

Total No. of Questions : 5]

SEAT No. :

**P1147**

**[4767] - 101**

[Total No. of Pages : 1

**B.B.A.**

**BUSINESS ORGANISATION AND SYSTEMS**

**(Semester - I) (Old 2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) Define Globalisation? State and explain its advantages. [15]**

OR

Explain Merger and Aquisition in detail.

**Q2) What is Multinational Company? Explain its role in global market. [15]**

OR

Define communication. State the importance of communication in Modern Business.

**Q3) Explain retail Trade in detail. [15]**

OR

Define Public Sector. Explain its objectives and importance.

**Q4) Define Business Plan. Explain its objectives. [15]**

OR

What is Vertical Combination? State its objectives and limitations.

**Q5) Write short notes (Any Four): [20]**

- a) Franchising.
- b) Business Process and Outsourcing.
- c) Social audit.
- d) Industrial Revolution.
- e) On-line Trading.
- f) Partnership.
- g) Malls and super markets.



Total No. of Questions : 5]

SEAT No. :

**P1148**

[4767] - 102

[Total No. of Pages : 2

**B.B.A**

**BUSINESS COMMUNICATION SKILLS**

**(Semester - I) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** What is communication? Explain in detail the flow of communication in an organization. **[15]**

OR

Explain various barriers to Communication.

**Q2)** Draft notice, agenda and minutes for a executive committee meeting of Rotract club. **[15]**

OR

What is Status Enquiry? Mr. Akash has applied for the agency of Maruti Suzuki Ltd. You are the head of department of Finance of the company. Write a Status Enquiry letter to Bank of Excellence.

**Q3)** You have ordered 200 Boxes of frozen peas from Sarang Ltd. After receiving your order, you find that most of the peas are rotten. Write a complaint letter to the company seeking compensation. **[15]**

OR

What are the principles of effective oral communication.

**Q4)** Enumerate the guidelines for an interviewee. **[15]**

OR

Explain the essential components of a business letter.

**P.T.O.**

**Q5)** Write short notes on any *four* of the following:

**[20]**

- a) Importance of business Reports.
- b) Grapevine.
- c) Kinds of business letters.
- d) Art of Listening.
- e) Evaluating components of Group Discussion for selection Process.
- f) Process of Communication.



Total No. of Questions : 5]

SEAT No. :

**P1149**

**[4767] - 103**

[Total No. of Pages : 5

**B.B.A**

**BUSINESS ACCOUNTING**

**(Semester - I) (Old 2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) a) Answer in brief (Any five): [10]**

- i) What is meant by Reducing Balance Method/Written down value Method?
- ii) What is meant by the convention of conservatism?
- iii) What do you mean by Accrual Concept?
- iv) What is meant by Bank Overdraft?
- v) What is meant by Going Concern Concept?
- vi) What is cash discount?
- vii) What is meant by Bad debts?

**b) State with reason whether the following statements are true or false: [Any Five] [10]**

- i) The capital of the proprietor is increased by the amount of drawing during the year.
- ii) The going concern concept assumes that the life of a business is always limited.
- iii) In written down method depreciation remains constant every year.
- iv) All indirect expenses are debited to trading account.
- v) In straight line method of depreciation, the amount of depreciation remains constant every year.
- vi) A creditor is a person to whom the amount is owned.

**P.T.O.**

**Q2)** Following are the transactions of Mahipal Nagpal, Osmabad from April 2012. journalise them. **[16]**

- 1 Started business with furniture ₹ 15,000 and Machinery ₹ 35,000.
- 3 Borrowed from Canara Bank ₹ 24,000.
- 7 Bought goods ₹ 5,000 @ 2% Cash discount.
- 10 Sold goods of ₹ 6,200 to Manoj on credit.
- 13 Purchased a watch dog for ₹ 1,400 to guard business property.
- 17 Paid electricity bill of ₹ 750.
- 19 Received from Manoj ₹6,000 in full settlement of his account of ₹6,200.
- 22 Paid insurance premium on business property of ₹1,500 and for proprietor's life ₹1000.
- 25 Received ₹500 as interest on investments.
- 28 Remuneration of ₹3,200 paid to factory employees by cheque.
- 30 Interest on Bank loan paid @ 10% p.a.
- 30 Purchased a Typewriter from Mahindra and Co. ₹5,500 on credit.

OR

Enter the following transactions of Meeta traders, in the cashbook with cash, Bank & Discount columns and balance the same for July 2012. **[16]**

- 1 Cash A/c (Dr): ₹10,000, Bank A/c (Dr) ₹20,000.
- 3 Bought goods from Omkar ₹2,000 @ 5% Trade discount and the amount was paid by cheque.
- 5 Received from Omprakash ₹570 by cheque in full settlement of his account for ₹590.
- 6 Paid to Om ₹945 and discount received ₹15 for purchase of Tools.
- 8 Banked the cheque received from Omprakash.
- 10 Oswal remitted ₹2,250 net to Meeta by cheque discount allowed to him @ 10% and the cheque mass deposited into Bank.
- 12 Paid ₹700 for petty expenses to petty cashier.
- 16 Invoiced goods to Opel to ₹3000, off 7% for Trade Discount.
- 19 Purchased stationery for ₹400 from Onida Bros. for cash.

- 23 Settled Orpe's A/c for ₹800 by cheque after deducting 2.5% for cash discount.
- 25 Withdrew ₹400 for office use & ₹600 for personal use.
- 29 Paid salary ₹1200 in cash & ₹800 for wages by cheque.
- 31 Old equipments sold to Osaram for cash ₹800, received half the amount in cash & half by crossed cheque.

**Q3)** The following balances were exacted from the books of Deepali Deshpande, Dombivalli as on 30<sup>th</sup> June 12. Prepare Trading and Profit and Loss account for the year ended 30<sup>th</sup> June, 2012 and the Balance sheet as on that date after taking into account the following adjustments: **[16]**

Trial Balance as on 30<sup>th</sup> June, 2012

Particulars	Debit ₹	Credit ₹
D's Capital		3,30,000
D's Drawings	24,450	
Opening stock	2,00,000	
Bills Receivable	25,000	
Purchases	2,75,000	
Sales		4,20,000
Bills Payable		60,000
Return Outward		4,500
Return Inward	5,000	
Plant & Machinery	1,00,000	
Loose Tools	25,000	
Patents	25,000	
Sundry Debtors	1,25,000	
Sundry Creditors		1,40,000
Cash at Bank	77,550	
Salaries & Wages	50,000	
Repairs & Renewals	7,500	
Insurance	3,000	
Power & Fuel	3,500	
Printing & Stationery	2,000	
Miscellaneous expenses	6,500	
Total	9,54,500	9,54,500

Adjustments:

- a) Closing stock was ₹1,30,000.
- b) Depreciate Plant & Machinery @ 5% p.a. and Patents @ 15% p.a.
- c) Revalue Tools at ₹20,000/-.
- d) Provision for Bad and Doubtful debts @ 5% on debtors.
- e) Outstanding Salary amounted to ₹3,500.
- f) Insurance was paid in advance to the extent of ₹750.

**Q4)** a) Prepare Machinery account for the following data for the first three years assuming that the accounts are closed on 31<sup>st</sup> March every year. [8]

on 1<sup>st</sup> January, 2013, Sowmya Ltd, Pune purchases a second hand machine for ₹1,60,000 and spent ₹40,000 on its cartage, repair & installation. The residual value at the end of its expected useful life of four years is estimated at ₹80,000.

On 30<sup>th</sup> September, 2014, this machine is sold for ₹1,00,000. Depreciation is to be provided according to straight line method.

- b) On 31<sup>st</sup> January, 2014 Bank column of Cash-Book of Devdas showed a debit balance of ₹10,000. From the following particulars prepare a Bank Reconciliation statement showing the position as per Pass-Book on 31<sup>st</sup> January, 2014. [8]
  - i) Cheques paid into the Bank but not credited before 31<sup>st</sup> January, 2014 amounted to ₹10,500.
  - ii) Purchases of share from Tata Motors Ltd., of ₹2,000 by the bank appeared in the Pass-Book only.
  - iii) Direct deposit by the customers into the Bank ₹1,650 was recorded in the Pass-Book only.
  - iv) Cheques issued on 29<sup>th</sup> January, 2014 and presented for payment on 5<sup>th</sup> February, 2014 amounted to ₹4,000.
  - v) Bank charges of ₹50 and interest on Investment of ₹900, were recorded only in the Bank Pass-Book.

**Q5)** Write short notes on [Any two]:

**[12]**

- a) Limitations of Financial Accounting.
- b) Business Entity Concept.
- c) Advantages of financial accounting.
- d) Straight line Method of depreciation.

OR

Explain in brief the important provisions in respect of preparation of Final Accounts of limited Company under Companies Act, 1956. **[12]**





Total No. of Questions : 5]

SEAT No. :

**P1150**

**[4767] - 104**

[Total No. of Pages : 1

**B.B.A**

**BUSINESS ECONOMICS (MICRO)**

**(Semester - I) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** State and explain market forces in solving economic problems. **[15]**

OR

State and explain nature and scope of Micro Economics.

**Q2)** Explain circular flow of Income and Expenditure. **[15]**

OR

Explain types of elasticity of demand.

**Q3)** Explain Internal Economics of scale with suitable examples. **[15]**

OR

Explain price and output determination under Monopolistic competition.

**Q4)** Explain Liquidity preference theory of Interest. **[15]**

OR

Explain Role of Trade union and collective bargaining in wage determination.

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

- a) Innovation theory of profit.
- b) Law of supply.
- c) Fixed and variable cost.
- d) Total Revenue and Marginal Revenue.
- e) Difference between Micro and macro Economics.
- f) Diseconomies of scale.



Total No. of Questions : 5]

SEAT No. :

**P1151**

**[4767] - 105**

[Total No. of Pages : 3

**B.B.A**

**BUSINESS MATHEMATICS**

**(Semester - I) (2008 Pattern) (Old Syllabus)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *All Questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Logarithmic tables will be supplied on request.*
- 4) *Use of private non scientific electronic calculator is allowed.*

**Q1)** Attempt any four of the following:

**[16]**

- a) Define:
  - i) Continued Proportion.
  - ii) Joint Variation.
- b) Weights of Hritik, Kapil and Karan are in continued proportion. If weight of Hritik is 9 kg and weight of Karan is 25 kg. What is the weight of Kapil?
- c) The sum of present ages of 3 persons is 66 years. five years ago, their ages were in the ratio 4 : 6 : 7. Find their present ages.
- d) Find fourth proportional to 20, 40 and 60.
- e) If an article is sold at 20% profit, find the ratio of Cost Price to Selling Price.
- f) A hand bag when sold for Rs. 1,674 resulted in a loss of 7%. What was the cost price of the hand bag?

**Q2)** Attempt any four of the following:

**[16]**

- a) Define:
  - i) Brokerage.
  - ii) Dividend.

**P.T.O.**

- b) By selling 300 copies of a book for Rs. 9240 book seller loses 12%. What is the cost price of a book?
- c) A car was bought for Rs. 86,000 and sold for Rs. 92,000 through a broker who charges commission of 2% on purchase and 3% on sales. Find the total gain on the transactions of the car owner.
- d) Explain the terms Trade Discount and Cash Discount.
- e) Karina invested Rs. 12,000 at Rs. 120 and earned a dividend of Rs. 1,000. Find the rate of dividend.
- f) Which is the better investment, 8% at Rs. 80 or 15% at Rs. 120?

**Q3) Attempt any four of the following: [16]**

- a) Calculate simple interest on Rs. 5,000 invested for 4 years at the rate of 6% p.a.
- b) Find the Compound Interest on Rs. 3,800 for 4 year when the Rate of Interest is 9% p.a.
- c) Find  $x$ , if  ${}^{10}C_5 + {}^{10}C_6 + {}^{11}C_7 = {}^{12}C_x$ .
- d) Explain:
  - i) Debentures.
  - ii) Equity Shares.
- e) A sum of amount doubles itself in 5 years. Find the rate of simple interest.
- f) Find compound interest on Rs. 10,000 for 4 years at 5% p.a.

**Q4) Attempt any four of the following: [16]**

- a) Explain the following terms with examples:
  - i) Upper triangular matrix.
  - ii) Lower triangular matrix.
- b) If  $A = \begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$  Then show that  $A^2 = 4A - 1$ .
- c) Find adjoint of the following matrix:
 
$$A = \begin{bmatrix} 3 & 1 \\ 4 & 2 \end{bmatrix}.$$
- d) Verify that  $A \times (B+C) = (A \times B) + (A \times C)$  using suitable square matrices.

- e) State any four properties of matrix multiplication.
- f) Verify that  $A + B = B + A$ .

**Q5)** Attempt any four of the following:

**[16]**

- a) a cricket eleven is to be selected from amongst 8 batsmen, 7 bowlers and 2 wicket keepers so as to include at least 5 batsmen, at least 4 bowlers and exactly 1 wicket keeper. In how many ways this can be done?
- b) Explain the terms:
  - i) Permutation.
  - ii) Combination.
- c) Find inverse of  $A = \begin{bmatrix} 5 & 6 \\ 7 & 8 \end{bmatrix}$ .
- d) Explain in details:
  - i) Equity Shares.
  - ii) Preferential Shares.
- e) Evaluate the following:
  - i)  ${}^{10}C_3 + {}^5C_4 + {}^{10}P_5$ .
  - ii)  ${}^{15}P_5 + {}^{10}C_4 - {}^{10}P_7$ .
- f) Define the following terms:
  - i) Diagonal Matrix.
  - ii) Symmetric matrix.



Total No. of Questions : 5]

SEAT No. :

**P1152**

**[4767] - 106**

[Total No. of Pages : 2

**F.Y. B.B.A**

**BUSINESS DEMOGRAPHY & ENVIRONMENTAL STUDIES**

**(Semester - I) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Demography. Explain the nature & scope of Demography. **[16]**

OR

What do you mean by Mortality? Explain various factors affecting Mortality rate.

**Q2)** What do you mean by Distribution of population? Discuss physical factors of distribution of population by giving suitable examples. **[16]**

OR

Discuss the importance of human resource in the growth of population.

**Q3)** Explain the following concepts: **[16]**

- a) Literacy ratio.
- b) Sex Ratio.

OR

Define Urbanization. Elaborate factors influencing urbanization.

**Q4)** Discuss relationship between pollution & industrialization. Support your answer with suitable examples. **[16]**

OR

Write detailed short notes on:

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

**P.T.O.**

**Q5)** Write short notes on: (any 4):

**[16]**

- a) Topography.
- b) Expanding age & sex pyramid.
- c) Over population.
- d) Measures to calculate population density.
- e) Urban sprawl.
- f) Trends in Urbanization in developing countries.



Total No. of Questions : 5]

SEAT No. :

**P1153**

**[4767] - 201**

**[Total No. of Pages : 2**

**B.B.A**

**PRINCIPLES OF MANAGEMENT**

**(Semester - II) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define the term Management. Explain the nature of management. **[15]**

OR

What is meant by Management? Explain the relationship between management & administration.

**Q2)** Describe the contribution of F.W.Taylor towards scientific management. **[15]**

OR

What is planning? Explain the process of planning.

**Q3)** Define the term controlling. Explain various techniques of controlling. **[15]**

OR

What is Leadership? Explain Functions & qualities of effective leader.

**Q4)** Write notes: **[15]**

- a) Techniques of Forecasting.
- b) Staffing.

OR

What is direction? Explain various principles of direction.

**P.T.O.**

**Q5)** Write short notes on: (any 4):

**[20]**

- a) Total Quality Management.
- b) Line & Staff Structure.
- c) Social Responsibility of Management.
- d) Delegation of Authority.
- e) Theory X & Theory Y.
- f) Importance of Co-ordination.





Total No. of Questions : 7]

SEAT No. :

**P1154**

[4767] - 202

[Total No. of Pages : 1

**F.Y. B.B.A**

**PRINCIPLES OF MARKETING**

**(Semester - II) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Marketing. Explain various concepts of Marketing? **[16]**

**Q2)** What is Rural Marketing? Explain the features and importance of Rural Marketing. **[16]**

**Q3)** What are the elements of Marketing Mix? Discuss utility of Marketing Mix. **[16]**

**Q4)** What do you mean by a Retailer? Explain various types of retailers by giving suitable examples. **[16]**

**Q5)** Define Market Segmentation. What are the benefits and limitations of Market Segmentation? **[16]**

**Q6)** Define Market Research. Explain various sources of collecting Primary and Secondary data of Marketing research. **[16]**

**Q7)** Write short notes: (Any Four) **[16]**

- a) Product Life Cycle (PLC).
- b) Functions of Physical Supply.
- c) E-Marketing.
- d) Features of Advertising.
- e) Differentiated Marketing.
- f) Importance of MIS.



Total No. of Questions : 7]

SEAT No. :

**P1155**

**[4767] - 203**

[Total No. of Pages : 1

**B.B.A**

**PRINCIPLES OF FINANCE**

**(Semester - II) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Q.No. 1 is Compulsory.*
- 2) *Attempt any Four questions out of the remaining.*
- 3) *Figures to the right indicate full marks.*

**Q1) Write short note (Any Five):** **[20]**

- a) Types of Pref. Share Capital.
- b) Role of Depreciation.
- c) Relationship of Finance department with other departments.
- d) Limitations of Financial Planning.
- e) Organizational structure of Finance Function.
- f) Bonus Shares.

**Q2) What is Financial Management? Explain scope & objectives of Financial Management.** **[15]**

**Q3) What is Financial Planning? Explain objectives, steps involved in Financial Planning.** **[15]**

**Q4) What is Capital Structure? Explain criteria for determining capital structure.** **[15]**

**Q5) Explain Capitalization along with the concept of over capitalization, its causes, consequences & remedies.** **[15]**

**Q6) Explain the following sources of finance:** **[15]**

- a) Equity share capital.
- b) Borrowings from Bank.

**Q7) What is Reserves & Surplus? Explain advantages & limitations.** **[15]**



Total No. of Questions : 5]

SEAT No. :

**P1156**

[4767] - 204

[Total No. of Pages : 4

**B.B.A**

**BASICS OF COST ACCOUNTING**

**(Semester - II) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) a) Fill in the blanks (Any Five): [5]**

- i) The aggregate of Factory Cost & Office Overheads is known as \_\_\_\_\_ .
- ii) Showroom Expenses is an example of \_\_\_\_\_ Overheads.
- iii) \_\_\_\_\_ is the most suitable method of costing in a Transport Company.
- iv) Any loss in excess of the estimated loss is known as \_\_\_\_\_ .
- v) \_\_\_\_\_ is a point where total cost is equal to total revenue.
- vi) Cash Budget is a \_\_\_\_\_ Budget.

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

- i) Cost Accounting does not help in Cost Control.
- ii) Cost unit & Cost Centre have same meaning.
- iii) Contract costing is applicable to construction of building.
- iv) Margin of Safety is a difference between actual sales & estimated Sales.
- v) Standard cost are always pre-determined.
- vi) Normal & Abnormal Losses do not co-exist in Process Costing.

**P.T.O.**

**Q2)** Define the term Cost Accounting & Explain the Advantages of Cost Accounting. **[15]**

OR

What is Cost? Explain various elements of cost with suitable examples.

**Q3)** Write short notes: (Any Three): **[15]**

- a) Cost Unit.
- b) Merits of Job Costing.
- c) Abnormal Gain.
- d) Flexible Budget.
- e) Limitations of Financial Accounting.

**Q4)** Prepare a Cost Sheet of M/s Vijay Ltd. & Show **[16]**

- a) Prime Cost.
- b) Factory Cost.
- c) Cost of Production.
- d) Total Cost.
- e) Net Profit for the year ending 31-3-2014

Particulars	Amount Rs.
Stock on 1-4-2013	
-Raw Material	75,000
-Work-in-progress	22,000
- Finished Goods	50,000
Stock on 31-3-2014	
-Raw Material	55,000
-Work-in-Progress	27,000
-Finished Goods	45,000

Particulars	Amount Rs.
Carriage Outwards	18,000
Legal Charges	15,000
Works repairs	8,000
Bad Debts	3,500
Purchase of raw material	1,85,000
Productive wages	75,000
General Expenses	12,000
Motive Power	32,000
Salesman's Salary	26,000
Printing & Stationery	14,000
Direct Expenses	20,000
Sales	6,00,000
Factory Rent	25,000
Warehouse Rent	30,000
Directors Fees	35,000
Indirect Material	10,000

**Q5) a)** From the following information, prepare a Cash Budget for the month of April to June 2014 **[12]**

Month	Total Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
February	2,00,000	70,000	14,000	6,000
March	2,20,000	90,000	16,000	8,000
April	2,40,000	1,20,000	18,000	10,000
May	2,60,000	1,30,000	18,000	12,000
June	2,80,000	1,40,000	20,000	14,000

Additional Information:

- i) Period of credit allowed by creditors is two months.
  - ii) 25% of sales is for cash & period of credit allowed to debtors is two months.
  - iii) Delay in Payment of wages & expenses are one month.
  - iv) Income Tax Rs. 40,000 is to be paid for June 2014.
  - v) Opening Cash balance as on 1<sup>st</sup> April, 2014 is Rs. 70,000.
- b) 'A' Ltd. Furnishes the following particulars relating to the year ending 31-3-2014: [12]

i) Fixed Cost	2,60,000
ii) Variable Cost	3,00,000
iii) Net Profit	40,000
iv) Sales	6,00,000

You are required to calculate:

- 1) P/V Ratio.
- 2) Break-Even Point.
- 3) Profit for sales Volume of Rs. 10,00,000.
- 4) Volume of sales to make a profit of Rs. 2,00,000.

OR

- b) From the following data, calculate: [12]
- i) Material Cost Variance.
  - ii) Material Price Variance.
  - iii) Material Usage Variance.

Material	Standard Qty. (Kg.)	Standard Rate (Rs.)	Actual Qty (Kg)	Actual Rate (Rs.)
A	1,000	80	1200	70
B	1,500	100	1800	90
C	2,000	120	2400	110



Total No. of Questions : 5]

SEAT No. :

**P1157**

**[4767] - 205**

[Total No. of Pages : 4

**B.B.A**

**BUSINESS STATISTICS**

**(Semester - II) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*
- 3) *Use of calculator is allowed.*
- 4) *Notation and abbreviations have their usual meanings.*

**Q1)** Attempt any four of the following:

**[4 × 4 = 16]**

- a) Write merits and demerits of arithmetic mean.
- b) Draw the Histogram for the following data:

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

And hence find the mode graphically.

- c) Draw the pie-diagram to represent the following information:

Items	Food	House Rent	Clothing	Education	Saving	Other
Monthly Expenditure	300	200	125	110	90	75

- d) Find the combined mean for the following data:

$$\text{Group - I } \bar{X}_1 = 2100, n_1 = 100$$

$$\text{Group - II } \bar{X}_2 = 1500, n_2 = 200$$

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

$$\text{Maximize } Z = X_1 + X_2$$

Subject to

$$X_1 + X_2 \leq 1$$

$$2X_1 + 3X_2 \geq 6$$

$$X_1, X_2 \geq 0$$

- f) Explain why standard deviation is the best measure of dispersion?

**P.T.O.**

**Q2)** Attempt any four of the following:

**[4 × 4 = 16]**

- a) What are the requirements of good sample?
- b) Frequency distribution is given below:

Daily sales (in 000'Rs.)	10-20	20-30	30-40	40-50	50-60	60 and abvoe
No.of Shops	10	18	25	20	12	8

Answer the following questions:

- i) State the type of classification.
  - ii) State the open end class.
  - iii) Class-width of second class.
  - iv) How many shops have sales more than Rs. 40,000.
- c) Write note on correlation Analysis.
- d) A set of 20 values has arithmetic mean 25. Find the arithmetic mean if each value is
- i) doubled
  - ii) increased by 5
  - iii) decreased by 3
  - iv) devided by 2
- e) Calculate mean median and mode for the following data:  
30, 55, 50, 40, 50, 60, 55, 62, 55, 45, 61, 65
- f) Define the term:
- i) Basic solution in LPP.
  - ii) Unbounded solution in LPP.

**Q3)** Attempt any four of the following:

**[4 × 4 = 16]**

- a) Calculate mode for the following frequency distribution.

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



- b) State the properties of regression coefficients.
- c) Calculate Karl Pearsons correlation coefficient for the following data:

Import	12	14	15	16	21	26	21	15	16	14
Export	10	11	14	14	20	22	16	12	15	13

- d) Calculate Quartile Deviation for the following data:  
36, 15, 10, 25, 24, 14, 25, 23, 29, 45, 56, 15, 12
- e) What are the merits and demerits of median?
- f) Obtain an initial basic feasible solution to the following Transportation problem by Matrix Minima Method.

		Destination				Supply
		D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
Sources	S <sub>1</sub>	12	8	6	25	200
	S <sub>2</sub>	6	7	10	18	500
	S <sub>3</sub>	14	3	11	20	300
Demand		180	320	100	400	

**Q4)** Attempt any Two of the following:

**[2 × 8 = 16]**

- a) i) Obtain an initial basic feasible solution using vogels Approximation Method for the following Transportation Problem

		Destination				Supply
		D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
Supply	S <sub>1</sub>	50	150	70	60	50
	S <sub>2</sub>	80	70	90	10	60
	S <sub>3</sub>	15	90	80	80	40
Demand		20	70	50	10	

ii) What is unbalanced Transportation problem? Explain how to convert unbalanced TP to balanced TP.

b) Calculate Quartile deviation and its coefficient for the following data:

Class	0-10	10-20	20-30	30-40	40-50
Frequency	3	12	20	10	5

c) Using coefficient variation, find which of the following batsman is more consistent in scoring.

Score A	42	115	6	73	7	19	119	36	84	29
Score B	47	12	76	42	4	51	37	48	13	0

**Q5)** Attempt any two of the following:

**[2 × 8 = 16]**

a) Calculate mean and median for the following frequency distribution:

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of Students	8	12	20	10	6	2

b) In a study of correlation coefficient between the amount of rainfall (X) and the iron building material (Y) measured in suitable units, the following data were recorded.

X	4.3	4.5	5.9	6.1	5.2	3.8	2.1	7.5	7
Y	86	90	115	102	122	76	50	145	135

Estimate Y when X = 8.

c) Explain the scope of statistics in management science and Industry.



Total No. of Questions : 5]

SEAT No. :

**P1158**

**[4767] - 206**

[Total No. of Pages : 2

**F.Y.B.B.A.**

**216: BUSINESS INFORMATICS**

**(2008 Pattern) (Semester - II)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Question No. 1 is compulsory.*
- 2) *Solve any Three Questions from Question No. 2 to Question No. 5.*
- 3) *Draw figures wherever necessary.*

**Q1) Write short notes: (Any 4)**

**[20]**

- a) Batch File.
- b) Control Panel.
- c) MS-Excel.
- d) Scanner.
- e) Entity Relationship Diagram.

**Q2) a) What is Normalization? Explain the goals of Normalization.**

**[10]**

b) What is Computer? Explain the Characteristics of Computer.

**[10]**

**Q3) a) Explain different types of Programming Languages.**

**[10]**

b) Perform the following:

**[10]**

i)  $(010100)_2 = ( )_8$

ii)  $(CA)_{16} = ( )_{10}$

iii)  $(111011101110)_2 = ( )_{16}$

iv)  $(30245)_8 = ( )_2$

v)  $(654)_{10} = ( )_8$

**P.T.O.**

**Q4) a)** Explain SQL? Explain the types of SQL. **[10]**

b) What is memory? Explain the types of Memory. **[10]**

**Q5) a)** Explain following DOS Commands with example: **[10]**

i) Rmdir

ii) Format

iii) Type

iv) Dir

v) Help

b) Explain SQL statements with example: **[10]**

i) SELECT

ii) CREATE



Total No. of Questions : 5]

SEAT No. :

**P1159**

**[4767] - 301**

[Total No. of Pages : 2

**B.B.A.**

**PERSONALITY DEVELOPMENT**

**( Old 2008 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain in detail stephen covey's 7 Habits of Highly Effective People. **[15]**

OR

Elaborate in detail Introspection and self Assessment.

**Q2)** Define Positive Self Esteem. Discuss DO's and Don'ts of Positive self Esteem. **[15]**

OR

Explain in detail "360 Degree Assessment".

**Q3)** Define term Motivation. Explain Abrahm Maslow's Need Hierarchy Theory of Motivation. **[15]**

OR

Explain the factors affecting Personality Development in detail.

**Q4)** What do you mean by Time Management. Explain the importance and tips for time management. **[15]**

OR

Explain Big five Model in detail.

**P.T.O.**

**Q5) Write Short notes (Any four)**

**[20]**

- a) Mind Mapping.
- b) Self Development.
- c) Extroversion.
- d) Symptoms of Negative Self Esteem.
- e) SWOT.
- f) Body Language.



Total No. of Questions : 5]

SEAT No. :

**P1160**

**[4767] - 302**

**[Total No. of Pages : 2**

**B.B.A.**

**BUSINESS LAW**

**(2008 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** State and explain the provisions relating to the performance of a contract. **[15]**

OR

Discuss various Remedies available to the aggrieved party in breach of contract.

**Q2)** Define and explain the term 'contract of sale', 'sale' and 'Agreement to sell'. Explain the important features of contract of sale. **[15]**

OR

Define and explain the term 'Unpaid seller'. Explain his rights against the goods.

**Q3)** Elaborate the concept of partnership with its salient features and discuss kinds of partnership. **[15]**

OR

Under what circumstances a firm is dissolved under the Indian Partnership Act, 1932. Explain fully.

**Q4)** State and explain various stages of formation of a company. **[15]**

OR

**P.T.O.**

State various kinds of Meetings under the companies Act, 1956 and explain in brief the rules for conducting those meetings.

**Q5)** Write Short notes on (Any four)

**[20]**

- a) Undue Influence.
- b) Effects of Non-Registration of firm.
- c) Share capital structure of a company.
- d) Disqualification of a Director.
- e) Complainant under CPA, 1986.
- f) National commission under CPA, 1986.





Total No. of Questions : 5]

SEAT No. :

**P1161**

**[4767] - 303**

[Total No. of Pages : 2

**B.B.A.**

**313: HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR  
(2008 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Human Resource Management. Differentiate between HRM and Personnel Management. **[15]**

OR

What do you mean by HRP? Explain in detail process of HRP.

**Q2)** What is selection? Explain in detail selection procedure. **[15]**

OR

What do you mean by Management Development? Explain in detail methods of Management Development.

**Q3)** Explain importance of wage and salary Administration. What are the factors affect Employee Remuneration? **[15]**

OR

Discuss various methods of performance Appraisal.

**Q4)** What are the forces leading to change? Why is change resisted? **[15]**

OR

Define O.B. Explain in detail disciplines contributing to O.B.

**P.T.O.**

**Q5) Write Short notes on (Any four)**

**[20]**

- a) Objectives of HRM.
- b) Recruitment policy.
- c) Off-the-Job Training methods.
- d) Fringe Benefits.
- e) O.D.Program.
- f) Challenges before HRM.



Total No. of Questions : 5]

SEAT No. :

**P1162**

**[4767] - 304**

[Total No. of Pages : 3

**B.B.A.**

**MANAGEMENT ACCOUNTING  
(2008 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Management Accounting. Explain in detail advantages and limitations of Management Accounting. **[16]**

OR

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

**Q2)** From the following particulars, you are required to calculate: **[16]**

- a) Current Ratio
- b) Liquid Ratio
- c) Gross Profit Ratio
- d) Debt Equity Ratio

Particulars	Rs.	Particulars	Rs.
Annual Sales	74,40,000	Paid up. Capital	15,00,000
Gross profit	7,44,000	Reserves & Surplus	6,00,000
Fixed assets	16,50,000	7% Debentures	5,00,000
Inventories	9,10,000	Bank Overdraft	2,00,000
Sundry Debtors	12,40,000	Sundry Creditors	12,00,000
Short term Investments	1,60,000	Cash Balance	40,000

**P.T.O.**

**Q3)** ABC Co. Ltd. furnishes the following data:

**[16]**

Particulars	Rs.
Sales	1,70,000
Variable Overheads	1,30,000
Gross Profit	70,000
Fixed Overheads	30,000
Net Profit	50,000

Find out:

- a) P/V Ratio
- b) Break-even point.
- c) Net Profit when Sales are Rs. 5,00,000
- d) Sales required to earn a profit of Rs. 90,000

OR

Define Marginal Costing. Explain in detail advantages and limitations of Marginal Costing.

**Q4)** From the following information, you are required to estimate the net working capital:

**[16]**

Particulars	Cost Per Unit (Rs.)
Raw Material	400
Direct Labour	150
Overheads (Excluding depreciation)	300
Total Cost	850

Additional Information:

Selling Price	1000 per unit
Out put	52,000 units
Raw Materials in stock	Average 4 weeks

Work in Progress (assumed 50% completion stage with full material consumption)	Average 2 weeks
Finished Goods in Stock	Average 4 weeks
Credit allowed by suppliers	Average 4 weeks
Credit allowed to debtors	Average 8 weeks
Cash at Bank is expected to be:	Rs. 50,000

Assume that production is sustained at an even pace during the 52 weeks of the year. All sales are on credit basis.

OR

What do you mean by Ratio Analysis? Explain necessity and advantages of Ratio Analysis.

**Q5) Write Short notes on (Any four)**

**[16]**

- a) Difference between Financial Accounting and Management Accounting.
- b) Flexible Budget.
- c) Break-even Analysis.
- d) Role of Management Accountant in Modern Business.
- e) Limitations of Ratio Analysis.
- f) Cash Flow Statement.



Total No. of Questions : 5]

SEAT No. :

**P1163**

**[4767] - 305**

[Total No. of Pages : 2

**B.B.A.**

**BUSINESS ECONOMICS (Macro)  
(2008 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** “Macroeconomics discusses the functioning of the economy as a whole”.  
Critically examine the given statement. **[15]**

OR

What is National Income? Distinguish between Gross Domestic Product (GDP) and Gross National Product (GNP).

**Q2)** Critically examine Say’s Law of Market. **[15]**

OR

Explain the principle of acceleration with suitable examples.

**Q3)** Discuss the phases and features of Business Cycle. **[15]**

OR

What is monetary policy? Explain the various tools of Monetary Policy.

**Q4)** What is inflation? Explain its types. **[15]**

OR

Describe the Circular Flow of Macroeconomic activity.

**P.T.O.**

**Q5) Write Short notes (Any four)**

**[20]**

- a) Average and Marginal Propensity to Save
- b) Fiscal Policy.
- c) Stock and Flow concept of National Income.
- d) Concept of marginal efficiency of capital.
- e) Aggregate Supply.
- f) Investment Multiplier.



Total No. of Questions : 4]

SEAT No. :

**P1164**

**[4767] - 306**

[Total No. of Pages : 2

**B.B.A.**

**INFORMATION TECHNOLOGY IN MANAGEMENT**

**(2008 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Attempt the following (Any Four).

**[4×5 = 20]**

- a) What are the advantages of Linux Operating system?
- b) Explain Three-tier ERP Architecture.
- c) Explain any two computer hardware and software with example.
- d) How to create tables in Power point.
- e) Explain System software.

**Q2)** Attempt the following: (Any four)

**[4×5 =20]**

- a) Explain different types of Topology.
- b) What is Knowledge Management Systems? Explain types of Knowledge Management Systems.
- c) What are the disadvantages of ERP?
- d) Explain any two Biometrics techniques for System Authorization.
- e) What are the various Security Threats for an information?

***P.T.O.***



**Q3)** Attempt the following (Any four):

**[4×5 = 20]**

- a) Define MIS? Explain use of MIS.
- b) What are the characteristics of Object Orientation?
- c) Explain Firewall. Explain its advantage to protect System.
- d) Compare Ring and Star topology.
- e) Explain any 5 IT Act.

**Q4)** Write short notes (Any Four)

**[4×5 = 20]**

- a) Unix operating system.
- b) TPS.
- c) Types of Networks.
- d) Object oriented analysis (OOA)
- e) Use of Internet.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P1165**

**[4767] - 307**

**B.B.A.**

**301: INDIAN ECONOMY**

**(Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Discuss various indicators of economic development. **[15]**

OR

Describe the nature of Indian economy in detail.

**Q2)** What is population explosion? Explain its causes. **[15]**

OR

State and explain causes of poverty in India.

**Q3)** Critically examine 50 years of planning in India. **[15]**

OR

Define National Income and explain various problems faced in measuring national income.

**Q4)** Explain the meaning of fiscal policy. What are the objectives of fiscal policy in India? **[15]**

OR

Discuss the relation between population and economic development.

**P.T.O.**

**Q5) Write Short notes on (Any four)**

**[20]**

- a) Features of mixed economy.
- b) Bank Rate.
- c) Incidence of poverty.
- d) Targets of 11<sup>th</sup> five year plan.
- e) Selective credit control.
- f) National population policy, 2000.



Total No. of Questions : 7]

SEAT No. :

**P1166**

**[4767] - 401**

[Total No. of Pages : 1

**B.B.A.**

**411: PRODUCTION AND OPERATION MANAGEMENT  
(2008 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

*Q1)* What is 'Plant Layout'? Explain the types of layout.

*Q2)* Define 'Product Design'? State the factors affecting product design.

*Q3)* Explain the importance and procedure of Production Planning.

*Q4)* What is Works Study? State its scope and applications.

*Q5)* What is Productivity? Explain importance and measurement of productivity.

*Q6)* Explain the necessity of safety in an industrial set up.

*Q7)* Write short notes: (Any Four)

- a) Batch Production System.
- b) Product Simplification.
- c) SIMO Chart.
- d) Flow process chart.
- e) Importance of Quality Control.
- f) Importance of Ergonomics.
- g) Status of Governing safety.



Total No. of Questions : 7]

SEAT No. :

**P1167**

**[4767] - 402**

[Total No. of Pages : 1

**B.B.A.**

**INDUSTRIAL RELATIONS AND LABOUR LAWS**

**(2008 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define IR. Explain the scope and Importance of IR.

**Q2)** What is collective bargaining? Explain the features and pre-requisites of the same.

**Q3)** Explain the concept of WPM. What are the levels of WPM? What is role of WPM in maintaining good IR.

**Q4)** Explain the objectives of Industrial Dispute Act 1947.

Differentiate between

- a) Strike and lockout
- b) Lockout and layoff

**Q5)** What are the welfare measures under Factories Act, 1948?

**Q6)** Explain the provisions under Contract Labour Act, 1970, for welfare of contract labours.

**Q7)** Write short notes: (Any two)

- a) Illegal strikes and lockouts under MRTP.
- b) Authorities under various Labour Laws.
- c) Recognition of union under MRTP.
- d) Model Grievance Procedure.



Total No. of Questions : 7]

SEAT No. :

**P1168**

**[4767] - 403**

[Total No. of Pages : 4

**B.B.A.**

**BUSINESS TAXATION  
(2008 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** What is Residential Status? State the rules for determining Residential status of an individual. **[16]**

**Q2)** What do you mean by Gross Annual Value? How it is calculated? **[16]**

**Q3)** Write short notes (Any Two): **[2×8 = 16]**

- a) Give at least 8 items of incomes exempted from tax u/s 10.
- b) What is Agriculture Income? Explain.
- c) Income Chargeable under the head 'Income from other Sources;.

**Q4)** Write Short Notes (Any Four) **[4×4 = 16]**

- a) Meaning of Salary.
- b) Various Heads of Income.
- c) Types of Capital Gain.
- d) Slab of Income Tax
- e) Powers of Income Tax Officers
- f) Tax Deducted at Source (TDS).

**P.T.O.**

**Q5)** Mr. Ravi employee of a XYZ India Ltd., Kolkata receive the following salary and perquisites from his employer during the financial year 2014-15. [16]

- a) Basic pay Rs. 20,000 p.m.
- b) Dearness Allowance Rs. 6,000 p.m. (Rs. 2,000 p.m. enters into retirement benefits)
- c) Educational allowance for two children at Rs. 1,000 p.m. per child and hostel expenditure allowance for elder son Rs. 1,350p.m..
- d) Commission on sales Rs. 40,000.
- e) City Compensatory Allowance Rs. 200 p.m.
- f) Entertainment allowance Rs. 600 p.m.
- g) House Rent Allowance Rs. 2,000 p.m.
- h) Employer's contribution towards recognized provident fund Rs. 35,000
- i) Interest credited to recognized provident fund account was @13% p.a. amounted to Rs. 16,250.
- j) Hospital bill reimbursed by the employer Rs. 12,000.
- k) He has been provided with a motor car of 1.8 litre engine capacity (i.e. 1800cc) power with driver for his official as well as personal use. Running and maintenance expenses are borne by the company.
- l) He has been provided free services of Gardner Rs. 1,400 p.m. and Cook Rs. 1,400 p.m.
- m) Rent paid by the assessee for the house Rs. 2,500 p.m.
- n) Professional Tax Rs. 2,500 p.a. and LIP of Rs. 15,000 p.a. paid by the employer.

Compute his income from salary for the assessment year 2015-16.

**Q6)** Mr. Rudra is the proprietor of business. His Profit and Loss Account for the year ending 31<sup>st</sup> March, 2015 is as follows: **[16]**

Particulars	Amt (Rs.)	Particulars	Amt (Rs.)
To Office Salaries	70,000	By Gross Profit	3,45,000
To Interest on Capital	10,500	By Interest on Fixed	
To Rent and Taxes	20,000	Deposits	15,800
To Motor Car expenses	10,000	By Dividend	5,000
To Depreciation	79,000	By Gift from a Friend	3,500
To Sales Tax	35,000	By Bad Debts Recovered	4,000
To Legal Charges	15,500	(Not allowed as deduction	
To RDD	7,000	earlier)	
To Bonus	16,000		
To Advance Income Tax Paid	14,000		
To Gifts & Presents to			
employees	1,500		
To Net Profit	94,800		
	<b>3,73,300</b>		<b>3,73,300</b>

Additional Information:

- a) Office Salaries includes Rs. 5,000 paid to domestic servant.
- b) Sales Tax includes 4,000 as penalty and Rs. 3,000 as interest for late payment of sales tax charged by the sales tax authority.
- c) Allowable amount of depreciation as per income tax rule is Rs. 76,000.
- d) Advertisement includes Rs. 750 as expenditure incurred for selling household furniture.

Compute the Business income of Mr. Rudra for the AY 2015-16.



**Q7)** Mr. Mayuresh a resident individual the following information for the year ended 31<sup>st</sup> March, 2015. **[16]**

- a) Basic Salary Rs. 30,000 p.m.
- b) Commission fixed Rs. 65,000 p.a.
- c) Employers contribution to R.P.F Rs. 38,400 and equal contribution made by an employee.
- d) He has been provided with a 1650cc car for both official and private purpose. The assessee pays the running and maintenance expenses for the personal use of car.
- e) He paid Rs. 2,700 Professional Tax.
- f) He has given one of his house on rental basis at Rs. 3,000 p.m. Municipal Value of the same house is Rs. 40,000. He paid municipal tax Rs. 3,000 & Ground Rent Rs. 1,000.
- g) Income from Business Rs. 1,05,200.
- h) He received the following:
  - i) Interest on Bank Deposits Rs. 35,000
  - ii) Interest on company deposits Rs. 8,000
  - iii) Dividend from domestic company Rs. 8,000
  - iv) Maturity claim of LIC Rs. 50,000
- i) His savings & investments are as follows:
  - i) Fixed deposits with Bank of Maharashtra Rs. 60,000
  - ii) Mediclaim Insurance Premium Rs. 21,000 on the life of his father (Having age more than 65 years).
  - iii) Tuition fees Rs. 8,000

Compute his total income and of tax liability for the A.Y. 2015-16.



Total No. of Questions : 5]

SEAT No. :

**P1169**

**[4767] - 404**

[Total No. of Pages : 2

**B.B.A.**

**414: INTERNATIONAL BUSINESS  
(2008 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain the nature of International Business. Illustrate with a diagram. **[15]**

OR

Critically evaluate Ricardian theory of comparative cost advantage.

**Q2)** Discuss the Role of Multinational corporation in India. **[15]**

OR

Critically evaluate with suitable examples the financing policies of International monetary fund.

**Q3)** Explain in detail: **[15]**

- a) Crawling Peg System.
- b) Clean Float system.

OR

What are the uses of SDRs? List out its merits & demerits.

**Q4)** What is world trade organisation? Explain its objectives & principles of world trade organisations. **[15]**

OR

What are the objectives and promotional measures of Foreign trade policy?

**P.T.O.**

**Q5) Write Short notes on (Any four)**

**[20]**

- a) Pattern of India Imports.
- b) Trims & Trips.
- c) Features of SAPTA Agreement.
- d) The World Bank & India.
- e) Current Account and Capital Account.
- f) Spot & forward market.



Total No. of Questions : 2]

SEAT No. :

**P1170**

**[4767] - 405**

[Total No. of Pages : 1

**S.Y.B.B.A.**

**MANAGEMENT INFORMATION SYSTEMS**

**(2008 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Solve any five of the following:

**[60]**

- a) Explain the 'general model of system' in detail and state various types of systems.
- b) Explain in detail Quality of Information and Value of Information concept.
- c) Explain structure of MIS based on Management Activities and functions.
- d) Explain in detail 'Herbert Simon Model' in decision-making process.
- e) Explain MIS for Personnel Management in detail.
- f) Explain the phases of decision making, and information needed for the different phases for decision making.
- g) What is EIS? Explain characteristics and benefits of EIS.

**Q2)** Write short notes (any four)

**[20]**

- a) Open and closed system
- b) Information needs of Manager at different levels.
- c) MIS vs. Data processing
- d) Law of Requisite Variety.
- e) Life Cycle Approach
- f) Sensitivity Analysis.



Total No. of Questions : 6]

SEAT No. :

**P1171**

**[4767] - 406**

[Total No. of Pages : 1

**B.B.A.**

**404: SERVICES MANAGEMENT  
(2004 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)**What is services mix? Discuss different 'p' s in considerations with services? **[15]**

**Q2)**What is Technology Transfer in services? Explain with examples. **[15]**

**Q3)**What are the various parameters to check service quality? **[15]**

**Q4)**Discuss various "International Treaties & Agreements" in services sector.**[15]**

**Q5)**What do you mean by physical evidence in services & explained this in the concern of Hospitality Banking & educational sector. **[15]**

**Q6)**Write short notes (Any four). **[20]**

- a) Empowerment.
- b) Total quality Management.
- c) Health sector.
- d) Difference between Goods & services.
- e) Technology obsolescence.



Total No. of Questions : 7]

SEAT No. :

**P1172**

**[4767] - 407**

[Total No. of Pages : 2

**B.B.A.**

**INDIRECT TAXES**

**(2004 Pattern) (Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Describe the Various Provision regarding 'Valuation of Goods' under the Central Excise Act. **[16]**

**Q2)** What are the items specifically included in and excluded from the 'Transaction Value'?' **[16]**

**Q3)** What do you understand by Custom Duty? Briefly explain the types of Custom Duties. **[16]**

**Q4)** What is Value Added Tax Scheme? What are its Merits and demerits. **[16]**

**Q5)** Explain Importance of Levy of Anti-dumping Duty Under the Customs Tariff Act 1975. **[16]**

**Q6)** State the Various Forms under the Central Sales Tax Act. **[16]**

**P.T.O.**

**Q7) Write Short Notes (Any four).**

**[16]**

- a) Dutiable Goods as per Custom Act.
- b) Excisable Goods.
- c) Maximum Retail Price (MRP) as Per C.E. Act.
- d) Dealer as per Bombay Sale Tax (VAT).
- e) Export as per Central Sales Tax.



Total No. of Questions : 6]

SEAT No. :

**P1173**

**[4767] - 501**

**[Total No. of Pages : 2**

**B.B.A.**

**SUPPLY CHAIN & LOGISTICS**

**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Question No.6 is compulsory.*
- 2) *Answer any 4 out of the remaining.*

**Q1)** Define physical distribution & state its importance. List the participants in physical distribution. **[15]**

**Q2)** What is marketing channels? Explain channels for consumer goods & Industrial goods. **[15]**

**Q3)** State the objectives and elaborate on the components of supply chain management. **[15]**

**Q4)** Define logistics. Explain components & significance of logistics management. **[15]**

**Q5)** M/S. S.P. group requires 50,000 units of a particular type of material for manufacturing. They spend Rs. 10 to hold the stock. The cost of order writing, primary checking and inwarding stores is Rs. 60/- per order. The holding cost is estimated at Rs. 3/- per unit, for storage additionally 30% per unit per year as opportunity cost of capital. You are required to find out EOQ and Annual Inventory cost. **[15]**

**P.T.O.**



**Q6)** Write Short Notes (Any four).

**[20]**

- a) Cost Associated with Inventory.
- b) Horizontal Marketing system.
- c) Order processing.
- d) Functions of wholesalers.
- e) International Marketing Channels.



Total No. of Questions : 5]

SEAT No. :

**P1174**

**[4767] - 502**

**[Total No. of Pages : 2**

**B.B.A.**

**ENTREPRENEURSHIP DEVELOPMENT**

**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** What is Business Plan? What guidelines would you follow while preparing a Business plan. **[15]**

OR

What do you mean by 'Business Environment'? Highlight its importance.

**Q2)** Define the term 'Entrepreneur'. Elaborate the needs and functions of an Entrepreneur. **[15]**

OR

Define Entrepreneurship. State the Difference between Employment and Entrepreneurship?

**Q3)** Explain the following terms in brief. **[15]**

- a) Venture Capital
- b) Private Investors
- c) Corporate Investors

OR

What do you mean by Preliminary Project Report?

Explain its importance and contents.

**P.T.O.**

**Q4)** What do you mean by Questionnaire? Explain in brief various Methods of Market Survey. **[15]**

OR

Explain basic types of Entrepreneurs. Describe the Entrepreneurial Career of Shri Pramod Chaudhari.

**Q5)** Write notes on any four of the following: **[20]**

- a) Objective of business plan.
- b) Break-even Analysis.
- c) SWOT Analysis.
- d) Prime Minister Employment Generation Programme (PMEGP).
- e) Micro, Small and Medium Enterprises (MSME).
- f) Idea Generation.



Total No. of Questions : 7]

SEAT No. :

**P1175**

**[4767] - 503**

[Total No. of Pages : 1

**T.Y.B.B.A.**

**BUSINESS ETHICS**

**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Ethics. Explain the approaches to ethics. **[16]**

**Q2)** What is Business Ethics? Explain the difference between corporate responsibility and business ethics. **[16]**

**Q3)** Explain the ethical practices and approaches in Global Business. **[16]**

**Q4)** What is social responsibility? State arguments in favour and against social responsibility. **[16]**

**Q5)** What is functional ethics? Explain the types of ethics according to functions of business. **[16]**

**Q6)** Discuss on 10 Commandments. Explain how they are applicable in today's business? **[16]**

**Q7)** Write short notes on: (Any four) **[16]**

- a) Importance of ethics.
- b) Nature of business ethics
- c) Business Development.
- d) Ethics and Environmental protection
- e) Marketing Ethics.
- f) Audit of ethical behaviour.



Total No. of Questions : 5]

SEAT No. :

**P1176**

**[4767] - 504**

[Total No. of Pages : 2

**B.B.A.**

**RESEARCH METHODOLOGY (Tools and Analysis)**

**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Research along with the process.

**[15]**

OR

Define Primary Data and any three sources in detail.

**Q2)** State and explain the Non-Probability sampling methods.

**[15]**

OR

Explain observation method with its types merits and demerits.

**Q3)** Explain Tabulation, scaling and measurement.

**[15]**

OR

Define hypothesis. Explain its types.

**Q4)** Explain Research paper along with the types and characteristics.

**[15]**

OR

Define Research design with need & features.

**P.T.O.**

**Q5)** Write short notes on any four :

**[20]**

- a) Secondary data.
- b) Group discussion method.
- c) Testing of hypothesis.
- d) Data coding.
- e) Any two types of research.
- f) Simple random sampling.



Total No. of Questions : 6]

SEAT No. :

**P1177**

**[4767] - 505**

[Total No. of Pages : 2

**B.B.A.**

**515-A: FINANCE: ANALYSIS OF FINANCIAL STATEMENTS  
(2008 Pattern) (Semester - V) (Specialisation -I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Question No. 5 & Q.No. 6 are compulsory.*
- 2) *Attempt any "Three" out of remaining.*
- 3) *All questions carry equal marks.*

**Q1)** Explain in detail "Horizontal" format of Balance sheet as per companies Act 1956, schedule VI. **[16]**

**Q2)** Write a note on:- **[16]**

- a) Common size Balance sheet
- b) Comparative income statement.

**Q3)** Explain "Ratio Analysis" with the advantages & limitations of ratios. **[16]**

**Q4)** Define "Cash flow statement". Distinguish between cash flow analysis & Funds flow analysis. **[16]**

**Q5)** The following data are extracted from the accounts of two companies in an industry. **[16]**

	ABC Ltd.	XYZ Ltd
	Rs.	Rs.
a) Sales	32,00,000	30,00,000
b) Profit after tax	1,23,000	1,58,000

**P.T.O.**

c) Equity capital (Rs. 10/- per share)	10,00,000	8,00,000
d) General Reserve	2,32,000	6,42,000
e) Long term debt	8,00,000	6,60,000
f) Creditors	3,82,000	5,49,000
g) Bank credit (Shortest Term)	60,000	2,00,000
h) Fixed Assets	15,99,000	21,02,000
i) Inventories	3,31,000	8,09,000
j) Other current assets	5,44,000	4,52,000

You are required to calculate liquidity, profitability, activity & leverage ratios & comment on the same.

**Q6)** From the following balance sheets of Mr. W prepare a cash flow statement. [16]

Liabilities	2002	2003	Assets	2002	2003
Capital	5,00,000	6,12,000	Land & Building	3,00,000	4,40,000
Creditors	1,60,000	1,76,000	Plant & Machinery	3,20,000	2,20,000
Mrs. W's Loan	1,00,000	-	Stock	1,40,000	1,00,000
Loan from Bank	1,60,000	2,00,000	Debtors	1,20,000	2,00,000
			Cash	40,000	28,000
	<u>9,20,000</u>	<u>9,88,000</u>		<u>9,20,000</u>	<u>9,88,000</u>

Additional information:-

A machine costing Rs. 40,000 (accumulated depreciation Rs. 12,000) was sold per Rs. 20,000/-. The provision for depreciation on 31.12.02 was Rs. 1,00,000/- & on 31.12.03 Rs. 1,60,000/-.

The net profit for the year 2003 was Rs. 1,80,000./-





Total No. of Questions : 6]

SEAT No. :

**P1178**

**[4767] - 506**

**[Total No. of Pages : 2**

**B.B.A.**

**SALES MANAGEMENT  
(Specialization - I- Marketing)  
(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) a)** “Managing the sales force is nothing but managing your sales performance”. Explain. **[10]**

b) What is salesmanship? Enlist characteristics of successful salesman. **[10]**

**Q2)** What is meant by sales training? Explain areas of sales training with example. **[15]**

**Q3)** Define personal selling. What is the role of relationship marketing in personal selling. **[15]**

**Q4)** What is sales organization? Explain in detail its structure. **[15]**

**Q5)** Define sales forecasting. What are the methods of estimating market & sales potential. **[15]**

**P.T.O.**

**Q6)** Write Short Notes. (Any Three).

**[15]**

- a) Sales Leads.
- b) Customer Loyalty.
- c) Non-monetary compensations.
- d) Sales Records.
- e) Sales Detections.



Total No. of Questions : 7]

SEAT No. :

**P1179**

**[4767] - 507**

**[Total No. of Pages : 2**

**T.Y.B.B.A.**

**HUMAN RESOURCE MANAGEMENT- PRINCIPLES AND  
FUNCTIONS**

**(Specialisation - I)**

**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Attempt any four questions form Q.1 to Q.6 and Q.7 is compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1)** Define the term performance Appraisal. Explain the various methods of performance Appraisal. **[15]**

**Q2)** Define the term Human Resource Planning. Describe in detail the process of HR Planning. **[15]**

**Q3)** Explain the concept of Management Development Programme. Discuss various methods of Management Development. **[15]**

**Q4)** What is Recruitment? Describe various external sources of Recruitment. **[15]**

**Q5)** What is the role of H.R. Manager in the Global Scenario in Indian Context. Discuss . **[15]**

**Q6) a)** Write an explanatory note on VRS. **[7]**

b) Describe challenges in implementing an Exit Policy. **[8]**

**P.T.O.**

**Q7) Write Short Notes on. (Any four).**

**[20]**

- a) Distinction between Personnel Management and Human Resource Management.
- b) Internal sources of recruitment.
- c) Benchmarking.
- d) Personnel Records.
- e) Strategic HRM.
- f) Evaluation of Training Programme.



Total No. of Questions : 6]

SEAT No. :

**P1180**

**[4767] - 508**

**[Total No. of Pages : 2**

**B.B.A.**

**515-D: MANAGEMENT OF SERVICES**

**Service Sector Management**

**(2008 Pattern) (Semester - V) (Specialisation -I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) Question No.1 is compulsory.*
- 2) Attempt any 4 from remaining.*
- 3) Figures to the right indicate full marks.*

**Q1) a)** Explain the increasing importance and role of services in Indian Economy. **[10]**

b) Define Services. Explain its various characteristics. **[10]**

**Q2)** State various challenges in Services marketing at Global Level in IT and IT-Enabled Service Sector. **[15]**

**Q3)** What is Service Force? How are they considered while designing services?**[15]**

**Q4)** Explain Scope for customization and judgment of services. **[15]**

**Q5)** What is global brand dominance in service industry? Explain in brief globalization and corporate culture. **[15]**

**P.T.O.**

**Q6)** Write Short Notes. (Any Three).

**[15]**

- a) Queuing Strategy.
- b) Service Quality.
- c) Banking and Insurance Service.
- d) Spectrum of Forces.
- e) Service Design.



Total No. of Questions : 5]

SEAT No. :

**P1181**

**[4767] - 509**

[Total No. of Pages : 2

**B.B.A.**

**AGRICULTURAL AND RURAL DEVELOPMENT**  
**(Specialisation - I): Agriculture and Business Management**  
**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** 'Rural Development is complementary to the development of Indian Economy'.  
Discuss. **[15]**

OR

Comment elaborately on 'Cooperative Rural Credit'.

**Q2)** What is the place of agriculture in Indian Economy? **[15]**

OR

Critically examine NERGA.

**Q3)** Explain: **[15]**

- a) Abolition of intermediary
- b) Tenancy Reforms.

OR

**P.T.O.**

Explain Development of Dairy Industry and its progress.

**Q4)** 'Drip irrigation is need of time'. Discuss..

**[15]**

OR

Explain the importance of agriculture taxation.

**Q5)** Write short notes (Any four).

**[20]**

- a) NABARD.
- b) PACS.
- c) Concept of food security.
- d) Mechanisation of agriculture.
- e) Mid day meal scheme.
- f) SHGs.





Total No. of Questions : 6]

SEAT No. :

**P1182**

**[4767] - 510**

**[Total No. of Pages : 2**

**T.Y.B.B.A.**

**LONG TERM FINANCE**

**Specialisation - II: Finance**

**(2008 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) a)** M/S Sario Industries Ltd. has following capital structure on 31<sup>st</sup> March 2014.

Particulars	Amount (Rs)
5.5% Term loan from HDFC Bank	2,50,000
6.5% Preference shares	1,50,000
Equity share capital (No. of shares 20,000)	1,00,000
Retained earnings	1,50,000
7% Debentures (Rs. 100 each fully paid)	3,00,000

The shares are quoted at Rs. 64/- per share on stock exchange, company has paid Rs. 16/- per share as a dividend to its share holders. Expected growth rate is 10% p.a. Assume Income tax rate as 50%. The cost of equity and that of retained earnings is the same. Calculate Weighted Average cost of capital. **[10]**

b) A company has sales of Rs. 20,00,000, Variable cost of Rs. 14,00,000 and fixed cost of Rs. 4,00,000. Debt of Rs. 10,00,000 at 10% rate of Interest. What are the Operating, financial and combined Leverages? **[6]**

**P.T.O.**

**Q2)** Discuss in detail principles governing financial plan with the process of financial planning. **[16]**

**Q3)** Write a note on Risks involved in Capital budgeting. Explain in brief various methods of evaluating Investment proposals. **[16]**

**Q4)** Explain the features of following source of long term finance. **[16]**

- a) Preference share capital
- b) Debenture capital
- c) Lease financing.

**Q5)** Explain the term ‘Capitalisation’? Also write the concept of over capitalisation with its causes, effects and remedies. **[16]**

**Q6)** Write short notes : (Any four) **[16]**

- a) Owned Capital and Borrowed Capital
- b) Trading on capital
- c) Risk and Leverages.
- d) Features of public deposits.
- e) Capital structure with factors affecting capital structure.
- f) Retained earnings.



Total No. of Questions : 6]

SEAT No. :

**P1183**

**[4767] - 511**

[Total No. of Pages : 1

**B.B.A.**

**516 B:MARKETING: RETAIL MANAGEMENT  
(2008 Pattern) (Semester - V) (Specialisation - II)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Question No.6 is compulsory.*
- 2) *Attempt any 4 out of remaining.*

**Q1)** Define Distribution channels in Marketing. Discuss in brief the forms of distribution channels in Marketing. **[15]**

OR

Define Retailing. Characteristics of Retailing.

**Q2)** Define in brief 'Retail Location'. Explain in detail various types of Retail locations. **[15]**

**Q3)** Explain in detail Merchandise Planning. **[15]**

**Q4)** Explain in detail types of Channel Integration. **[15]**

**Q5)** Explain in detail Role of I.T in Retailing. **[15]**

**Q6)** Short Notes (Any Four out of five ) **[20]**

- a) Non-store Retailing.
- b) Store design.
- c) Franchising.
- d) Retail Management.
- e) Retail Pricing.



Total No. of Questions : 5]

SEAT No. :

**P1184**

**[4767] - 512**

[Total No. of Pages : 2

**B.B.A.**

**516 - C: HUMAN RESOURCE PRACTICES**

**Human Resource Management**

**(2008 Pattern) (Semester - V) (Specialisation - II)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define the term 'executive Compensation'. State the various objectives & principles. **[16]**

OR

Explain the various wage. Incentives schemes.

**Q2)** Discuss the important provisions regarding working conditions under factories Act 1948. **[16]**

OR

What is Worker's participation in management & State the various methods of workers participation in Management.

**Q3)** Define Organizational Development. Explain the role of Power & politics for practice of organizational Development. **[16]**

OR

Define Industrial Relations. Explain the requirements of successful industrial Relation programme.

**Q4)** What is Act of Indiscipline? State the various causes of indiscipline. **[16]**

OR

What is collective Bargaining? State its importance & limitations.

**P.T.O.**

**Q5) Write Short notes on (Any four)**

**[16]**

- a) Wage Administration Rules.
- b) Causes of Industrial Accidents.
- c) OD interventions.
- d) Type of Discipline.
- e) Problems of collective Bargaining.



Total No. of Questions : 5]

SEAT No. :

**P1185**

**[4767] - 513**

**[Total No. of Pages : 2**

**B.B.A.**

**MARKETING SERVICES**

**Service Sector Management**

**(2008 Pattern) (Semester - V) (Specialisation -II)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) Discuss in detail Gaps in Quality.**

**[15]**

OR

Explain the nature of Service Marketing Environment.

**Q2) What do you mean by TQM? Illustrate its Importance in Service Sector.[15]**

OR

Give the guidelines for New Service Development.

**Q3) Explain various Pricing Strategies used in Service Sector.**

**[15]**

OR

Explain different approaches to Service Competition.

**Q4) Explain the challenges faced by the firm for managing people in Service Industry.**

**[15]**

OR

Describe the concept Employee Satisfaction and Customer Satisfaction.  
Explain its' role and significance in Service Marketing.

**P.T.O.**

**Q5) Write Short notes on (Any four)**

**[20]**

- a) Managing Service Competition.
- b) Perceived quality.
- c) Role of Marketing Services in Service Competition.
- d) Brand in Services.
- e) Digital Revolution in Service economy.
- f) Right Service Culture.



Total No. of Questions : 5]

SEAT No. :

**P1186**

**[4767] - 514**

**[Total No. of Pages : 2**

**B.B.A.**

**INTERNATIONAL AGRICULTURAL SYSTEM**

**Agriculture Business Management**

**(2008 Pattern) (Semester - V) (Specialisation -II)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Discuss in detail -"Israel is a major exporter of fresh produce and a world leader in Agriculture Technologies despite the fact that the Geography of Israel is not naturally conducive to agriculture". **[15]**

OR

Explain in detail the peculiarities of farming system in America.

**Q2)** How Genetically modified crops are different from traditional crops? Discuss the advantages and disadvantages of Genetically Modified crops. **[15]**

OR

What is ecological farming and How can consumer support ecological farming? Discuss in detail the benefits of ecological farming.

**Q3)** Write a explanatory note on 'Agreement on Agriculture' and also discuss its criticisms. **[15]**

OR

Discuss in detail the controversy regarding Agricultural subsidy.

**Q4)** What is Agricultural SEZs? Explain the SWOT analysis for Indian Agricultural SEZs. **[15]**

OR

**P.T.O.**



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

**Q5)** Write Short notes on (Any four)

**[20]**

- a) Effects of global recession on International Agricultural system.
- b) Limitations of ecological farming.
- c) Agro processing Zones.
- d) Sustainable Agriculture.
- e) Export potential of Agri Business.
- f) WTO and Indian Agriculture.



Total No. of Questions : 6]

SEAT No. :

**P1187**

**[4767] - 601**

[Total No. of Pages : 1

**T.Y.B.B.A.**

**611: BUSINESS PLANNING & PROJECT MANAGEMENT  
(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** What are the various techniques of forecasting? **[16]**

**Q2)** Define project. Explain the various stages in a project life cycle as defined by Pmbok? **[16]**

**Q3)** What are the functions & responsibilities of a project manager. **[16]**

**Q4)** Explain in detail, Partnering, chartering & change in respect to project co-ordination. **[16]**

**Q5)** What do you understand by project termination? Explain the various steps to be taken in termination? **[16]**

**Q6)** Write Short Notes (Any Four) **[16]**

- a) Project Audit.
- b) Planning premises.
- c) Project maturity model.
- d) Project proposal.
- e) Resource loading.



Total No. of Questions : 7]

SEAT No. :

**P1188**

**[4767] - 602**

**[Total No. of Pages : 2**

**T.Y.B.B.A.**

**EVENT MANAGEMENT  
(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) a)** Assuming that you are organizing 'A National Level Dance Competition'. As an Event Manager give an outline for organizing the event. **[10]**

b) "Post Event follow up is an important duty of an Event Manager". Justify it with suitable example. **[10]**

**Q2)** Discuss various criteria while choosing the event venue with appropriate example. **[15]**

**Q3)** Describe the characteristics of following events: **[15]**

- a) Charitable Events.
- b) Artistic Events
- c) Special Business Events.

**Q4)** Explain in detail the different basis for event variation. **[15]**

**Q5)** Describe the Basic Evaluation Process critically. **[15]**

**P.T.O.**

**Q6)** What is Event Management? Explain the functions of Event Management as per Management Theory. **[15]**

**Q7)** Write short notes: (Any three) **[15]**

- a) Reach Interaction Matrix.
- b) Brand Building.
- c) Market Segmentation.
- d) Importance of Negotiation Skills for Event Managers.
- e) Non Revenue Generating Customers.



Total No. of Questions : 6]

SEAT No. :

**P1189**

**[4767] - 603**

[Total No. of Pages : 1

**T.Y.B.B.A.**

**MANAGEMENT CONTROL SYSTEM**

**(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Management control system. Explain the essential steps in designing a Management control system.

**Q2)** What is an Expert system? Explain the advantages and limitations of Expert Systems.

**Q3)** Explain the reasons for workers resistance to control. What steps can be taken by the Management to overcome the resistance?

**Q4)** What do you mean by decision-making? Explain structured and Unstructured decision.

**Q5)** What is project control? Explain the objectives and process of project control.

**Q6)** Write short notes: (any four).

- a) Nature of control
- b) Accounting Information
- c) Difference between production planning and production control.
- d) Computer for Management control purposes.
- e) Project Revisions.



Total No. of Questions : 7]

SEAT No. :

**P1190**

**[4767] - 604**

[Total No. of Pages : 2

**B.B.A.**

**E-COMMERCE**

**( 2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Question No. 7 is compulsory.*
- 2) *Answer any four out of the remaining.*
- 3) *Figures to the right indicate full marks.*

**Q1)** What is electronic payment? “process of EPS”. Explain in details with diagram. **[15]**

**Q2)** Explain linking objectives to Business strategies. **[15]**

**Q3)** Explain Functions of E-Commerce? Explain advantages and disadvantages of e-commerce. **[15]**

**Q4)** What do you mean by domain name? Explain various stages for building your own website. **[15]**

**Q5)** Define the term Extranet? Explain advantages and disadvantages of Internet? **[15]**

**Q6)** Discuss advantages and disadvantages of EDI. **[15]**

**P.T.O.**

**Q7)** Write short notes (Any four).

**[20]**

- a) Online shopping.
- b) E-Governance of India.
- c) Scope of e-commerce.
- d) Banner Exchange.
- e) Paperless Bill.
- f) Concept of C2C in commerce.



Total No. of Questions : 7]

SEAT No. :

**P1191**

**[4767] - 605**

**[Total No. of Pages : 2**

**B.B.A.**

**FINANCIAL SERVICES  
Specialisation - III: Finance  
(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any four out of following.*
- 3) *All questions carry equal marks.*

**Q1) Write short-Notes (Any four).**

**[20]**

- a) Venture capital
- b) Commercial papers
- c) BSE
- d) Activity Based costing
- e) Forfaiting
- f) IRDA

**Q2) Explain in detail overview of Indian financial system since 1991.**

**[15]**

**Q3) What is financial market. Distinguish between capital Market and Money Market.**

**[15]**

**Q4) Explain in detail management of initial public offer (IPO).**

**[15]**

***P.T.O.***



**Q5)** Write a note on: **[15]**

a) Mutual fund

b) Factoring

**Q6)** Explain in detail role of SEBI as a Regulatory Authority. **[15]**

**Q7)** What is Mergers & Acquisitions? Explain the advantages & limitations of the same. **[15]**



Total No. of Questions : 5]

SEAT No. :

**P1192**

**[4767]-606**

[Total No. of Pages : 2

**T. Y. B.B.A.**

**ADVERTISING AND SALES PROMOTION**

**(Specialisation - III - Marketing)**

**(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks :80*

*Instructions to the candidates:*

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

**Q1) Define advertising. Discuss on growth of Advertising? [15]**

OR

Write a note on factors influencing the size of Advertising Budget?

**Q2) State various essential elements of Ad copy? [15]**

OR

What are the different types of internet advertising seen today?

**Q3) Define media. State factors affecting selection of media? [15]**

OR

What is permission marketing? Elaborate?

**Q4) What do you understand by place mix? State factors affecting choice of distribution channel? [15]**

OR

Which are the different techniques of sales promotion used to influence consumer?

**P.T.O.**

**Q5)** Write short notes (Any Four):

**[20]**

- a) Concept of reach, frequency and rating.
- b) AIDA formula.
- c) Brand equity.
- d) Visualisation.
- e) Surrogate selling.
- f) Website tracking.
- g) Product brief.

*EEE*

Total No. of Questions : 7]

SEAT No. :

**P1193**

**[4767]-607**

[Total No. of Pages : 2

**B.B.A**

**LABOUR LAWS**

**(Specialisation -III: Human Resources Management)**

**(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks :80*

*Instructions to the candidates:*

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

**Q1)** How is the amount of compensation payable to an injured workmen calculated under workmen's compensation Act. 1923. **[15]**

**Q2)** Describe briefly the scope and nature of benefits available to employees under the employees state Insurance Act. 1948. **[15]**

**Q3)** Explain the employee's Provident fund scheme in details. **[15]**

**Q4)** Explain the following: **[15]**

- a) Set on and set off
- b) Allocable surplus.
- c) Available surplus.

**Q5)** Explain how is the amount of gratuity determined under payment of gratuity Act 1972. **[15]**

**Q6)** Define the following with reference to employee Provident Fund Act 1952. **[15]**

- a) Basic Wages
- b) Employer
- c) Exempted Employee

**P.T.O.**

**Q7) Write Short Notes on any 4:**

**[20]**

- a) Features of payment of Bonus Act.
- b) Concept of Nomination under Payment of Gratuity Act.
- c) Sickness Benefit.
- d) Arising out of and in the course of employment.
- e) Continuous service under payment of Gratuity Act.
- f) Concept of disablement under workmen compensation Act.

*EEE*

Total No. of Questions : 7]

SEAT No. :

**P1194**

**[4767]-608**

[Total No. of Pages : 1

**B.B.A.**

**SPECIAL SERVICES OF MARKETING IN INDIA**

**(Specialisation - III: Services Sector Management )**

**(2008 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks :80*

*Instructions to the candidates:*

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

**Q1)** Discuss service sector in India. Briefly explain reasons for growth of service sector in India. **[20]**

**Q2)** What is Bank Marketing? Explain different types of banking services. **[15]**

**Q3)** Explain the concept of Insurance Marketing. Discuss the promotion and place mix for insurance service marketing. **[15]**

**Q4)** What is tourism industry in perspective to India? Explain the different bases for segmenting the tourism market. **[15]**

**Q5)** What is the meaning of healthcare marketing? Justify mobility mix for Medicare services. **[15]**

**Q6)** Brief about marketing of entertainment services. Discuss different ways of marketing entertainment services in India. **[15]**

**Q7)** Write short notes (ANY THREE): **[15]**

- a) MIS in Bank.
- b) Users of banking services.
- c) Price mix of Insurance services.
- d) Special features of Indian tourism marketing.
- e) Services marketing for higher education.

*EEE*

Total No. of Questions : 5]

SEAT No. :

**P1195**

**[4767]-609**

[Total No. of Pages : 2

**B.B.A**

**615-(E): SPECIAL SERVICES OF AGRICULTURE IN INDIA**

**2010-605 (E): Recent Trend and Agriculture**

**(2008 Pattern) (Semester - VI) (Specialisation - III)**

*Time : 3 Hours]*

*[Max. Marks :80*

*Instructions to the candidates:*

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

**Q1)** Elaborate on the impact of international Agri - Business on the Indian Economy. **[16]**

OR

Write a note on the current position of Agricultural research and education in India.

**Q2)** Write a detailed note on the wine Industry. **[16]**

OR

Elaborate the position of cotton - Textile Industry.

**Q3)** Explain the meaning of agricultural marketing and pre-requisites of a good marketing system. **[16]**

OR

Elaborate in the problems of live stock management with reference to Fisheries and cattle.

**Q4)** Write a detailed note on the Agro-based Industry and their linkage to the Indian Economy. **[16]**

OR

**P.T.O.**

Explain in detail the processing of Agricultural product with suitable examples and also state the problems faced by processing units.

**Q5)** Short notes:

**[16]**

- a) Contract farming
- b) Agricultural Insurance
- c) Poultry Industry
- d) Agricultural Retailing

*EEE*



Total No. of Questions : 3]

SEAT No. :

**P1196**

**[4767] - 610**

[Total No. of Pages :3

**T.Y.B.B.A.**

**CASES IN FINANCE**

**(Specialisation-IV: Finance)**

**(Semester-VI) (2008 Pattern)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Use of calculator is allowed.*

**Q1)** A company's whose cost of capital is 12% is considering two projects A&B. The following data are available. Cash inflows are given by considering depreciation & profit after tax. **[20]**

	Project A	Project B
Investment cash flows	1, 40, 000	1, 40, 000
Year 1	20,000	1,00,000
Year 2	40,000	80,000
Year 3	60,000	40,000
Year 4	1,00,000	20,000
Year 5	1,10,000	20,000
Total	3,30,000	2,60,000

Select the most suitable project by using the following method.

- a) Pay Back period
- b) Net Present Value
- c) Profitability Index.

Note:- It is assumed that cash inflows will accure evenly during the year.

The present value of Re.1 at 12 %

Year	1	2	3	4	5
NPV	0.9	0.8	0.7	0.6	0.55

OR

**P.T.O.**

Suresh engineering Ltd., is considering two investments, each of which requires on initial investment of Rs. 1,80,000. The total cash inflow i.e. profit after taxes and depreciation charges for each project are:- [20]

Year	Project A (Rs.)	Project B (Rs.)
1	30,000	60,000
2	50,000	1,00,000
3	60,000	65,000
4	65,000	45,000
5	40,000	-----
6	30,000	-----
7	16,000	-----

The cost of capital is 8% select the most suitable project by using the following method.

- a) Pay Back period.
- b) Net Present Value method.
- c) Profitability Index.

P.V. Factor at 8%

Year	1	2	3	4	5	6	7
NPV at 8%	0.926	0.857	0.794	0.735	0.681	0.630	0.583

**Q2)** The following is the capital structure of a Ltd. Co.

Source of Finance	Amount (Rs.)	Proportion	Cost after tax %
Equity share capital (4,000 shares of Rs. 100 each)	4,00,000	40	14
Retained earnings (Reserve)	2,00,000	20	13
Preference share capital	1,00,000	10	12
Debt	3,00,000	30	09

Calculate the weighted average cost of capital of the company. [15]

**Q3)** From the following information, you are required to estimate the net working capital. **[15]**

	Cost per units(Rs.)
Raw Material	400
Direct Labour	150
Overheads (excluding depreciation)	300
Total	<u>850</u>

Additional information:

- 1) Selling Price : Rs. 1000 per units
- 2) Output : 52,000 units per annum
- 3) Raw materials in stock : Average 4 weeks
- 4) Work -in-progress : Average 2 weeks  
(assume 50% of completion stage with full material consumption)
- 5) Credit allowed by suppliers : Average 4 weeks
- 6) Credit allowed by debtors : Average 8 weeks
- 7) Cash at bank expected to be : Rs.50,000

Assume that production is sustained at an even pace during the 52 weeks of the year. All sales are on credit basis. State any other assumptions that you might have made while computing.



Total No. of Questions :4]

SEAT No. :

**P1197**

**[4767]-611**

[Total No. of Pages : 4

**B.B.A**

**(616 -B): CASES IN MARKETING**

**(Specialisation -IV: Marketing)**

**(2008 Pattern) (Semester - VI)**

*Time : 2 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) Case -1**

**[20]**

India's Refrigerator market estimated at Rs. 2750 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 manufacturers 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 is 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 player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer 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% • L.G 1% • Others 1%

***P.T.O.***

Questions:

- a) Could the refrigerator market be segmented on geographical base planned by Electrolux?
- b) What would be the marketing mix for rural market?
- c) Would 125L and 150 L models be an ideal choice to launch in rural market?

**Q2) Case - 2**

**[15]**

Volkswagen is one of the world's leading automobile manufacturers and the largest carmaker in Europe. As Volkswagen pursues its goal of becoming the number one automaker in the world by 2018, India has become a key component of its strategy. India is currently the world's second fastest growing car market, with shipments expected to more than double by 2018.

As a relatively recent entry into the Indian automotive market, VW needed to raise brand awareness. To address this challenge, Volkswagen's marketing team focused one of its key brand pillars, innovation, to make a strong impact throughout the roll-out in India. Innovation was showcased not only in Volkswagen's product introductions, but also in its communications and advertising. VW India created groundbreaking campaigns such as the world's first 'talking newspaper', which used light-sensitive chips to speak to readers about Volkswagen as they turned the pages of their morning newspaper. The talking newspaper ad created a sensation in India, and garnered worldwide attention for taking print advertising to a new level.

In one year, brand awareness increased from 8% to 37% percent. LinkedIn approached Volkswagen India with an opportunity to be the auto major to establish a presence on LinkedIn Company Pages.

Questions:

- a) Analyse the case with suitable title.
- b) According to your opinion, whether VW should grab the opportunity to be with LinkedIn or stick to print media. Justify with reasons.

**Q3) Case - 3**

**[15]**

Fisher-Price was one of the subsidiaries of Mattel, the world's largest toy making company. Fisher-Price had introduced Play Labs where the research team observed the manner in which kids played with the toys, such child research centre was the first of its kind in the toy industry. The company decided to introduce Kid Tronics range which it could have launched five years ago but preferred to wait for the cost to come down to make it durable. It had historic record of producing durable toys which provided it with a competitive edge in the industry. It dealt in toys for three segments: infant (0-12 months), toddler (12-36 months), and preschool kids (3-5 years). The company faced challenge due to high cost, huge investments require in product design and development, and other external factors like knock offs, competition etc.

It was expected that the market for the electronic toys for kids will be growing at the rate of 15% per annum. The sales were expected to reach US \$ 146 billion by 2015. It's Kid Tronics products range was in accordance with the trend in the toy market. It differentiated itself by promoting an entire product range instead of pushing single item in the toy market. It promoted high tech toys as an aid for the educational tools for a child's development.

Questions:

- a) Analyse the potential of electronic toys for kids as consumers.
- b) Discuss marketing strategies followed by Fisher Price to maintain number 1 position.

**Q4) Case - 4**

**[15]**

Pulsar is developed by the product engineering division of Bajaj Auto in association with motorcycle designer Glynn Kerr. Currently there are four variants available - with engine capacities of 135 cc, 150 cc, 180 cc and 220 cc. Pulsar is the leader in the 150 cc segment in India with a marketshare of 43%. Before the introduction of the Pulsar, the Indian motorcycle market trend was towards fuel efficient, small capacity motorcycles. In past ten years pulsar has grown tremendously from spoke rings to alloy wheels, from kick starter to self electric starter, from carburettor to fuel injection according to the demand of market and customer. In collaboration with European Bike Company KTM Bajaj is already exporting pulsar to Middle East Asia, Sri Lanka Nepal and with collaborative name of Kawasaki it distributes in Thailand and Malaysia and targets the customer of China and Brazil in global market.

The main manufacturing unit is in Pune and in other parts of India. Also it has authorized showrooms and factory shops with proper service. Personal selling is the main source of marketing in showrooms by the employees. Bajaj advertise on television media and press media regularly and is known for its advertisement in the industry. Press release is regular about pulsar as and when any new news or new launch. The main focus is on its R&D Department because of which the product gets better with quality.

Questions:

- a) Explain the various marketing strategies followed by Bajaj for brand 'pulsar'.
- b) In your opinion, which of the following factor contributes more in the success of brand 'Pulsar'? Justify your answer.
  - i) Press release
  - ii) Personal selling in showrooms
  - iii) R & D



Total No. of Questions :4]

SEAT No. :

**P1198**

**[4767]-612**

[Total No. of Pages :3

**B.B.A**

**(616 C): CASES IN HUMAN RESOURCE MANAGEMENT**

**(Specialisation -IV) (2008 Pattern) (Semester - VI)**

*Time : 2 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *Case No.1 is compulsory.*
- 2) *Solve any two cases from case no. 2, 3 and 4.*

**Q1)** Case No. -1

KARAN Group of Industries is a very old jute processing company engaged in manufacturing of packing mats, bags etc., from jute, especially for large-scale packing of various items. The jute processing plant of the industry is located in the suburban part of Kolkata. The manufacturing unit has about 2500 workers on its muster roll, of whom 406 are temporary.

In the recent past the industry was hit by a steep decline in economic activities due to paucity of raw material. This led to a severe setback in production and profits too.

To overcome the economic losses, company decided to retrench about 300 temporary workers. The remaining 106 workers were made permanent and absorbed in the existing unfilled vacancies of the industry as per the existing rules. Notices of termination were issued to all other 300 surplus temporary employees as per the retrenchment rules.

This action of management was not liked by the workers who got the termination notice. They took the matter to the Union and this made a major portion of the workforce of the industry become hostile to management. They threatened the management of their plan to go on 'strike', with a demand to take back all the employees, who had been issued with termination notices. Management did not agree to this. Workers resorted to 'picketing' and other modes of obstructing the people from entering into their work place. Management as a preventive measure of security informed the situation to the local police. Some of the workers were taken up under preventive custody by the police.

Now, the conflict situation has gone from bad to worse. Workers did not agree for any mediation by a third party or the arbitrator.

They insisted that they will go for settlement through the court. At the same time, the management does not want the case to go to the court.

**P.T.O.**



Questions:

- a) Analyze the case. [6]
- b) What should be the process for resolving this conflict? [7]
- c) Why did the management not want the workers to go to the court for seeking justice? [7]

**Q2) Case No. - 2**

A worker after heated argument beats the canteen Manager badly. the canteen Manager takes decision not to serve snacks and tea, and instructs the canteen boys accordingly. Due to the inconvenience caused, workers get angry and stop the work. The shop floor supervisors are unable to control the situation in the first shift. The personnel manager comes to factory in the general shift and receives complaints from both the parties.

Questions:

- a) Who was at fault when incident in the first shift took place? Justify. [5]
- b) What advice will you give to the personal manager for ideal decision?[10]

**Q3) Case No. - 3**

Tehri hydro Electric Corporation Ltd. (THDC), with headquarters at Rishikesh, is a joint venture company owned by the Government of India and the Uttar pradesh state government. The company was set up to develop, operate, and maintain the Tehri Hydro Electric Power Complex and other hydropower projects. The Tehri dam, situated on the river Bhagirathi, is the largest earth-filled dam in Asia that is designed to withstand a high level of seismic activity. The hydropower plant attached to the dam has a generating capacity of 1000 mw.

The project involved large-scale displacement of people who were residents of the towns and villages that fell within the reservoir area of dam. As per legal regulations and international humanitarian conventions, the project affected people had to be relocated or compensated, and the entire exercise was difficult and time consuming.

After the successful completion and commissioning of the project, THDC is developing other hydropower projects, including the 444 MW Vishnugad Pipalkoti Hydro Electric Project (VPHEP) located in the Chamoli district in Uttarakhand. According to the national policy on rehabilitation of displaced people, the company is responsible for the rehabilitation of people affected by the project. The company has decided to employ professional social workers to work as the interface between THDC and the local community. They will facilitate the rehabilitation and resettlement work in the area. THDC has approached you for help.

Questions:

- a) How should the recruitment and screening for this position be done?[7]
- b) What specific selection tools would you use? [8]

**Q4) Case - 4**

The Foundry has always been regarded as one of the worst places to work in the Mohan manufacturing company. The work is hot, dirty, and heavy. Brawn rather than brains is considered the chief requirement to get the job done. Yet according to the job evaluation plan, “physical ability” and “working conditions” are weighted relatively lower than “responsibility”, “training”, and “skill”. As a consequence, most of the Foundry jobs are rated at the bottom of the wage scale.

In recent years it has become increasingly difficult to get employees for the foundry. Management has had to take men who could not get jobs else where - thus further lowering the already low social status of the foundry jobs in the eyes of the other men in the plant. The whole matter has now reached a crisis. There are now 17 vacancies in the foundry and it is impossible to hire new men at the evaluated rate.

Questions:

- a) Analyze the case. [5]
- b) How should this problem be handled? [5]
- c) Should management completely revise wages in foundry but not in other departments? [5]

*EEE*

Total No. of Questions :4]

SEAT No. :

**P1199**

**[4767]-613**

[Total No. of Pages :2

**B.B.A.**

**CASES IN SERVICE SECTOR MANAGEMENT**

**(Specialisation - IV: Service Sector Management)**

**(2008 Pattern) (Semester - VI)**

*Time : 2 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) Case No.1:**

**[20]**

Every year millions of people die from preventable causes because they cannot access the health care service they need. Or even if people do have access, quality care is often a luxury. According to WHO 100 million people descends into poverty every year because of high health expenses.

Around the world health spending has increased dramatically but access to affordable, quality services has lagged.

The challenge of creating affordable, high-quality health systems is universal, but the problems are especially acute in developing countries like India.

- a) Elaborate on pricing strategies in service sector.
- b) Suggest some strategies which would help in making quality healthcare service accessible at low cost to the masses.

**Q2) Case No.2:**

**[15]**

Every one today uses a mobile phone as a means of communication. The telecom service providing companies are providing SIM cards at very low prices to target the masses. However the users consistently complain about services issues of these companies. One of such issues is the promotional messages sent by SMS. The messages continue even after disabling the facility to receive such messages.

Is this activity of the telecom service providers Ethical? Explain with justification.

**P.T.O.**

**Q3) Case No.3:**

**[15]**

Mr. Shaikh, an account holder of Bank A, used His ATM card to withdraw Rs. 5000 from a ATM machine of Bank B. Due to a technical problem the machine did not dispense cash but the money was debit from his account. He was petrified about the situation a rushed to his bank branch to find out what should be done to rectify the issue. The branch staff told him that he needed to call the customer care department of the bank and lodge a complaint of the happening. He was given a telephone number by the bank staff. Mr. Sheikh called up the customer care department and reported what had happened. He was told to provide the ATM machine number, which he did not have. However he thought of dialing the customer care department again. This tie the executive who answered his call said that the ATM machine number was not required and only the date and approx time of transaction would be enough to handle the query. The executive resolved the issue and Rs. 5000 were credited into Mr. Saikhs account within 48 hrs of lodging the complain.

- a) Elaborate on the service issues in this case.
- b) How should the bank ensure that the customer service executives are providing optimum and standardized service to its customers?

**Q4) Case No.4:**

**[15]**

Arrow head fitness centre is a reputed gym being run in a residential locality for almost a decade. The proprietors wish to conduct a survey to find out the perception of the customers about the quality of service being offered.

- a) State the importance of quality in service sector.
- b) Prepare a questionnaire to collect the feedback of customers on quality of the service being provided.

*EEE*

Total No. of Questions :4]

SEAT No. :

[Total No. of Pages :2

**P1200**

**[4767]-614**

**B.B.A.**

**(E) CASES IN AGRICULTURE BUSINESS MANAGEMENT  
(Specialisation -IV: Agriculture Business Management)  
(2008 Pattern) (Semester - VI)**

*Time : 2 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Sunil is a progressive farmer in Nashik District, who wishes to export his agricultural products by processing them. He needs proper guidance in this regard. Supposing he has approached you for guidance, guide him by elaborating following points: **[20]**

- a) Finance.
- b) Types of products available for processing.
- c) Methods of processing.
- d) Export procedure.

**Q2)** Suresh is a farmer from Akola, which is facing server drought conditions & scarcity of water. He decides to do proper planning next year. Suggest him for following: **[15]**

- a) Rain Harvesting.
- b) Water conservation methods & techniques.
- c) Maximum yield with minimum use of water.

**P.T.O.**

**Q3)** Rampur is ideal village. The main business of the village is Agriculture. The villagers in Panchayat decide to do co-operative farming & marketing of vegetables. Suggest them: **[15]**

- a) Crop pattern.
- b) Cultivation mode.
- c) Direct sales & marketing strategies.

**Q4)** Narendra exported 1500 containers of processed vegetables to United Kingdom. To his dismay the authorities rejected all the containers. Narendra was at loss to understand what has happened after so much care that he had taken. As his adviser suggest Narendra. **[15]**

- a) The remedial measures to be taken over to recover loss.
- b) Give him insight into key challenges to Food Processing Industry in India.

*EEE*

Total No. of Questions : 5]

SEAT No. :

**P1201**

**[4767]-615**

[Total No. of Pages : 2

**B.B.A .**

**602: AGRI - BUSINESS MANAGEMENT**

**(Old 2004 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks :80*

*Instructions to the candidates:*

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

**Q1)** Explain various factors that are responsible for low productivity of agriculture in India. **[15]**

OR

Why drip and sprinkle irrigation is important? Explain with special reference to Indian economy.

**Q2)** Explain the role played by agriculture in Indian economy. **[15]**

OR

Describe various sources of agricultural finance.

**Q3)** Explain the role played by 'NABARD' for the development of Indian agriculture. **[15]**

OR

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

**Q4)** Describe the development of sugar industry in India and state problems faced by sugar industry in India. **[15]**

OR

What is Land Development Bank? How does it help in the growth of agriculture in India?

**P.T.O.**

**Q5)** Write short notes (Any Four):

**[20]**

- a) Green Revolution.
- b) Modernisation of agriculture.
- c) Food processing industry.
- d) Problems of poultry industry.
- e) Cottage Industry.
- f) Co-operative marketing.

*EEE*



Total No. of Questions : 7]

SEAT No. :

**P1202**

**[4767] - 616**

[Total No. of Pages :1

**B.B.A**

**PURCHASING & MATERIAL MANAGEMENT**

**(Semester-VI) (2004Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define the term 'materials management'. State objectives & functions of material management.

**Q2)** What is 'Economic order Quality'. State the basic assumptions & the model of economic order quality?

**Q3)** Define concept 'bill of material'. Explain the importance of Bill of materials in material management.

**Q4)** What is 'FSN classification'? Explain importance of 'FSN classification' on an important method of Inventory classification.

**Q5)** Explain the term 'material requirement planning'. State the advantages & limitation of materials requirement planning.

**Q6)** Explain the use of SAP system in materials management.

**Q7)** Write short notes: (Any four):

- a) Moving Average method of forecasting.
- b) Types of Inventories.
- c) Definition of business under Central Sales Tax Act.
- d) Limitations of standardization of material.
- e) Exponential smoothing method.
- f) Warehouse management.