System (MIS) to the Banking Organisations. **[15]**
- Q.3)** (A) Explain the Place Mix for the Insurance Business. **[08]**
(B) Insurance Product Planning and Development **[07]**
- Q.4)** What do you mean by Tourism Marketing ? Discuss the salient features of Tourism Product. **[15]**
- Q.5)** As a Professional, you are supposed to develop rapport with the media people for publishing the services and your hospitals. Throw light on the measures you are going to initiate. **[15]**

Q.6) Throw light on the Marketing Mix for Higher Education in the Indian Perspective. **[15]**

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

- (a) Bank Marketing in Indian Perspective
 - (b) Marketing of Entertainment Services
 - (c) Mobility Mix of Medicare Services
 - (d) Market Segmentation of Tourism
 - (e) Emerging Trends in Educational Marketing
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-609

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

RECENT TRENDS IN AGRI-BUSINESS

(Specialisation - III : Agri- Business Management)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

Q.1) Describe role of Agro-based Industries in the context of Economic Development of India. **[15]**

OR

Q.1) Explain role of Government in the Development of Agriculture in India. **[15]**

Q.2) Describe various sources of Agricultural Finance. **[15]**

OR

Q.2) Explain the role played by Multinationals in Agricultural Development in India. **[15]**

Q.3) Discuss the Avenues in Agricultural Research and Education. **[15]**

OR

Q.3) Explain the scope, limitations and challenges in Poultry Industry in India. **[15]**

Q.4) What is Agri-marketing ? Explain in detail the Pre-requisites of Good Marketing System in Agriculture. **[15]**

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

- (a) Contract Farming
 - (b) Problems of Wine Industry
 - (c) Opportunities of Sericulture
 - (d) Agricultural Insurance
 - (e) Agri Retailing
-

Seat No.	
----------	--

Total No. of Questions : 3]

[Total No. of Printed Pages : 3

[4272]-610

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

CASES IN FINANCE

(Specialisation - IV : Finance)

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions :

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

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

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

Rate of Taxation : 50% of the Profits. Assume Targeted Cost of Capital @ 10%.

As a Finance Executive advice Management regarding which machine may be a profitable investment by calculating Annual Cash Flow, Payback Period, Discounted Payback Period, NPV and PI.

Note: Total P/V @ 10% for 10 years is 6.144.

[20]

OR

[4272]-610

1

P.T.O.

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

Cash Inflows at the end of the year

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

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

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

Note : The discount factor at :

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

[20]

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

Analysis of Selling Price :

Rs.

Raw Material	60% of Selling Price
Direct Labour	6.00 per unit
Variable Overheads	1.00 per unit
Fixed Overheads	5 lakhs (including Rs. 1,00,000 as depreciation)

It is estimated that :

- (1) Holding Period of :
 - Raw Materials – 3 weeks
 - Work-in-Process – 1 week
 - Finished Goods – 2 weeks
- (2) Suppliers will give 4 weeks credit.
- (3) Customers are allowed 4 weeks credit.
- (4) Wages are paid after 4 weeks.
- (5) Lag in Payment of Overheads will be 2 weeks.
- (6) Cash in Hand Rs. 50,000.

Assume 52 weeks in a year.

Prepare a statement showing Working Capital requirement for a year using cash cost approach. [15]

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

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

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

You are required :

- (a) To calculate Weighted Average Cost of Capital (WACC) of the company based on the existing capital structure.
- (b) Calculate new WACC, if the company raises an additional Rs. 20 lakhs debt by issuing 12% Debentures. This would result in increasing the expected equity dividend to Rs. 2.40 and leave the growth rate unchanged, but the price of equity share will fall to Rs. 16 per share. [15]

Seat No.	
-------------	--

Total No. of Cases : 4]

[Total No. of Printed Pages : 3

[4272]-611

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

CASES IN MARKETING

(Specialisation - IV : Marketing)

(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Case No. 1 :

[20]

McDonald's introduced a new product range in the Indian Market called the McSpicy range. It launched a new advertising campaign range called 'How Spicy is McSpicy ?' to promote its new product. The aim of the campaign was to project McDonald's as a youthful brand that met the tastes and preferences of the youth. The prelaunch campaign involving a viral called 'The Great Spicy Speculation' proved to be a success and reached 250,000 people. Unlike its previous campaigns, McDonald's used social media like social networking sites and messenger services extensively for the new campaign.

The main campaign was later launched in a variety of media channels like in store, television, radio, outdoor and online promotions. Apart from the use of social media for its new campaign, McDonald's also used several technological innovations to reach its targeted customer base. Kiosks, LED hoardings and virals on the Internet were extensively used to reach the target base. There was mixed response to the new campaign from customers. While some customers said that the campaign met the tastes and preferences of the customers, others said that there was a disconnect between the new McSpicy menu and the core message of the campaign.

[4272]-611

1

P.T.O.

Q.1) Discuss the growing importance of social media in the advertising mix of products targeted at the youth.

Q.2) Discuss how McDonald's used a new advertising campaign to create a buzz around its McSpicy range of products that it introduced in the Indian Market.

Case No. 2 :

[15]

The Retail bazaar in India is booming beyond everyone's expectation. The Indian Retail sector has caught the world's imagination in the last few years. India's retail growth was largely driven by increasing disposable incomes, favorable demographics, changing lifestyles, growth of the middle class segment and a high potential for penetration into urban and rural markets. The organised retail sector accounts for 6% which is expected to grow to 10 % by the end of 2015. A number of large corporate houses like Aditya, Bharti, Reliance, Pantaloon, Vishal, Tata's, RPG, Raheja's and Piramals's have diversified to add retail to their sector portfolio.

In January, 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian Government continues the hold on retail reforms for multi-brand stores.

Q.1) "The decision taken by Indian Government, influences unorganised retail market in India." Justify.

Q.2) Analyse the case with suitable title.

Case No. 3 :

[15]

Barack Obama, the 44th President of the US, used Integrated Marketing Communications (IMC) to win the 2008 US Presidential Elections. For the first time in the history of the US Presidential Elections, the Internet was used widely and effectively for both campaigning and fund raising purposes. Obama also used the traditional methods of marketing which accounted for 50% of his fund raising. Obama carefully tailored his campaign by targeting people of different age groups, communities and professionals systematically to achieve

success in the elections. Obama tapped the growing community of people who preferred the Internet and mobile phones to television. Other G7 countries had in the past tried to use the Internet as a tool for campaigning but it was not used as effectively and consistently in the past, according to experts.

Q.1) Analyse the case with suitable title.

Q.2) Appreciate how Internet and social media can be used effectively and economically ?

Case No. 4 :

[15]

China has been known as great source of imitation stuff, name it and you will find it in China such as pirated CD, memory cards, laptops, batteries, computer software and many more electronics. Not to mention the designer jeans, bags, sunglasses, shoes among others are all seen in China since selling fake stuff is a way of life in the country. Well, if one visits China at the very first time, he must be cautious about buying things from there. You must know how to distinguish fake stuff from original brand. For instant, but, how, they all look the same. The right thing to do is go over the individual sections to get a vivid look from a genuine stuff from imitation. As a matter of fact, most of the products sold in the internal market in China is already a reproduction from their original brand and they sell it under a new name. In addition to that, take a look at the warranty period if it is based on the international warranty of the genuine brand. Other than that, if one is a street smart buyer, he will wonder if the original brand is only sold in China.

Q.1) Give reasons for increase in such imitation stuff in India.

Q.2) If you are a Marketing Manager of original brand, how will you compete with imitation stuff ? Give strategies with examples for the same.

Seat No.	
-------------	--

Total No. of Cases : 4]

[Total No. of Printed Pages : 4

[4272]-612

B. B. A. (Semester - VI) Examination - 2012
CASES IN HUMAN RESOURCE MANAGEMENT
(Specialisation - IV : Human Resource Management)
(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Case No. 1 :

[20]

The Safe Water India Ltd. has been in business for nine years and the majority of the personnel have been employed there, since its inception. The officers of the company, the Sales Manager and the chemists are assisted by three middle-aged women. These women handle all the paperwork, the secretarial duties, book-keeping and reception tasks. They are all considered very efficient and loyal by the Management Personnel. Although these ladies were not on intimate terms with the men in the office, they had workable formal relations. However, inspite of repeated invitations from the men to have coffee or tea breaks together, the women kept to themselves. They politely turned down such invitations.

A few months earlier, the company hired a girl, age 22, to help with the ever-increasing secretarial load. She was also expected to assist in the general clerical tasks. This girl was very attractive and she enjoyed the company of men more then that of women. Hence, she associated with the men during coffee breaks and lunch hours and made no special efforts to become really acceptable to the women. The office efficiency appeared to increase after she was hired and the backlog of work got cleared. Her sociability enhanced the morale of the men.

[4272]-612

1

P.T.O.

However, there was a growing unrest among older women. The older women, as a group, went to see the company president. They stated that it was impossible to work with the new girl; she had upset the office morale and they demanded that she be fired. If not, they would all resign.

The president tried to conciliate them but to no avail. He considered all the three women to be especially competent and valuable employees. He knew that the women, whose husbands had good jobs, would suffer no real hardship if they quit. He had also received reports from men that the girl was doing excellent work.

Questions :

- (a) If you were the president, what would be your remedial actions ?
- (b) Analyse the case and suggest suitable title.
- (c) Comment on 'Gender Difference and today's Indian Society.' with reference to the above case.

Case No. 2 :

[15]

Mr. Raut was an operator in Darshan Chemicals Ltd., Pune. He was in the company for more than 7 years. A matriculate, fair complexion, good height and physique, soft spoken, always putting on a smile are some of the personal details of Mr. Raut. He was drawing Rs. 6,000 p.m. in 2010 and by his hard work, sincerity and honesty he was quickly promoted in 2012 on a salary of Rs. 18,000 p.m. in highly skilled category.

On 14th March, 2012, while he was working in the first shift, he committed a mistake which involved a production loss of Rs. 90,000 to the company. The Production Manager Mr. Batra held him responsible for the loss and asked Personnel Officer. Mr. Kiran what action should be taken.

Mr. Kiran said, "We will dismiss him."

Mr. Batra said, "No, he is very good at work, very sincere. This was the only mistake done by him. I don't know how it could happen."

Personnel Officer Mr. Kiran called Mr. Raut and asked him questions. Mr. Raut admitted his mistake in writing and requested the management not to terminate his service but to excuse him.

The Personnel Officer Mr. Kiran dismissed him from the services. Mr. Raut preferred an appeal to the General Manager Mr. Patil.

Questions :

- (a) Analyse the case in detail and give suitable title.
- (b) Give your decision on the appeal with reasons, assuming that you are at the place of Mr. Patil.

Case No. 3 :

[15]

Vijay, M.Com. and ICWA, joined the Finance Department of a Bangalore-based Electric Company (Unit 1), which boasts of an annual turnover of Rs. 400 crores. He is smart intelligent, but conscientious. He introduced several new systems in record-keeping and was responsible for cost reduction in several areas. Being a loner, Vijay developed few friends in and outside the organisation. He also missed promotions four times though he richly deserved them.

G.M. Finance saw to it that Vijay was shifted to Unit 2 where he was posted in purchasing. Though purchasing was not his cup of tea. Vijay undertook the responsibilities, streamlined the purchasing function, and introduced new systems, particularly in Vendor Department. Being honest himself, Vijay ensured that nobody else made money through questionable means.

After two years in purchasing, Vijay was shifted to stores. From finance to purchasing to stores was too much for Vijay to swallow. He burst out before the unit head, and unable to control his anger, Vijay put in his paper too. The unit head stunned at this development but did nothing to console Vijay. He forwarded the paper to V.P. Finance, Unit 1. The V.P. Finance called in Vijay, heard him for a couple of hours, advised him not to lose heart, assured him that his interest would be taken care of and requested him to resume duties in purchasing in Unit 2. Vijay was also assured that no action would be taken on the paper he had put in.

Six months passed by and promotions were announced. To his dismay, Vijay found that his name was missing. Angered, Vijay met the unit head who coolly told Vijay that he could collect his dues and pack off to his house for good. It was great disloyalty for Vijay.

Questions :

- (a) Analyse the case in detail and give suitable title.
- (b) What should Vijay do ?

Case No. 4 :

[15]

Sidhdheshwar Textile Ltd. is employing about 600 employees. During the last 6 to 7 years, the company is earning good profits. Due to general recessionary trends and other adverse factors, its profits are reduced beyond expectation. The internal unions of workers 'Solapur Majadur Sangh' and staff members (two separate unions) are insisting for 20% bonus, while the company is ready to give 15% bonus. Several rounds of negotiations were proved fruitless. Surprisingly, one day just before Diwali staff union decided to accept 15% bonus. The news was not welcomed by the Solapur Majadur Sangh. Some office-bearers of the Solapur Majadur Sangh charged the company to adopt 'divide and rule' policy. The company representatives refused to have done unfair labour practice. When the allegations were again made, company suspended six office-bearers of Solapur Majadur Sangh, pending enquiry. The workers declared strike as a protest. The indefinite strike of workers deprived the other union's members 15% bonus, which was acceptable to them.

Questions :

- (a) Comment on the Industrial relations of the company in the context of bonus policy.
- (b) What crucial role should the Personnel Manager play to ensure peace and harmony ?
- (c) Is the action of suspending union office-bearers correct ? Examine pros and cons.

Seat No.	
-------------	--

Total No. of Cases : 4]

[Total No. of Printed Pages : 2

[4272]-613

B. B. A. (Semester - VI) Examination - 2012
CASES IN SERVICE SECTOR MANAGEMENT
(Specialisation - IV : Service Sector Management)
(New 2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Case No. 1 :

[20]

In Hotel Perfect there are 20 tables, 10 staff allocated for these tables. There are just 4 tables occupied during lunch, where buffet is arranged. However during service there is little eye-contact with staff. The guests have to wait for 10 minutes to have a refill of water. Food is not replenished without asking in the buffet.

- (a) Analyse the Service Culture in Perfect.
- (b) What interventions can be initiated to change attitude of the staff ?

Case No. 2 :

[15]

A woman boards an aircraft with hand baggage. She tries to stack it on the luggage bin, but is unable to do so independently. Air Craft Crew standing close by do not help her. The woman requests the crew. The lady crew responds, stand up on the chair and then keep the baggage. Shocked by the response the customer stares at her and says, 'I'll never fly with this airline again'.

Explain the HR problems in this case. How to avoid such situations ?

[4272]-613

1

P.T.O.

Case No. 3 :

[15]

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

Case No. 4 :

[15]

In India, the demand for higher education is greater than the supply. Higher Education Institutes use various techniques to eliminate application for courses. Discuss the situation from service ethics viewpoint.

Seat No.	
-------------	--

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4272]-614

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

Time : 2 Hours]

[Max. Marks : 50

Instructions :

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

Q.1) The distraught farmers of Maharashtra are at loss to understand the measures to protect their agricultural income. Severe drought conditions have destroyed their crop. 80% of the farmers are not aware of the schemes like Crop Insurance and relief aid from the Government. Advise them on following points :

- (1) Information regarding Insuring Crops.
- (2) The Crops that could be covered under Crop Insurance Scheme.
- (3) The agencies that provide Crop Insurance Scheme.
- (4) The procedure to get the relief aid from the Government and the rules and regulation. [20]

Q.2) Kisan is a young farmer in the draught prone Marathwada. He wishes to develop a Horticulture Farm :

- (1) What suggestions will you give ?
- (2) Suggest the types of crops he could grow in the land where water is scarce.
- (3) Suggest water conservation techniques that are more suitable. [15]

Q.3) A group of people in Maharashtra decide to develop a dairy plant on co-operative basis, (Amul Model), give advise on following points :

- (1) Procedure to establish co-operative dairy.
- (2) Resources required for development.
- (3) Various avenues of business except milk (Milk By-products). **[15]**

Q.4) Suresh has a limited cultivative agricultural land. He is totally dependant on the agricultural income which is very less. Advise him on following points :

- (1) A small side business which complements his agricultural land.
 - (2) The procedure to open such business.
 - (3) The resources that are required. Support your answers with suitable examples. **[15]**
-

Seat No.	
-------------	--

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4272]-615

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

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 importance of Agriculture in Indian Economy. [15]

OR

Q.1) Explain various factors that determine Cropping Pattern in India. [15]

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

OR

Q.2) Explain various characteristics of Indian Agriculture. [15]

Q.3) What is Green Revolution ? Explain its impact on Indian Economy. [15]

OR

Q.3) Describe role played by Multinational Companies in Agricultural Development in 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) Problems of Sugar Industries
 - (b) Role of Co-operatives in Agri-business
 - (c) Modernisation of Agriculture
 - (d) Food Processing Industry
 - (e) Agricultural Productivity
 - (f) Agricultural Price Policy in India
-

Seat No.	
-------------	--

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4272]-616

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

PURCHASING AND MATERIALS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

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

-
-
- Q.1)** What is Materials Management ? Explain the scope and objectives of Materials Management.
 - Q.2)** Define the term Forecasting. Explain the Moving Average Method and Exponential Smoothing Method of Forecasting in Materials Management.
 - Q.3)** Define the term Inventory. What are included under Carrying Costs and Ordering Costs ?
 - Q.4)** What is ABC Analysis ? State the features and advantages of ABC Analysis.
 - Q.5)** Define the term Codification. Explain various methods of Codification of Materials.
 - Q.6)** Explain the use of SAP System in Materials Management.

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

- (a) VED Analysis
 - (b) Materials Requirement Planning
 - (c) Inter-state Sale under Central Sales Tax Act
 - (d) Definition of Excisable Goods under Central Excise Act
 - (e) Principles in Material Handling
 - (f) Definition of Business under Central Sales Tax Act
-