

Total No. of Questions : 5]

SEAT No. :

P1209

[4767] - 2001

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F.Y.B.B.A

201: PRINCIPLES OF MANAGEMENT

(Semester-II) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define 'Management'. Explain the nature & importance of Management. **[15]**

OR

Describe the contribution made by Henry Fayol towards Management.

Q2) What is 'Forecasting'. Explain various techniques of forecasting. **[15]**

OR

Define the term 'Controlling'. Explain the process of controlling.

Q3) What is direction? Explain nature & principles of direction. **[15]**

OR

What is meant by 'Management of change'? State the causes of resistance of change in detail.

Q4) Write notes:

- a) Importance of staffing. **[7]**
- b) Principles of effective Communication. **[8]**

OR

Define the term 'Leadership'. Explain various styles of Leadership.

Q5) Write short notes (any four): **[20]**

- a) Total quality management
- b) Matrix structure.
- c) Co-ordination.
- d) Management as a social system.
- e) Importance of motivation
- f) Types of planning.

Total No. of Questions—4]

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[4769]-1001

B.F.T./B.B.M. (I.B.) (Semester I) EXAMINATION, 2015

INDIAN BUSINESS ENVIRONMENT

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— All questions are compulsory.

1. Answer in 20 words each (any ten) : [20]

- (a) Define business
- (b) Topography
- (c) Define environment
- (d) Weather
- (e) Settlements
- (f) Soil
- (g) Natural Resources
- (h) Any two environmental problems affecting business
- (i) Traditions
- (j) Unemployment
- (k) Ecology
- (l) Chamber of Commerce
- (m) Minerals.

2. Answer the following in 50 words each (any two) : [10]

- (a) Describe social injustice.

P.T.O.

- (b) Explain political and legal set up.
 - (c) Discuss causes of industrial sickness.
 - (d) What do you mean by technical environment ?
3. Answer the following in **150** words each (any *two*) : [20]
- (a) Discuss impact of parallel economy.
 - (b) Enumerate characteristics of Indian Business Environment.
 - (c) Explain social-set up for business.
 - (d) Describe important features of labour policy.
4. Answer the following in **300** words each (any *two*) : [30]
- (a) Explain inflation and the types of inflation.
 - (b) Discuss micro and macro environment.
 - (c) Regional imbalance is a major obstacle in development of Indian business environment.
 - (d) Write a note on utilization of resources and sustainability.

Total No. of Questions—8]

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[4769]-1002

**B.F.T./B.B.M. (I.B.) (First Semester) EXAMINATION, 2015
COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT
(2013 PATTERN)**

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Solve any *four* questions from Question No. 1 to Question No. 7.

(ii) Question No. 8 is compulsory.

1. What are the various barriers to communication ? How can an organisation overcome the barriers for effective in communication process ? [15]
2. What do you mean by 'Audience Analysis' ? Support your answer with suitable examples. [15]
3. Importance of Business Letters. Discuss the advantages and disadvantages of written communication. [15]
4. Define personality. Describe with examples the environmental factors affecting personality. [15]
5. Explain the concept of Goal Setting. What care should be taken while setting goals ? Why does goal setting generally fails ? [15]

P.T.O.

6. Explain the importance of 'Decision-making' in an organisation. How can informal communication contribute to the effectiveness of a group and group decision-making power ? [15]
7. Describe in detail the importance of Time Management. Give tips with suitable examples. [15]
8. Write short notes on (any *four*) : [20]
- (a) External motivation
 - (b) Personal letters Vs Business Letters
 - (c) Emotional intelligence
 - (d) Lateral thinking
 - (e) SWOT
 - (f) Feedback.

Total No. of Questions—5]

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[4769]-1003

B.F.T./B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

MICRO-ECONOMIC ANALYSIS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

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

1. Define demand. Distinguish between individual demand and market demand. What are their determinants ? [15]

Or

What are the basic economic problems ? What is the role of market forces in solving economic problems ?

2. Explain in detail the concept of price elasticity of demand and methods of measuring price elasticity of demand. [15]

Or

Define supply. State and explain the law of supply.

3. Explain the following cost concepts and explain their relation in the short-run : Total Cost (TC), Average Cost (AC) and Marginal Cost (MC). [15]

Or

Critically examine the modern theory of Rent.

P.T.O.

4. Discuss price and output determination under Monopolistic Competition. [15]

Or

Explain the role of collective bargaining in Wage Determination.

5. Write short notes on (any *four*) : [20]
- (a) Risk and uncertainty bearing theory of profit
 - (b) Scope of Micro-economics
 - (c) Usefulness of elasticity in the field of International Business
 - (d) LAC curve as envelope curve
 - (e) Income elasticity of demand
 - (f) Features of perfect competition.

Total No. of Questions—5]

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[4769]-1004

B.F.T./B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

BUSINESS ACCOUNTING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Use of calculator is allowed.

1. (A) State whether the following statements are True *or* False. If false, give correct statement (any *five*) : [10]

(a) Rule of Nominal Account is Debit the receiver and Credit the giver.

(b) Trade discount is an incentive for prompt payment.

(c) Preliminary expenses are the expenses incurred for production by the company.

(d) Carriage outward is related to goods sold.

(e) A Trial Balance shows only arithmetic accuracy.

(f) Under WDV method of Depreciation the amount of depreciation remains constant every year.

(g) Profit & Loss Account includes all Direct Incomes and Expenses.

P.T.O.

(B) Answer in brief (any *five*) : [10]

- (a) What do you mean by Intangible Assets ?
- (b) What do you mean by Drawings ?
- (c) What is a Cash Discount ?
- (d) What is business entity concept ?
- (e) Which transactions are recorded in the Sales Book ?
- (f) State the meaning of Contra Entry.
- (g) Explain the term 'Bank Overdraft'.

2. Journalize the following transactions in the books of Mr. Ravindra : [16]

March, 2014

- 1 Mr. Ravindra started business with cash Rs. 3,00,000.
- 4 Purchased goods on credit from Mr. Prashant Rs. 50,000.
- 7 Opened an account in Bank of India and deposited cash Rs. 40,000.
- 10 Sold goods to Umesh on credit Rs. 37,000.
- 13 Purchased furniture for cash Rs. 45,000.
- 17 Paid to Mr. Prashant Rs. 25,000 by cheque.
- 20 Goods distributed as free sample Rs. 500.
- 30 Rent paid to Mr. Aman Rs. 6,000.

Or

Enter the following transactions in Cash Book with Cash and Bank Column of Mr. Mandar for the month of April, 2014 : [16]

April, 2014

- 1 Started business with cash Rs. 30,000.
- 2 Opened a current account with bank and deposited Rs. 9,000.
- 5 Received Rs. 4,850 for cash sales and discount allowed Rs. 50.
- 6 Purchased goods of Rs. 3,000 at 10% cash discount. Half the amount was paid by cash and remaining by cheque.
- 9 Received a crossed cheque for Rs. 7,775 from Megha Associates and discount allowed Rs. 25.
- 12 Purchased machinery of Rs. 13,300 and paid for installation Rs. 700.
- 15 Received a bearer cheque of Rs. 735 from Rahul in full settlement of his account Rs. 800.
- 17 Deposited into the bank Rs. 2,000.
- 20 Received Rs. 8,000 from Satish against goods sold.
- 22 Received a bearer cheque from Vinod Rs. 2,230.
- 24 Deposited the cheque received from Vinod into the Bank.
- 29 Bank informed that cheque received from Vinod is dishonoured.
- 30 Paid for printing of bill book Rs. 660.
- 30 Withdrawn from bank for office use Rs. 1,000.

3. From the following Trial Balance of M/s Bhagat Traders, you are required to prepare Trading, Profit & Loss Account for the year ended 31st March, 2014 and the Balance Sheet as on that date : [20]

Trial Balance as on 31st March, 2014

Particulars	Debit (Rs.)	Credit (Rs.)
Insurance	1,000	
Discount	500	400
Postage and Telegram	1,500	
Salaries	28,000	
Debtors and Creditors	33,000	34,000
Wages	12,000	
Opening Stock	20,000	
Carriage inward	4,500	
Returns	2,800	4,600
Purchase and Sales	96,600	1,50,800
10% Bank Loan		
(Taken on 1st Oct., 2013)		60,000

Plant and Machinery	20,000	
Buildings	80,000	
Drawings	4,000	
Capital		50,000
Office Rent	2,000	
R.D.D.		1,000
Bad Debts	600	
Bank Overdraft		9,200
Cash in Hand	3,500	
	Total	
	3,10,000	3,10,000

Adjustments :

- (i) Stock on 31st March, 2014 was valued at Rs. 32,000.
- (ii) Depreciate Plant and Machinery at 10% p.a., building at 5% p.a.
- (iii) Wages include Rs. 2,000 paid to worker as advance.
- (iv) Salary Rs. 2,000 and Office Rent Rs. 400 were outstanding.
- (v) Create R.D.D. on debtors Rs. 1,400.

4. (A) From the following ledger balances of Mr. Jay, you are required to prepare Trial Balance as on 31st March, 2014 : [8]

Particulars	Rs.	Particulars	Rs.
Capital	1,00,000	Purchases	1,90,000
Drawings	3,000	Sales	3,04,000
Opening Stock	45,800	Sales Return	7,400
Salaries	34,000	Debtors	70,400
Creditors	64,200	Furniture	24,000
Rent and Taxes	1,200	Insurance	1,600
Discount Received	200	Cash in Hand	9,800
Machinery	80,000	Printing & Stationery	1,200

- (B) On 31st December, 2013 the Passbook of Mr. John showed a credit balance of Rs. 10,000. On comparing the Passbook with Cash Book the following differences were discovered : [8]

- (i) Cheques deposited with the bank on 27th December, 2013 but collected by bank on 5th January, 2014 Rs. 4,000.
- (ii) Bank paid electricity charges Rs. 180 directly, not appear in the Cash Book.
- (iii) Cheque issued Rs. 1,500 but not presented to the Bank for Payment.

- (iv) Bank credited interest on Fixed Deposit Rs. 250 and has charged Rs. 50 for dishonour of the cheque. These transactions do not appear in the Cash Book.
- (v) The debit column of Bank in the Cash Book is under-cast by Rs. 100.

5. Explain in brief the provisions of Companies Act, 1956 in respect of Final Accounts of a limited company : [8]

Or

Write short notes on (any *two*) : [8]

- (a) Dual Aspect Concept and Consistency Concept
- (b) Features of Accounting Software Packages
- (c) Fixed Instalment Method of Depreciation
- (d) Foreign Branch.

Total No. of Questions—5]

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[4769]-1005

B.F.T./B.B.M. (I.B.) (Semester I) EXAMINATION, 2015

PRINCIPLES AND PRACTICE OF MANAGEMENT

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Management is both a science as well as an art. Comment. [15]

Or

Explain the various functions of Management.

2. Discuss Henry Fayol's Administrative Management. [15]

Or

Discuss the different theories of motivations.

3. What is Planning ? Discuss the need and importance of planning. [15]

Or

Discuss the qualities and functions of leaders.

4. What is Decision-making ? Explain the process and techniques of decision-making. [15]

P.T.O.

Or

What is strategic management ? Explain the role of different strategies.

5. Write short notes on (any *four*) : [20]
- (a) SWOT Analysis
 - (b) Total Quality Management
 - (c) Stress Management
 - (d) Need of Forecasting
 - (e) Herzberg's two-factor theory.

Total No. of Questions—5]

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[4769]-1006

B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

BUSINESS MATHEMATICS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Use of pocket calculator is allowed.

(iv) Mobile calculators are not allowed.

1. Attempt any *four* :

[4×4=16]

(1) The rate of commission is increased from 6% to 8% still the income of an agent is the same. Find the percentage change in his sales.

(2) In a certain company 12 operators can perform a certain job work involving manufacture of 900 units of a product. If the operators work for 15 hours a day for 36 days, how many days would be required by 16 operators working 12 hours a day to manufacture 1200 units of the product.

(3) Sunil sold a car to Pradeep at 20% profit. Pradeep sold the car to Milind at 10% profit for Rs. 2,65,000. Find the price at which Sunil has purchased the car.

(4) Income of A, B and C in the ratio 2 : 3 : 4 and their expenditure are in the ratio 5 : 7 : 9. If A saves $\frac{1}{5}$ th of his income, find the ratio of their income of saving.

P.T.O.

- (5) The sum of the present ages of 3 persons is 66 years. Five years ago their ages are in the ratio of 4 : 6 : 7. Find their present ages.
- (6) A dealer in furniture buys chairs at 340 each. At what price should he mark them for sale, so that he may earn a profit of 25% after giving 15% discount ?

2. Solve any *four* : [4×4=16]

- (1) Explain the terms :
- (a) Proportion
 - (b) Continued Proportion
 - (c) Direct Proportion
 - (d) Inverse Proportion
- (2) Find the present value of an annuity of Rs. 500 payable at the end of every half year for 10 years at 10% per annum compound interest.
- (3) Milind deposits Rs. 20,000 in a bank at 15% p.a. to give scholarship to needy students every year. Find the amount of yearly scholarship.
- (4) Explain the terms 'commission' and 'commission agent'.
- (5) A plot was sold and the owner received Rs. 10,000 after the payment of commission at 8% on the cost of land, find the cost of land.
- (6) Aditya sold the share of 6% at Rs. 90 of Rs. 10,000 and invests the proceeds in 10% at Rs. 120. What is the change in his income ?

3. Attempt any *four* : [4×4=16]

- (1) Exhibit each of the following relations as a set of ordered pairs. Which of them are functions ? Justify your answer :

(i) $[(x, x + 3) / x \in \mathbb{N} \ 4 \leq x \leq 8]$

(ii) $[(x, y) / y^2 = x^2 + 1 \ x \in \mathbb{Z} \ -1 \leq x \leq 1]$

- (2) Write the important formulae of Simple Interest, Amount and Compound Interest.
- (3) Evaluate :

$$D = \begin{bmatrix} 28 & 45 & 63 \\ 20 & 34 & 48 \\ 31 & 36 & 51 \end{bmatrix}$$

- (4) Define matrix. Different types of matrices. Write any *two* in detail.
- (5) Anita purchased 50 shares of Rs. 100 each at Rs. 120 per share. Company declared 10% dividend. Find total income of Anita and return on her investment.

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

Show that $A(B + C) = AB + AC$

4. Attempt any *four* : [4×4=16]

- (1) If

$$f(x) = 3x^2 - 5x^4 \text{ and } g(x) = 6x^3 + 11x,$$

show that $f(x)$ is an even function and $g(x)$ is an odd function.

- (2) Draw the graph of $y = x^2$.

- (3) Find inverse of A. Given :

$$A = \begin{bmatrix} 7 & 2 \\ 5 & 4 \end{bmatrix}$$

- (4) Define function. What are different methods of representing a function.
- (5) Find the difference between Simple Interest and Compound Interest on Rs. 2,500 for 3 years at 10% p.a.
- (6) If

$$A = \begin{bmatrix} 3 & -2 \\ 4 & -2 \end{bmatrix}$$

satisfy the matrix equation $A^2 - KA + 2I = 0$

5. Solve any *two* : [8×2=16]

- (1) A washing machine worth Rs. 20,000 is purchased on instalment basis under equal 20 monthly instalments including Compound Interest at 18% p.a. Find equated monthly instalment by reducing method.
- (2) Ravi holds 500 shares of Rs. 100 each of a company. The company issued bonus shares in the ratio 5 : 2. Thereafter company declared a dividend of 10% on enlarged capital. Find the return on investment which Ravi gets ?
- (3) Find compound interest on Rs. 1,200 at 5% p.a. for 3 years and 4 months compounded annually.

Total No. of Questions—4]

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[4769]-101

B.F.T./B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

INDIAN BUSINESS ENVIRONMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

1. Answer in 20 words each (any *ten*) : [20]

- (1) Legal environment
- (2) Unemployment
- (3) Poverty
- (4) Weather
- (5) Climate
- (6) Ecology
- (7) Define Environment
- (8) Define Business
- (9) Water Pollution
- (10) Infrastructure
- (11) Technology
- (12) Parallel economy
- (13) List down *two* effects of Global Warming.

P.T.O.

2. Answer in **50** words each (any *two*) : [10]
- (a) Effects of Water Pollution.
 - (b) What are the causes of Inflation ?
 - (c) List down the salient features of Kyoto protocol.
 - (d) Effects of Oil Crisis on Business.
3. Answer the following in **150** words each (any *two*) : [20]
- (a) Discuss the causes of Poverty.
 - (b) Write a note on renewable and non-renewable resources.
 - (c) Effects of Water Pollution.
 - (d) Explain importance of Mineral Resources for business development.
4. Answer the following in **300** words each (any *two*) : [30]
- (a) Discuss causes and effects of Regional Imbalance.
 - (b) What are the different types of unemployment ?
 - (c) Write about types of environment.
 - (d) Explain environment of Indian Business.

Total No. of Questions—8]

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[4769]-102

BFT/B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

COMMUNICATION SKILLS AND PERSONALITY

DEVELOPMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Solve any *four* questions from Question No. 1 to Question No. 7.

(ii) Question No. 8 is compulsory.

1. What do you mean by the layout of a business letter ? Explain the importance of business letters for effective management. [15]
2. Discuss the role, importance and impact of technology on business communication. [15]
3. What is self esteem ? What are the symptoms of low self esteem ? Give examples. [15]
4. Define positive and negative attitude. Explain factors affecting attitude. [15]

P.T.O.

5. Discuss the various dimensions of personality. Which factors affect personality development ? [15]
6. Define failure. Explain the causes of failure. [15]
7. Explain the concept of Goal Setting. Elaborate, why goal setting fails. [15]
8. Write short notes (any *four*) : [20]
- (1) Dream Vs. Goal;
 - (2) Principles of good listening;
 - (3) External Motivation;
 - (4) Lateral Thinking;
 - (5) SWOT;
 - (6) Team Work.

Total No. of Questions—5]

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[4769]-103

BFT/B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

MICRO-ECONOMIC ANALYSIS

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

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

1. State and explain the basic economic problems. What role do market forces play in solving these problems ? [15]

Or

Discuss the meaning of demand forecasting and describe any *three* methods of forecasting demand. [15]

2. What are internal and external economies of scale ? Give suitable examples. [15]

Or

Define supply. State and explain the law of supply. [15]

P.T.O.

3. Explain equilibrium of firm and industry under perfect competition. [15]

Or

What is elasticity of demand ? Explain its types. [15]

4. Critically examine the Marginal Productivity Theory of Distribution. [15]

Or

Explain the relation between Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost in the short run. [15]

5. Write short notes on (any *four*) [20]

- (a) Importance of Micro-economics;
- (b) Determinants of Demand;
- (c) Supply curve of Labour;
- (d) Innovation theory of Profit;
- (e) Exceptions to the Law of Demand;
- (f) Accounting costs and economic costs.

Total No. of Questions—5]

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[4769]-104

BFT/B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

BUSINESS ACCOUNTING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All questions are compulsory.*

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

(iii) *Use of calculator is allowed.*

1. (A) Fill in the blanks : [5]

(a) Expenditure incurred on purchase of fixed assets is..... .

(b) Cash purchases of goods should be credited to

(c) The immediate recognition of loss is supported by principle of..... .

(d) Subdivision of journal is known as..... .

(e) Sales Account always shows.....balance.

P.T.O.

(B) State whether the following statements are True *or* False : [5]

- (a) A Trial Balance is an account.
- (b) Recording of transaction in ledger is called journalising.
- (c) Depreciation is the process of valuation of asset.
- (d) Profit and Loss Account is prepared to find out gross profit or gross loss.
- (e) Depreciation cannot be provided in case of loss in a financial year.

(C) Write the word/term/phrase which can substitute each of the following statement : [5]

- (a) Expenses paid for future period.
- (b) An account to which the balance in depreciation account is transferred.
- (c) A list of debit balances and credit balances of the Ledger account.
- (d) Credit balance of Bank column of the Cash-book.
- (e) Proprietor's Personal Account.

(D) Answer in *one* sentence each : [5]

(a) What is Drawings ?

(b) What is Accounting ?

(c) What is Contingent Liability ?

(d) What is Nominal Account ?

(e) What is the rule for Real Account ?

2. Given below is the Trial Balance of Mr. Bipin Shaha on 31st March, 2014. Prepare Trading and Profit and Loss Account for the year ended 31st March, 2014 and Balance Sheet as on that date. [20]

Trial Balance as on 31st March, 2014

Particulars	Debit Amount	Credit Amount
	Rs.	Rs.
Advertisement (3 years)	6,000	—
Bills Receivable	12,000	—
Capital	—	2,00,000
Furniture	52,000	—
General Expenses	6,000	—

Insurance	10,000	
Interest	—	4,000
Investment	28,000	—
Machinery	1,00,000	—
Prepaid wages	4,000	—
Purchase & Sales	1,60,000	2,36,000
Reserve for doubtful debt.	—	2,000
Return outward	—	2,000
Salaries	16,000	—
Stock on 1/4/2013	80,000	—
Sundry Debtors & Creditors	60,000	1,10,000
Trade Expense	4,000	—
Wages	16,000	—
Total	5,54,000	5,54,000

Adjustment :

- (1) Stock on 31-03-2014 Cost price Rs. 50,000, market price was Rs. 56,000.
- (2) Insurances included Rs. 4,000 paid for Life Insurance Premium.

- (3) Interest Rs. 3,000 due but on received on investments.
- (4) Depreciate machinery by 10%, furniture by 5%.
- (5) Provide reserve for doubtful debts at 5% on debtors and discount on creditors at 2%.

3. Journalize the following transactions in the books of Mr. Bhupen : [15]

- 2013 June 1 Started business with cash Rs. 4,00,000, Goods worth Rs. 20,000 and Computer Rs. 40,000.
- 4 Paid into State Bank Rs. 2,00,000
- 8 Bought goods on credit from Monish Rs. 16,000 at 6% Trade discount.
- 12 Sold goods to Narpati of Rs. 16,000 at 5% Trade discount
- 26 Paid House-rent Rs. 4,000
- 29 Sold goods worth Rs. 20,000 to Swati who paid us Rs. 12,000 on account.
- 30 Paid for Postage Rs. 10,000.

Or

Record the following transactions of Bhakti Traders in Cash Book with Cash and Bank Column for the month of July, 2013 : [15]

- 2013 July 1 Started business with cash Rs. 2,00,000
- 2 Opened Current Account with Andhra Bank and deposited Rs. 70,000
- 3 Purchased goods of Rs. 24,000 from Ritesh on credit.
- 4 Purchased office equipments of Rs. 18,000 and paid by cheque.
- 6 Paid to Ritesh Rs. 23,700 in full settlement of his account.
- 9 Sold goods for cash Rs. 16,000 at 10% Cash discount.
- 11 Paid telephone bill Rs. 3,500 by cheque and Octroi Rs. 6,000 by cash.

4. Shamika & Company purchased machinery for Rs. 1,00,000 on 1st Oct. 2007. New machinery was purchased on 1st April 2009 for Rs. 60,000. [15]

Depreciation is charged at 10% p.a. under fixed installment method on 31 March every year.

Prepare Machinery account and Depreciation account for the year 2007-08, 2008-09 and 2009-10.

5. Explain in brief the accounting concepts and conventions. [10]

Or

Write short notes on (any *two*) : [10]

- (a) Transfer Pricing;
- (b) Accounting Standard;
- (c) Depreciation Methods;
- (d) Advantages of Computerised Accounting.

Total No. of Questions—5]

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[4769]-105

BFT/B.B.M. (I.B.) (First Semester) EXAMINATION, 2015

PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define the term management. State nature, purpose and importance of Management. [15]

Or

Define management. Explain need and function of management. [15]

2. Describe 'Elton Mayo' to the Management Thought. [15]

Or

Define planning. Discuss the advantages and limitations of planning. [15]

3. Define staffing. Discuss the importance of staffing. [15]

Or

Distinguish between Stress Management and Total Quality Management. [15]

P.T.O.

4. What is controlling ? Explain process and techniques of controlling. [15]

Or

Discuss the social responsibility of Management. [15]

5. Write short notes on (any *four*) [20]

- (a) Elements of organization;
- (b) Types of Decision-making;
- (c) Motivation theories;
- (d) Importance of Decentralization;
- (e) International Management;
- (f) Features of control process.

Total No. of Questions—5]

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[4769]-106

BFT/B.B.M. (I.B.) (First Semester) EXAMINATION, 2015
BUSINESS MATHEMATICS
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Use of pocket calculator is allowed.

(iv) Mobile calculators are not allowed.

1. Attempt any *four* :

[4×4=16]

- (1) The price of a radio set is Rs. 550. An agent charges commission at 10%. If he earns Rs. 825, find the number of radio sets sold by him.
- (2) For producing 8 tables material worth of Rs. 4,000 were required. Labour charges were Rs. 2,400. What should be the sales price of each table to realise a profit of 25% ?
- (3) A sum of the ages of a father and his son is 70 years. After 10 years their ages would be in the ratio of 4 : 2. Find their present ages.
- (4) Explain the terms :
 - (a) Proportion
 - (b) Continued proportion
 - (c) Direct proportion
 - (d) Inverse proportion.
- (5) A man borrowed Rs. 1600 on 20th March and repaid in all Rs. 1800 on 16th October of the same year with simple interest. What rate of interest was charged ?
- (6) Monthly income of A, B and C are in the ratio 3 : 4 : 5. If the monthly income of A is Rs. 6,000, find the monthly income of B and C.

P.T.O.

2. Attempt any *four* : [4×4=16]

- (1) With suitable example illustrate the terms :
 - (i) Cost Price
 - (ii) Market Price
- (2) Cost price of an article is Rs. 2,000. What should be the market price in order to earn 20% profit after allowing 4% discount.
- (3) Ankit purchased a share of Rs. 100 for Rs. 125. After getting dividend of 20% he sold the share for Rs. 150. Find the return on investment.
- (4) At what price should an article costing Rs. 510 be marked so that after giving 15% discount a profit of 20% is made.
- (5) The present value of an annuity of Rs. 3,600 per year is Rs. 12,000 and its amount at the same rate for the same period is Rs. 15,000. Find the rate of interest.
- (6) Find the amount of Rs. 5,000 at 12% p.a. in 4 years compounded quarterly.

3. Attempt any *four* : [4×4=16]

- (1) Find the value of x , if :

$$\begin{vmatrix} 5 & 5 & x \\ x & 5 & 5 \\ 5 & 5 & 4 \end{vmatrix} = 0$$

- (2) Using determinants, solve :

$$\begin{aligned} 2x - 3y &= 3 \\ 5x + 2y &= 36 \end{aligned}$$

- (3) If

$$A = \begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$$

show that $A^2 = 4A - I$.

- (4) Explain the concept of shares. Distinction between Preference shares and Equity shares.
- (5) What is the market value of 25% share so that there may be

- 15% net income after paying tax at 10% ?
(6) If

$$A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}, B = \begin{bmatrix} 2 & 3 \\ -4 & 2 \end{bmatrix}, C = \begin{bmatrix} 8 & 6 \\ 4 & 4 \end{bmatrix}$$

Find $2A + 3B - \frac{1}{2} C$.

4. Attempt any *four* :

[4×4=16]

- (1) If

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

find adj A.

- (2) Define function. What are the different methods of representing a function. (any *two* in detail).
(3) If $f(x) = 3x^2 - 5x^4$ and $g(x) = 6x^3 + 11x$. Show that $f(x)$ is an even function and $g(x)$ is an odd function.
(4) Draw graph of Identity function.
(5) Show that $x^2 - 5x + 6$ is decreasing in (0, 2).
(6) If

$$A = \begin{bmatrix} 2 & 1 \\ 1 & 2 \end{bmatrix}, B = \begin{bmatrix} 1 & 0 \\ 1 & 1 \end{bmatrix}, C = \begin{bmatrix} 1 & 2 \\ 3 & 4 \\ 1 & 2 \end{bmatrix}, D = \begin{bmatrix} 0 & 1 & 0 \\ 1 & 1 & 1 \end{bmatrix}$$

find $A + B - 2DC$.

5. Solve any *two* :

[8×2=16]

- (1) Find EMI if a loan Rs. 50,000 is to be repaid in equal monthly instalments interest is charged at 12% p.a. on the loan outstanding at the beginning of each month and the time span is 10 years (monthly reduction).
(2) Siddhi holds 300 shares of Rs. 100 each of a company. Company issues right shares in the ratio of 5 : 1 at Rs. 120. After that company declares dividend of 15%. Find the average rate of return which Siddhi gets on her shares.
(3) Find the rate % p.a. at which a sum of money tripple itself in 12 years.

Total No. of Questions—5]

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[4769]-2001

B.F.T./B.B.M. (I.B.) (Second Semester) EXAMINATION, 2015

COST ACCOUNTING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. (A) Fill in the blanks (any *five*) : [5]

(i) Wages paid to factory supervision is the example of labour.

(ii) P/V Ratio is the ratio of to sales.

(iii) Marginal cost includes direct cost plus costs.

(iv) Prime costs include only costs.

(v) budget covers all the budgets.

(vi) Aggregate of all the direct cost is known as

(B) Indicate whether the following statements are True *or* False

(any *five*) : [5]

(i) Marginal Costing is a unique method of costing.

(ii) When actual cost exceeds the standard cost the difference is termed as negative variance.

P.T.O.

- (iii) Job cost is suitable for special order.
- (iv) Flexible budget is also known as Variable Budget.
- (v) Variable cost per unit does not remain the same.
- (vi) Semi-fixed costs are partly controllable and partly uncontrollable.

2. Explain process costing and state its advantages and disadvantages. [15]

Or

What do you mean by Elements of Cost ? Explain the different elements of cost with suitable examples.

3. Write short notes on (any *three*) : [15]

- (i) Normal Loss and Abnormal Loss
- (ii) Contract Costing
- (iii) Cost Unit
- (iv) Labour Variances
- (v) Objectives of Budgetary Control.

4. Jindal Manufacturers, Jalgaon furnished the following data relating to the manufacturers of a standard product during the month of March, 2009 : [16]

Carriage on purchases of basic materials	200
Raw materials stocks as on 31-3-2009	2,850

Sale of scrap raw materials	150
Operating wages payable	600
Stock of raw materials as on 1-3-2009	1,200
Royalty	1,500
Machine hour rate	250
Purchase of raw materials	14,600
Administration overheads : 10% of works cost	
Selling and distribution on cost : Rs. 3.60 per unit	
Direct labour charges	4,400
Cost of Layout	500
Operation of machine hours	1,600
Monthly production—1000 units	
Units sold—900 units (@ Rs. 40 per unit)	
You are required to prepare a Cost Sheet showing total cost per unit for the month ended 31-3-2009.	

5. (A) From the following information related to Castrol Ltd. Cochi prepare flexible budget at 60% and 80% capacity : [12]

Particulars	70%
(a) Variable Overheads :	
Indirect Materials	5,000
Indirect Labour	15,000

(b) Semi-variable Overheads :	
Electricity	50,000
Variable 60%	
Fixed 40%	
Repairs and maintenance	5,000
Variable 65%	
Fixed 35%	
(c) Fixed Overheads :	
Salaries to staff	10,000
Depreciation on machines	14,000
Insurance on machines	6,000
Total	1,05,000

Or

(B) The following are the data given for Sai Enterprises. The standard quantity and standard price of raw material required for 1 unit production is given below : [12]

Material (kg)	Standard Quantity (Rs.)	Standard Price
Material Y	4	2

Actual production for an output of 500 units :

Material (kg)	Actual Quantity (Rs.)	Actual Price
Material Y	1,800	2.20

Total No. of Questions—7]

[Total No. of Printed Pages—2

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[4769]-2002

BFT/B.B.M. (IB) (Second Semester) EXAMINATION, 2015

ELEMENTS OF HUMAN RESOURCES MANAGEMENT

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :- (i) Question No. 7 is compulsory.

(ii) Solve any *four* questions from the Question Nos. 1 to 6.

(iii) *All* questions carry equal marks.

(iv) Draw a neat diagram wherever necessary.

1. Explain the development of Human Resource Management concept. Discuss in detail the role and responsibilities of Human Resource Manager.
2. Explain in detail the recent trends and challenges in Human Resource Management.
3. Explain in detail the concept of Manpower Planning. How does it facilitate the career planning in the organization ?
4. What is training ? Discuss in detail the various types of training methods with its advantages and disadvantages.

P.T.O.

5. Discuss the concept of Performance Appraisal with the various methods of it in detail.
6. What is Attrition ? Discuss the various solutions to minimize the problem of attrition.
7. Write notes on (any *four*) :
 - (a) Promotion and Transfer
 - (b) Job Discription
 - (c) Merit Rating
 - (d) Cross Culture Training
 - (e) Types interviews.

Total No. of Questions—7]

[Total No. of Printed Pages—1

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[4769]-2003

BFT/B.B.M. (IB) (Second Semester) EXAMINATION, 2015

MACRO-ECONOMIC ANALYSIS

(2008 AND 2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Question No. 1 is compulsory.

(ii) Attempt any *four* from the rest.

(iii) Figures to the right indicate full marks.

(iv) Draw neat diagrams wherever necessary.

1. Write short notes on any *four* : [20]
 - (1) Savings function
 - (2) Primary functions of money
 - (3) Effective demand
 - (4) Scope of macro
 - (5) Factors affecting MEC
 - (6) Characteristics of trade cycles.
2. Define Macro-Economics. Explain its nature, scope and importance. [15]
3. Explain the Quantity Theory of Money in detail. [15]
4. 'Production creates a market for goods'. Elucidate. [15]
5. Elaborate on Keynes' Psychological Law of Consumption. [15]
6. Explain the investment function in detail. [15]
7. Discuss the objectives and tools of the monetary policy. [15]

Total No. of Questions—7]

[Total No. of Printed Pages—2

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[4769]-2004

BFT/B.B.M. (IB) (Second Semester) EXAMINATION, 2015

PRINCIPLES OF MARKETING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

(iii) Use of appropriate corporate examples will be appreciated.

1. Define the term 'Marketing'. Explain in detail the relevance of marketing in a Developing Economy. [16]
2. What is 'Service Marketing' ? Explain the classification of services. [16]
3. What is 'Price Mix' ? Explain elements of Price Mix and the factors influencing pricing decisions. [16]
4. What do you mean by 'Promotion Mix' ? Explain the elements and significance of promotion mix. [16]

P.T.O.

5. What is 'Market Segmentation' ? Describe the difference between differential marketing and concentrated marketing. [16]
6. Define 'Marketing Information System'. Explain the features and importance of 'Marketing Information System'. [16]
7. Write short notes on (any *four*) : [16]
- (a) Components of Marketing
 - (b) Features of Rural Marketing
 - (c) Product Planning
 - (d) Advertising Media
 - (e) Qualities of Good Segmentation
 - (f) Importance of Marketing Research.

Total No. of Questions—5]

[Total No. of Printed Pages—7

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[4769]-2005

BFT/B.B.M. (IB) (Second Semester) EXAMINATION, 2015

BUSINESS STATISTICS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Use of calculator is allowed.

(iv) Graph paper will be supplied on demand.

1. Attempt each of the following : [5 each]

(a) Describe stratified sampling procedure. Give real life situation where stratified sampling can be used.

(b) Define mode as a measure of central tendency. State its *two* merits and *two* demerits.

(c) Compute correlation coefficient between Age (X) and Weight (Y) for the following data :

Age (X)	Weight (Y)
6	18
7	22
10	20
13	24
14	26

P.T.O.

(d) A company sells two different products A and B. The company makes a profit of Rs. 30 and Rs. 40 per unit on the products A and B respectively. The two products are produced in a common production process and are sold in two different markets. The production process has a capacity of 35,000 man-hours. It takes 2 hours to produce one unit of A and 3 hours to produce one unit of B. The market has been surveyed and company feels that the maximum number of units of A that can be sold is 12,000 units and maximum of B is 8,000 units. Assuming that the products can be sold in any circumstances, formulate the Linear Programming Problem.

2. (A) (a) The distribution of heights in cm. of 100 people is given below :

Height (in cm.)	Frequency
145—155	3
155—165	35
165—175	25
175—185	15
185—195	20
195—205	2

Find mode for above data.

[5]

(b) The data below gives number of units of a product sold by a shopkeeper in two weeks :

45, 43, 30, 38, 44, 46, 49, 50, 52, 59, 43, 29.

Find average number of units sold using :

(i) mean

(ii) median; and

(iii) mode.

[5]

Or

(A) (a) The following data relates to the lives of refrigerators of certain model :

Life (in years)	No. of Refrigerators
0—2	2
2—4	7
4—6	12
6—8	19
8—10	9
10—12	1

Draw a Histogram for the above data. Also find modal life of refrigerator from histogram. [6]

(b) If correlation coefficient between X and Y is 0.8, find the correlation coefficient between :

(i) $(X + 5)$ and $(Y - 5)$

(ii) $(2X + 5)$ and $(-2Y + 5)$

(iii) $\left(\frac{X}{8}\right)$ and $\left(\frac{-Y}{8}\right)$

(iv) $\left(\frac{X}{5}\right)$ and $\left(\frac{Y}{5}\right)$. [4]

(B) Explain scope of Statistics in management sciences. [5]

3. (A) The equations of the two lines of regression are :

$$4Y - 5X = 0 \quad \text{and} \quad 5Y - X - 63 = 0.$$

$$\text{Var}(X) = 16.$$

(i) Compute means of X and Y.

(ii) Identify the regression equation of X on Y and regression equation of Y on X.

(iii) Compute coefficient of correlation.

(iv) Find standard deviation of Y.

(v) Find coefficient of variation of Y. [10]

Or

(A) (a) The following data relates to the heights of students in inches of FYBBM (IB) : [6]

Height (in inches)	No. of Students
Less than 61	9
61—63	20
63—65	35
65—67	10
67—69	6

Compute quartile deviation and coefficient of quartile deviation.

- (b) Compute variance for the following frequency distribution : [4]

Class	Frequency
2—4	17
4—6	19
6—8	26
8—10	22
10—12	16

- (B) What do you mean by Linear programming problem ? Express the General Linear Programming Problem mathematically. [5]
4. (A) The following data relates to the wickets taken by the two bowlers A and B in 7 one-day matches :

Wickets taken by A	4	1	5	2	5	2	6
Wickets taken by B	4	5	6	5	3	4	4

- (i) Which bowler has taken more wickets on an average ? Justify.
- (ii) Which bowler is more consistent ? Justify. [10]

Or

- (A) (a) The following results were obtained from records of age (X) and systolic blood pressure (Y) of a group of 10 men :

	X	Y
Mean	55	140
Variance	130	160

Correlation coefficient between X and Y is 0.84. Estimate the blood pressure of a man whose age is 45 years. [5]

- (b) Draw a Pie diagram for the incidence of Dengue in different states : [5]

State	No. of Dengue cases
Kerala	713
Delhi	683
W. Bengal	314
Rajasthan	260
Maharashtra	226

- (B) Explain Absolute and Relative measures of dispersion. [5]

5. (A) (a) The following data relates to the weights in mg of 30 residuals :

50, 46, 31, 49, 33, 42, 55, 37, 36, 35

65, 57, 27, 37, 33, 42, 51, 45, 31, 37

51, 56, 51, 43, 48, 65, 66, 72, 70, 74

Prepare frequency distribution by taking classes 25–35, 35–45 etc. [5]

- (b) Define the following terms :
- (i) Attribute
 - (ii) Variable
 - (iii) Frequency of a class
 - (iv) Less than type cumulative frequency of a class
 - (v) More than type cumulative frequency of a class. [5]

Or

- (A) (a) Solve the following linear programming problem graphically :

Max. $Z = 3x + 5y$

Subject to :

$$x + 2y \leq 2000$$

$$x + y \leq 1500$$

$$y \leq 600$$

$$x, y \geq 0. \quad [6]$$

- (b) For a group of 90 workers, the mean of their wages is Rs. 590. For 40 female workers out of this group, the mean is Rs. 540. Determine the mean of remaining group of 50 male workers. [4]

- (B) Define correlation. Describe the different types of correlation. [5]

Total No. of Questions—5]

[Total No. of Printed Pages—2

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[4769]-2006

BFT/B.B.M. (IB) (Second Semester) EXAMINATION, 2015

IT IN BUSINESS OPERATIONS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Attempt any *four* questions.

(ii) Draw figures wherever necessary.

1. Answer the following (any *two*) : [20]

(a) Explain the characteristics of digital computer.

(b) What is Operating System ? Explain the services provided by an Operating System.

(c) Explain the concept of Prototyping.

2. Answer the following (any *two*) : [20]

(a) Explain the following SQL commands with its syntax and example :

(i) SELECT

(ii) DELETE.

(b) What is MS-PowerPoint ? Explain its features.

(c) Explain the various security threats to information.

P.T.O.

3. Answer the following (any *two*) : [20]
- (a) What is System Development Life Cycle ?
 - (b) Explain the various data recovery methods.
 - (c) What is secondary storage device ? Explain any *two* secondary storage devices.
4. Answer the following (any *two*) : [20]
- (a) What is MS-Word ? Explain the features of MS-Word.
 - (b) Explain the concept of Cryptography.
 - (c) What is Normalization ? Explain the goals of normalization.
5. Answer the following (any *two*) : [20]
- (a) What is input device ? Explain any *two* input devices.
 - (b) What is ER Diagram ? Explain the types of Relationships.
 - (c) Explain the following DOS Commands :
 - (i) Format
 - (ii) Copy
 - (iii) Attrib
 - (iv) Del.

Total No. of Questions—5]

[Total No. of Printed Pages—4

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[4769]-201

B.F.T./BBM(I.B.) (Second Semester) EXAMINATION, 2015

COST ACCOUNTING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. (A) Fill in the blanks (any *five*): [5 marks]

(1) Prime costs include only.....costs.

(2)budget covers all the budgets.

(3) Marginal costing is a unique.....of costing.

(4) Milk used in dairy products is the example of.....materials.

(5)variance shows the difference between the standard material costs of the actual quantity of goods and the actual.

(6)is the application of costing and cost accounting principles.

(B) Indicate whether the following statements are True *or* False (any *five*) : [5]

(1) Job costing is concerned with the cost of an individual job or batch irrespective of the time required for production.

P.T.O.

- (2) Contribution is the difference between the Selling Price and Fixed Cost.
- (3) Prime costs are not identifiable.
- (4) In iron and steel industries 'litres' is the cost unit.
- (5) Fixed cost per unit is fluctuating.
- (6) A cost centre is a location, person or item of equipment for which cost may be ascertained and used for the purpose of control.

2. What is cost ? Explain in brief the various methods of cost classification with suitable examples. [15]

Or

Explain the concepts of Cost, Costing, Cost Accounting and Cost Accountancy. State the advantages of Cost Accounting. [15]

3. Write short notes (any *three*) : [15]

- (1) Cost unit
- (2) Key Factor
- (3) Operating cost
- (4) Disadvantages of Cost Accounting
- (5) Features of Process Costing.

4. Prepare a statement of cost from the following information relating to Mumbai Traders, Mumbai for the year ended 31-3-2009 : [16]

	Rs.
Cost of direct materials	2,00,000
Sales	4,00,000
Direct wages	1,00,000
Office indirect materials	5,000

Cost of special patterns	40,000
Postage and telegrams	2,000
Factory rent and insurance	5,000
Outstanding chargeable expenses	2,000
Carriage outward	2,500
Interest on loan	2,150
Printing and stationery	500
Factory indirect wages	3,000
Selling on cost	4,000
Travelling salesman's salary	4,000
Factory indirect material	1,000
Royalties	8,000
General works overheads	2,000
Bad debts written off	1,000

Also calculate the percentage of profits earned to sales.

5. (A) From the following data of 60% activity of Ganga Ltd, prepare a flexible budget for the production at 80% and 100% activity.

Material	Rs. 100 per unit
Labour	Rs. 40 per unit
Expenses (Direct)	Rs. 10 per unit
Factory expenses	Rs. 40,000 (40% fixed)
Administrative expenses	Rs. 30,000 (60% fixed)

At 60% activity production is 60,000 units at 80% activity production is 8,000 units and at 100% capacity production is 10,000 units. [12]

(B) The following are the particulars of Amar Limited :

Sales	Rs. 4,00,000
Marginal cost	Rs. 2,00,000
Fixed overheads	Rs. 1,00,000
Unit sold	1,00,000 units

You are required to calculate :

P/V ratio

BEP (Sales)

Margin of Safety

Units to be sold to earn profit of Rs. 1,40,000 [12]

Or

The standard and actual labour cost is given for Ram Traders, Delhi, you are required to calculate labour variance and verify the results :

Standard time for a job	1,000 hours
Standard rate per hour	Rs. 5.00
Actual time taken on the job	950 hours
Total wages	Rs. 4,560 [12]

Total No. of Questions—7]

[Total No. of Printed Pages—1

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[4769]-202

BFT/B.B.M. (I.B.) (Second Semester) EXAMINATION, 2015

ELEMENTS OF HUMAN RESOURCES MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Solve any *five* questions.

(ii) *All* questions carry equal marks.

(iii) Draw a neat diagram wherever necessary.

1. Explain the concept of Human Resource Management and discuss in detail the role of Human Resource Manager.
2. Discuss the concept of Succession Planning. How does it facilitate the career planning in the organization.
3. Explain the term Recruitment. Discuss in detail the various sources of recruitment with their advantages and disadvantages.
4. Explain the concept of selection and also discuss in detail the standard selection process.
5. What is Attrition ? Discuss in detail the various measures to be adopted by the organization to minimize the problem of attrition.
6. Discuss in detail the strategic issues related with human resources in merger and acquisition process.
7. Write notes on (any *four*) :
 - (a) Resizing
 - (b) Global Workforce
 - (c) Training Calendar
 - (d) Types of Interviews
 - (e) Job Enlargement and Job Enrichment
 - (f) Kizen.

Total No. of Questions—7]

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[4769]-204

BFT/B.B.M. (I.B.) (Second Semester) EXAMINATION, 2015

PRINCIPLES OF MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

(iii) Use of appropriate corporate examples will be appreciated.

1. Define the term 'Marketing'. Describe the role and functions of marketing manager. [16]
2. Define the term 'service marketing'. Explain the various types of service marketing with suitable examples. [16]
3. What is price mix ? Explain the different methods of pricing. [16]
4. Define marketing channels. Explain the various factors influencing marketing channels. [16]
5. What is 'Market Segmentation' ? Describe the essentials of effective market segmentation. [16]

P.T.O.

6. Define Market Research. Explain the types and techniques of marketing research. [16]
7. Write short notes on (any *four*) : [16]
- (a) Significance of marketing
 - (b) Tele marketing
 - (c) Product simplification
 - (d) Promotion mix
 - (e) Differential marketing
 - (f) Components of MIS (Marketing Information System).

Total No. of Questions—5]

[Total No. of Printed Pages—8+3

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[4769]-205

BFT/B.B.M. (I.B.) (Second Semester) EXAMINATION, 2015

BUSINESS STATISTICS

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right side indicate full marks.

(iii) Use of calculator is allowed.

(iv) Graph paper will be supplied on demand.

1. Attempt each of the following : [5 each]

(a) Describe stratified sampling procedure. Give real life situation where stratified sampling can be used.

(b) What do you mean by Central Tendency ? What are the requirements of good measure of central tendency ?

P.T.O.

- (c) The following is a frequency distribution of weights (in gms.) of 50 apples :

Weight	No. of Apples
60—80	5
80—100	14
100—120	17
120—140	10
140—160	4

Draw a histogram for the above data and obtain value of mode graphically.

- (d) A money back policy for Sum Assured (S.A.) of Rs. 1,50,000 for the period of 25 years is taken by Mr. Patel. Survival benefits are available to him at the end of 5th, 10th, 15th, 20th years 15% of S.A. Bonus accrued is Rs. 960 per Rs. 1,000 of S.A. Interim bonus (additional) is at rate of Rs. 27 per thousand S.A. Find the maturity claim.

2. (A) (a) An incomplete frequency distribution is given below :

Class	Frequency
10—20	12
20—30	30
30—40	—
40—50	65
50—60	—
60—70	43

The total frequency is 230 and median of the data is 46. Find the missing frequencies. [5]

- (b) The data below gives number of units of a product sold by a shopkeeper in two weeks :

45, 43, 30, 38, 44, 46, 49, 50, 52, 59, 43, 29.

Find average number of units sold using :

(i) arithmetic mean

(ii) median

(iii) mode.

[5]

Or

- (a) Two salesmen A and B are involved in marketing of an industrial product. The following table relates to the number of orders booked by them in a day :

Salesman	Day				
	Mon.	Tues.	Wed.	Thurs.	Fri.
A	28	9	8	5	4
B	18	9	6	5	3

- (i) Which salesman booked more orders on an average ?

Justify.

- (ii) Which salesman is consistent with respect to number of orders booked ? Justify.

[8]

(b) If the correlation coefficient between X and Y is 0.85 then state the correlation coefficient between :

(i) $\frac{2X-10}{3}$ and $\frac{10-Y}{5}$

(ii) $4X$ and $\frac{Y}{2}$. [2]

(B) What do you mean by Regression ? Define regression coefficients of Y on X and X on Y. Also state *two* properties of regression coefficients. [5]

3. (A) (a) A firm manufactures two products P_1 and P_2 on which the profits earned per unit are Rs. 3 and Rs. 4 respectively. Each product is processed on two machines M_1 and M_2 . Product P_1 requires one minute of processing time on machine M_1 and two minutes on M_2 , while product P_2 requires one minute on machine M_1 and one minute on M_2 . Machine M_1 is available for not more than 7 hours 30 minutes, while machine M_2 is available for 10 hours during any working day. Formulate this as linear programming problem (LPP) so as to maximize the total profit. [5]

- (b) Determine an initial basic feasible solution to the following transportation problem using North-West Corner Rule : [5]

Origins ↓	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	6	5	8	5	30
O ₂	5	11	9	7	40
O ₃	8	9	7	13	50
Demand	35	28	32	25	—

Or

- (a) Solve the following LPP by graphical method : [5]

Minimize : $Z = 6X + 7Y$

Subject to :

$$2X + 3Y \geq 12$$

$$2X + Y \geq 8$$

$$X \geq 0, Y \geq 0.$$

- (b) The mean and standard deviation of 20 observations are found to be 10 and 2 respectively. Later on it was found that one of the observations, 8 was incorrect. Find new mean and standard deviation if wrong observation is replaced by 10. [5]

(B) What do you mean by classification ? Describe 'Inclusive' and 'Exclusive' methods of classification. [5]

4. (A) (a) Out of two lines of regression given by :

$$X + 2Y - 5 = 0 \quad \text{and}$$

$$2X + 3Y - 8 = 0$$

(i) Which one is line of regression of X on Y ?

(ii) Estimate the value of X when Y = 2.

(iii) Find correlation coefficient between X and Y. [5]

(b) Determine initial basic feasible solution to the following transportation problem by using Matrix Minima Method : [5]

Origin	Destination				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	19	30	50	10	7
O ₂	70	30	40	60	9
O ₃	40	8	70	20	18
Demand	5	8	7	14	—

Or

- (a) A departmental store gives in-service training to salesman followed by a test. It is experienced that the performance regarding sales of any salesman is linearly related to the scores. Sales made by 7 salesmen during fixed period are given below :

Salesman	Test Score (X)	Sales ('000 Rs.) (Y)
A	17	37
B	22	42
C	28	57
D	24	40
E	29	54
F	25	51
G	23	48

- (i) Compute coefficient of correlation between X and Y.
- (ii) Obtain the equation of regression line of Y on X. Also estimate sale of salesman whose score is 30. [10]

(B) Define coefficient of variation (C.V.) and describe its utility in data analysis with the help of an example. [5]

5. (A) (a) Determine an initial basic feasible solution to the following transportation problem by using Vogel's Approximation Method : [5]

Factory	Warehouses			Supply
	W ₁	W ₂	W ₃	
F ₁	16	20	12	200
F ₂	14	8	18	160
F ₃	26	24	16	90
Demand	180	120	150	—

(b) Present the following information using Pie diagram : [5]

Mode of Transport	No. of Passengers
Bus	1500
Train	2000
Aeroplane	250
Taxi	750
Own-vehicle	500

Or

Attempt each of the following : [2 each]

(a) What type of correlation do you expect in the following situations ?

(i) Consumption of Electricity and Amount of Electric Bill.

(ii) Sale of Woollen Garments and Day Temperature.

(b) Shade the region defined by the inequalities :

$$2X + 3Y \leq 6, X \geq 0, Y \geq 0.$$

(c) Define the term sample with *one* illustration.

(d) Compute Range and Coefficient of Range for the daily wages (in Rs.) of 8 workers in a factory :

290, 220, 250, 280, 220, 225, 205, 175.

(e) Define less than cumulative frequency and more than cumulative frequency in the context of continuous frequency distribution.

(B) Define the following terms in the context of LPP : [5]

(i) Decision variable

(ii) Objective function

(iii) Constraint

(iv) Feasible solution

(v) Optimum solution.

Total No. of Questions—5]

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[4769]-206

BFT/B.B.M. (I.B.) (Second Semester) EXAMINATION, 2015

216 : IT IN BUSINESS OPERATIONS

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Attempt any *four* questions.

(ii) Draw figures wherever necessary.

1. Answer the following (any *two*) : [20]

- (a) What is Computer ? Explain the characteristics of Computer.
- (b) Explain the difference between Intranet and Extranet.
- (c) What is Operating System ? Explain the functions of an Operating System.

2. Answer the following (any *two*) : [20]

- (a) Explain the following SQL commands with its syntax and example :
 - (i) SELECT
 - (ii) Drop.
- (b) Explain the different fact finding techniques in detail.
- (c) What is an Input device ? Explain any *two* input devices.

P.T.O.

3. Answer the following (any *two*) : [20]

(a) What is the use of computer languages ? Explain the different types of languages.

(b) What is Batch file ? Write the steps to create the batch file.

(c) What is feasibility study in SDLC in detail ?

4. Answer the following (any *two*) : [20]

(a) What is Network Topology ? Explain its types.

(b) Explain the steps involved in creating Intranet.

(c) What is ER Diagram ? Explain the tools used in ER Diagram.

5. Answer the following (any *two*) : [20]

(a) Explain Questionnaires and Observations.

(b) Explain the difference between primary memory and secondary memory.

(c) What is Normalization ? Explain the types of Normalization.