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

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No.

[5362]-101

B.B.A. (Semester-I) EXAMINATION, 2018

BUSINESS ORGANISATION AND SYSTEMS

(2013 PATTERN)

Time : Three Hours   **Maximum Marks : 80**

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

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

1.   Define Project Report. Explain its needs and consider action. Write
     preparing a project report.   [15]

Or

Write Industrial Revolution. Explain the effects of industrial
revolution.   [15]

2.   Define the term Business. Explain the objectives of business in
     detail ?   [15]

Or

Explain sole proprietorship with its merits and demerits.   [15]

3.   What is public sector ? State the merits and demerits of public
     sector.   [15]

Or

State and explain various decisions in setting up of an enterprise.[15]

P.T.O.

4. Explain Partnership with its merits and demerits. [15]

Or

Define Social Audit. State and explain its importance and scope ? [15]

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

(*a*)   Communication

(*b*)   Domestic Trade

(*c*)   E-commerce

(*d*)   Malls and Super Market.

(*e*)   Import and Export Trade

(*f*)   Social Resonsibility.

(g)   Joint Sector.

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

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No.   **[5362]-102**

B.B.A. (First Semester) EXAMINATION, 2018

BUSINESS COMMUNICATION SKILLS (102)

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

N.B. :—   (*i*)   Solve any **5** questions.

             (*ii*)   *All* questions carry equal marks.

1. Define communication and write a note on formal and informal communication with example.

2. Explain the impact of technological revolutions on business communication.

3. "An application letter is a sales letter." Discuss.

4. What is meant by 'Minutes' of a meeting ? What are the guidelines often suggested for drafting minutes of meeting ?

5. Your firm is planning to announce for the annual stock clearance sale. Write a circular letter.

6. Explain the various parts of a report. Describe the elements to the Main Body or Text of a report.

7. Write short notes on (any *four* — **4** marks each) :
   (1)   Importance of oral communication
   (2)   Press Conference
   (3)   Rumour
   (4)   Bad listening Habits
   (5)   Barriers to communication.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**7**

Seat No.

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B.B.A. (Semester-I) EXAMINATION, 2018

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 with reason whether the following statements are true *or* false (any *six*) :   [6]

(*a*) Closing stock always valued at cost price.

(*b*) Depreciation is a cash expenditure like other normal expences.

(*c*) Trade discount is allowed on cash sales and credit sales also.

(*d*) Expences payable are fixed liability of business.

(*e*) Bank Reconciliation is an important mechanism of internal control of cash inflow and outflow.

(*f*) Computerised accounting is an economical and time saving method.

(*g*) Payment of office rent is capital expenditure.

(B) Fill in the blanks (any *six*) :   [6]

(*a*) AS-6 deals with...............

(*b*) Capital is excess of.............over liabilities.

(*c*) Gross profit or Gross loss is transfered to.............

P.T.O.

(*d*) Under............method of depreciation amount of depreciation changes every year.

(*e*) ....accounting system saves lot of monotonous work.

(*f*) Payment of income tax is debited to..............of trader.

(*g*) AS-2 deals with.............

2. Write short notes on (any *three*) : [12]

(*a*) AS-02

(*b*) Methods of depreciation

(*c*) Advantages of Financial Accounting.

(*d*) Importance of computerised accounting system

(*e*) Bank Reconciliation system.

3. From the Trial Balance of Hariom Traders, Jalgaon for the year ended 31st March, 2017, prepare Trading Account and Profit and Loss Account for year ended 31st March, 2017 and a balance sheet as on the date after making necessary adjustments : [20]

Trial Balance as on 31st March, 2017

Particulars	Debit	Credit
Purchase	98,000	
Wages	21,000	
Stock on 1st April 2017	25,000	
Printing and Stationery	17,000	
Insurance (paid for 1 year from 1-10-16 to 30-9-17)	2,200	
Salary	32,000	

Sales		2,12,000
Carriage inward	10,000	
Carriage outward	12,000	
Advertising	14,000	
A's Capital		1,10,000
Land and building	35,000	
Machinery	60,000	
Debtors	30,000	
Creditors		35,000
Return inward	2,000	
Return outward		2,300
Cash balance	2,300	
Loan from Ramesh (Taken on 1-12-16 @ 12% p.a)		18,000
Patent	20,000	
Rent received		3,200
Total	3,80,500	3,80,500

Adjustments :

(*i*) Closing stock is valued at cost price 32,000 and at market price 26,000.

(*ii*) Depreciate machinery @ 10% p.a. and patents are revalued on 31-3-17 at 18,200.

(*iii*) A part of the building is let out @ 1,000 per month from 1-12-16

(*iv*) Printing bill of 1,200 wages of 1,800 and salaries 3,800 are outstanding.

4. Enter the following transactions in the Journal of Rajesh for May 2017 : [18]

Date	Particulars
1	Rajesh started business with cash ₹ 28,000 machinery ₹ 15,000 and furniture ₹ 4,500.
2	Purchase goods from Abhay ₹ 6,000 at 10% trade discount.
4	Deposited in Bank of India ₹ 19,800.
6	Sold goods to Vinay ₹ 7,500 @ 5% trade discount.
7	Sold goods to Mahesh ₹ 4,000 at 5% trade and 2% cash discount and the amount was received by cheque.
9	Purchased machinery of ₹ 3,300 for cash and spend ₹ 150 for transport of machinery.
11	Paid ₹ 800 as a rent out of which ₹ 600 for office rent and remaining for house rent.
14	Paid electricity charges for office ₹ 125.
17	Received commission from Sudhir ₹ 270.
22	Paid for advertisement on behlf of Mane ₹ 275
24	Sold goods for cash ₹ 1,000.
26	Withdrew ₹ 200 for personal use.
27	Withdrew from Bank ₹ 500 for office use.
29	Paid school fees of a son of Rajesh ₹ 385 by cheque.

Or

Enter the following transactions in the cash book with cash and bank columns only of Prakash Enterprises, Pune and balance the same for June, 2017 :

Date	Particulars
1	Cash in hand ₹ 8,000 and cash at bank ₹ 17,000.
3	Issued a cheque to petty cashier ₹ 500.
5	Despatched goods to Pramod ₹ 850 in cash and ₹ 1,150 by cheque.
7	Received Commission ₹ 700 by cheque which was deposited into Bank immediately.
8	Withdrew from Bank ₹ 800 for office expences.
10	Paid by cheque ₹ 650 for professional tax.
12	Insurance premium paid by bank ₹ 800 debited in Pass-book.
15	Received cash ₹ 150 from Prafulla.
18	Paid into bank cheque received on 5th June.
20	Bought goods from Pritam ₹ 1,500 @ 20% Trade discount and paid one third of same in cash.
24	Salary paid to Pravin a factory foreman ₹ 1,200
27	Remitted to Poonam ₹ 1,300 by cheque and cash ₹ 700 for purchase of old furniture.

29   Pawan paid ₹ 600 by cheque to Prakash in part payment of ₹ 620 which was deposited into bank immediately.

30   Paid into bank cash in excess of ₹ 5,000.

5. Amco Enterprises, Akola purchased a machinery for ₹ 50,000 from Bora Co. Borivali on 15th July, 2015 and paid the same by cheque. The firm has decided to charge depreciation on machinery @ 20% p.a. by written down value method at end of each accounting year on 31st December. On 1st January, 2017 they purchased additional machinery for ₹ 25,000 and paid by cheque.

Prepare Machinery Account and Depreciation Account for the first three years in book of the firm. [18]

Or

On 31st December, 2017 Bank column cash book of Ajit showed a balance of ₹ 17,800. From the following particulars prepare Bank Reconciliation Statement showing the balance as per passbook on 31st December 2017 :

(*i*)   Cheques deposited into Bank but not cleared and credit before 31st Dec., 2017 ₹ 18,550.

(*ii*)   Cheques issued on 28th Dec., 2017 but presented for payment on 6th January, 2018 amounted ₹ 6,750.

(*iii*)   Purchases Goverment Securities of ₹ 4,000 by the Bank on behalf of Ajit appeared in the Pass-book only.

(*iv*)   Bank interest ₹ 95 was credited in Pass-book but was debited in cash book as ₹ 59.

(*v*)   Bank charges of ₹ 36 recorded in Pass-book only but no corresponding entry was made in cash book.

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

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[5362]-104

B.B.A. (Semester-I) EXAMINATION, 2018

BUSINESS ECONOMICS (Micro)

(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 labeted diagrams wherever necessary.

1. What is the Circular Flow of Income and Expenditure ? [15]

Or

What is supply ? Explain the determinants of supply. [15]

2. Explain the relation between Total Fixed Cost, Total Variable Cost and Total Cost in the Short Run. [15]

Or

Explain the equilibrium of a monopoly firm. [15]

3. What is elasticity of demand ? Explain Income and Cross Elasticity of Demand. [15]

Or

State and explain marginal productivity theory of distribution.[15]

4. Explain the features of perfectly competitive market. How is price of a commodity determined under it ? [15]

Or

Explain the concepts of Average revenue, Marginal revenue and Total revenue. Show how they are related to each other. [15]

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

(*a*) Basic economic problems

(*b*) Giffen's paradox

(*c*) Meaning and characteristics of oligopoly

(*d*) Innovation theory of Profit

(*e*) Relation between AC and MC

(*f*) Product differentiation under monopolistic competition.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**5**

B.B.A. (Semester-I) EXAMINATION, 2018

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 statistical tables and calculator is allowed.

(*iv*)   Symbols have their usual meanings.

1.   Attempt any *four* of the following :   [16]

(*a*)   Write a note on Bonus Share.

(*b*)   If A = $\begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$, then show that the matrix A satisfies
$A^2 - 4A + I = 0$.

(*c*)   Obtain an initial basic feasible solution using Matrix Minima method to the following Transportation Problem (T.P.) :

		To		Supply
	2	7	4	5
	3	3	1	8
From	1	6	2	22
	5	4	7	10
Demand	10	20	15	45

P.T.O.

(*d*)   Find *n* if $^nP_{k-1} = 2 \; (^6P_{k-2})$.

(*e*)   Mohanish invested 5,000 in 8% at Rs. 120. How much dividend will he get ?

(*f*)   A committee of 5 persons is to be formed out of 4 boys and 4 girls. In how many ways this can be done when :

(*i*)   One girl is included

(*ii*)   Two boys are included.

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

(*a*)   Write note on Permutation and Combination.

(*b*)   Which of the following is the better investment :

12% at Rs. 120 *or* 10% at Rs. 140.

(*c*)   Find the value of *x* if :

$$\begin{bmatrix} 2+x & 3+x & 4+x \\ 1 & 2 & -1 \\ 2 & 1 & 3 \end{bmatrix} = 0$$

(*d*)   Solve the following Linear Programming problem by graphical method :

Maximize Z = 15*x* + 10*y*

Subject to conditions :

$$6x + 5y \leq 30$$

$$2z + 3y \leq 18$$

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

(*e*)   Explain the term preferential shares and equity shares.

[5362]-105   2

(f) If A = $\begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$, then show that A (adj (A)) = A|I.

where, I is the identity matrix.

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

(a) What is unbalanced Transportation Problem ? How will you convert unbalanced T.P. to balanced T.P ?

(b) A cricket–eleven is to be selected from amongst 10 batsmen, 8 bowlers and 2 wicketkeepers so as to include at least 5 batsmen, 4 bowlers and exactly 1 wicketkeeper. In how many ways can be done ?

(c) Find the inverse of the matrix :

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

(d) Explain diagonal matrix and scalar matrix.

(e) Solve the following L.P.P. by graphical method :

Minimize Z = $4x + 3y$

Subject to conditions :

$$4x + 12y \geq 24$$

$$16x + 4y \geq 32$$

$$x, y \geq 0.$$

(f) Find the value of $^{10}C_3 + {}^{10}C_4 + {}^{11}C_5 + {}^{12}C_6$.

4. Attempt any *four* of the following : [16]

(a) Show that Linear Programming Problem is a special case of Transportation Problem.

(b) A manufacturing company produces two types of batteries low volt and medium volt. A low volt battery requires 1 hour processing time on machine and 2 hours of labour time. A medium volt battery requires 2 hours of processing time and 1.5 hours of labour time. In a week, processing machine is available for 70 hours and labour time is available for 60 hours. The profit due to each of the low volt battery is Rs. 60 whereas profit due to medium volt battery is Rs. 75. Formulate the above problem as a L.P.P to maximize the total profit.

(c) Obtain an initial basic feasible solution to the following T.P. by North West Corner Rule (NWCR).

From		To				Supply
		S1	S2	S3	S4	
Warehouses	W1	50	150	70	60	50
	W2	80	70	90	10	60
	W3	15	90	80	80	40
Demand		20	70	50	10	

(d) If matrix $A = \begin{bmatrix} 1 & 2 \\ 2 & -1 \end{bmatrix}$ $B = \begin{bmatrix} 1 & 4 \\ -5 & 2 \end{bmatrix}$, then show that $(AB)' = B'A'$.

(e) Murali holds 300 shares of Rs. 20 each. The company issues shares in the ration 3 : 5. The company declared a dividend of 15% on the enlarged capital. What is the average rate of return on his investment ?

(*f*) Explain the following terms :

(*i*) Optimal solution

(*ii*) Feasible region.

5. Attempt any *two* of the following : [16]

(*a*) Obtain an initial basic feasible solution to the following T.P. by Vogel's Approximation Method (VAM) :

Sources		Destinations				Supply
		D1	D2	D3	D4	
Sources	S1	1	2	1	4	30
	S2	3	3	2	1	50
	S3	4	2	5	9	20
Demand		20	40	30	10	

(*b*) Solve the following system of linear equations by matrix inverse method :

$$x + y + z = 6$$

$$2x + y + 2z = 10$$

$$3x + 3y + 4z = 21$$

(*c*) (*i*) Explain the fundamental principle of Counting.

(*ii*) Write the algorithm to obtain an initial basic feasible solution for the Transportation Problem by North West Corner Rule and Matrix Minima Method.

Total No. of Questions—**5**]　　　　[Total No. of Printed Pages—**2**

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[5362]-106

B.B.A. (Semester-I) EXAMINATION, 2018

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(2013 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 demography Explain the importance of demography
　　in business and commerce.　　　　　　　　　　　　　　　[15]

Or

　　Define the term population density. State and explain factors influencing
　　Population Density.　　　　　　　　　　　　　　　　　　[15]

2.　What is environment ? Explain various factors affecting business
　　environment.　　　　　　　　　　　　　　　　　　　　　[15]

Or

　　Define urbanisation. Discuss the problems of urbanisations.　[15]

3.　Define Population Distribution. Explain the concepts of over population,
　　under population and optimum population.　　　　　　　　[15]

Or

　　Write a detailed note on need of environmental studies for business

　　management.　　　　　　　　　　　　　　　　　　　　　[15]

4. What is mortality ? Discuss the factors affecting mortality rate and methods to measure mortality. [15]

Or

Define Population Growth.Write an essay on Population growth in India since 1901. [15]

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

(1) Types of pollution

(2) Expanding age and sex pyramid

(3) Literacy

(4) Problems related to water resources

(5) Methods to measure Population Density

(6) Components of demography.

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

Seat
No.

[5362]-201

B.B.A. (II Sem.) EXAMINATION, 2018
PRINCIPLES OF MANAGEMENT (201)
(2013 PATTERN)

Time : Three Hours   **Maximum Marks : 80**

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

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

1.   Define Management. Discuss in detail the nature and importance
      of management.   [15]

Or

Discuss in detail the contribution made by Henri Fayol towards
management field.   [15]

2.   Explain in detail the difference between Management and Admi-
      nistration.   [15]

Or

Define the term controlling. Explain in detail the process of controlling.
                                                                 [15]

3.   What is Motivation ? Explain in detail 'The Need Hierarchy Theory
      of Motivation'.   [15]

Or

What is planning ? Explain various steps in the process of rational

planning.   [15]

4. What is Delegation of Authority ? Explain the need and difficulties in delegation of authority. [15]

Or

Discuss in detail the qualities of an eminent leader. [15]

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

(*a*) Nature of direction

(*b*) External forces of change

(*c*) Benefits of TQM

(*d*) Need of Forecasting

(*e*) Importance of communication

(*f*) Individual strategies of stress management.

Total No. of Questions—**5**]　　　　　　[Total No. of Printed Pages—**2**

Seat
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[5362]-202

B.B.A. (II Sem.) EXAMINATION, 2018

202 : PRINCIPLES OF MARKETING

(2013 PATTERN)

Time : Three Hours　　　　　　　Maximum Marks : 80

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

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

1. Define Marketing. Explain various functions of marketing with suitable examples. [15]

Or

What is Rural Marketing ? Discuss various problems of rural marketing.

2. What do you mean by a Product ? Explain various stages of Product Life Cycle. [15]

Or

Define Price. Explain method of pricing with suitable examples.

3. Define Market Segmentation. What are the benefits and limitations of market segmentation ? [15]

Or

What is Marketing Planning ? Explain steps of marketing planning.

P.T.O.

4. What is an AD media ? Discuss various AD media with its merits and demerits. [15]

Or

What do you mean by Channel of Distribution ? Elaborate large-scale retailers by giving suitable examples.

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

(1) Qualities of a marketing manager

(2) 7P's of services marketing

(3) Importance of marketing mix

(4) Super market

(5) Differential Marketing

(6) Benefits of MIS.

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

Time : Three Hours   Maximum Marks : 80

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

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

1.   What is Financial Management ? Explain scope of Finance Function
      and approaches to Financial Management.   [15]

                              Or

      What is Share Capital ? Explain preference share capital, advantages
      and limitations.

2.   Explain in detail features and types of borrowings from bank. [15]

                              Or

      "Debentures" a restrictive source of finance. Discuss.

3.   What do you mean by Capital Structure ? Explain in detail criteria
      for determining capital structure.   [15]

                              Or

      Define Capitalization. Explain "Undercapitalization" with causes, effects
      and remedies.

                                                          P.T.O.

4. What is Dividend Policy ? Explain various factors affecting Dividend Policy. [15]

Or

Explain process and basic considerations of Financial Planning.

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

(*a*) Retained Earnings

(*b*) Venture Capital

(*c*) Microfinance

(*d*) Methods of Forecasting

(*e*) Bonus Shares

(*f*) Role of Finance Manager.

Total No. of Questions—5] [Total No. of Printed Pages—6

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No.

[5362]-204

B.B.A. (Semester II) EXAMINATION, 2018

204 : BASICS OF 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.

(iii) Use of calculator is allowed.

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

(a) Costing is the technique and process of .... cost.

(b) Cost Accounting has become an essential .... of management

(c) Direct expenses are also known as .... expenses.

(d) Underabsorption of overheads results in .... statement of cost.

(e) Escalation clause is generally included in case of .... contract agreement.

(f) Cost Audit is concerned with the verification of the correctness of .... accounts.

P.T.O.

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

(*a*) Financial Accounting has been developed out of the limitations of Cost Accounting.

(*b*) A cost unit is unit of measurement of efficiency.

(*c*) Prime costs are aggregate of indirect materials, indirect labour and indirect expenses.

(*d*) Operating costing deals with costing of services.

(*e*) The work of cost auditor and financial auditor are partially interrelated.

(*f*) Apportionment is nothing but charging of overheads to cost centres.

2. Explain the concept of Cost, Costing and Cost Accounting and state the features and objectives of Cost Accounting. [15]

Or

What is 'Overheads' ? Explain the various methods of classification of overheads.

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

(*a*) Cost Centre

(*b*) Abnormal Gain

(*c*) Advantages of Cost Audit to the Management

(*d*) Contract Costing

(*e*) Advantages of Process Costing.

4. The following details have been obtained from the cost records of Neelkamal Ltd., Pune for the year ended 31st March, 2014 : [16]

	₹
Stock of operating materials as on 1-4-2016	30,000
Wages paid to Direct Workers	55,000
Interim Dividend paid	12,000
Purchases of Raw Materials	87,000
Heating and lighting	6,000
Counting House Salaries	20,000
Carriage on purchase of Raw Materials	3,000
Commission on Sales	5,000
Wages Payables	5,000
Technical Director's Fees	10,000
Stock of operating materials as on 31-3-2015	40,000
Showroom Expenses	7,000
Establishment Cost	12,000
Share Transfer Fees	2,000
Expenses of Testing Labs	4,000
Branch Office Expenses	8,000
Aftersales Service Expenses	8,000
Selling Price	2,50,000

Prepare cost sheet showing :

(*i*) Cost of Raw Material consumed

(*ii*) Prime Cost

(*iii*) Works Cost

(*iv*) Cost of Production

(*v*) Total Cost

(*vi*) Profit or Loss.

5. (A) Reliable Constructions Ltd., Pune undertook a contract of ₹ 8,00,000 for the construction of a Sports Gymkhana on 1st April, 2014. The following information is taken up from the Contract Ledger as on 31-3-2015 : [12]

	₹
Material directly issued from stores	1,30,000
Material purchased	70,000
Scrap Material sold	8,000
Material transferred to other contract	10,000
Materials in hand on site	11,000
Materials returned to stores	6,000
Direct wages paid and payable	85,000
Direct charges	45,000
Overheads charged to contract	40,000
Subcontract Cost	9,000
Cost of Additional Work	3,400

Outstanding Direct Expenses   1,600

Plant purchased on 1-4-2014 and issued directly   80,000

Additional Depreciation on Plant   8,000

Plant transferred on 1-4-2014 to other contract   40,000

Cash received being 90% of work certified   3,60,000

Uncertified work being 8% of certified work.

You are required to prepare :

(*i*)   Contract Account

(*ii*)   Contractee's Account.

(B)   A product in F Ltd. passes through two distinct processes A and B. From the following information you are required to prepare Process A Account, Process B Account, Abnormal Loss Account, and Abnormal Gain Account :   [12]

Particulars		Process A	Process B
Materials (Introduced 20,000 units in Process A)	₹	30,000	3,000
Labour	₹	10,000	12,000
Overheads	₹	7,000	9,850
Normal Loss		10%	4%
Scrap Value of Normal Loss	₹	1 per unit	2 per unit
Output	units	17,500	17,000

There is no stock or work-in-progress in any process.

Or

From the following data relating to two passenger vehicles named Ganga and Yamuna of Saibaba Transport Co. Shirdi, you are required to calculate the cost per running km : [12]

Particulars	Ganga ₹	Yamuna ₹
Cost of Vehicle	1,00,000	60,000
Annual Road Licence	3,000	3,000
Insurance per annum	2,800	1,600
Yearly Garage Rent	2,400	2,000
Supervision and Salaries for twelve months	5,200	2,325
Driver's wages per running hour	6	6
Cost of Petrol per litre	3.50	3.50
Repairs & Maintenance per km	3.30	3.30
Cost of Tyres and Tubes per km	3.59	4.10
	kms	kms
Estimated Life	1,60,000	1,20,000
Kilometer per litre of Petrol	10	12
Annual km run	24,000	9,000

Charge interest @ 10% p.a. on cost of vehicles and vehicle runs 40 km per hour on an average.

Total No. of Questions—**5**] [Total No. of Printed Pages—**6**

Seat
No.

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B.B.A. (Semester II) EXAMINATION, 2018

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*) Carrying/Using mobile phone is strictly prohibited.

1. Solve any *four* of the following : [4×4=16]

(1) State the requirements of a good measure of central tendency.

(2) Draw histogram for the following data :

Class	Frequency
0—10	5
10—20	8
20—30	15
30—40	10
40—50	6

(3) Calculate standard deviation for the following data :

36, 15, 25, 10, 14.

(4)   Explain stratified random sampling with illustration.

(5)   Average marks of 30 students were 40. Later on it was found that a score 47 was misread as 74. Find the correct average.

(6)   Write requirements of a good sample.

2.   Solve any *four* of the following :   [4×4=16]

(1)   Explain the scope of statistics in industry.

(2)   Represent the following data using a suitable diagram :

Mode of Transport	Number of Passengers
Bus	1250
Train	2250
Airplane	100
Private Vehicle	600
Truck	500

(3)   Calculate median for the following data :

Marks	Number of Students
0—10	1
10—20	3
20—30	10
30—40	4
40—50	2

Find combined standard deviation :

Group I — $\bar{X}_1$ = 2100; n_1 = 100; σ_1 = 10

Group II — $\bar{X}_2$ = 1500; n_2 = 200; σ_2 = 12

(4)   What are the advantages of sampling over census method ?

(5) Calculate upper quartile and lower quartile for the following data :

26, 30, 35, 5, 6, 20, 40, 45, 11, 18, 15, 49.

(6) Calculate mean, median and mode for :

12, 13, 15, 12, 17, 12, 13.

3. Solve any *four* of the following :   [4×4=16]

(1) Write merits and demerits of mean.

(2) Answer the questions using the following frequency distribution of age of 50 citizens :

Age (in years)	No. of Citizens
Below 30	3
31—40	9
41—50	10
51—60	18
61—70	8
71—80	2

(*i*) State the types of classification.

(*ii*) State the open end class.

(*iii*) State the class mark of third class.

(*iv*) State the class boundaries of fourth class.

(3) The regression equations are $3X + Y = 5$ and $2X - Y = 0$. Find :

(*i*) Arithmetic mean of X and Y

(*ii*) Correlation coefficient between X and Y.

(4) Write a note on Cost of Living Index Number.

(5)	From the following data find the five yearly moving average :

Year	Production (Million Tons)
2000	16
2001	14
2002	20
2003	18
2004	22
2005	17
2006	19
2007	21
2008	20

(6)	Construct the price index number for 2003 taking the year 2000 as base year :

Commodity	Price in year 2000	Price in year 2003
A	60	80
B	50	60
C	70	100
D	120	160
E	100	150

4.	Solve any *four* of the following :	[4×4=16]

(1)	Calculate coefficient of correlation for the following data :

X	Y
2	4
3	7
4	8
5	9
6	10
7	14
8	18

(2) State the assumptions of Karl Pearson's coefficient of correlation.

(3) The following information is given about advertising and sales :

	Advertising (X)	Sales (Y)
Mean	10	90
S.D.	3	12

Also, coefficient of correlation between X and Y is 0.8. Find the two regression lines.

(4) What is classification ? Explain inclusive and exclusive classification.

(5) What is time series ? Explain the components of time series.

(6) Compute the weighted aggregative price index numbers for 1981 with 1980 as base year using Paasche's Index Number :

Commodity	Process		Quantities	
	1980	**1981**	**1980**	**1981**
A	10	12	20	22
B	8	8	16	18
C	5	6	10	11
D	4	4	7	8

5. Solve any *two* of the following : [2×8=16]

(1) What is Index Number ? Explain the problems in the construction of Price Index Number.

(2)   Obtain the regression equation of Y on X by the least square method for the following data :

X	Y
1	9
2	9
3	10
4	12
5	11

Also estimate the value of Y when X = 10.

(3)   Calculate Price Index Number for the following data for the year 2007 taking 2006 as base year using :

(i)   Laspeyre's Index Number

(ii)   Fisher's Index Number.

Commodity	2006 (p_0) Price	2006 (q_0) Quantity	2007 (p_1) Price	2007 (q_1) Quantity
A	20	8	40	6
B	50	10	60	5
C	40	15	50	10
D	20	20	20	15

Total No. of Questions—**5**] [Total No. of Printed Pages—**2**

Seat No.

[5362]-206

B.B.A. (II Sem.) EXAMINATION, 2018

206 : BUSINESS INFORMATICS

(2013 PATTERN)

Time : Three Hours **Maximum Marks : 80**

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

(*ii*) Solve any *three* questions from Question No. **2** to Question No. **5**.

(*iii*) Draw figures wherever necessary.

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

(*a*) Characteristics of Computers

(*b*) Computer Programming Languages

(*c*) Normalization

(*d*) Internet

(*e*) Primary Memory

2. (*a*) What is secondary storage device ? Explain any *two* secondary storage in detail. [10]

(*b*) What is meant by Topology ? Explain types of network topology. [10]

P.T.O.

3. (*a*) Write the purpose of the following : [10]

Fiber Optic Cable, Hubs, Search Engine, WWW, ISP

(*b*) Perform the following : [10]

(*i*) $(25)_{10} = ($ $)_2$

(*ii*) $(110101001)_2 = ($ $)_8$

(*iii*) $(ABC)_{16} = ($ $)_{10}$

(*iv*) $(111001)_2 = ($ $)_{10}$

(*v*) $(1234)_8 = ($ $)_2$

4. (*a*) What is meant by Operating system ? Explain any *two* types of operating system with its features. [10]

(*b*) Explain advantages and limitations of any *two* of the following : [10]

MS-WORD, MS-EXCEL, MS-POWERPOINT, MS-ACCESS

5. (*a*) Explain the following DOS commands with example : [10]

(*i*) DATE

(*ii*) TYPE

(*iii*) DIR

(*iv*) ATTRIB

(*v*) DEL

(*b*) Explain SQL commands with example : [10]

(*i*) ALTER

(*ii*) INSERT

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

Seat
No.

[5362]-301

B.B.A. (Third Semester) EXAMINATION, 2018
PERSONALITY DEVELOPMENT (301)
(2013 PATTERN)

Time : Three Hours　　　　　　　　　　Maximum Marks : 80

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

(*ii*)　Draw figures or diagrams wherever necessary.

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

1.　Define Personality Development. Explain in detail how do peer groups
　　and public relations affect in developing one's personality.　[15]

Or

　　What is introspection ? Explain in detail the self-introspection
　　skills.　[15]

2.　Define the term Attitude. Explain the factors that determine
　　attitude.　[15]

Or

　　Explain in detail the steps to develop positive attitude.　[15]

3.　Distinguish between Real Success and Imaginative Success.　[15]

Or

　　What do you mean by self-development ? Explain in detail the process
　　of self-development.　[15]

P.T.O.

4. Define self-esteem. Explain in brief significance of self-esteem. [15]

Or

Write a note on : [15]

(*i*)   Building positive relationships and

(*ii*)   Developing interpersonal skills.

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

(*a*)   Competency Mapping

(*b*)   Projecting Positive Body Language

(*c*)   Managing Egoistic Insult

(*d*)   Self-Assessment

(*e*)   Zeal and Passion Building

(*f*)   Reasons for failure.

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

Seat
No.

[5362]-302

B.B.A. (Semester-III) EXAMINATION, 2018

302 : BUSINESS ETHICS

(2013 PATTERN)

Time : Three Hours　　　　　　　Maximum Marks : 80

N.B. :— (*i*)　Answer Any **5** questions.

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

1.　What are the effects of unethical behavior ? Explain preventing measures for unethical practices in organisation.　　　[16]

2.　What is Ethical Behaviour ? Explain Audit of Ethical Behaviour and Advantages of Ethical Behaviour in Business.　　　[16]

3.　Explain Marketing Ethics in Foreign Trade.　　　[16]

4.　What is Corporate Social Responsibility ? Explain the Divers for Corporate Social Reponsiblity.　　　[16]

5.　Explain Ethical Challenges for Manager in 21st Century.　　　[16]

6.　What is an Intellectual Property Right ? Explain ethical issues in intellectual property right.　　　[16]

7. Write short notes on (any *four*) :   [16]

  (*a*) Ethics in HRM

  (*b*) Business ethics and consumer protection

  (*c*) Impact of globalisation on Indian economy

  (*d*) Social Audit

  (*e*) Elements of business ethics.

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

Seat
No.

[5362]-303

B.B.A. (Semester-III) EXAMINATION, 2018

HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

(2013 PATTERN)

Time : Three Hours　　　　　　　　Maximum Marks : 80

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

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

1. Define and explain Human Resource Management. Explain the role of HRM. [15]

Or

Discuss the functions and importance Human Resource Management.[15]

2. What is HRP ? Explain the factors influencing estimation of Human Resource. [15]

Or

Explain the concept and process of selection. [15]

3. Explain the concept and methods of management development.[15]

Or

What are the objectives of performance appraisal ? Explain the techniques of performance appraisal. [15]

4. Discuss the various methods of wage payments.   [15]

Or

Define OB. Explain disciplines contributing OB.   [15]

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

(1)   Distinction between training and development.

(2)   Recruitment Policy.

(3)   Training method.

(4)   Objectives and Human Resource Planning

(5)   Fringe Benefits.

(6)   Nature of Organizational Change.

Total No. of Questions—**5**] [Total No. of Printed Pages—**4**

Seat
No.

[5362]-304

B.B.A. (Third Semester) EXAMINATION, 2018

MANAGEMENT ACCOUNTING (304)

(2013 PATTERN)

Time : Three Hours **Maximum Marks : 80**

N.B. :— (*i*) Attempt *All* questions.

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

1. Explain the term 'Management Accounting'. Distinguish between Management Accounting and Cost Accounting. [16]

Or

What is Management Accounting ? Explain the objectives and functions of Management Accounting.

2. Define 'Financial Statement Analysis'. Explain the important methods of Financial Analysis. [16]

Or

From the following statement of 'S' Ltd., for the year ending 31st March, 2018, you are required to calculate the following ratios :

(*i*) Current Ratio

(*ii*) Quick Ratio

(*iii*) Operating Ratio

(*iv*) Stock Turnover Ratio.

Balance Sheet of 'S' Ltd.

As on 31st March, 2018

Liabilities	Rs.	Assets	Rs.
Share Capital :		Land & Building	5,00,000
Issued and fully paid up		Plant & Machinery	2,00,000
50,000 Equity shares		Stock	1,50,000
of Rs. 10 each	5,00,000	Sundry Debtors	2,50,000
General Reserve	4,00,000	Cash & Bank Balance	1,50,000
Profit & Loss Account	1,50,000		
Sundry Creditors	2,00,000		
	12,50,000		12,50,000

Profit & Loss Account

For the year ending 31st March, 2018

Dr.   Cr.

	Rs.		Rs.
To Opening Stock	2,50,000	By Sales	18,00,000
To Purchases	10,50,000	By Closing Stock	1,50,000
To Gross Profit	6,50,000		
	19,50,000		19,50,000
To Selling & Distribution		By Gross Profit	6,50,000
Expenses	1,00,000	By Profit on sale of	
To Administration		Fixed Assets	50,000
Expenses	2,30,000		
To Finance Expenses	20,000		
To Net Profit	3,50,000		
	7,00,000		7,00,000

3. What do you mean by Working Capital ? Enumerate various factors which affect the demand of Working Capital in a Business concern. [16]

Or

From the following data prepare a statement showing working capital requirement of S.K. Ltd. :

(*i*)   Estimated output for the year, 65,000 units (52 weeks).

(*ii*)   Stock of Raw Materials 2 weeks and material in process for 2 weeks, 50% of Wages and Overheads are incurred.

(*iii*) Finished goods remain in storage for 2 weeks.

(*iv*)   Creditors 2 weeks and Debtors 4 weeks.

(*v*)   Outstanding wages and overheads 2 weeks each.

(*vi*)   Selling price per unit Rs. 15.

Analysis of cost per unit is as below :

Element of Cost	Per unit (Rs.)
Raw Material	5 per unit
Labour	3 per unit
Overheads	2 per unit
Profit	5 per unit
Total	15 per unit

Assume that the operations are evenly spread throughout the year.

4. The following are the figures extracted from the bank of 'V' Ltd. for the period ended 30th June, 2017. You are required to prepare

a Cash Budget for the quarter ended 30th June, 2017. Cash at Bank as on 1st April, 2017 Rs. 50,000. Salary and Wages monthly Rs. 20,000.

Other Information :

(a) Estimate of Sales, Purchases etc. :

Estimated	March	April	May	June
Cash Sales	2,00,000	2,40,000	3,50,000	4,00,000
Credit Sales	4,00,000	3,80,000	4,40,000	5,20,000
Purchases	3,60,000	2,70,000	3,40,000	6,80,000
Expenses	20,000	22,000	21,000	30,000

(b) Creditors are paid in the same month.

(c) Credit sales are collected at the rate of 50% in the same month in which the sales are made 50% in the following month.

(d) Delay in the payment of expenses is 1 month. [16]

5. Write short notes on (any *four*) : [16]

(a) Role of Management Accountant

(b) Activity Ratio

(c) Comparative Financial Statement

(d) Difference between Fund Flow Statement and Cash Flow Statement

(e) Trend Percentage

(f) Objectives of Budgetary Control.

Total No. of Questions—**5**]　　　　　　[Total No. of Printed Pages—**2**

Seat
No.

[5362]-305

B.B.A. (III Sem.) EXAMINATION, 2018
BUSINESS ECONOMICS (MACRO)
(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 diagram.

1.　What is National Income ? Explain the following concept of National
　　Income :　　　　　　　　　　　　　　　　　　　　　　　　[15]
　　GDP, GNP, NDP, NNP.

Or

　　Explain nature, scope and limitations of Macro Economics.

2.　What is effective demand ? Explain Keyne's theory of income and
　　employment.　　　　　　　　　　　　　　　　　　　　　　[15]

Or

　　What is investment function ? Explain concepts, types and determinants
　　of investment.

3.　Explain fully the concept of 'demand pull inflation' and 'cost push
　　inflation'.　　　　　　　　　　　　　　　　　　　　　　　[15]

Or

　　What is Business cycle ? Explain various phases of Business cycle
　　with the help of suitable diagram.

P.T.O.

4. What do you mean by Fiscal Policy ? Explain objective and scope of Fiscal Policy. [15]

Or

What is supply side economics ? Enumerate the benefits and approaches to supply side in detail.

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

    (*a*) Say's law of market

    (*b*) Objective of Monetary Policy

    (*c*) Average and marginal propensity to consume

    (*d*) Saving Function (Parameters)

    (*e*) Concept of deflation

    (*f*) Concept of underemployment equillibrium.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**2**

Time : Three Hours   Maximum Marks : 80

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

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

1.   What is computer system ? Explain the block diagram of computer with its components.   [15]

Or

What is software ? Explain different types of softwares.

2.   Explain Database trends in brief.   [15]

Or

Define DBMS. Explain different things that managers should focus on when building a database.

3.   What is Computer Network ? Explain *two* types of Computer Network in detail.   [15]

Or

Explain use of ICT enabled applications in business.

P.T.O.

4. What is internet ? Explain advantages and disadvantages of internet. [15]

Or

What is change management ? Explain the importance of change management in information system.

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

    (a) Business Value of Information System

    (b) Digital Firm

    (c) Ring Topology

    (d) Data Warehouse

    (e) Secondary Memory

    (f) Project Management.

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

[5362]-401

B.B.A. (IV Sem.) EXAMINATION, 2018

PRODUCTION AND OPERATION 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. What is Production and Operation Management ? What are the qualities and responsibilities of production manager ? [15]

Or

Define Plant Layout. Explain types of Plant layout with suitable example.

2. What do you mean by Product design and product development ? Explain stages of product development with suitable example. [15]

Or

What is production plannnig and control ? Explain objectives, importance and problems of production planning and control.

3. Define the term Productivity. Explain the factors influencing on Productivity. [15]

Or

What do you mean by Ergonomics ? Explain the objective and importance of Ergonomics.

4. Define Quality Circles. Discuss causes of quality circle failures.

[15]

Or

What is ISO 9000 ? Discuss the factors for selecting an ISO model.

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

(*a*) Importance of plant location

(*b*) Limitations of Six Sigma

(*c*) Product policy

(*d*) Elements of JIT

(*e*) Need of TQM

(*f*) Principles of Kaizen.

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

Seat
No.

[5362]-402

B.B.A. (IV Sem.) EXAMINATION, 2018

INDUSTRIAL RELATION AND LABOUR LAWS (402)

(2013 PATTERN)

Time : Three Hours **Maximum Marks : 80**

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

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

1. Discuss importance, scope and functions of Industrial Relations. [15]

Or

Discuss the evolution of Industrial Relations.

2. Discuss the causes of Industrial Dispute. [15]

Or

What is workers participation in Management ? Discuss its merits and demerits.

3. Explain the health measures under Factories Act. [15]

Or

What is Strike ? Discuss various types of strikes.

P.T.O.

4. Discuss the role of Inspector under payment of Wages Act. [15]

Or

Discuss the procedure of Registration of Trade Union under the Trade Union Act, 1926.

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

   (1) Conciliation

   (2) Objectives of Maharashtra Recognition of Trade Union and prevention of unfair Labour Practices Act, 1971

   (3) Types of Collective Bargaining

   (4) Penalties under Minimum Wages Act, 1948

   (5) Labour Court

   (6) Role of Inspector under Factories Act, 1948.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**5**

Seat
No.

[5362]-403

B.B.A. (IV Sem.) EXAMINATION, 2018

BUSINESS TAXATION

(2013 PATTERN)

Time : Three Hours   **Maximum Marks : 80**

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

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

1. State the rules for determining residential status of an assessee for income tax purpose.   [16]

Or

Define Income. Explain any *ten* incomes exempted u/s 10 from tax.

2. Write notes on :   [16]

(*a*)   Income chargeable under the head "Income from Business".

(*b*)   What is Agriculture Income ? Explain.

Or

How assessment of Firm and assessment of partner is made ?

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

(*a*)   Previous Year and Assessment Year

(*b*)   Meaning of salary

(*c*)   Methods of Payment of Tax

(*d*)   Slab of Income Tax

P.T.O.

(B) Mr. Bhavesh purchases a house property for ₹ 25,00,000 on 15th March, 2003. Cost of improvement incurred for this property in August 2015 was ₹ 20,00,000. Mr. Bhavesh sold house on 15th January, 2018 for ₹ 1,25,00,000. Expenses on Transfer ₹ 5,00,000. Compute taxable capital gain for AY 2018-19. Cost Inflation Index : 2002-03 : 105, 2015-16 : 254, 2017-18 : 272. [8]

4. From the following information given Mr. Pawar of Ahmednagar determine his income from salary for the AY 2018-19.

(*a*) Basic Salary ₹ 8,16,600 p.a.

(*b*) He paid Income Tax ₹ 2,150 p.m. and professional tax ₹ 225 p.m.

(*c*) Contribution of Statutory Provident Fund (from salary) ₹ 2,800 p.m.

(*d*) Bonus ₹ 40,000 p.a.

(*e*) Allowance for holiday trip ₹ 5,800.

(*f*) The employer provided a rent free furnished house (furniture amounted to ₹ 60,000 is also provided by the employer). Population of Ahmednagar is assumed 12 Lakhs.

(*g*) Employer's contribution to S.P.F. at 8.33% ₹ 68,020.

(*h*) Interest credited to S.P.F. at 8.5% ₹ 62,500.

(*i*) The academic research allowance for training of Mr. Pawar ₹ 10,000 (expenditure incurred ₹ 4,000).

(*j*) Mr. Pawar pays LIP ₹ 9,000.

(*k*)   He takes interest free loan of ₹ 45,000 from the employer payable after 3 years to meet surgical operations of Mrs. Pawar (Disease is specified in Rule 3A).   [12]

Or

The following is the Profit and Loss Account of Mr. Viren for the year ended 31st March, 2018. You are required to ascertain his income from business.

Particulars	Amt (₹)	Particulars	Amt (₹)
To Salaries	10,800	By Gross Profit	35,672
To Sundry Expenses	1,200	By Discount	751
To Reserve for Bad debts	4,500	By Commission	1,205
To Insurance	450	By Sundry Receipts	52
To Advertising	2,500	By Rent from property	2,000
To Income Tax	2,375		
To Car Expenses	1,200		
To Interest on Capital	1,000		
To Interest on Bank loan	1,550		
To Charity	150		
To Life Insurance Premium (Self)	550		
To Depreciation on Building	1,000		
To Depreciation on Furniture	200		
To Net Profit	12,205		
	39,680		**39,680**

Additional Information :

    (1)   The motor car was used equally for business and for the proprietor's private purpose.

    (2)   The amount of depreciation allowable according to Income-tax rules, in respect to building and furniture was ₹ 800 and ₹ 150 respectively.

    (3)   Advertising expenses includes a sum of ₹ 1,000 spent on a special campaign undertaken during the year in respect of product of a company placed recently in the market.

    (4)   Salaries include ₹ 6,000 being the amount drawn by Mr. Viren during the year.

5.   Mr. Sham Verma, Pune a resident individual has given the following information for the year ended 31st March, 2018.

    (*a*)   Net Salary per month (after deduction of Income tax and Professional Tax) ₹ 29,275.

    (*b*)   Income tax deducted at source ₹ 3,000 p.m.

    (*c*)   Professional Tax deducted at source ₹ 225 p.m.

    (*d*)   Commission (fixed) ₹ 48,000 p.a.

    (*e*)   Bonus ₹ 40,000 p.a.

    (*f*)   Employer's contribution to R.P.F. ₹ 48,000.

    (*g*)   Free Car (1650cc) facility for Verma for official and private purpose. Expenses paid by the employer ₹ 25,000.

    (*h*)   Share of profit from firm ₹ 36,000.

    (*i*)   Share of profit from HUF ₹ 30,000.

    (*j*)   Income from business ₹ 25,200.

(*k*)   He received the following :

    (*a*)   Interest on bank term deposits ₹ 25,000.

    (*b*)   Interest on company deposits ₹ 7,000.

    (*c*)   Interest on postal saving bank account ₹ 4,500.

    (*d*)   Maturity claim of LIC ₹ 65,000.

(*l*)   His savings and investments are as follows :

    (*a*)   Contribution to RPF ₹ 48,000.

    (*b*)   Payment of LIC premium ₹ 42,000.

    (*c*)   Deposited in PPF ₹ 40,000.

    (*d*)   Medical Insurance premium on the health of dependent father (aged 65 years) ₹ 37,000.

    (*e*)   Repayment of Higher education loan ₹ 47,000.

    (*f*)   Repayment of Self-occupied housing loan (including Interest ₹ 28,500) ₹ 58,700.

Compute his total income and tax liability for the A.Y. 2018-19.

[20]

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

Seat
No.

[5362]-404

B.B.A. (Semester IV) EXAMINATION, 2018

404 : INTERNATIONAL BUSINESS

(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.   Critically examine Heckscher Ohlin theory of international trade. [15]

Or

Explain the objectives and functions of International Monetary Fund.

2.   Discuss the evolution and structure of World Trade Organization. [15]

Or

What do you mean by Balance of Payments ? What is disequilibrium in Balance of Payments ?

3.   Discuss the strengths and weaknesses of European Union as a regional economic group.   [15]

Or

What are flexible exchange rates ? Discuss their advantages and disadvantages.

P.T.O.

4. Explain the Composition and Direction of India's Foreign Trade since 2000. [15]

Or

Case Study :

Learn & Lead company works on the principle "acquires content globally but delivers it locally." In other words, the courses and other material that it lists on its site come from content providers all over the world. However, the "hard copy" (book and CD-ROM) courses are delivered with the help of independent contracting delivery companies locally in three major Canadian cities. Now, the company is considering an expansion. While the most logical strategic expansion would probably entail adding cities in Canada, one of its major content providers—a big training company in England—believes their is a significant market for Learn & Lead services in England, particularly in London, Oxford, and Manchester (all of which are business and education hubs).

The training company has offered to finance and co-own a branch of Learn&Lead.com in London. They want it housed in the training firm's new offices in Mayfair, near Shepherds Market. This is an easily accessible area, within easy walking distance of Hyde Park and Hyde Park corner, and not far from the London Underground Piccadilly line, which runs directly through the city to Heathrow airport. Everyone wants to make sure the new operation can "hit

the ground running". This means either Jenny or Robert will have to move to London almost at once, and take one salesperson and one of the content management persons along. Once there, this small team could hire additional employees locally, and then, once the new operation is running successfully, return to Kanata, probably within three or four months.

Jenny and Robert have decided to go ahead and open the London office, but this is not a decision they've taken lightly, since there are many drawbacks to doing so. The original, Kanata-based site is not generating anywhere near the sales revenue it was supposed to at this point, and being short three key employees is not going to help. Neither the board of directors nor the representatives of the venture capital fund were enthusiastic about the idea of expanding abroad, either. However, they went along with it; and the deciding factor was probably the cash infusion that the London-based training firm was willing to make. It basically provided enough cash to run not just the London operation but the Kanata one for an additional six months.

Having made the decision to set up operations aboard, Jenny and Robert now need to turn to the multitude of matters involved in the expansion-obtaining the necessary licenses to open the business in England, and arranging for phone lines, for instance (all carried out with the assistance of the London based training firm). However,

it is also obvious to Jennifer and Pierre that there are considerable human resource management implications involved in moving Learn & Lead employees abroad, and in staffing the operation once they're there. Now, they want you, their management consultant, to help them actually do it. Here's what they want you to do for them.

Questions :

(1) What do you see as the main HR implications and challenges as a result of opening the London office ?

(2) How should the company go about choosing the person who will be the permanent manager for the new operation ? Should they hire someone locally, or use one of the people from the existing operation ? Why ?

5. Write short notes on : [20]

(*a*) Nature of International Business

(*b*) Spot rate and forward rate

(*c*) Importance of MNCs

(*d*) NAFTA

(*e*) Concept of Absolute advantage

(*f*) Balance of trade.

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

Seat
No.   **[5362]-405**

B.B.A. (IV Sem.) EXAMINATION, 2018

405 : MANAGEMENT INFORMATION SYSTEM

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

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

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

1. Explain the use of information for competitive advantage. [15]

Or

Discuss MIS as an instrument for organisational change.

2. Explain the Herbert Simon Model of decision making. [15]

Or

Discuss the various Ethical and Social dimensions associated with IT sector.

3. Explain the Rapid Application Development Model in detail. [15]

Or

Discuss the intellectual property rights as related to IT services and products.

P.T.O.

4. Explain in detail Group Decision Support System (GDSS). [15]

Or

Define and explain "CASE TOOLS".

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

(*a*) Types of Information

(*b*) Spiral Model

(*c*) Types of Systems

(*d*) Concept of MIS

(*e*) Decision Support System

(*f*) Artificial Intelligence.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**2**

Seat
No.

[5362]-501

B.B.A. (V Sem.) EXAMINATION, 2018
SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(2013 PATTERN)

Time : Three Hours   **Maximum Marks : 80**

N.B. :—   *All* questions are compulsory.

1.   What is supply chain management ? What are the Drivers/components
      of supply chain ?   [15]

Or

      Explain in detail integrated marketing channels.

2.   Explain channels conflicts and techniques to resolve channels
      conflicts.   [15]

Or

      What is Procurement ? Explain in detail management suppliers selection.

3.   Explain different forms of channels.   [15]

Or

      Define Warehouse. Explain in detail types of Warehouse.

4.   What is cost associated with inventory ? Explain EOQ model, EOQ
      with discounts and ABC analysis.   [15]

Or

      Distinguish between E-business and E-business practice.

                                                              P.T.O.

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

    (1) Green supply chain management

    (2) Performance appraisal

    (3) Customer Relationship management

    (4) E-tendering

    (5) Marketing channel functions

    (6) Types Inventory.

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

Seat
No.

[5362]-502

B.B.A. (V Sem.) EXAMINATION, 2018

ENTREPRENEURSHIP DEVELOPMENT

(2013 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 concepts Entrepreneurship, Entrepreneur and Manager.
     Explain in detail the Role of Manager.   [15]

Or

Distinguish between Self Employment and Entrepreneurship. [15]

2.   Define the term 'Market Survey' ? Explain in detail the method
     or Techniques of Market Survey.   [15]

Or

What is 'Business Plan' ? Explain the guidelines for preparing Business
Plan.   [15]

3.   Write a detailed note on assistance schemes of Micro, Small and Medium
     Enterprise (MSME) and District Industrial Centre (DIC).   [15]

Or

Explain in detail Self Employment Schemes of Government of
Maharashtra.   [15]

4. Write detailed note on Divergent Thinking Mode and Convergent Thinking Mode. [15]

Or

Describe the Entrepreneurial Career of Kiran Mazumdar Shaw. [15]

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

   (*a*)   Concept of Intrapreneur

   (*b*)   Preliminary Project Report (PPR)

   (*c*)   Business Planning Process

   (*d*)   Angel Funding

   (*e*)   Rajiv Gandhi Udyami Mitra Yojana (RGUMY)

   (*f*)   Entrepreneurial career as an option.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**2**

Seat
No.

[5362]-503

B.B.A. (V Sem.) EXAMINATION, 2018

503 : BUSINESS LAW

(2013 PATTERN)

Time : Three Hours   **Maximum Marks : 80**

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

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

1. Define 'Offer'. Explain the essential elements of valid offer. [15]

Or

What do you mean by 'Discharge of Contract' ? What are the various ways in which a contract may be discharged ?

2. Define 'Sale' and 'an Agreement to Sell'. Distinguish between 'Sale' and an 'Agreement to Sell'. [15]

Or

"No one can pass a better title than he himself has". Comment on this statement with exceptions with reference to the provisions of the Sale of Goods Act, 1930.

3. What is 'Memorandum of Association' ? State and explain its contents. [15]

Or

Discuss various types of companies.

4. Define 'Right to Information'. State the 'grounds of exemptions' from disclosure of information under the Right to Information Act, 2005.

[15]

Or

Explain the composition of the 'State Information Commission'. State the powers and functions of the Information Commissions under the Rights to Information Act, 2005.

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

(*a*) Free Consent

(*b*) Doctrine of 'Caveat Emptor'

(*c*) Doctrine of 'Ultra Vires'

(*d*) Advantages of 'E-governance'

(*e*) Third Party Information

(*f*) 'Public Authority' and 'Appropriate Government' under the Right to Information Act, 2005.

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

Seat
No.

[5362]-504

B.B.A. (V Sem.) EXAMINATION, 2018

504 : Research Methodology (Tools and 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.　What is research ? Explain the types of research.　　　[15]

Or

What is research design ? Explain need and importance of research design.

2.　What is Primary Data ? Explain the methods of Primary Data collection.　　　　　　　　　　　　　　　　　　[15]

Or

Explain in detail types of samplings.

3.　What do you mean by Scaling ? Explain levels of Measurement Scales.　　　　　　　　　　　　　　　　　　　[15]

Or

Define Hypothesis. Explain Hypothesis Testing.

4. What is Project Report ? Explain the structure of Project Report.

[15]

Or

What is Data Analysis ? Explain methods of Data Analysis.

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

(*a*) Observation Method

(*b*) MLA Referencing style

(*c*) Sources of secondary data

(*d*) Editing

(*e*) Importance of Research

(*f*) Respondents

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

Seat
No.

[5362]-505

B.B.A. (Sem. V) EXAMINATION, 2018

ANALYSIS OF FINANCIAL STATEMENTS

(Specialisation — 1 : Finance)

(2013 PATTERN)

Time : Three Hours　　　　**Maximum Marks : 80**

N.B. :— (*i*)　Figures to the right indicate full marks of question.

(*ii*)　Use of simple calculator is allowed.

1.　What do you mean by analysis of financial statement ? Explain in detail the techniques used for such analysis.　　[16]

Or

Explain the nature of financial statements. Explain the concepts and conventions followed while preparing financial statements.

2.　State with reasons whether the following statements are 'True' *or* 'False' :　　[16]

(*i*)　Working capital of an organisation decreases by Rs. 25,000 if Bills receivables of Rs. 25,000 are dishonoured.

(*ii*)　Capital Gearing Ratio is the ratio between Total Cost and Proprietor's Fund.

(*iii*)　Analysis made by the banker at the time of sanctioning loan to any organisation is a type of internal analysis.

(*iv*)　Comparison between A Limited and B Limited from the same group of industry is called as Intra Firm Comparison.

Or

What do you mean by Cash Flow Statement ? State its advantages. How does it differ from Funds Flow Statement ?　　　　[16]

3. (A) Write short notes on (any *two*) :　　　　[8]
　　　(1)　Importance of Financial Statements
　　　(2)　Capital Gearing Ratio
　　　(3)　Drawbacks of Ratio Analysis
　　　(4)　Vertical Form of Balance Sheet.

　　(B) Balance Sheet of SP Limited as on 31st March, 2017 and 31st March, 2018 :　　　　[8]

Liabilities	31-03-2017 Amount in Rs.	31-03-2018 Amount in Rs.	Assets	31-03-2017 Amount in Rs.	31-03-2018 Amount in Rs.
Equity Shares of			Goodwill	60,000	40,000
Rs. 100 each	5,20,000	7,50,000	Building	6,00,000	8,00,000
General Reserve	1,80,000	1,90,000	Machinery	2,00,000	2,80,000
Profit & Loss A/c	75,000	1,30,000	Investments	—	60,000
10% Debentures	4,00,000	4,00,000	Stock	1,75,000	2,20,000
S. Creditors	1,20,000	1,65,000	S. Debtors	2,25,000	2,00,000
Bills Payable	20,000	35,000	Bills		
Outstanding			Receivables	45,000	50,000
Expenses	5,000	—	Cash and		
			Bank Bal.	15,000	20,000
	13,20,000	16,70,000		13,20,000	16,70,000

Additional Information :
　　(1)　During the year Machinery worth Rs. 44,000 (written down value Rs. 24,000) was sold for Rs. 16,000.
　　(2)　Goodwill written off during the year amounted to Rs. 20,000
　　(3)　Depreciate all fixed assets at 10% p.a.
　　Find out Cash from operations.

4. From the following data provided by Bora Private Limited draw a Balance Sheet as on 31-3-2018 : [16]

Sales for year ending 3l-02-2018	Rs. 30,00,000 (20% cash sales)
Average collection period	60 days
Sales to inventory	8 times
Fixed Assets to Net Worth	70%
Total Debts to Net Worth	90%
Current Liabilities to Net Worth	50%
Current Ratio	2.4 : 1
Sales to Net Worth	4 times
Reserves and Surplus	25% of Share Capital

5. Balance Sheet of Surabhi Limited as on 31st March, 2017 and 31st March, 2018 : [16]

Liabilities	31-03-2017 Amount in Rs.	31-03-2018 Amount in Rs.	Assets	31-03-2017 Amount in Rs.	31-03-2018 Amount in Rs.
Equity Shares of			Land and		
Rs. 100 each	2,00,000	3,00,000	Building	1,50,000	1,35,000
Share Premium	—	20,000	Machinery	2,50,000	3,80,000
General Reserve	60,000	90,000	Stock	85,000	60,000
Profit & Loss A/c	55,000	85,000	S. Debtors	75,000	1,20,000
10% Debentures	1,50,000	1,00,000	Bills		
S. Creditors	80,000	1,05,000	Receivables	15,000	18,000
Bills Payable	20,000	15,000	Cash and		
Provision for			Bank Bal.	30,000	40,000
Taxation	25,000	18,000	Preliminary		
Proposed Dividend	20,000	22,000	Expenses	5,000	2,000
	6,10,000	7,55,000		6,10,000	7,55,000

Additional Information :

(*i*) Taxes paid during the year amounted to Rs. 23,000.

(*ii*) Provide Depreciation on Land and Building @ 10% p.a. and on Machinery @ 15% p.a.

(*iii*) During the year 10% Debentures of Rs. 50,000 were redeemed at 10% premium.

(*iv*) During the year one machine costing Rs. 28,000 having written down value of Rs. 14,000 was sold for Rs. 18,000.

Prepare Funds Flow Statement, Statement showing Changes in Working Capital, Provision For Taxation Account and Machinery Account. [16]

Total No. of Questions—**6**] [Total No. of Printed Pages—**2**

B.B.A. (V Sem.) EXAMINATION, 2018

SALES MANAGEMENT

(Special) Paper I

(2013 PATTERN)

Time : Three Hours Maximum Marks : 80

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

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

(*iii*) Illustrate with examples.

1. What is sales meeting ? Explain types of sales meeting in detail. [16]

2. What is Recruitment and Selection ? Explain sources of Recruiting sales people in detail. [16]

3. Define personal selling ? Explain characteristics of successful salesman. [16]

4. Explain Ethical and Legal Issues in sales management in detail. [16]

5. What is sales control ? Explain purpose and methods of sales control. [16]

6. Write short notes on (any *four*) :   [16]

   (*a*)   Sales Call

   (*b*)   Sales Forecasting

   (*c*)   Functional Sales Organisation

   (*d*)   Objectives of Sales Management

   (*e*)   Sales Contest

   (*f*)   Sales Budget.

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

Seat
No.

[5362]-507

B.B.A. (V Sem.) EXAMINATION, 2018
HUMAN RESOURCE MANAGEMENT PRINCIPLES AND FUNCTIONS
(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 diagrams wherever necessary.

1. What is strategic HRM ? State and explain scope and objectives of strategic HRM. [15]

Or

State and explain the Internal and External sources of recruitment.

[15]

2. Define E-selection. Explain its merits and demerits. [15]

Or

Define management development programme. Explain the process of MDP. [15]

3. Explain "Personnel Audit". Explain its scope and importance. [15]

Or

Explain the challenges in implementing Exit Policy. [15]

4. What is Job Design ? Explain Job Analysis and Job Evaluation.

[15]

Or

Explain various methods of training which are used in organisation. [15]

5. Write short notes on (any *four*) : [4×5=20]

  (*a*)   Demotion

  (*b*)   International HRM

  (*c*)   Performance Appraisal

  (*d*)   Bench Marking

  (*e*)   Labour Turn Over.

Total No. of Questions—**5**]　　　　[Total No. of Printed Pages—**2**

Seat
No.

[5362]-508

B.B.A. (V Sem.) EXAMINATION, 2018

505-D : SERVICE SECTOR MANAGEMENT :

MANAGEMENT OF SERVICES

(Specialization-I)

(2013 PATTERN)

Time : Three Hours　　　　　　　　Maximum Marks : 80

N.B. :— (*i*)　Question No. **5** is compulsory.

　　　　(*ii*)　Draw diagrams wherever necessary.

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

1.　What do you mean by Services ? Explain in detail the role of services

　　in the economy.　　　　　　　　　　　　　　　　[15]

Or

Define the Services. Explain in detail the stages of economic

development.　　　　　　　　　　　　　　　　　　[15]

2.　Define Service Operation. Explain in detail distinctive characteristics

　　of service operations.　　　　　　　　　　　　　　[15]

Or

Explain :

(*i*)　Nature of Demand of Service　　　　　　　　　　[8]

(*ii*)　Supply of Service Delivery　　　　　　　　　　　[7]

3. Define queuing system. Explain in detail essential features of queuing system. [15]

Or

What is Managing Waiting Lines ? Discuss in brief the inevitability of waiting and the psychology of waiting. [15]

4. Define New Service Development. Explain in detail the New Service Development Process Cycle. [15]

Or

Explain the following : [15]

(*a*) Deming's 14 Point program

(*b*) Six Sigma

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

(*a*) Cluster Service

(*b*) Beating the clock

(*c*) ISO 9000

(*d*) Multi Country Expansion

(*e*) Queuing System

(*f*) Service Operations

Total No. of Questions—**5**]   [Total No. of Printed Pages—**2**

B.B.A. (V Sem.) EXAMINATION, 2018

AGRICULTURE AND RURAL DEVELOPMENT

(Specialisation-I) : Agriculture Business 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. What is agri-business management ? Explain its scope and importance of Indian economy. [15]

Or

Explain in detail the features of agricultural economy in India.

2. Explain the role of Regional Rural Banks in rural credit since 1991. What are their problems ? [15]

Or

Critically examine the role of NABARD in rural credit since 1991.

3. State the objectives of Food Security Mission. Evaluate impact on Food Security in India. [15]

Or

Give a brief outline of land reforms in India since 1991.

P.T.O.

4. Explain the arguments for and against agricultural income tax in India. [15]

Or

Give a brief outline of scope of export potential of agro based product in India.

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

(*a*) Agricultural taxation in developing countries

(*b*) Agricultural exports zones

(*c*) Rashtriya Krishi Vikas Mission

(*d*) Micro finance and self-help groups and rural credit

(*e*) Linkages of agro industries to Indian Economy.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**3**

Seat
No.

[5362]-510

B.B.A. (Semester-V) EXAMINATION, 2018

LONG TERM FINANCE

(Specialization-II : Finance)

(2013 PATTERN)

Time : Three Hours   **Maximum Marks : 80**

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

(*ii*)   Use of calculator is allowed.

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

1.   (A)   A Ltd. has the following capital structure :

Equity Capital (1.5 Lakh shares of Rs. 10/-)   Rs. 15,00,000

14% Term Loan   Rs. 10,00,000

10% Preference Capital (2,000 shares of

Rs.100)   Rs. 2,00,000

General Reserve   Rs. 13,00,000

Total   Rs. 40,00,000

Or

Expected dividend per share is Rs. 2 with the expected growth rate of 7%

Market price per share is Rs. 20. The tax rate for the company is 50%

Calculate :

(a) Weighted Average Cost of capital based on existing capital structure.

(b) Revised Weighted Average Cost of Capital if company raises on additional capital of Rs. 15,00,000/- by 10% debentures. [10]

(B) Sales Rs. 16,00,000/-, variable cost Rs. 6,00,000/-, fixed cost Rs. 2,00,000/-, interest Rs. 50,000/-. Calculate operating leverage,, financial leverage and combined leverage. [5]

2. Explain the term capital structure. What are the factors affecting Capital structure ? [15]

Or

Explain in brief the following sources of Long Term Finance with its characteristics :

(a) Lease financing

(b) Preference shares. [15]

3. What is dividend policy ? Explain determinants and types of dividend policy. [15]

Or

Explain in detail the functions of UTI and IDBI. [15]

4. What do you mean by owned capital ? Explain in detail advantages of Equity shares, Hire purchasing. [15]

Or

What is capital budgeting ? Explain in detail discounted Cash flow methods or Time adjusted methods. [15]

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

   (*a*) Trading on equity

   (*b*) Process of Capital Budgeting

   (*c*) Capital gearing

   (*d*) Types of debentures

   (*e*) Leverages

   (*f*) Objectives of ICICI

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

Seat
No.

[5362]-511

B.B.A. (Semester-V) EXAMINATION, 2018

506-B : MARKETING : RETAIL MANAGEMENT

(Specialization-II)

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

N.B. :— (*i*)   Question No. **6** is compulsory question.

(*ii*) Attempt any *four* from remaining.

(*iii*) Draw figures or diagrams wherever necessary.

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

1.   Define Retailing. Explain in detail role of retail in nation's economy.[15]

2.   What is meant by Retail Location ? Explain in brief factors to be considered in retail location.   [15]

3.   Define Retail Merchandising. Explain principles of merchandising.[15]

4.   Define Promotion Mix in Retailing. Explain in detail elements of Promotion Mix.   [15]

5.   What do you mean by Mall Management ? Discuss in detail the growth of malls in global and Indian Context.   [15]

6. Write short notes on (any *two*) : [20]

    (*a*)   Independent Stores

    (*b*)   Store Layout

    (*c*)   Merchandise Planning

    (*d*)   Pricing Strategy

    (*e*)   Bar Coding

    (*f*)   Off Price Retailers

    (*g*)   Automatic Vending Machines.

Total No. of Questions—**5**]　　　　　　[Total No. of Printed Pages—**2**

[5362]-512

B.B.A. (Semester V) EXAMINATION, 2018

HUMAN RESOURCE MANAGEMENT

Special Paper II

506-C : Human Resource Practices

(2013 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 'Job Stress'. Explain in detail the causes of Job Stress.　　[15]

Or

　　Explain good working conditions for workers as well as importance of working conditions.　　[15]

2.　Give the meaning of 'Organisational Development Programme'. Explain the phases and objectives of Organisational Development Programme.　　[15]

Or

　　What is 'Employee Grievance' ? Explain the causes and procedure of 'Employee Grievance'.　　[15]

3. What is 'E-Human Resource Planning' ? Explain the characteristics and benefits of E-HRP. [15]

Or

Define the term 'Employee Discipline'. Explain the causes of indiscipline and its actions. [15]

4. What is strategy, strategic management and strategic HRM ? Explain the characteristics of strategic management. [15]

Or

Define the term 'Employee Welfare' ? Explain the importance and types of Employee Welfare. [15]

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

(*a*) Work-Scheduling

(*b*) Executive Compensation

(*c*) Organisation Development Culture

(*d*) E-Job Design

(*e*) Industrial Accidents

(*f*) E-HR Records.

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

Seat
No.

[5362]-513

B.B.A. (Semester V) EXAMINATION, 2018

SERVICE SECTOR MARKETING (506D)

(Specialisation II : Marketing Services)

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

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

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

1.   What is Service Marketing ? Explain classification of services with
     the help of suitable examples.   [15]

Or

What is Perceived Quantity ? Explain the factors influencing on
customer perception towards services.   [15]

2.   What are the causes of Service Quality Gaps ? Explain any *two*
     gaps in detail.   [15]

Or

What is Services ? Explain extended P's of Service Marketing
Mix.   [15]

3.   What is Promotional Planning ? Explain process of promotional
     planning in detail.   [15]

P.T.O.

Or

Explain different approaches to service competition in detail. [15]

4. Elaborate on 'Growing Importance of Information Technology in Service Marketing of India' with suitable examples. [15]

Or

Write a note on 'Recent trends in Educational Services in India'. [15]

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

(*i*)   Importance of Services Marketing

(*ii*) Bench Marking

(*iii*) Concept of Marketing Mix

(*iv*) Place Mix

(*v*)   Recent Trends in Tourism Industry

(*vi*) TQM.

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

Seat
No.

[5362]-514

B.B.A. (Semester V) EXAMINATION, 2018

INTERNATIONAL AGRICULTURAL SYSTEMS

Special Paper II

506-E : Agri. Business Management

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

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

(*ii*) *All* questions carry equal marks.

1. Explain in detail, the various issues in Agriculture.

2. Explain the role played by WTO in agricultural development.

3. Explain in detail farming system in China.

4. State the meaning and significance of foreign direct investment in context with exports in relation to agriculture.

5. Discuss in detail the controversy regarding agricultural subsidy.

6. What is Agricultural SEZs ? Explain the SWOT analysis for Indian Agricultural SEZs.

P.T.O.

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

    (1)   AEZs

    (2)   Farming system in Israel

    (3)   Limitations of Ecological Farming

    (4)   Export Potential of Agri. Business

    (5)   Sustainable Agriculture and Biodiversity

    (6)   Concept of Genetically Modified Crops.

Total No. of Questions—**6**] [Total No. of Printed Pages—**1**

N.B. :— (*i*) *All* questions carry equal marks.

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

1. Define Planning. Explain its advantages and objectives. [16]

2. What are the qualities of Project Manager ? Explain in detail the special demands on Project Manager. [16]

3. Explain Partnering in detail. [16]

4. Define Project Termination. Explain its different methods. [16]

5. Define PERT. Explain its process with suitable examples. [16]

6. Write short notes on (any *four*) : [4×4=16]
   (*a*) Planning *Vs*. Forecasting
   (*b*) Crystal Ball 2000
   (*c*) Project Life Cycle
   (*d*) Critical Path Method
   (*e*) Duties of Termination Manager
   (*f*) Types of Reports.

Total No. of Questions—**5**]   [Total No. of Printed Pages—**2**

Seat
No.

[5362]-602

B.B.A. (Semester VI) EXAMINATION, 2018

602 : EVENT MANAGEMENT

(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 diagrams wherever necessary.

1. What is Event Management ? Explain functions of Event
Management.   [15]

Or

Explain in detail the different bases for event variation.

2. What is strategic approach with respect to Event Management ? [15]

Or

Explain in detail the positioning and branding in events with the
concept of event property.

3. Assuming that you are organising "National Level Chess
Competition". As an event manager give an outline for organising
the event.   [15]

Or

Your college is organising an Inter Collegiate poster presentation competition. Identify the pre-event activities for the same.

4. Explain the various networking components of promotion of events to get desired result. [15]

Or

What are the various categories of events ? Explain it.

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

(*a*) Event Designing

(*b*) Ambush Marketing

(*c*) Market Segmentation

(*d*) 5 W's of Event

(*e*) Venues of Event

(*f*) PREP Model.

Total No. of Questions—**5**] [Total No. of Printed Pages—**2**

Seat No.

[5362]-603

B.B.A. (Semester VI) EXAMINATION, 2018

MANAGEMENT CONTROL SYSTEM

(2013 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 concept of Management Control. Explain various factors affecting Managerial Philosophy. [15]

Or

Define Inventory Control. Explain the classification of Inventories. [15]

2. Define Marketing Control System. Explain Tools and Techniques of Marketing Control System. [15]

Or

What is Project Planning ? How do you plan the Cost Dimensions in the Project Management ? [15]

3. Define Production Control. Explain need and procedure of Production Control. [15]

Or

What is Management Control System ? Explain Management Control System in Service and Non-profit Organization. [15]

P.T.O.

4. Define concept of Management Control. Discuss the nature and problems of Management Control. [15]

Or

What is meant by Decision Support System ? Explain the characteristics of Decision Support System. [15]

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

   (*a*)   Management Information System

   (*b*)   Determination of Stock Levels

   (*c*)   Expert System

   (*d*)   Time Dimensions in Project Planning

   (*e*)   Methodology of Implementing Management Controls

   (*f*)   Design of Management Control System.

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

Seat
No.   **[5362]-604**

B.B.A. (Semester VI) EXAMINATION, 2018

E-COMMERCE

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

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

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

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

1.   Explain the types of Electronic Payment Media.   [15]

2.   What is E-commerce ? Explain the advantages and disadvantages
     of E-Commerce.   [15]

3.   What is Online Marketing ? Explain its types in detail.   [15]

4.   Define Cyber Attack. Explain the types of Cyber Attack.   [15]

5.   What is E-advertising ? Explain the advantages and disadvantages
     of E-advertising.   [15]

6.   Explain the types of viruses in E-commerce.   [15]

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

 (*a*) Social Media Marketing

 (*b*) Activities in E-commerce

 (*c*) Features of E-commerce

 (*d*) Electronic Fund Transfer (EFT)

 (*e*) E-money

 (*f*) Cyber Law.

Total No. of Questions—**5**] [Total No. of Printed Pages—**2**

Seat
No.

[5362]-605

B.B.A. (Semester VI) EXAMINATION, 2018

605-A : FINANCIAL SERVICES

(Specialization – Finance)

(2013 PATTERN)

Time : Three Hours Maximum Marks : 80

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

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

1. What is Money Market ? Distinguish between Capital Market and Money Market. [15]

Or

"Financial Reforms has given new face to Indian Financial Market." Evaluate critically.

2. Explain in brief various Financial Intermediaries in Financial System of India. [15]

Or

Explain in brief role of SEBI (Security Exchange Board of India) as a Regulatory Authority.

3. What is Venture Capital ? Explain the need and nature of Venture Capital. [15]

P.T.O.

Or

What do you mean by Mutual Fund ? Explain the advantages and types of Mutual Fund.

4. Explain the role of Reserve Bank of India and state its functions. [15]

Or

What do you mean by Foreign Exchange Market ? State its nature and functions.

5. Write short notes on (any *four*) : [20]
   (*a*) Factoring and Forfeiting
   (*b*) Certificate of Deposits
   (*c*) Intercorporate Deposits
   (*d*) Activity Base Costing
   (*e*) Mergers and Acquisitions
   (*f*) National Stock Exchange (NSE).

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

Seat
No.

[5362]-606

B.B.A. (Semester VI) EXAMINATION, 2018

605-B : ADVERTISING AND SALES PROMOTION MARKETING

(Specialization—III)

(2013 PATTERN)

Time : Three Hours   Maximum Marks : 80

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

(*ii*) *All* questions carry equal marks.

1. Discuss in detail the basics of Media decisions.   [16]

2. What is meant by Media research ? Explain the importance and functions of Media Research.   [16]

3. Describe the principles and components of Advertisement Layout.   [16]

4. What is an Advertising Agency ? Explain the structure and types of Advertising Agency.   [16]

5. Explain the importance and classification of advertising in detail. (Give suitable examples).   [16]

6. Write short notes on (any *four*) : [4 each]

    (*i*)   Pop-up Advertisement

    (*ii*)   Techniques of Sales Promotion

    (*iii*) Internet Advertising

    (*iv*)   Cross Promotion

    (*v*)   AIDA.

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

Seat
No.   **[5362]-607**

B.B.A. (Semester VI) EXAMINATION, 2018

605-C : LABOUR LAWS

(Spl. III : Human Resource 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.   Explain the concept of unfair labour practices and state unfair
     labour practices on the part of employee, employer and trade
     union.   [15]

Or

Explain objectives, principles and structure of International Labour
Organisation.   [15]

2.   Explain in detail Providend Fund Scheme under EPF and Misc.
     Provisions Act, 1952.   [15]

Or

Discuss the provisions related to determination of money due from
employer under EPF Act.   [15]

3. Discuss various benefits available to employees under ESI Act, 1948. [15]

Or

Discuss provisions related to disablement benefits and dependent benefits under ESI Act, 1948. [15]

4. State and explain provisions related to conditions of work of children under The Child Labour (Prohibition & Regulation) Act, 1986. [15]

Or

Explain the benefits and mode of its payment under Maternity Benefit Act, 1961. [15]

5. Write short notes on (any *four*) : [20]
   (1) Duties of Medical Benefit Council
   (2) Classification of labour laws
   (3) Chief Labour Commissioner
   (4) Powers of inspector under Maternity Benefit Act, 1986
   (5) Dependent under ESI Act, 1948
   (6) Punishment for failure to pay contributions provided under ESI Act, 1948
   (7) Objectives of child labour (Prohibition & Regulation) Act, 1986.

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat
No.

[5362]-608

B.B.A. (Semester VI) EXAMINATION, 2018

605-D : SPECIALIZATION : SPECIAL SERVICES OF

MARKETING IN INDIA

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

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

(*ii*)   Each question carries equal marks.

(*iii*)   Illustrate with examples.

1.   What are the reasons for growth of the Service Sector in India ?
    Give suitable examples.

2.   Discuss the Marketing Mix for Life Insurance Services.

3.   Explain Market Segmentation for the Tourism Industry.

4.   Explain Bank Marketing in the Indian Perspective with the challenges
    faced in this sector.

5.   Explain the emerging trends in Marketing Literacy with reference
    to Child Education and Adult Education.

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

    (*i*)   Self Service

    (*ii*)   Political Marketing

    (*iii*) Challenges of Service Marketing

    (*iv*) Airline Marketing

    (*v*)   Cellular Services.

Total No. of Questions—**5**] [Total No. of Printed Pages—**2**

Seat No.

[5362]-609

B.B.A. (Semester VI) EXAMINATION, 2018

605-E : RECENT TRENDS IN AGRI. BUSINESS

(Agri. Business Management : Specialisation-III)

(2013 PATTERN)

Time : Three Hours Maximum Marks : 80

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

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

1. Discuss the importance of Agro based Industries with context of the Indian Economy with examples. [16]

Or

Agriculture Research and Education plays an important role. Explain its need and importance with context of Indian Economy. [16]

2. Discuss the importance of agricultural marketing. State the role of government in promoting agriculture marketing. [16]

Or

Explain the elements of processing of agricultural product and discuss its problems. [16]

3. Elaborate on the problems of livestock management with special reference to cattle, fisheries and sericulture. [16]

Or

Define Agricultural Marketing. Explain the pre-requisites of a good marketing. [16]

4. Explain the elements of processing agricultural product and discuss its problems. [16]

Or

(A) Write a note on Cotton Textile Industry. [8]

(B) Explain the existing position of Poultry Industry in India. [8]

5. Write short notes on any *four* of the following : [16]
   (*a*) Agricultural Finance
   (*b*) Wine Industry
   (*c*) Contract Farming
   (*d*) Agricultural Insurance
   (*e*) Grading and Standardisation
   (*f*) Consumer Protection.

Total No. of Questions—4]   [Total No. of Printed Pages—3

Seat
No.

[5362]-610

B.B.A. (Semester VI) EXAMINATION, 2018
FINANCIAL SPECIALISATION IV
(Cases in Finance)
(2013 PATTERN)

Time : Two Hours   Maximum Marks : 50

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

(ii) Attempt any *two* questions from the remaining.

(iii) Figures to the right indicate full marks.

1. The original engineering company is planning to purchase a machine.
    A choice is made out of two machines A and B. The details of
    which are given below :

Particulars	A	B
Capital Cost	30,000	30,000
Sales	50,000	40,000
Cost :		
Direct Labour	5,000	3,000
Direct Material	4,000	5,000
Factory Overheads	6,000	5,000
Office Expenses	2,000	1,000
Selling & Distribution Expenses	1,000	1,000
	18,000	15,000

The expected serviceable life of the machine A is 2 years and that
of machine B is 3 years.

The costs relate to annual expenditure to be incurred as a result of a machine. The amount of tax to be paid is 50% of net earnings. It may be assumed that cash is received from sales and paid for the cost in respective years. The appropriate rate of interest for reduced cash flow to present value may be taken as 10%. The present value of Re. 1 @ 10% discount factor are as follows :

1st year — 0.909, 2nd year — 0.826, 3rd year — 0.751.

Show the most profitable investment by applying :

(1) Pay-back method

(2) Return on Investment method

(3) Present value method.   [20]

2. Prepare a statement showing the working capital requirements for level of activiy of 36,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is given below :

	Cost per unit (₹)
Raw Material	30
Direct Labour	15
Overheads	10
Total	55
Profit	15
Selling Price	70

(1) Raw material are held in stock, on an average for 3 months.

(2) Work-in-progress (100% complete in regard to materials and 50% for labour and overheads) will be 15 months production.

(3) Finished goods are in stock on an average for 2 months.

(4) Credit allowed by suppliers 3 months.

(5) Credit allowed to debtors 2.5 months.

(6) A minimum cash balance of ₹ 30,000 is expected to be maintained.

Prepare a statement of Working Capital Requirement. [15]

3. Capital structure of ABC Co. Ltd. is as follows :

Sources	Amt. (₹)
Equity Share Capital	
(4,000 shares of ₹ 100)	4,00,000
10% Preference Share Capital	2,00,000
Retained Earnings	1,00,000
10% Term Loan	5,00,000
Total (₹)	12,00,000

Dividend per share is ₹ 5. Market price per share is ₹ 120. Tax rate assumed to be 50%. Calculate weighted average cost of capital of company. [15]

4. Existing capital structure of Starmoon Co. Ltd. is as follows :

Equity Share Capital	
(2,000 shares of ₹ 100)	2,00,000
15% Preference Share Capital	5,00,000
14% Term Loan	10,00,000
12% Debentures	3,00,000
Total (₹)	20,00,000

Equity shares of company are quoted at ₹ 150. It is expected that company will pay current dividend @ ₹ 15 per share. A growth rate of 9% was registered in the past which is expected to be maintained. The tax rate applicable may be assumed at 40%. Calculate the Weight Average Cost of Capital (WACC). [15]

Total No. of Cases—4]   [Total No. of Printed Pages—7

Time : Two Hours   Maximum Marks : 50

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

(*ii*)   Solve any *two* cases from Case Nos. **2** to **4**.

Case No. 1.   [20]

Toothpaste industry has grown immensely in the Indian Scenario.
There is a lot of competition in the industry mainly between two
major players Colgate and HLL. The companies are coming up with
new schemes as well as products to lure the customers. The usage
of toothpaste has grown because of the lifestyle and the way the
individuals are living i.e. more awareness about health. Colgate is
going ahead with almost 60% of the market share in the industry.
The title of the project was study on consumer buying behaviour
in the toothpaste industry.

The questionnaire methodology was adopted and the consumers and
the sales officer in companies were contacted in order to have their

P.T.O.

view on toothpaste. The area of the study was restricted to Gurgaon 100 respondents were contacted. The sales managers in two companies were conducted and their views were known in terms of how they were going in the toothpaste segment. It was found that many firms are in the toothpaste segment.

So it is a highly competitive segment. It was found that focus as well as cost leadership was being followed by the firms when they were going in the toothpaste segment. The firms are more and more focusing on the promotion and they are spending a lot of money on this front. Customers are also become demanding now-a-days and it is seen that many attributes are important for the success of a particular brand. The firms are going in for new launches. It is found that the discounts are important factor. Another important factor is brand image or brand name. The project provided an opportunity to know about a competitive segment and how consumers behave in that segment. It also provided an insight into the toothpaste industry and the attitude and perception of the consumer in that segment.

Questions :

(1) How is it important that marketer should know Indian Consumer ?

(2) What type of effort should be taken by a marketer to increase the toothpaste brand image in customer ?

(3) What type of methodology is applied to understand buying behaviour of customer in toothpaste industry and what was its impact to the toothpaste segment ?

Case No. 2. [15]

India's Refrigerator market estimated at Rs. 2,750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufactures are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling, now the systems are exchange for old "bring your old refrigerator and take a new one with many gifts." A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern

India markets, while Godrej the main players thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealers network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows :

- Godrej 30%

- Videocon 13%

- Kelvinator 12%

- Allwyn 10%

- Voltas 5%

- Whirlpool 27%

- Daewoo 1%

- LG 1%

- Others 1%.

Questions :

(1) Could the refrigerator market be segmented on geographical base planned by Electrolux ?

(2) What would be the marketing mix for rural market ?

(3) Would 125L and 150L models be an ideal choice to launch in rural market ?

Case No. 3. [15]

The object of every advertiser is to get more sales it is however difficult to have a yardstick by which the effectiveness of an advertisement can be measured. If such a yardstick by which available, it would be easy to find out on a factual basis whether a certain advertising appropriation would result in more sales per rupee when spent on newspapers, magazines, ratio or a combination of advertising media. It can also determine whether using more colours would get more results than just a black and white advertisements. Unfortunately no such yardstick exists for measuring the total advertising effectiveness because the variables are so many. Although it is not possible to measure the variations in the effectiveness of important parts of the programme. This will provide the necessary guidance to improve the advertising. However, before indulging in research the cost factor should be borne in mind. In salesmanship there is a 'turnover' it has peculiar meaning contrary to the one given by accountants and businessmen generally. In some stores the practice is that when a saleman finds it difficult to deal with or complete the sale to a particular customer, he turns over this customer to another salesman and introduces the second salesman as an important official such as manager of the department.

Questions :

(1) What do you understand by the Term Turnover in salesmanship ?

(2) What do you think what is the relationship between salesmanship and advertising ?

(3) Write in your word which qualities of a Good Salesman/ Salesmanship should have.

Case No. 4. [15]

In 2005 Rama Store not only had a great year, it also swept the top places at Punjabi Bagh, winning each of the first ten places except ninth comfortable in the fact that the company had an attractive product, the president of Rama Store decided to go directly to the customer. The idea, instead of concentrating company efforts and resources on improving the relations with the dealers, was to emphasis improving relations with the ultimate consumer. To implement this tactic, the plan was to eliminate the dealer completely and replace him or her with agents.

To say the plan did not work well is an understatement. Rama Store distributors, who had represented it in India, initiated legal action against the store in four states. All 323 Rama Store Audio

dealers felt betrayed by the elimination of their franchises. Although they were offered the opportunity to become agents, they were so opposed that they sued Rama Store. The law suits by these dealers sought damages exceeding 50 crore. Rama Store top management decided that perhaps their original distribution system was not so bad after all.

Questions :

(1) Identify and discuss the channel alternatives that were available to Rama Stores.

(2) Do you think that Rama Stores failed to properly evaluate the existing distributors ? Give your reasons.

(3) Design a research methodology for conducting research for Rama Stores.

Total No. of Questions—4]　　　　　　[Total No. of Printed Pages—6

Seat
No.

[5362]-612

B.B.A. (Semester VI) EXAMINATION, 2018

606-C : CASES IN HUMAN RESOURCE MANAGEMENT

(HRM Special Paper IV)

(2013 PATTERN)

Time : Three Hours　　　　　　　Maximum Marks : 50

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

(*ii*) Solve any *two* cases from **2**, **3** and **4**.

1. Define the concept 'Case Study'. Explain the steps involved Case Analysis. [10]

2. Jones Construction Ltd. (JC Ltd.) is a local construction who are working as principal contractor in the construction of forty six, two, three and four-bedroom domestic properties. The site on which they are located has a separate access road that is used for the delivery of income-building materials that are unloaded from the vehicles by forklift trucks. The employees of JC Ltd. are responsible for any such unloading of vehicles and for the transfer of any materials to points of storage on site, such as compound or places of use.

JC Ltd. has recently recruited six additional part-time employees to work allocated days and weekends. The new employees include five students and a former employee who had taken early retirement. Their duties include taking deliveries, checking deliveries for quality and quantity, unloading/loading and assisting with the transfer of materials to points of storage and around site.

On his second day at work, one of the new employees, a 17 years old student, receives leg injuries when he is struck by a forklift truck while walking across the compound area. The forklift was being driven without authorisation by an employee of a sub-contractor who was in a hurry to get materials to his place of work.

The employee of the sub-contractors claims that the brakes on the truck where ineffective. Thr normal driver of the forklift truck, who was taking a scheduled break at the time of the accident, has refused this claim and continues to drive the truck.

The injury was properly notified to the Health & Safety Executive under the Reporting of injuries, Diseases & Dangerous, Occurrence Regulations 1995. Two weeks later, the employees who had previously retired telephones the site manager to inform him that he has sustained an injury to his back while unloading bagged materials from a lorry.

Questions :

(*a*)   Analyze the case.

(*b*) Explain the legal options open to the inspector and the factors that may influence which options are decided upon.

(*c*) Prepare an action plan of any short-term or long-term measures.

(*d*) Outline defences that may be used by JC Ltd. in disputing the claim. [20]

3. Mr. David Thomas is working as a confirmed stenographer in Robertson Company, employing about 400 employees. The company is producing spare-parts required for four-wheelers. As a matter of orthodox policy of the company, secretarial services are shared by two or more bosses and as such Mr. Thomas was asked to look after the work of Manager-Finance and Manager-Material. The Finance Manager Mr. Karwande engaged Mr. Thomas normally for a longer period, due to which Mr. Narayanan, the Manager-Material suffered from absence of prompt secretarial work. The relations for Mr. Narayanan with Mr. Thomas, steno were strained. He complained on several occasions against Mr. Thomas and requested the personal department to take action against Mr. Thomas. Due to the overwhelming influence of Mr. Karwande, the Finance Manager, some-how no action was take. Once Mr. Narayan had really very urgent job, which Mr. Thomas's services are needed. He could not become available. When Mr. Narayan made written complaints to the General Manager

(Personnel) stating part experience of Mr. Thomas, the General Manager (Personnel) issued show-cause notice to Mr. Thomas.

The Finance Manager attempted to intervene, but show-cause notice issued to Mr. Thomas was not withdrawn.

Next day Mr. Thomas tendered resignation and without waiting for acceptance of the resignation, left the office, saying that he was the victim of defective personnel policy and system of dual control.

Questions :

(*a*)   Analyze the case.

(*b*)   State the principle of management to which the system of dual central relates.

(*c*)   Comment on the policy of constructions work of two bosses to one person in case of Robertson Company.

(*d*)   React on the remarks of Mr. Thomas that he was a victim at detective personnel system of dual control and his abrupt departure.   [20]

4.   Mr. Jaggi, Human Resource Manager of ABC Group of companies approached the CEO on 30th March, 2007 and apprised him of the absence of Mr. Pradeep, Assistant Account in the Corporate Finance Department, for the past one month and requested him to send the show-cause notice to Mr. Pradeep as per the Labour Laws inforce.

The CEO told Mr. Oberoi, "When Mr. Pradeep has been absent for the last one month, your duty is to go to his house and find out the reason and solve his problem rather than reporting the absence. Go immediately to Mr. Pradeep's house and find the reason and report it to me before 5.00 p.m. today." Mr. Jaggi immediately left for Mr. Pradeep's house and came to know from Mr. Pradeep's wife that Mr. Pradeep has been in grief as he has been trying to collect Rs. 1,00,000 for the surgery of his sick wife in a reputed hospital in Mumbai. Mr. Oberoi could meet Mr. Pradeep around 3 p.m. and both of them then met the CEO. Both of them told the CEO the reason for the absence and suffering of Mr. Pradeep.

The CEO immediately contacted the hospital and informed them that the company will pay Rs. 1,00,000 tomorrow i.e. 31st March, 2007 and requested the doctor to carry out the surgery for Mr. Pradeep's wife tomorrow itself. The CEO ordered Mr. Oberoi to issue a cheque for Rs. 1,00,000 in favour of the hospital and also pay Rs. 10,000 in cash to Mr. Pradeep to meet subsidiary expenses as a grant. Mr. Pradeep as well as Mr. Oberoi were amazed at the decision of the CEO. Mr. Pradeep became emotional and touched the feet of the CEO. The CEO told Mr. Oberoi, "The problems of our employees are the company's problems. We treat the employees as a part of our family." This news spread in the entire company

within on time and the employees felt highly secured. The productivity level increased by 100% in the next quarter itself and continued over the years to come.

Questions :

(a) Why did Mr. Oberoi favour to follow a legal approach to the problem ?

(b) Why did CEO provide Rs. 1,10,000 as just a grant to Mr. Pradeep ?

(c) What would be the morale of employee's family members after this event ?

(d) Suggest a suitable title for the above case and justify that title. [20]

Total No. of Cases—4]   [Total No. of Printed Pages—5

[5362]-613

B.B.A. (Semester VI) EXAMINATION, 2018

606-D : CASES IN SERVICE SECTOR MANAGEMENT

(2013 PATTERN)

Time : Two Hours   **Maximum Marks : 50**

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

  (*ii*) Solve any *two* cases from Case Nos. **2** to **4**.

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

Case No. 1.   [20]

Wealth management is a high-level professional service that combines financial and investment advice, accounting and tax services, retirement planning and legal or estate planning for one set fee. Clients work with a single wealth manager who coordinates input from financial experts and can include coordinating advice from the client's own attorney, accountants and insurance agent. Some wealth managers also provide banking services or advice on philanthropic activities. Wealth management is more than just investment advice, as it can encompass all parts of a person's financial life. The idea is that rather than trying to integrate pieces of advice and various products from a series of professionals, high net worth individuals benefit

P.T.O.

from a holistic approach in which a single manager coordinates all the services needed to manage their money and plan for their own or their family's current and future needs.

With the liberalization of the banking sector in India, many banks are on the constant look-out for new opportunities. One of the areas where different banks are vying with each other to gain a strong position is in the wealth management services market. According to a recent study the population of individuals of high net worth (HNI) has been growing at a rate of 40% per annum.

Questions :

(*a*)   What factors are responsible for the increased prominence of wealth management services in India ?

(*b*)   Financial institutions have divided wealth management services market into four segments based on income levels. Do you think that such segmentation helps in understanding the customer needs and targeting the right segment ? If not, on what other basis can the market be segmented ?

Case No. 2.   [15]

In order to be successful in the market it is not sufficient to attract new customers, managers must concentrate on retaining existing customers, implementing effective policies of customer satisfaction and loyalty, In hotel industry customer satisfaction is largely hooked

upon quality of service. A management approach focused on customer satisfaction can improve customer loyalty, thus increasing the positive image of the touristic destination.

Hence, exploring the importance for customers of hotel attributes in hotel selection is indispensable. Research on the topic of guest satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advise it to other tourists, is pivotal to the success of the hospitality business.

Neglecting to pay attention to those hotel attributes considered most important by guests, may lead to negative evaluation of the hotel, thus restricting the chance of repeat patronage.

Questions :

(*a*) List the attributes which a customer might consider while evaluating the service quality of a hotel.

(*b*) How can a hotel retaining their existing customers ?

Case No. 3. [15]

Mr. Arun was very excited for his first foreign trip to Bangkok. He boarded on 29-5-2016 at New Delhi airport for journey to Bangkok with a reputed airline. However, Mr. Arun's excitement was short lived as he was detained at Bangkok airport for 4 hrs. for investigations and then released, as the passport was not stamped. This was a very tragic beginning to his trip, but his misfortune did not end

here, when he reached the hotel, the hotel authorities asked him to show his passport and they made a police complaint due to non-stamping. The Police arrested Mr. Arun and kept him in lockup for 2 days. Mr. Arun faced a lot of problems. One of his relative had to go to Bangkok to help him and spend Rs. 23,000 on up & down passenger fare. This was a serious mistake of Delhi Airport.

Mr. Arun had suffered a lot and faced a lot of harassment at the hands of Immigration officers at the Bangkok Airport due to negligence of Delhi airport officials or counter staff of the Airlines who forgot to stamp his passport & Boarding pass he was carrying.

Questions :

(*a*) What should the Airlines do to make sure this that this mistake is never repeated ? Explain the importance of the Process Factor of the 7 P's and how the same is applicable in this case.

(*b*) What should the Airlines and airport authorities do to rectify the mistake and help Mr. Arun ?

Case No. 4. [15]

Vitiligo is a skin condition which is not uncommon in our country. Vitiligo leads to white patches on your skin and is not contagious by any means.

However, the staff of a reputed spa brand in Pune seemed to be uninformed about this fact which led to the denial of service to 55-year-old Mary.

When Mary entered the spa, she was welcomed by the staff and taken for massage therapy. However, as soon as the therapist saw patches she left the room to never return back. Mary realized there was so me issue and spoke to the manager. The manager informed her that the therapist was reluctant to give her therapy because of her skin condition.

The incident left Mary hurt and humiliated since she had never faced such an insult except for her school days. She was under the impression that the society has since become well aware of the problem and vitiligo patients like her find acceptance at public places. So, this came as a rude revelation.

Questions :

(*a*)   What should Mary do as a service consumer ?

(*b*)   What approach should the spa adopt to ensure that such events don't reoccur ?

Seat
No.

B.B.A. (Semester VI) EXAMINATION, 2018

606-E : CASES IN AGRI-BUSINESS MANAGEMENT

(Specialization-IV : Agri-Business Management)

(2013 PATTERN)

Time : Two Hours　　　　　　　　　　Maximum Marks : 50

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

(*ii*)　Attempt any *two* from the remaining.

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

Case No. 1.　　　　　　　　　　　　　　　　　　　[20]

'Amul' is a dairy chain with a broad range of end product
(i.e. milk, ice-cream, ghee and many others). Amul established a
direct linkage between milk producer and consumer by elliminating
middlemen. Production and marketing function have been integrated
along the chain, reducing transaction cost for farmers.

The installation of 4000 Automatic Milk Collection Units at Village
Dairy Co-operative Societies is used to collect information on animals,
milk fat content, volume and amount payable to each member. This
information is also used with the objective of improving breed.

Women in rural India are traditionally responsible for 60 to 80 percent of the dairy related activities and usually owners of cows and buffaloes. The Amul dairy has given women some measure of economic independence and empowered them.

Questions :

(1) Analyse the case.

(2) Give your suggestions for the improvement of brand 'Amul' and dairy business.

Case No. 2. [15]

The production of pesticides started in India 1952. India is now the second largest manufacturer of pesticides in Asia after China. Tremendous benefits have been derived from the use of pesticides in forestry, public health and agriculture. Food grain production, which stood at a 50 million tons in 1948-49, had increased almost fourfold to 198 million tons by the end of 1996-97.

Pesticides are causing serious health implications to man and his environment. Some of these chemicals do pose a potential risk to human and other life form and unwanted side effect to the environment.

Finding new methods to get rid of pests without requiring chemical input has increasingly become a priority of many farmer. Crop rotation, Intercropping, crop diversity, organic pesticides can save crop from destructive pests without the need for harmful pesticides.

Questions :

(1) Analyse the case.

(2) Suggest suitable measures for minimum usage of pesticides and increase in productivity.

Case No. 3. [15]

Co-operatives are the most important financial institutes in rural areas. In terms of network and coverage they account for more than 40% share in credit flow of agriculture and cater to the need of large number of farmers. However, co-operative credit is almost defunction in most of the state. Limited ability to mobilize resources, low recovery of the loans advanced, high transaction cost, frequent suspensions of recovery, poor management have adversly affected the health of the system.

According to 'NABARD', microfinance is the provision of thrift, credit and other financial services and products of very small amount to the poor in rural, semiurban areas enabling them to raise their income levels and improve living standards.

Contract farming, infrastructural development and marketing reforms are necessary steps to improve the financial condition of the farmers.

Give your advice on :

(1) Improvement of co-operative credit structure.

(2) Improvement of financial condition of the farmers.

Case No. 4. [15]

The terrace in most houses is an unused space and it would be ideal for gardening and vegetable farming. The concept of mini farming becomes more interesting and also provides satisfaction when one can use old furniture as planter boxes.

The daily leftover food in the home kitchen like fruit and vegetable peels, rotton food items and other waste are rich source of minerals for the plant and can be composted, used as manure, helping to create 100% waste free environment, organic and home grown vegetables are healthy alternative to the pesticide-ridden vegetables.

Questions :

(1) Analyse the case.

(2) Give your suggestions on strengthening the terrace gardening or mini farming.