

Total No. of Questions : 5]

SEAT No. :

P1203

[4767] - 1001

[Total No. of Pages :1

B.B.A.

BUSINESS ORGANISATION AND SYSTEMS

(Semester-I) (New 2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) What is Industrial revolution? Explain the effect of Industrial Revolution. **[15]**

OR

Define the term business? Explain the objectives of business in details.

Q2) Define project report? Explain its need & consideration while preparing a project report. **[15]**

OR

What is public sector? State the merits and demerits of public sector.

Q3) State and explain various decisions in setting up of an enterprise. **[15]**

OR

Explain sole proprietorship with its merits and demerits.

Q4) Explain partnership with its merits and demerits. **[15]**

OR

Define social audit. State and explain its importance and scope.

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

- a) E-commerce.
- b) Malls and super market.
- c) Social responsibility.
- d) Import and export trade.
- e) Joint sector
- f) Communication.
- g) Domestic trade.

Total No. of Questions : 5]

SEAT No. :

P1204

[4767] - 1002

[Total No. of Pages :1

B.B.A

102: BUSINESS COMMUNICATION SKILLS

(Semester-I) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Explain communication and state types of communication found in business organization. **[15]**

OR

What is communication? Discuss the process of communication in detail.

Q2) Write advantages and disadvantages of oral communication? State the difference between oral and written communication. **[15]**

OR

Explain various methods of communication in detail. Also discuss advantages of each method.

Q3) How will you prepare yourself for public speech? How is it different from a presentation? **[15]**

OR

What do you mean by the term Interview? State types of interviews in brief.

Q4) "Business letters are silent ambassadors of an organization". Explain essentials and types of business letters. **[15]**

OR

Write a job application for the post of Assistant Manager to Personnel Manager, Reliance Industries Limited, Turbhe, New Mumbai-400024. The advertisement was given in "The Hindustan Times" on 8th september 2014.

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

- | | |
|--------------------------------|---------------|
| a) Sign language. | b) Telegram. |
| c) Advantages of Social media. | d) Grapevine. |
| e) Proximity. | f) Silence. |

Total No. of Questions : 5]

SEAT No. :

P1205

[4767] - 1003

[Total No. of Pages :5

B.B.A.

**BUSINESS ACCOUNTING
(Semester-I) (New 2013 Pattern)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) A) State with reason whether the following statements are true or false (any six). **[6]**

- a) According to entity concept, the owner of a firm and the business is the same.
- b) AS-2 is related to valuation of inventories.
- c) Real Account has always debit balance.
- d) Under written Down value method of depreciation, value of depreciation remains constant for each year.
- e) Closing stock is always valued at cost price.
- f) Trade discount is an incentive for prompt payment.
- g) Balance sheet is a statement.

B) Fill in the blanks (Any Six): **[6]**

- a) With the help of the dual aspect concept _____ system of book keeping is created.
- b) Cash deposited into bank is a _____ entry.
- c) AS-1 refers to disclosure of _____ policies.
- d) Credit sales are recorded in _____ book.
- e) Goodwill is _____ asset.
- f) Commission received is a _____ account.
- g) The Trial balance shows only _____ accuracy.

P.T.O

Q2) Write short notes (Any Three):

[12]

- a) AS-6
- b) Accounting software packages.
- c) Money Measurement concept.
- d) Methods of depreciation.
- e) Debit note and credit note.

Q3) From the following particulars extracted from the books of Mr. Bhupati, Prepare a trading & profit & loss Account and a balance sheet as on 31st december 2013 after making necessary adjustments: **[20]**

Dr.		Trial Balance as on 31/12/2013		Cr.	
Particulars	Rs.	Particulars	Rs.		
Purchases	76,400	Capital	1,61,000		
Cash in hand	45,600	Interest on Bank			
Furniture	16,000	Deposits	2,200		
Opening stock	11,900	Bills payable	15,800		
Plant & Machinery	60,800	Sales	1,32,700		
Return Inwards	1,400	Return outwards	2,800		
Wages	7,600	Commission			
Carriage Inwards	4,500	Received	1,900		
Advertisement	8,000	Sundry creditors	38,000		
Cash at bank	17,400				
Debtors	43,000				
Drawings	4,000				
General expenses	3,200				
Investments	35,000				
Insurance	3,400				
Printing & stationery	1,200				
Travelling expenses	2,700				
Baddebts	1,600				
Salaries	10,700				
	3,54,400				3,54,400

Adjustments:

- a) Sundry creditors include Rs.4,000 taken as loan from Mr. K. Khurana on 1st August, 2013 bearing an interest @ 12% p.a.
- b) Salary includes an advance of Rs. 700 paid to an employee against salary of January 2014.
- c) Sundry creditors included a sum of Rs. 1,500 recovered from a customer whose account was written off in the previous year.
- d) Travelling includes the proprietor's personal travelling for which he is to be charged Rs. 750.
- e) Closing stock was valued at Rs. 21,200.
- f) Depreciation to be provided @10% on machinery and 5% on furniture.
- g) Advertisement includes Rs. 4,000 towards the cost of campaign run during the year. It is expected that the effect of this campaign will be felt for at least 4 years.

Q4) Journalise the following transactions in the books of Mr. Shrivastav for the month of January 2014. **[18]**

Date	Particulars
1	Mr. Shrivastav started business with cash Rs. 65,000.
2	Opened a bank account with cash Rs. 34,000
3	Goods purchased from m/s D. Bros. for Rs. 12,600 and paid carriage on it Rs. 800
4	Paid shop Rent Rs. 1,800.
7	Paid for advertisement by cheque Rs. 2,100
9	Sold goods for cash Rs. 4,600.
10	Sold goods to Mr.H.Suman for Rs.9,800 and paid carriage on it Rs.540.

12	Issued a cheque of Rs. 5,600 in favour of m/r D. Bros.
12	Trade subscription paid by cheque Rs. 750
13	Received interest from bank Rs.210.
16	Purchased furniture from durgapur timber suppliers for Rs.7,500.
18	Purchased computer from m/s soft Tech in cash Rs. 9,000.
20	Paid cash Rs. 6,500 to m/s D. Bros in full settlement of their account and received discount of Rs. 500.
22	Goods returned by H. Suman amounting to Rs. 760 and received cash from him Rs.3,600.
27	Cash withdrawn from bank for office use Rs.5,000.
30	Cash withdrawn from bank for personal use Rs.1,500

OR

From the following transactions prepare a double column cash book (cash book with bank column) of Mr. Arora for the month of June 2014. [18]

Date	Particulars
1	Cash in hand Rs. 18, 250 and Bank overdraft Rs. 12,800.
3	Paid salary to staff Rs. 2,900
7	Paid for advertisement Rs.1,600
8	Received crossed cheque of Rs.2,600 and a bearer cheque of Rs.1,400 from Mr. Roy.
10	Received interest on fixed deposits from bank Rs. 900.
13	Sold goods for cash Rs. 5, 600.
14	Sold old furniture for Rs.900.
19	Endorsed Mr. Roy's cheque of Rs.1,400 to shailesh.
20	Received cheque for Rs.1,900 from GT&Co.
21	Received a cheque for Rs.2,780 from Mr. mukesh.
23	Endorsed GT&Co's cheque of Rs.1,900 to Mr. Lal.
26	Cash withdrawn from bank for office use Rs. 2,400.
30	Dividend collected by bank Rs. 3,600.

Q5) Preeti purchased a machine on 1st July 2010 for Rs.30,000 on 1st August 2011 another machine was purchased for Rs.15,000. On 1st Sept. 2012, Machine purchased on 1st July 2010 was sold for Rs. 26,000. On 1st January 2013, machine purchased on 1st August 2011 was sold for Rs.5000.

Depreciation has been charged by using reducing Balance method @ 10% p.a. She was closing her account on 30th June of each year. **[18]**

You are required to prepare machine A/c and depreciation A/c in the books of preeti for the years 2010-11, 2011-12 and 2012-13.

OR

Prepare bank reconciliation statement for Mr. Pande on 31st July 2014 and find out the bank balance as per pass book. **[18]**

- a) Bank balance as per cash book on 31st July 2014 Rs. 15,000.
- b) A cheque issued to creditor for Rs. 200 was not presented for payment.
- c) Debenture interest collected by bank Rs.70 Credited by bank but not recorded in cash book.
- d) Bank debited Rs. 20 for bank charges.
- e) Cheque deposited into bank Rs. 500 but not cleared.
- f) Cheques drawn on 21st July not cleared till August 2014 for Rs. 1,500 and Rs. 2,150.
- g) A periodic payment of Rs. 1,500 debited by bank as per standing instructions not entered in cash book.
- h) A cheque of Rs. 3,550 deposited into bank was dishonoured and not entered in cash book.

□□□□

Total No. of Questions : 5]

SEAT No. :

P1206

[4767] - 1004

[Total No. of Pages :1

B.B.A

BUSINESS ECONOMICS (Micro)

(Semester-I) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Explain basic economic problems of economy. **[15]**

OR

Explain the difference between micro and macro economics

Q2) State and explain the determinants of demand. **[15]**

OR

Explain cross & income elasticity of demand.

Q3) State and explain relation between total revenue average revenue and marginal revenue. **[15]**

OR

Explain feature of monopolistic competition.

Q4) State and explain marginal productivity theory of wages. **[15]**

OR

Explain liquidity preference theory of Interest.

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

- a) Dynamic theory of profit.
- b) Factors affecting supply.
- c) Characteristics of Duopoly.
- d) Fixed cost.
- e) Variable cost.
- f) Nature of business economics.

Total No. of Questions : 5]

SEAT No. :

P1207

[4767] - 1005

[Total No. of Pages :5

F.Y.B.B.A.

BUSINESS MATHEMATICS

(Semester-I) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Attempt any four of the following:

[4×4=16]

- a) Define the following terms:
 - i) Face value
 - ii) Shareholder
- b) Find the number of different 4- letter words that can be formed from the letters of the word “NUMBER”?
- c) Define the following matrices with an example.
 - i) Column matrix
 - ii) Square matrix
- d) With the help of following matrices show that
 $A(B+C)=AB+AC$

$$A = \begin{bmatrix} 8 & 1 \\ 0 & 6 \end{bmatrix}, \quad B = \begin{bmatrix} 2 & 4 \\ 3 & 1 \end{bmatrix}, \quad C = \begin{bmatrix} 1 & 5 \\ 3 & 1 \end{bmatrix}.$$

- e) A company produces two types of hats. Each hat of the first type requires twice as much labor time as the second type. If all hats are of the second type only, the company can produce a total of 500 hats a day. The market limits daily sales of the first and second type to 150 & 250 hats. Assuming that the profits per hat are ₹ 8 for type A and ₹5 for type B, Formulate the problem as a linear programming model in order to determine the number of hats to be produced of each type so as to maximize the profit.

P.T.O.

- f) Solve the following transportation problem using North-West corner method.

		Warehouse			
Factories		W ₁	W ₂	W ₃	Supply
	↓				
F ₁		2	7	4	5
F ₂		3	3	1	8
F ₃		5	4	7	7
F ₄		1	6	2	14
Demand		7	9	18	34

Q2) Attempt any four of the following: **[4×4=16]**

- a) Mr. Prabhu invested ₹75,375/- to purchase equity shares of a company at market price of ₹250/- through a brokerage firm, charging 0.5% brokerage. The face value of a share is ₹10-. How many shares did Mr. prabhu purchased?
- b) A committee of 10 members is to be chosen from 9 teachers and 6 students in how many ways this can be done if:
The committee contains exactly 4 students.

c) If $A = \begin{bmatrix} 1 & 0 \\ 0 & 1 \end{bmatrix}$, $B = \begin{bmatrix} 2 & 0 \\ 1 & 1 \end{bmatrix}$, $C = \begin{bmatrix} -1 & 2 \\ 3 & 1 \end{bmatrix}$

then show that $(AB)C = A(BC)$.

- d) Find the determinant of the following matrix.

$$A = \begin{bmatrix} 1 & 6 & -1 \\ 2 & -3 & 3 \\ 3 & 3 & 2 \end{bmatrix}.$$

- e) Using graphical method solve the following LPP.

Maximize $Z = 3x_1 + 2x_2$

Subject to restrictions

$$2x_1 + x_2 \leq 40$$

$$2x_1 + 3x_2 \leq 60$$

and

$$x_1, x_2 \geq 0$$

- f) Solve the following transportation problem using matrix minima method.

To → From ↓	D ₁	D ₂	D ₃	D ₄	D ₅	Supply
F1	20	28	32	55	70	50
F2	48	36	40	44	25	100
F3	35	55	22	45	48	150
Demand	100	70	50	40	40	300

Q3) Attempt any four of the following .

[4×4=16]

- a) Mr. Joshi purchased 30 shares of ₹10 each of medi computers Ltd., on 20th January 2014 at ₹ 36 per share. On 3rd April 2014 the company decided to split their shares from the face value of ₹10 per share to ₹ 2 per share. On 4th April 2014 the market value of each share was ₹ 8 per share. Find Mr. Joshi's gain or loss , if he sells the shares on 4th April 2014?
(No brokerages is involved in the transaction).

- b) If $n_{p_2} = 72$, find n.

- c) If $48_{C_{12}} + 48_{C_{13}} + 49_{C_{14}} = 50_{C_x}$ Then find x.

- d) If $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$ then show that $A^2 - 4A - 5I = 0$.

- e) Find the cofactor of the matrix

$$A = \begin{bmatrix} 2 & 2 & 0 \\ 2 & 1 & 1 \\ 7 & 2 & -3 \end{bmatrix}.$$

- f) Define the following terms:
i) Objective function (in L.P.P.).
ii) Decision variables (in L.P.P.).

Q4) Attempt any four of the following:

[4×4=16]

- a) Solve the following LPP by graphical method

$$\text{Minimize } Z=3x_1+2x_2$$

Subject to :

$$5x_1 + x_2 \geq 10$$

$$x_1 + 4x_2 \geq 12$$

$$x_1, x_2 \geq 0$$

- b) Define the following terms:

i) Permutations

ii) Combinations.

- c) Write a note on types of shares.

- d) Ajay owns 560 shares of a company. The face value of each share is ₹25 and the company declares a dividend of 9% calculate:

i) The dividend Ajay would receive.

ii) The rate of interest on his investment considering that Ajay bought these shares at ₹30 per share in the market.

- e) Find the adjoint of matrix A' where.

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

- f) Find inverse of $A = \begin{bmatrix} 7 & -2 \\ -6 & 2 \end{bmatrix}$.

Q5) Attempt any two of the following:

[2×8=16]

- a) A farmer Mr. shyam is engaged in breeding pigs. The pigs are fed on various products grown on the farm. Because of the need to ensure nutrient constituents, it is necessary to buy additional one or two products, which we shall call A and B. The nutrient constituents (Vitamins & proteins in each of the product are given below:

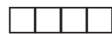
Nutrient constituents	Nutrient in the product		Minimum requirement of nutrient constituents
	A	B	
X	3	12	036
Y	20	10	100

Product A costs ₹20 per unit and product B costs ₹40 per unit. Determine how much of products A and B must be purchased so as to provide the pigs nutrients not less than the minimum required at the lowest possible cost. Solve graphically.

- b) Determine an initial basic feasible solution to the following transportation problem by using VAM method.

Source	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
A	11	13	17	14	250
B	16	18	14	10	300
C	21	24	13	10	400
Demand	200	225	275	250	

- c) i) Define equal matrices and diagonal matrices.
 ii) Use matrix method to examine the following system of equations for consistency or inconsistency $2x-3y=3$ and $4x-y=11$.



Total No. of Questions : 5]

SEAT No. :

P1208

[4767] - 1006

[Total No. of Pages :1

FY.B.B.A

BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES

(Semester-I) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define demography? Discuss the importance of Demography in Business and commerce. **[15]**

OR

Define the term "Population Density". Explain physical factors affecting density and distribution of population.

Q2) Discuss the importance of human resource in the growth of business. **[15]**

OR

What do you mean by Urbanization? Explain structural, behavioral and demographic aspects of urbanization with suitable examples.

Q3) Define the term "Environment." Explain types of Environment. **[15]**

OR

What do you mean by "Environmental Pollution"? Discuss the relationship between pollution and industrialization by giving suitable examples.

Q4) What do you mean by Mortality? Explain the factors affecting mortality. **[15]**

OR

Explain the following terms:

- a) Literacy Ratio
- b) Sex Ratio

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

- a) Nature of demography.
- b) Topography.
- c) Concept of Age and Sex Pyramid.
- d) Working population.
- e) Global Warming.
- f) Oil crisis.

Total No. of Questions : 5]

SEAT No. :

P1209

[4767] - 2001

[Total No. of Pages :1

F.Y.B.B.A

201: PRINCIPLES OF MANAGEMENT

(Semester-II) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

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

OR

Describe the contribution made by Henry Fayol towards Management.

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

OR

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

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

OR

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

Q4) Write notes:

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

OR

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

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

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

Total No. of Questions : 5]

SEAT No. :

P1210

[4767] - 2002

[Total No. of Pages :1

F.Y.B.B.A

PRINCIPLES OF MARKETING

(Semester-II) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define Marketing. Explain various functions of marketing with suitable examples. **[15]**

OR

Who is a marketing manager? Explain duties and responsibilities of a marketing manager.

Q2) Define Services. Explain classification of services with suitable examples. **[15]**

OR

Define Rural Marketing. Explain features and importance of Rural Marketing.

Q3) Define Marketing. Environment. Explain internal factors of marketing environment with suitable examples. **[15]**

OR

Define Marketing Research. Explain the scope of marketing research.

Q4) Define advertising. Explain importance and limitation of advertising. **[15]**

OR

Define a product. Explain various characteristics of a product.

Q5) Write short notes on: (any 4): **[20]**

- a) Evolution of marketing.
- b) Green marketing.
- c) Behavioral segmentation.
- d) Importance of Pricing.
- e) Super markets.
- f) Primary data.

Total No. of Questions : 5]

SEAT No. :

P1211

[4767] - 2003

[Total No. of Pages :1

B.B.A.

203: PRINCIPLES OF FINANCE

(Semester-II) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define Financial management? Explain in detail its approaches? **[15]**

OR

Define finance function. Explain in detail the scope and nature of finance functions.

Q2) What are the various internal sources of finance? Explain its merits & demerits. **[15]**

OR

Explain equity shares as a source of finance.

Q3) What is overcapitalisation? Explain its causes, consequences & remedies. **[15]**

OR

What do you mean by capital structure? Explain criteria in determining capital structure.

Q4) Define financial planning? Explain its advantages & disadvantages. **[15]**

OR

Define financial planning? Explain various methods of financial forecasting.

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

- a) Venture capital.
- b) Public Deposit.
- c) Debenture Capital
- d) Leasing.
- e) Role of finance manager.
- f) Under capitalisation.

Total No. of Questions : 5]

SEAT No. :

P1212

[4767]-2004

[Total No. of Pages : 4

F.Y.B.B.A

BASICS OF COST ACCOUNTING

(New 2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

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

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

- i) The aggregate of Factory Cost and Administration overheads is known as _____.
- ii) _____ is also known as service costing.
- iii) Carriage outward is an example of _____ overheads.
- iv) in case of _____ costing, cost is ascertained for each job.
- v) The prime cost includes all _____ costs.
- vi) Abnormal losses are charged to _____.

b) State whether following statements are true or false (Any Five): [5]

- i) Cost Accounting is an expensive system of Accounting.
- ii) Contract costing is applicable for small jobs of short duration.
- iii) Cost Audit is compulsory for all companies.
- iv) Process costing is applicable to service Industry.
- v) Motive power is an example of Factory overheads.
- vi) Income Tax paid is not recorded in cost sheet.

Q2) Define the term cost Accounting. State the advantages and disadvantages of cost Accounting. [15]

OR

Define the term overheads and explain the steps for distribution of overheads.

P.T.O.

Q3) Write short notes (Any Three):

[15]

- a) Cost Unit.
- b) Limitations of Financial Accounting.
- c) contract Costing.
- d) Cost Audit.
- e) Abnormal Loss.

Q4) The following information has been obtained from the books of M/S Omprakash Ltd. for the year ended 31-3-2014. **[16]**

<u>Particulars</u>	<u>Rs.</u>
Stock on 1-4-13	
- Raw materials	75,000
- Work - in - progress	22,000
- Finished Goods	50,000
Stock on 31-3-14	
- Raw Materials	55,000
- Work - in - progress	27,000
- Finished Goods	45,000
Carriage Outward	18,000
Legal Charges	15,000
Works repaires	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 and stationery	14,000
Royalty	20,000
Sales	6,00,000

Factory Rent	25,000
Warehouse Rent	30,000
Directors Fees	35,000
Consumable stores	10,000

Prepare cost Sheet and show the following:

- Cost of Raw Material consumed.
- Prime Cost.
- Factory Cost.
- cost of production.
- Total cost.
- Net Profit.

Q5) a) The following are the particulars relating to a contract which has began on 1st January, 2014. **[12]**

<u>Particulars</u>	<u>Rs.</u>
Contract price	5,00,000
Machinery purchased	30,000
Materials issued	1,70,600
Wages paid	1,48,750
Direct Expenses	6,330
Cash received	3,51,000
Value of work certified	3,80,000
Outstanding wages	5,380
Work uncertified	19,000
Overheads	8,240
Material returned to stores	1,400
Material at site 31-12-14	3,900
Machinery at site 31-12-14	22,000

Prepare the contract Account and Contractee's Account for the year 2014.

- b) From the following information relating to the vehicle of Om Transport, Pune calculate the cost per running kilometre. [12]

<u>Particulars</u>	<u>Rs.</u>
Cost of Vehicle	1,50,000
Road License (Annual)	7,500
Insurance (Annual)	4,000
Garage rent (Annual)	5,000
Supervision and salaries (Annual)	12,000
Interest & other charges (Annual)	2,500
Wages to Driver (Annual)	8,000

Cost of petrol per litre Rs.30 repairs and maintenance per km Rs.4
kilometre run per litre 150 kms

kilometre run annually 6000 kms estimated life of the vehicle 75,000.

OR

- b) Product Y is obtained after it passes through three distinct process, you are required to prepare process accounts showing the total cost & cost per unit of each process from the following information

Items	Process		
	I Rs.	II Rs.	III Rs.
Materials	5,200	3,960	5,924
Wages	4,000	6,000	8,000

Production overheads Rs. 18,000 to be apportioned on 100% of wages
1000 units @ Rs. 6 per unit were introduced in process I.

Actual Output	Unit	Normal Loss	Value of scrap per unit Rs.
Process I	950	5%	4
Process II	840	10%	8
Process III	750	15%	10

EEE

Total No. of Questions : 5]

SEAT No. :

P1213

[4767]-2005

[Total No. of Pages : 4

B.B.A.

BUSINESS STATISTICS

(2013 Pattern) (Semester - II)

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) *Notations have their usual meanings.*

Q1) Attempt any four of the following:

[16]

- a) What are the requirements of good measure of central tendency?
- 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) Explain stratified random sampling with illustration.
- d) Average marks of 30 candidates were 40. Later on it was found that a score 47 was misread as 74. Find the correct average?
- e) Calculate lower and upper quartile for the following data:
26, 30, 35, 5, 6, 20, 40, 45, 11, 18, 15, 49.
- f) Calculate standard deviation for the following data:
54, 61, 64, 69, 58, 59, 49, 47, 55, 50.

Q2) Attempt any four of the following:

[16]

- a) What are the advantages of sampling method over census method.
- b) What is dispersion? Explain absolute and relative measure of dispersion.

P.T.O.

- c) Represent the following information by a suitable diagram.

Mode of Transport	Bus	train	Aeroplane	Private vehicle	Own vehicle
No. of Passengers	1250	2250	100	600	500

- d) Calculate median for the following grouped frequency distribution.

Marks	Below 20	20 - 40	40 -60	60 -80	80 - 100
No. of Students	1	9	32	16	7

- e) Find combined standard deviation for the following data:

Group - I $\bar{X}_1 = 2100, n_1 = 100, \sigma_1 = 10$

group - II $\bar{X}_2 = 1500, n_2 = 200, \sigma_2 = 12$

- f) If the correlation coefficient between X and Y is 0.8. Find the correlation between.
- X and $-Y$
 - $2X$ and $3Y$
 - $X - 10$ and $Y + 15$
 - $\frac{X}{2}$ and $Y + 15$

Q3) Attempt any four of the following:

[16]

- Write merits and demerits of mean.
- Explain the scope of statistics in management sciences.
- Calculate consumer price index number using family budget method for the following data by taking 1985 as a base year.

Commodity	1985		1986
	Quantity	Price	Price
A	100	8	12
B	25	6	8
C	10	5	15
D	20	10	25

- d) Calculate mode for the following grouped frequency distribution:

Class	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	5	12	18	22	15	8

- e) The regression equations are $3X - Y = 5$ and $4X - 3Y = 0$ Find:
- Arithmetic mean of X and Y.
 - Correlation coefficient between X and Y.
- f) Write note on cost of living Index Number.

Q4) Attempt any two of the following data:

[16]

- What is time series? Explain the components of time series.
- Following data are related to marks in Accountancy (X) and marks in statistics (Y) of 10 candidates:

X	66	65	68	68	67	66	70	64	69	67
Y	68	67	67	70	65	68	70	66	68	66

- Calculate regression coefficients, hence correlation coefficient.
 - Estimate Y when X = 76.
- c) I) Calculate price Index number using
- Lasperys
 - Paasches
 - Fishers method for the following given below:

Commodities	1980		1985	
	Price	Quantity	Price	Quantity
A	3	5	4.5	6
B	24	2	18	3
C	20	1	35	2
D	10	4	16	4
E	35	4	6	5
F	3	2	4	6

- II) What are the uses of Index Number?

Q5) Attempt any two of the following:

[16]

- a) What is Index Number? Explain the problems in the construction of Price Index Number.
- b) For the following time series of observations, find 4 yearly moving averages and 4-yearly centered moving averages. Also plot the trends.

Year (t)	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Goods (y)	22	25	23	26	24	26	29	30	31	29	32	31

- c) The following data represents the goods scored by two teams in football matches.

No. of goals scored	0	1	2	3	4
No. of matches by Team A	20	12	8	3	2
No. of matches by Team B	18	10	7	6	4

Which team is more consistent?

EEE

Total No. of Questions : 5]

SEAT No. :

P1214

[4767]-2006

[Total No. of Pages : 2

F.Y.B.B.A

206: BUSINESS INFORMATICS

(New 2013 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) Printer
- b) RAM
- c) Files
- d) Notepad
- e) Windows Explorer

Q2) a) What is Computer? Explain the types of computer.

[10]

b) What is input device? Explain any two input devices.

[10]

Q3) a) What is ISP? Explain its role.

[10]

b) Perform the following:

[10]

i) $(712)_{10} = ()_8$

ii) $(10101)_2 = ()_{10}$

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

iv) $(010100)_2 = ()_8$

v) $(30245)_8 = ()_2$

P.T.O.

- Q4)** a) What is computer Networks? Explain the types of Networks. [10]
- b) What is Normalization? Explain the 1st Normal form. [10]
- Q5)** a) Explain following DOS Commands with example: [10]
- i) Mkdir
 - ii) Edit
 - iii) Attrib
 - iv) Format
 - v) Time
- b) Explain SQL statements with example: [10]
- i) SELECT
 - ii) INSERT

EEE

Total No. of Questions : 5]

SEAT No. :

P1215

[4767]-3001

[Total No. of Pages : 2

B.B.A

PERSONALITY DEVELOPMENT

(New 2013 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 Habits. Explain in detail Habits of highly effective people. **[15]**

OR

What is personality traits. Explain consequences of negative attitude.

Q2) Explain Big Five model of personality development. **[15]**

OR

Explain factors affecting personality development.

Q3) What is Self - Appraisal. Explain Tips and importance of Self - Appraisal. **[15]**

OR

What is Self - introspection. Explain importance of Introspection and self - Introspection skills.

Q4) What is Ego management. How an individual can manage egoistic insult. **[15]**

OR

Explain manner's and etiquettes in detail.

P.T.O.

Q5) Short notes (Any Four):

[20]

- a) Ego and super Ego.
- b) Significance of self - esteem.
- c) Body language.
- d) Negative attitude.
- e) Mind Mapping.
- f) Group skills.

EEE

Total No. of Questions : 6]

SEAT No. :

P1216

[4767]-3002

[Total No. of Pages : 2

B.B.A

**(302) BUSINESS ETHICS
(2013 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *Solve any four from the remaining.*

Q1) Analyse the following situation. State whether it is ethical or unethical and justify: **[20]**

- a) Subrato Roy of Sahara confessed that he is in loss by 2000 crs. & cant pay to the shareholders which led him to jail, so explain what was his ethical responsibility to avoid this?
- b) Some Industries are progressing on the basis of Espionage i.e. spying in other industries.
- c) Advertisements of some products which will lead to addiction. Explain how its an ethical business.
- d) "A working in a reputed company but never gets his bonus. How the company is ethical or unethical.

Q2) What is ethics? Explain the nature and importance of ethics. **[15]**

Q3) Explain Gandhian philosophy of ethical behaviour. **[15]**

Q4) Explain relation between corporate social responsibility and business ethics. **[15]**

Q5) Describe types of ethics according to its functions. **[15]**

P.T.O.

Q6) Write any three short notes:

[15]

- a) Marketing ethics in foreign trade.
- b) Intellectual property right.
- c) Social Audit.
- d) Global ethical issues.
- e) Factors influencing business ethics.

EEE

Total No. of Questions : 5]

SEAT No. :

P1217

[4767]-3003

[Total No. of Pages : 2

B.B.A.

**HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL
BEHAVIOUR**

(New 2013 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 HRM and explain various functions of HRM. **[15]**

OR

- a) External Sources of Recruitment.
- b) Challenges before HRM.

Q2) What is HRP. Explain the factors influencing estimation of Human Resource. **[15]**

OR

Explain the concept and process of selection.

Q3) Explain the concept and methods of Management Development. **[15]**

OR

What are the objectives of Performance Appraisal. Explain the techniques of performance Appraisal.

Q4) Explain Wage and Salary Administration. Also explain the factors influencing employee remuneration. **[15]**

OR

Define OB. Explain disciplines contributing OB.

P.T.O.

Q5) Write short notes (Any Four):

[20]

- a) Distinguish between Training & Development.
- b) Fringe Benefits.
- c) Resistance to Change.
- d) Recruitment Policy.
- e) Evaluation of training programme.
- f) 360 degree Appraisal.

EEE

Total No. of Questions : 5]

SEAT No. :

P1218

[4767]-3004

[Total No. of Pages : 4

B.B.A.

MANAGEMENT ACCOUNTING
(New 2013 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 'Management Accounting'. Explain the Scope and Techniques of Management Accounting. **[16]**

OR

Describe concept of 'Working Capital'. Explain various factors which affect the requirement of Working Capital. **[16]**

Q2) The following is the Trading and Profit and Loss Account of Shri Sai Company Ltd. for the year ending 31st March 2014 and the Balance Sheet as on that date: **[16]**

Trading & Profit and Loss Account

Particulars	Amount	Particulars	Amount
To Opening Stock	1,45,000	By Sales	7,50,000
To Purchase	6,10,000	By Closing Stock	1,55,000
To Gross Profit c/d	1,50,000		
	9,05,000		9,05,000
To Expenses	80,000	By Gross Profit b/d	1,50,000
To Net Profit	70,000		
	1,50,000		1,50,000

P.T.O.

Balance Sheet

Liabilities	Amount	Assets	Amount
Share Capital	7,00,000	Fixed Assets	5,50,000
Reserve & Surplus:		Current Assets:	
Balance 50,000		Stock	1,55,000
Profit for the year <u>70,000</u>	1,20,000	Debtors	80,000
Bank Overdraft	35,000	Cash	2,20,000
Creditors	1,50,000		
	10,05,000		10,05,000

You are required to calculate the following ratios:

- a) Current Ratio;
- b) Liquid Ratio;
- c) Gross Profit Ratio;
- d) Stock Turnover Ratio.

OR

Define 'Fund Flow Statement'. Describe the procedure for the preparation of Fund Flow Statement. [16]

Q3) Prepare Cash Budget in the books of Girme Farms Ltd. for the next four months from February to May the following information. The company has a bank overdraft of Rs. 18,000 on 31st January 2014. [16]

Details	January	February	March	April
Sales	2,00,000	3,00,000	3,20,000	3,50,000
Purchases	1,20,000	2,00,000	1,80,000	2,10,000
Wages and salaries	40,000	58,000	60,000	60,000
Other receipts	10,000	12,000	8,000	5,000
Other payments	22,000	32,000	32,000	40,000

Other information:

- a) 80% of sales and purchases are on credit. The payment to creditors is made after 1 month and debtors pay after 2 months.
- b) Wages and salaries and all payments are paid in the next month.
- c) Cash Sales for May and June are Rs.80,000 and Rs.75,000 respectively and the credit sales for February are Rs. 1,40,000. Cash purchases for May are Rs. 46,000.

OR

What is 'Working Capital'. Explain the factors affecting the need of Working Capital. [16]

- Q4)** From the following information provided by Sanjeevani Limited, prepare a statement showing working capital requirement for a level of activity of 75,000 units of production. [16]

Particulars	Amount Per Unit	Amount Per Unit
Selling Price		400
Raw Material Price	120	-
Direct Labour Price	80	-
Overheads	100	-
Total Cost	300	-

Additional Information:

- a) Raw Material is in stock on an average of one month.
- b) Material is in process for 2 weeks (Raw Material full, labour and overheads at a 50% completion stage).
- c) Finished goods are in the stock on an average of one month.

- d) Credit period allowed by suppliers is one month and debtors pay in 2 months.
- e) Cash in hand and in bank is expected to be Rs. 60,000.
- f) Lag in payment of overheads and wages is one month.

Q5) Write notes (Any Four):

[16]

- a) Strategic Management Accounting.
- b) Comparative Financial Statements.
- c) Cash Flow Statement.
- d) Leverage / Solvency Ratios.
- e) Trend Percentage.
- f) Functions of Management Accounting.

EEE

Total No. of Questions : 5]

SEAT No. :

P1219

[4767]-3005

[Total No. of Pages : 2

B.B.A

BUSINESS ECONOMICS (Macro)

(2013 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) Define macroeconomics. Explain its nature, scope, importance and limitations. **[15]**

OR

Describe the Keynesian Theory of Income and Employment.

Q2) Define National Income. Describe the different methods used for measurement of national income. **[15]**

OR

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

Q3) What is marginal efficiency of capital? How does it affect Investment? **[15]**

OR

What is Business Cycle? Explain nature, characteristics and phases of business cycle.

Q4) Explain in detail the process of credit creation with suitable example. **[15]**

OR

What is inflation? Distinguish between demand pull and cost push inflation.

P.T.O.

Q5) Write Short Notes (Any Four):

[20]

- a) Say's law.
- b) National income at market price and factor cost.
- c) Deflation.
- d) Fiscal policy.
- e) GDP and GNP.
- f) Aggregate Expenditure Function.

EEE

Total No. of Questions : 5]

SEAT No. :

P1220

[4767]-3006

[Total No. of Pages : 2

B.B.A

**306: IT IN MANAGEMENT
(2013 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) What are the types of computer memory? Explain in detail. **[15]**

OR

Explain the types of computer in detail.

Q2) What is DBMS? Explain database trends in short. **[15]**

OR

What is traditional file environment? Enlist the problems in traditional file processing and compare traditional file system and DBMS.

Q3) Explain current trends in It management in detail. **[15]**

OR

Explain different types of network topologies with diagrams in detail.

Q4) What is World Wide Web? Explain its components. **[15]**

OR

What is project? What is project management? Explain in detail its application in IT management.

P.T.O.

Q5) Write Short Notes on (any four):

[20]

- a) TCP/IP.
- b) Management issues and decision.
- c) Change management.
- d) Use of social network in business.
- e) IT infrastructure for Digital firm.
- f) ICT applications.

EEE

Total No. of Questions : 5]

SEAT No. :

P1221

[4767]-4001

[Total No. of Pages : 2

B.B.A.

PRODUCTION AND OPERATION MANAGEMENT

(2013 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/sketch wherever necessary.*

Q1) State the qualities and responsibilities of Production Manager. **[15]**

OR

What is plant layout? Explain various types of plant layout.

Q2) What is Product Development? Explain the scope, importance and techniques of Product Development. **[15]**

OR

Discuss the relation between research, product development and product design.

Q3) Explain in detail Production Procedure. **[15]**

OR

Define 'Production control'. Describe the objectives and techniques of production control

Q4) Define 'Ergonomics'. Explain the objectives and importance of Ergonomics. **[15]**

OR

Define 'Total Quality Management'. Explain the importance and major ingredients in TQM.

P.T.O.

Q5) Write Short Notes on (any four):

[20]

- a) Batch Production System.
- b) Product classification.
- c) Scope of Production Planning.
- d) Elements of Productivity.
- e) Measurement of Productivity.
- f) Objectives of J-I-T.
- g) Features of Quality circles.

EEE

Total No. of Questions : 5]

SEAT No. :

P1223

[4767] - 4002

[Total No. of Pages : 2

S.Y.B.B.A.

402: INDUSTRIAL RELATIONS AND LABOUR LAWS

(New 2013 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) Discuss the various approaches towards the study of Industrial Relations. **[15]**

OR

Discuss the concept of Trade union and its functions in detail.

Q2) Define “Industrial Dispute”. what are its causes? **[15]**

OR

What is conflict? Discuss the conflict Resolution Method of conciliation and Arbitration in detail.

Q3) Discuss the provisions related to Health under the factories Act, 1948. **[15]**

OR

Discuss the concept of

- a) Strikes and lay outs
- b) Lay-off
- c) Retrenchment

P.T.O.

Q4) Define Trade union. Discuss the provisions relating to Registration of Trade union. **[15]**

OR

What is Worker's participation in Management? (WPM). Discuss its meaning, Advantages and Disadvantages.

Q5) Write Short notes on (Any four) **[20]**

- a) Features of collective Bargaining.
- b) Provisions Relating to leave with wages.
- c) Powers of labour court and Industrial court.
- d) Concept of Employee Engagement.
- e) Meaning of Wages under Minimum wages Act, 1948.
- f) Mediation.



Total No. of Questions : 5]

SEAT No. :

P1224

[4767] - 4003

[Total No. of Pages : 4

B.B.A.

**BUSINESS TAXATION
(2013 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) State the rules for determining residential status of an assessee for income tax purpose. **[16]**

OR

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

Q2) What is chargeability of Tax under the head 'Income from House Property'? **[16]**

OR

How assessment of Firm and assessment of a Partner is made?

Q3) a) Write short notes: (Any two) **[8]**

- i) Previous Year and Assessment Year
 - ii) Person
 - iii) Tax Deducted at source
 - iv) Methods of Payment of Tax
- b) Mr. Sushil has purchased a house property for Rs. 3,00,000 on 1st May 1975. The following expenses are incurred by him for making addition and alteration to the house property. **[8]**

P.T.O.

Cost of Construction in 1979-80	Rs. 3,60,000
Cost of Construction of second floor in 1984-85	Rs.4,40,000
Renovation of the property in 1997-98	Rs.2,50,000

Fair market value of the property on 1st April 1981 is Rs. 7,20,000. The house property was sold in November 2014 for Rs. 1,25,50,000 by incurring expenditure of Rs. 1,50,000 on transfer.

The cost inflation index: 1981-82-100, 1984-85-125, 1997-98-335, 2014-15-1024.

Q4) Mrs. Leela is employed in a Company at Kolkata and she furnished the following particulars of income for the F.Y. 2014-2015. **[12]**

- a) Basic Salary Rs. 30,000 p.m.
- b) Dearness allowance Rs. 8,000 p.m. (Out of which Rs. 3,000 p.m. consider for retirement benefits).
- c) Advance salary for April 2015 Rs. 30,000.
- d) Employers contribution to R.P.F. is 14% of Salary.
- e) Interest on R.P.F. at 12% Rs. 39,000.
- f) She is provided with furnished accommodation at Kolkata by the employer. the fair rental Value of Bunglow is Rs. 10,000 p.m. Cost of Furniture Rs. 50,000. Rent paid for accommodation by Mrs. Leela is Rs. 2,000 p.m.
- g) The Company has provided with the facility of sweeper, watchman and servant, who are paid by the employer Rs. 1,200 p.m., Rs. 1,600 p.m. and Rs. 1,500 p.m. respectively.
- h) A Gift of Rs. 8,000 by a cheque, on her birthday is given by the employer
- i) Hospital Bill reimbursed by the employer Rs. 16,000.
- j) Gas electricity and water bills Paid by the employer Rs. 10,000.
- k) Professional tax paid Rs. 2,500.

Compute her taxable income from salary for the A.Y. 2015-16.

OR

The following is the receipts and Payments account of medical practitioner for the year ending 31st March 2015. [12]

Receipts	Amt (Rs.)	Payments	Amt (Rs.)
To Balance b/d	2,10,000	By Clinic Rent	2,50,000
To Visiting fees	3,05,000	By Staff Salaries	2,00,000
To Consultation fees	2,75,000	By Electricity & Water	12,000
To Sales of Medicines	1,50,000	By Medical Books	6,000
To Sale of Old Equipment at book value	6,000	By Purchases of Medicines	90,000
To Operation Theatre Rent	1,25,000	By Motor Car Expenses	90,000
To Interest & Dividend	25,000	By Audit Fees	40,000
		By Staff Welfare expenses	12,000
		By Entertainment expenses	8,000
		By Surgical equipments	1,60,000
		By Balance c/d	2,28,000
	1,096,000		1,096,000

Additional Information:-

- Depreciation as per Income Tax Rules on Motor Car for professional use Rs. 8,000.
- One third of Motor Expenses relate to personal use.
- The Rate of Depreciation on surgical equipment is 15%. The W.D.V. of equipment brought forward from earlier was Rs. 43,000.
- Audit fees include income tax appeal expenses Rs. 6,000

Compute the taxable income from profession for the A.Y. 2015-16.

Q5) Mr. Rakesh is working in India Ltd., Chennai has furnished the following details of income for the year ended 31st March 2015. **[20]**

- a) Basic salary Rs. 50,000 p.m,
- b) Dearness allowance 40% of salary (not considered for retirement benefits)
- c) Bonus equals to two month's basic salary.
- d) Helper Allowance Rs. 1,000 p.m.
- e) Reimbursement of educational expenses Rs. 20,000 by his employer.
- f) Employers Contribution to R.P.F. 15% of salary.
- g) Travelling allowance for his official tours 25,000 (Actual expenditure Rs. 20,000).
- h) Mr. Rakesh is the owner of house property, which he has let out for annual rent Rs. 4,80,000. Fair Rent Rs. 5,00,000. Municipal Valuation Rs. 4,50,000. He paid municipal taxes Rs. 20,000. Interest paid on borrowed capital Rs. 1,55,000 and principal amount repaid Rs. 50,000.
- i) Income from Business 2,50,000.
- j) Mediclaim Insurance Premium Rs. 25,000 for his mother who is 65 years old.
- k) Dividend received from an Indian company Rs. 30,000.
- l) Interest on Government securities Rs. 15,000 (gross) received.
- m) Income from units of UTI Rs. 45,000.
- n) He deposited Rs. 70,000 in S.B.I as fixed deposit for 5 years.
- o) Donation paid to Government for the promotion of family planning Rs. 20,000.
- p) His contribution to P.P.F. Rs. 50,000.
- q) The company has deducted income tax Rs. 80,000.
- r) Professional tax Rs. 2,500 p.a.

Compute the taxable income and tax liability for the assessment year 2015-16 of Mr. Rakesh.



Total No. of Questions : 5]

SEAT No. :

P1225

[4767] - 4004

[Total No. of Pages :2

B.B.A.

INTERNATIONAL BUSINESS

(Semester-IV) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Explain in detail Heckscher-Ohlin theory of International trade. **[15]**

OR

“India is emerging economic superpower”. Discuss this statement in light of current Foreign Trade Policy (2004-09) of India.

Q2) What is Multinational Corporation? Describe its role and Importance in International Business. **[15]**

OR

Explain various exchange rates i.e. Fixed, Flexible and Managed.

Q3) What is Balance of Payment? Explain the causes of disequilibrium in Balance of Payment and suggest the remedial measures to Balance of Payment. **[15]**

OR

Explain the objectives and functions of ASEAN.

Q4) Explain objectives and functions of World Bank. **[15]**

OR

Case Study

Hyundai's Marketing Strategies in India

In August 2004, a leading business newspaper reported that Hyundai Motors India Limited (HMIL), an Indian subsidiary of South Korea based Hyundai Motors Company (HMC) was expected to reduce the price of its flagship car Santro by as much as Rs. 40,000. Industry experts were expecting a reduction in Santro's price in response to the price war being waged by the market leader in India. Maruti Udyog Limited (MUL), which had reduced the price of its largest selling car in the B segment, Alto by Rs. 58000 in two price cuts starting from September 2003. This move had resulted in Alto replacing Santro as the largest selling car in B segment in the period January to June 2004.

P.T.O.

Rebutting the report on price cuts, HMIL's managing director, BVR Subbu said, "We are not cutting prices on the Santro. We have allowed our competitors the prerogative of cutting prices". Several dealers of HMIL also felt that the company would not reduce Santro's price as it had not adopted such tactics earlier.

Santro had been the most successful product of HMIL and was also the largest selling car in the B segment till the fiscal year 2003-04. Introduced in the late 1998, Santro had emerged as the second largest selling car in India after MUL's M800 and had retained its position till March 2004.

In mid 2004, HMIL with its four models, Santro, Accent, Sonata and Elantra was the second largest car company in India with 19% market share in the industry. The company was planning to launch another model 'Getz', in September 2004.

Analysts attributed HMIL's success to its ability to launch technologically superior products and its innovative marketing strategies. However, they expressed concerns that the company relied heavily on Santro and any fall in demand for that model would hit the company.

It was felt that the introduction of new cars by the competitors and upgrading and price reduction of existing cars in the B segment would affect Santro's sales, thereby leading to a loss in its market share.

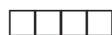
Questions:

- a) Explain the Hyundai's marketing strategies as a leading player.
- b) Examine and analyse the marketing mix of Hyundai Motors in the Indian passenger car industry.
- c) Compare and contrast the marketing strategy of Hyundai with other leading players in the Indian passenger car Industry.

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

[20]

- a) SAARC Preferential Trading Arrangement(SAPTA).
- b) Importance of International Business.
- c) Code of conduct of MNCs.
- d) IMF.
- e) NAFTA.
- f) WTO.



Total No. of Questions : 5]

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S.Y.B.B.A.

405: MANAGEMENT INFORMATION SYSTEM

(Semester-IV) (2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Explain why MIS is an instrument for the organizational change. **[15]**

OR

Explain the use of Information for competitive advantage.

Q2) Explain types of information and its attributes. **[15]**

OR

Explain Classical Model of Decision making.

Q3) Explain intellectual property right related to IT services. **[15]**

OR

Explain CASE tools with neat labeled diagram.

Q4) Group decision support system may be considered the best method of decision-making. Comment. **[15]**

OR

Explain Executive Information System in detail.

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

- | | |
|------------------------------|------------------------------------|
| a) The Administrative model. | b) Characteristics of Information. |
| c) Spiral model. | d) Artificial Intelligence. |
| e) Quality Assurance. | f) Global Information system. |

