

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P646

[4667]-1001

B.B.A. (Semester-I)

BUSINESS ORGANISATION AND SYSTEM

(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) Define the term Business. Explain the objectives of Business in detail. **[15]**

OR

What is Export Trade? State the Export Procedure in detail.

Q2) What is Partnership Firm? State the Features and Merits of Partnership Firm. **[15]**

OR

What is Business Process outsourcing? Explain the importance in Business Word.

Q3) What is Business Communication? State the importance of communication in Modern Business. **[15]**

OR

Explain various decisions in setting up of Enterprise.

Q4) What is Industrial Revolution? Explain the effects of Industrial Revolution. **[15]**

OR

State the emergence of Multinational Companies in Business Word.

P.T.O.

Q5) Write short notes (Any Four):

[20]

- a) Functions of Retail Trader.
- b) Malls and Super Market.
- c) Business Ethics.
- d) Advantages of sole proprietorship.
- e) E-commerce.
- f) Importance of Insurance.
- g) Technological changes and Business.



Total No. of Questions : 5]

SEAT No. :

P647

[4667]-1002

[Total No. of Pages : 2

B.B.A. (Semester-I)
BUSINESS COMMUNICATION SKILLS
(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 Communication? Explain the principles of good communication.

[15]

OR

Define written communication. Explain in detail Advantages of written communication.

Q2) Differentiate between Interview and Presentation.

[15]

OR

Explain in detail the barriers of listening.

Q3) What is Business letter? Explain the functions of Business letter.

[15]

OR

Explain the advantages and disadvantages of Telegram.

Q4) a) Draft notice and Agenda of Annual general meeting of Bajaj Company Ltd. Pune for their share holders. **[7]**

b) Draft a circular letter to their client for shifting office from M/s Ashok Shinde and Associate, Pune. **[8]**

OR

a) Write an enquiry letter on behalf of M/s Ashish Traders, Pune for various types of color paints. **[7]**

b) Write job application to the Account office Garware Ropes Limited, Pune in response to an advertisement in daily 'sakal' for the post of chief accountant. **[8]**

P.T.O.

Q5) Write short notes (Any Four):

[20]

- a) Objective of communication.
- b) Disadvantages of oral communication.
- c) Group discussion and Negotiation.
- d) Component of business letter.
- e) Voice mail.
- f) Paralinguistic.



Total No. of Questions : 5]

SEAT No. :

P649

[4667]-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. **[15]**

OR

State and explain nature and scope of Business Economics.

Q2) Explain types of Elasticity of demand. How it is measured. **[15]**

OR

Explain law of supply with its limitations.

Q3) State and explain relationship between Total, Average, Marginal Revenue. **[15]**

OR

Explain features of Monopolistic competition.

Q4) Explain Modern theory of Rent. **[15]**

OR

Explain Liquidity preference theory of Interest.

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

- a) Monopoly.
- b) Long Run Average & Marginal cost.
- c) Innovation theory of profit.
- d) Duopoly.
- e) Economic Cost.
- f) Features of perfect competition.



Total No. of Questions : 5]

SEAT No. :

P650

[4667] - 1005

[Total No. of Pages : 4

B.B.A. (Semester - I)
BUSINESS MATHEMATICS
(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to candidates:

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

Q1) Attempt any four of the following.

[16]

- a) What is share? Explain various types of shares.
- b) A man invested ₹ 13568 in 7% shares at 106 and ₹ 12648 in 11% shares at 124. How much income would he get in all?
- c) A manufacturer makes two types of lamp, A and B which require treatment by a cutter and a finisher. Lamp shade A requires 2 Hours of cutter's time and 1 hour of finisher's time. Lamp shade 'B' requires 1 hour of cutters and 2 Hours of finishing time. The cutter has 104 hours and finisher has 70 hours available time each month. Profit on one Lamp shade A is Rs. 6 and on one Lamp shade B is Rs. 11. How many of each type of Lamps shade should be manufactured to obtain the best returns. Formulate the above problem as a L.P.P. to minimise to cost.
- d) Explain singular matrix and Non-singular matrix.
- e) Find 'n' if ${}^n P_4 = 18({}^{(n-1)} P_2)$.
- f) Give the mathematical formulation of Transportation problem.

Q2) Attempt any four of the following:

[16]

- a) In how many ways a committee of 3 men and 2 women can be selected from Seven men and 10 women?

P.T.O.

- d) If matrix $A = \begin{bmatrix} 1 & 2 & -2 \\ -1 & 3 & 0 \\ 0 & -2 & 1 \end{bmatrix}$ then find $|A|$.
- e) If $A = \begin{bmatrix} 0 & 2 & 3 \\ 3 & 5 & 7 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 3 & 7 \\ 2 & 4 & 1 \end{bmatrix}$ then show that $BA' = (AB')'$.
- f) Explain: Fundamental principle of counting.

Q4) Attempt any four of the following.

[16]

- a) Solve the following L.P.P. by graphical method

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

Subject to

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

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

$$x, y \geq 0$$

- b) Write the procedure to obtain an initial basic feasible solution by Matrix Minima Method in T.P.
- c) A committee of 3 persons is to be formed amongst 4 gentlemen and 3 ladies, so as to include atleast one gentlemen and atleast one lady. In how many ways can this be done.

d) Find the value of X, if $\begin{vmatrix} 2+X & 3+X & 4+X \\ 1 & 2 & -1 \\ 2 & 1 & 3 \end{vmatrix} = 0$.

e) If $A = \begin{bmatrix} 2 & 3 \\ -1 & 4 \end{bmatrix}$, $B = \begin{bmatrix} 0 & 1 \\ -1 & 2 \end{bmatrix}$, verify that $|AB| = |A| \cdot |B|$

- f) Explain:
- i) Transpose of a matrix.
 - ii) Adjoint of a matrix.

Q5) Attempt any two of the following:

[16]

- a) Obtain an initial basic feasible solution using Vogel's Approximation method to the following Transportation problem.

		Destination				Supply
		D ₁	D ₂	D ₃	D ₄	
Sources	S ₁	50	150	60	70	50
	S ₂	80	70	10	90	60
	S ₃	15	90	80	80	40
Demand		20	70	10	50	

- b) Find the inverse of the matrix: $A = \begin{bmatrix} 2 & 3 & 1 \\ 3 & 4 & 1 \\ 3 & 7 & 2 \end{bmatrix}$.

- c) Solve the following equations by matrix inverse method:

$$2x + 3y = 9$$

$$-x + y = -2$$



Total No. of Questions : 5]

SEAT No. :

P651

[4667]-1006

[Total No. of Pages : 2

F.Y B.B.A. (Semester- I)

**BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES
(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 the subject matter of Demography? Explain the nature and scope of Demography. **[15]**

OR

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

Q2) What is population Growth. Critically comment on population growth in India since 1901. **[15]**

OR

Write a detailed note on the linkage between qualities of population and their utilization in the growth of business.

Q3) Define Urbanization. Elaborate factors responsible for urbanization. **[15]**

OR

Explain the following terms:

- a) Working Population.
- b) Dependent Population.
- c) Population below poverty line.

P.T.O.

Q4) Define the term “Environment.” Discuss various factors of environment influencing Business and Commerce. **[15]**

OR

Explain the following concepts in detail:

- a) Kyoto Protocol
- b) Global Warming

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

- a) Migration.
- b) Over population.
- c) Expanding Age and Sex Pyramid.
- d) Behavioural aspect of urbanization.
- e) Oil Crisis.
- f) Sources of water.



Total No. of Questions : 5]

SEAT No. :

P602

[4667]-101

[Total No. of Pages : 2

F.Y. B.B.A. (Semester-I)
BUSINESS ORGANISATION AND SYSTEMS
(2008 Pattern old)

Time : 3 Hours]

[Max. Marks : 80

Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is commerce and industry? State the scope and evolution of commerce and industry. **[15]**

OR

What is Joint Stock Company? Explain its advantages and limitations.

Q2) What is Horizontal combination? State its objectives, advantages and limitations. **[15]**

OR

What do you mean by Merger, Acquisition and Takeover? State the various types of Merger.

Q3) What is wholesale trade? State the functions of wholesaler. **[15]**

OR

What is business unit? Explain the factors to be considered for starting a new business unit.

Q4) What is foreign trade? Explain the need and importance of foreign trade. **[15]**

OR

What is Social Responsibility? State the arguments for Social Responsibility.

P.T.O.

Q5) Write short notes (Any Four):

[20]

- a) Objectives of business.
- b) Business and culture.
- c) Patent, Trademarks and Copyright.
- d) E- Commerce.
- e) Online trading.
- f) Special Economic Zone.(SEZ).
- g) KPO's.

□□□

Total No. of Questions : 6]

SEAT No. :

P603

[4667] - 102

[Total No. of Pages : 2

B.B.A.

BUSINESS COMMUNICATION SKILLS

(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to candidates:

- 1) *Solve any four questions from question No. 2 to 6.*
- 2) *Question No. 1 is compulsory.*
- 3) *Figures to the right indicate full marks.*

Q1) Define the term communication. Explain in detail process and Importance of communication. **[16]**

Q2) What is face to face communication? What are the merits and limitations of face to face communication? **[16]**

Q3) What do you mean by Art of listening? Explain in detail the principles of good listening. **[16]**

Q4) a) As a sales manager draft a sales letter for promoting sale of Mahendra's 'Centura Motor cycle' Ltd pune. **[8]**

b) Draft a minutes of Annual General meeting of Bajaj Auto ltd. Pune. **[8]**

Q5) What is oral communication? Explain in detail scope and principles of effective oral communication. **[16]**

P.T.O.

Q6) Write short notes: (any 4)

[16]

- a) Press conference.
- b) Notice of meeting.
- c) Customers relations.
- d) Report writing.
- e) Conflict and Negotiations.
- f) Closed circuit - T.V.
- g) Memos.



Total No. of Questions : 5]

SEAT No. :

P605

[4667] - 104

[Total No. of Pages : 2

B.B.A. (Semester - I)
BUSINESS ECONOMICS (MICRO)
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to candidates:

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

Q1) State and explain nature and scope of Business Economics. **[15]**

OR

What are the Basic Economic problems in Business.

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

OR

State and explain Revenue concepts and their relationship under imperfect competition.

Q3) State and explain Diseconomies of scale. **[15]**

OR

State and explain price and output determination under perfect competition.

Q4) State and explain Modern theory of Rent. **[15]**

OR

State and explain features of Monopolistic competition.

P.T.O.

Q5) Write short notes (any four)

[20]

- a) Determinants of Demand.
- b) Total Fixed cost.
- c) Uncertainty Bearing theory of profit.
- d) Trade union and collective Bargaining.
- e) Monopoly.



Total No. of Questions : 5]

SEAT No. :

P606

[4667] - 105

[Total No. of Pages : 3

B.B.A.

BUSINESS MATHEMATICS

(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to candidates:

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

Q1) Attempt any four of the following.

[16]

- a) 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.
- b) The measures of the angles of a triangle are 3:4:5. Find their measures.
- c) Define inverse proportion. If $A \propto B$ and $A = 4$ when $B = 6$, find the value of A when $B = 25$.
- d) A sold a car to B at 15% profit. B sold the car to C at 5% profit for Rs. 48,300. Find the price at which A has purchased the car.
- e) A book seller purchased 800 copies of a book for Rs. 4400. He sold 600 copies at a profit of 20% and remaining copies at a loss of 5%. Find percent profit / loss in the total transaction?
- f) Write note on profit and loss.

Q2) Attempt any four of the following:

[16]

- a) Amit borrowed Rs. 1750 from Rupesh for 5 months. Rupesh charged him Rs. 43.75 as a simple interest. At what rate was the interest reckoned.
- b) Find the difference between simple interest and compound interest for Rs.500 for 2 years at 10% p.a.
- c) Distinguish between simple interest and compound interest.

P.T.O.

- d) Find the C.I. on Rs 5000 for 8 months at 12% p.a compound quarterly.
- e) Define:-
- i) Trade Discount.
 - ii) Brokerage.
- f) A man sold two machines at Rs 990 each. On one, he gained 10% and on the other he lost 10%. Find the percentage of profit or loss in the total transaction.

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

- a) In how many years will Rs. 35,000 amount to Rs. 87,500 at 10% pa. simple interest?
- b) A sum of money amount to Rs. 10,400 in 6 years and Rs. 11,200 in 8 years. Find sum and rate of interest (simple).
- c) A sum of money doubles it self in 6 years. Find rate of simple interest?
- d) Explain:
 - i) Preferential share
 - ii) Equity share.
- e) Explain the term cost price and selling price.
- f) A person borrows Rs. 5,00,000 from SBI for purchase of flat at 8% p.a reducing balance interest rate. Find EMI for a period of 10 years. ($(1.00666)^{120} = 1.3947$).

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

- a) If $A = \begin{bmatrix} 2 & 3 \\ -3 & 2 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 2 \\ -2 & 1 \end{bmatrix}$, find AB, BA. What do you observe.
- b) Prove that : $\begin{vmatrix} b+c & a & a \\ b & c+a & b \\ c & c & a+b \end{vmatrix} = 4abc$.
- c) Show that the matrix $A = \begin{bmatrix} 1 & 1 \\ 1 & 2 \end{bmatrix}$ satisfies the equation $A^2 - 3A + I_2 = 0$.

- d) Find the value of X, if $\begin{vmatrix} 2+X & 3+X & 4+X \\ 1 & 2 & -1 \\ 2 & 1 & 3 \end{vmatrix} = 0$
- e) If matrix $A = \begin{bmatrix} 2 & -3 \\ 1 & -2 \end{bmatrix}$ then show that $A(\text{adj } A) = |A|I$.
- f) Write note singular and non-singular matrix.

Q5) Attempt any four of the following.

[16]

- a) Solve the system of linear equations:

$$X - 2Y = 5$$

$$2X + 3Y = 2$$

By matrix inverse method.

- b) Define the terms:

i) Permutation.

ii) Combination.

- c) If ${}^nC_7 = {}^nC_5$ then find nC_3 .

- d) In how many ways 8 playing cards of same colour can be selected from a pack of 52 cards.

- e) Find the value of the determinant: $\begin{vmatrix} a & b & c \\ b+c & a+c & a+b \\ 1 & 1 & 1 \end{vmatrix}$.

- f) Determine the value of X if $A = \begin{bmatrix} -1 & 2 \\ 5 & 1 \end{bmatrix}$ such that $2A + 3X = \begin{bmatrix} 4 & 16 \\ -5 & 17 \end{bmatrix}$.



Total No. of Questions : 5]

SEAT No. :

P607

[4667] - 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) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Define Demography. Discuss the importance of demography in business & commerce. **[16]**

OR

What is fertility? Explain various factors affecting fertility.

Q2) What is population growth? Critically comment on population growth in India since 1901. **[16]**

OR

Explain the following concepts:-

- a) Working population.
- b) Dependent population.
- c) Population below poverty line.

Q3) Explain the concept of Age & Sex pyramid with the help of suitable diagram. **[16]**

OR

What is Urbanization? Explain various problems of urbanization.

P.T.O.

Q4) Define Environmental pollution. Discuss various types of pollution with its causes & effects. **[16]**

OR

Write detailed notes on:-

- a) Global warming.
- b) Kyoto protocol.

Q5) Write short notes on: (any 4) **[16]**

- a) Subject matter of demography.
- b) Cultural factors influencing density & distribution of population.
- c) Sex ratio.
- d) Sources of water.
- e) Trends of urbanization in developed countries.
- f) Oil crisis.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 1

P653

[4667]-2003

**B.B.A. (Semester-II)
PRINCIPLES OF FINANCE
(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 finance & explain scope of finance function **[15]**

OR

What is financial Management? Explain approaches to financial management

Q2) Explain share capital. Explain in detail advantages & limitations of Preference share capital **[15]**

OR

“Debentures” a restrictive source of finance.

Q3) What is capital structure? Explain criteria for determining capital structure **[15]**

OR

Define capitalization. Explain over capitalization with causes consequences & remedies

Q4) Explain financial planning, basic considerations & limitations of financial planning. **[15]**

OR

Explain “Dividend policy” with factors affecting on it

Q5) Write short note on (*Any Four*) **[20]**

- a) Bonus shares
- b) Mutual fund
- c) Leasing
- d) Objectives of financial planning
- e) Role of finance manager
- f) Methods of forecasting.

Total No. of Questions : 5]

SEAT No. :

P655

[4667] - 2005

[Total No. of Pages : 4

F.Y.B.B.A.

BUSINESS STATISTICS

(Semester - II) (2013 Pattern) (New Syllabus)

Time : 3 Hours]

[Max. Marks : 80

Instructions to candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Logarithmic tables and statistical tables will be supplied on request.*
- 4) *Use of private non scientific electronic calculator is allowed.*
- 5) *Carrying/using Mobile is strictly prohibited.*

Q1) Attempt any four of the following:

[16]

- a) Define the following terms:
 - i) Statistics
 - ii) Sample
- b) Find mean, median and mode from the following data:
Height in inches: 61, 62, 63, 62, 63, 62, 64, 64, 60, 65.
- c) State requisites of an ideal measure of dispersion.
- d) Calculate Pearson's Coefficient of correlation from the information given below:
$$n = 7, \sum X = 21, \sum Y = 20, \sum X^2 = 91, \sum XY = 74, \sum Y^2 = 84.$$
- e) Explain simple Random Sampling in detail.
- f) State limitations of Index numbers.

Q2) Attempt any four of the following:

[16]

- a) Write a note on "Scope of Statistics in Management Sciences" in detail.

P.T.O.

- b) Find the missing frequency from the following data when mean is 15.38.

Size	10	12	14	16	18	20
Frequency	3	7	?	20	8	5

- c) Calculate quartile Deviation for the following data:

Age	10	11	12	13	14
No. of Girls	2	4	7	4	3

- d) Write a note on “Correlation” in detail.
e) Draw a multiple bar diagram for the following data

State	Birth Rate	Death Rate
Telangana	35,000	15,000
Jammu & Kashmir	28,000	8,000
Kerala	14,000	6,000

- f) State properties of regression coefficients.

Q3) Attempt any four of the following:

[16]

- a) Draw a pie diagram to represent the following data giving the sales of different salesman of a company.

Salesman	Sales (in Rs.)
A	1000
B	1240
C	1560
D	800
E	1400
Total	6000

- b) The average marks secured by a group of 45 students were 41. Later on it was discovered that a score of 92 was misread as 29. Find the correct average marks secured by them.

- c) Calculate Standard Deviation for the following data:

Class	0-5	5-10	10-15	15-20	20-25	25-30	30-35
F	3	7	12	18	13	10	7

- d) Calculate Karl Pearson's Coefficient of Correlation from the following data relating to the attendance of Rohan and the marks obtained by him in 10 sets of examinations.

Rohan's Attendance	30	32	35	40	48	50	52	55	57	61
Marks	1	0	2	5	2	4	6	5	7	8

- e) State problems in construction of Index numbers.
 f) Fit a straight line trend for the following data using method of semi averages:

Year	2003	2004	2005	2006	2007	2008
Production ('000 units)	22	26	24	30	28	32

Q4) Attempt any four of the following:

[16]

- a) Draw histogram for the following frequency distribution:

Classes	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	6	22	47	36	27	15

- b) In a certain college there were 12 professors, 15 clerks and 20 peons and their average salaries were Rs. 38,000, Rs. 21,000 and Rs. 14,000 respectively. What was the average salary of all employees?
 c) Given below are the daily wages paid to the workers in two factories A & B.

Daily Wages	No. of Workers	
	Factory A	Factory B
12-13	15	25
13-14	30	40
14-15	44	60
15-16	60	35
16-17	30	12
17-18	14	15
18-19	7	5

Which factory pays higher average wage?

- d) The regression equations are $8X - 10Y = -66$ and $40X - 18Y = 214$ Find correlation coefficient between X & Y.
- e) Define the following terms:
- i) Secular Trend
 - ii) Seasonal variations
- f) Obtain correlation coefficient if $b_{yx} = +0.929$ and $b_{xy} = +0.979$.

Q5) Attempt any two of the following:

[16]

- a) Obtain both lines of regression from the following:

X	4	5	6	8	11
Y	12	10	8	7	5

- b) Calculate seasonal indices from the following data using link-relatives method.

Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
2004	20	40	60	80
2005	30	30	40	90
2006	40	60	30	120
2007	50	50	70	150

- c) Construct Index Numbers of price from the following data by using
- i) Marshall -Edgeworth Method
 - ii) Dorbish - Bowley's Method.

Commodity	2005	2005	2006	2006
	Price	Quantity	Price	Quantity
A	2	8	4	6
B	5	10	6	5
C	4	14	5	10
D	2	19	2	15



Total No. of Questions : 5]

SEAT No. :

P714

[Total No. of Pages : 2

[4667] - 2006
F.Y. B.B.A. (Semester - II)
206 : BUSINESS INFORMATICS
(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates :

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

Q1) Write short notes : (any 4)

[20]

- a) WWW
- b) ROM
- c) Files
- d) Notepad
- e) MS-ACCESS

Q2) a) What is Computer? Explain the Block diagram of Computer.

[10]

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

[10]

Q3) a) Explain Operating System? Explain the services provided by an O.S. **[10]**

b) Perform the following :

[10]

- i) $(15)_{10} = ()_8$
- ii) $(10111010)_2 = ()_{16}$
- iii) $(583)_{10} = ()_8$
- iv) $(111011101110)_2 = ()_{16}$
- v) $(10101)_2 = ()_{10}$

P.T.O.

- Q4)** a) What are the difference between primary memory and secondary memory? [10]
- b) What is Normalization? Explain the goals of Normalization. [10]
- Q5)** a) Explain following DOS Commands with example : [10]
- i) Dir
 - ii) Type
 - iii) Cls
 - iv) Format
 - v) Date
- b) Explain SQL statements with example : [10]
- i) DELETE
 - ii) ALTER



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P610

[4667] - 203
B.B.A. (Semester - II)
PRINCIPLES OF FINANCE
(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 remaining.*
- 3) *Figures to the right indicate full marks.*

- Q1)** Write short note (Any Four) **[20]**
- a) Role of Depreciation.
 - b) Role of Finance Manager.
 - c) Objectives of Financial Planning.
 - d) Public Deposits.
 - e) Trading on Equity.
- Q2)** What is Financial Management? Explain scope & objectives of Financial Management. **[15]**
- Q3)** Explain Financial planning with types, significance & limitations. **[15]**
- Q4)** What do you mean by capital structure? Explain factors affecting capital structure. **[15]**
- Q5)** Explain under capitalization with causes, consequences & remedies. **[15]**
- Q6)** What is Dividend Policy? Explain factors affecting Dividend Policy. **[15]**
- Q7)** Explain “Debentures” with advantages & limitations. **[15]**



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :4

P612

[4667] - 205
B.B.A. (Semester - II)
BUSINESS STATISTICS
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Attempt any four of the following :

[4 × 4 = 16]

- a) Write requirements of good measure of central tendency?
- b) What is classification? Explain inclusive and exclusive classification.
- c) Draw the Histogram for the following frequency distribution:

Class :	10-19	20-29	30-39	40-49	50-59	60-69
Frequency :	4	12	18	16	10	6
- d) The arithmetic mean of 50 observation is 120. Find the arithmetic mean, if each observation is :
 - i) increased by 10
 - ii) decreased by 5
 - iii) doubled
 - iv) doubled and then increased by 5.
- e) Compute standard deviation and coefficient of variation for the following data:
36, 15, 25, 10, 14.
- f) Solve the following LPP by graphical method:
Maximize $Z = 60x + 75y$

Subject to

$$x + 2y \leq 70$$

$$2x + 3y \leq 60$$

$$x, y \geq 0.$$

P.T.O.

Q2) Attempt any four of the following :

[4 × 4 = 16]

- a) What are the advantages of sampling method over census method?
b) Draw the pie-diagram to represent the following information:

Items	Food	House Rent	Clothing	Education	Saving	Misc
Monthly Expenditure	200	300	150	100	90	70

- c) What is dispersion? Explain absolute and relative measure of dispersion.
d) The following is the frequency distribution of the height of students in a class of secondary school.

Height in cm	130-134	135-139	140-144	145-149	150-154	155-159	160-164
No. of students	5	15	28	24	17	10	1

Answer the following:

- i) State type of classification
ii) Class - mark of third class
iii) Class - width of any class
iv) Class - boundaries of 5th class.
e) Calculate Quartile Deviation for the following data:
100, 24, 14, 104, 21, 35, 106, 16, 100, 72, 68, 103, 61, 90, 20.
f) The daily expenditure of 100 families is given below. Find the missing frequencies.

Expenditure	20-29	30-39	40-49	50-59	60-69
No. of families	14	-	27	-	15

If the mode of the distribution is 43.5

Q3) Attempt any four of the following:

[4 × 4 = 16]

- a) Explain the following terms in Transportation Problem (TP)
i) Feasible solution.
ii) Non-degenerate solution.
b) State any four properties of regression coefficient.
c) A manufacturer makes two types of Lamps A and B which requires treatment by a cutter and a finisher. Lamp shade A requires 2 hours of cutters and 1 hour of finishers time. Lamp B requires 1 hour of cutters and 2 hours of finishers time. The cutter has 104 hours and finishers has 70 hours of available time each month. Profit on one lamp shade A is Rs. 6 and on one lamp shade B is Rs.11. Formulate the above problem as a LPP to maximise the profit.

- d) Solve the following Transportation problem by using Matrix Minima Method.

		Destination				Supply
		D ₁	D ₂	D ₃	D ₄	
Sources	S ₁	15	51	42	33	23
	S ₂	80	42	26	81	44
	S ₃	90	40	66	60	33
Demand		23	31	16	30	

- e) In a correlation studies the following values were obtained.

Variable	X	Y
Mean	12	15
S.D.	2	5
Correlation	Coefficient = 0.5	

Find the line of regression of Y on X.

- f) Calculate the arithmetic mean for the following frequency distribution.

Class	0-20	20-40	40-60	60-80	80-100
Frequency	8	12	20	15	7

Q4) Attempt any two of the following: [2 × 8 = 16]

- a) i) Obtain an initial basic feasible solution to the following transportation problem by Vogels Approximation Method (VAM).

		Destination				Supply
		D ₁	D ₂	D ₃	D ₄	
Sources	S ₁	50	150	60	70	50
	S ₂	80	70	10	90	60
	S ₃	15	90	80	80	40
Demand		20	70	10	50	

- ii) What is unbalanced Transportation problem?

Explain how to convert unbalanced TP to balanced T.P.

- b) Compute Quartile Deviation and its coefficient for the following grouped frequency distribution.

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

- c) Mean daily salary of 50 employees in a firm is Rs. 188.40. Frequency distribution of salaries of these employees in which some frequencies are missing is given below:

Salary :	140-160	160-180	180-200	200-220	220-240
No.of employees	6	-	17	-	5

Find the missing frequencies. And then find the median for the complete frequency distribution.

Q5) Attempt any two of the following: [2 × 8 = 16]

- What is statistics? Explain the scope of statistics in Management sciences and industries.
- Arithmetic Mean and standard deviation of 12 items are 22 and 3 respectively. Later on it was observed that the item 32 was wrongly taken as 23. Compute correct mean, S.D. and C.V.?
- If the correlation coefficient between X and Y is 0.67. Find the correlation coefficient between:
 - X and $-Y$
 - $2X$ and $3Y$
 - $X-10$ and $Y + 15$
 - $\frac{X}{2}$ and $\frac{Y}{5}$
 - $\frac{(X-10)}{3}$ and $\left(\frac{10-Y}{5}\right)$
 - $3X$ and $-\frac{Y}{5}$
 - $-3X$ and $-5Y$
 - X and X



Total No. of Questions : 5]

SEAT No. :

P613

[4667]-206

[Total No. of Pages : 2

F.Y. B.B.A.

BUSINESS INFORMATICS
(Semester-II) (2008 Pattern) (206)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Write short notes (Any 4):

[20]

- a) RAM.
- b) Batch File.
- c) Windows Explorer.
- d) Control Panel.
- e) Scanner.

Q2) a) Explain the block diagram of computer.

[10]

b) What do you mean by an Output device? Explain any two Output devices.

[10]

Q3) a) What is an operating system? Explain its types and features.

[10]

b) Perform the following:

[10]

- i) $(15)_{10} = (?)_2$
- ii) $(9F2)_{16} = (?)_8$
- iii) $(10111010)_2 = (?)_{16}$
- iv) $(583)_{10} = (?)_8$
- v) $(127)_{16} = (?)_{10}$

P.T.O.

- Q4)** a) What is secondary storage devices? Explain the working principle of hard disk. [10]
- b) What is Normalization? Explain 1st NF and 2nd NF. [10]
- Q5)** a) Explain the following DOS commands with example. [10]
- i) Attrib
 - ii) format
 - iii) del
 - iv) dir
 - v) help
- b) Explain SQL statements with example: [10]
- i) SELECT
 - ii) ALTER



Total No. of Questions : 5]

SEAT No. :

P658

[4667]-3003

[Total No. of Pages : 2

B.B.A. (Semester - III)
HUMAN RESOURCE MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR
(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) a) Discuss the importance of Human Resource Management. **[7]**

b) Discuss the functions of Human Resource Management. **[8]**

OR

a) Discuss the concept of Recruitment. What are different sources of Recruitment? **[8]**

b) Discuss selection procedure in detail. **[7]**

Q2) a) Discuss Needs & Objectives of Training. **[8]**

b) Distinguish between Training & Development. **[7]**

OR

Discuss the objectives and Modern methods of performance Appraisal. **[15]**

Q3) Discuss the various methods of Wage Payments. **[15]**

OR

Explain the challenges and opportunities for organizational Behaviour. **[15]**

P.T.O.

Q4) What is change? Why do people resist change? Discuss the levels of change. **[15]**

OR

Discuss the various models of Organization Behaviour. **[15]**

Q5) Write Short Notes (Any Four): **[20]**

- a) Problems with Performance Appraisal.
- b) Concept of Management Development.
- c) Role of Personnel Manager.
- d) Recruitment Policy.
- e) Training Methods.
- f) Fringe Benefits.



Total No. of Questions : 5]

SEAT No. :

P659

[4667]-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

What tools are used to analyze the Financial Statements? Discuss the utility and effectiveness of these tools. **[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

Explain Meaning and Importance of Fund Flow Statement. How does it differ from Cash Flow Statement? [16]

Q3) A Company expects to have Rs. 37,500 cash in hand on 1st April, 2014 and requires you to prepare an estimate of cash position during the three months April to June 2014. The following information is supplied to you. [16]

Months	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Factory Expenses (Rs.)	Office Expenses (Rs.)	Selling Expenses (Rs.)
February	75,000	45,000	9,000	7,500	6,000	4,500
March	84,000	48,000	9,750	8,250	6,000	4,500
April	90,000	52,500	10,500	9,000	6,000	5,250
May	1,20,000	60,000	13,500	11,250	6,000	6,570
June	1,35,000	60,000	14,250	14,000	7,000	7,000

Other Information:

- a) Period of credit allowed by suppliers - 2 months.
- b) 20% of sales is for cash and period of credit allowed to customers for credit sales is one month.
- c) Delay in payment of all expenses - 1 month.
- d) Income tax of Rs. 57,500 is due to be paid on June 15, 2014.
- e) The company is to pay dividends to shareholders and bonus to workers of Rs. 15,000 and Rs. 22,500 respectively in the month of April.
- f) Plant has been ordered to be received and paid in May. It will cost Rs. 1,20,000.

OR

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

Q4) From the following information in relation to Access Co. Ltd., Mumbai, prepare a statement in columnar form showing the estimated Working Capital Requirements. [16]

- a) In total and
- b) As regards each constituent part of working capital. Budgeted sales Rs. 2,60,000 p.a.

Analyze of cost of each unit is as follows:

Particulars	Rs.
Raw Material	3
Labour	4
Overheads	2
Profit (+)	1
	10

It is estimated that:

- a) Pending use, raw materials are carried in stock for three weeks and finished goods for two weeks.
- b) Factory processing will take three weeks.
- c) Suppliers will give five weeks, credit and customers will require eight weeks credit.

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

Q5) Write Notes: (Any Four)

[16]

- a) Leverage/Solvency Ratios.
- b) Proforma of Source and Application of Funds.
- c) Distinction between 'Management Accounting' and 'Financial Accounting'.
- d) Cash Flow Statement.
- e) Budgetary Control.
- f) Trend Percentage.



Total No. of Questions : 5]

SEAT No. :

P660

[4667]-3005

[Total No. of Pages : 2

B.B.A. (Semester - III)
BUSINESS ECONOMICS (Macro)
(2013 Course) (315)

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) What is macroeconomics? State its scope, importance and limitations. **[15]**

OR

How is National income calculated? What are the difficulties in its correct measurement? **[15]**

Q2) State and explain Say's law. On what grounds did Keynes refute it? **[15]**

OR

“Inflation is an excess of Aggregate Demand over Aggregate Supply”. Discuss this statement and analyse the factors which cause inflation. **[15]**

Q3) How do commercial banks create credit? What are the limitations to their power to create credit? **[15]**

OR

Critically examine Keynes' Psychological Law of Consumption. **[15]**

Q4) What is a Business Cycle? Describe the various phases of Business Cycle. **[15]**

OR

What is Fiscal policy? Explain its tools and techniques. **[15]**

P.T.O.

Q5) Write Short Notes (*Any Four*):

[20]

- a) Real income and nominal income.
- b) Saving Function.
- c) Concept of underemployment equilibrium.
- d) Supply side economics.
- e) Deflation.
- f) Marginal efficiency of capital.



Total No. of Questions : 5]

SEAT No. :

P1008

[Total No. of Pages : 2

[4667] - 3006
B.B.A. (Semester - III)
306 : IT IN MANAGEMENT
(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 IT asset management? Explain in detail. **[15]**

OR

Explain the types of computer software in detail. Differentiate between application and system software.

Q2) What is DBMS? Explain database approach to data management in detail. **[15]**

OR

Describe creating a database environment in detail.

Q3) What is computer network, what are its various applications? State advantages and disadvantages of networks. **[15]**

OR

Explain current trends in IT management in detail.

Q4) What is digital firm? Explain with diagram new IT infrastructure for digital firm? **[15]**

OR

Describe “understanding the business value of information system”.

P.T.O.

Q5) Write short notes on (any four):

[20]

- a) Change Management.
- b) LAN and WAN.
- c) World wide web.
- d) Managing Implementations.
- e) Components of DBMS.
- f) ICT applications.



Total No. of Questions : 5]

SEAT No. :

P616

[4667]-303

[Total No. of Pages : 2

B.B.A. (Semester-III)

HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

(2008 Pattern) (313)

Time : 3 Hours]

[Max. Marks : 80

Instructions : 1)

All questions are compulsory.

2)

Figures to the right indicate full marks.

Q1) What do you mean by HRM? Explain in detail scope, objectives and functions of HRM. **[15]**

OR

What do you mean by Recruitment? Explain in detail methods of Recruitment. **[15]**

Q2) Discuss need and Objectives of Training. How Training programmes are evaluated? **[15]**

OR

What is performance Appraisal? Explain in detail process of performance Appraisal. **[15]**

Q3) What is wage and salary administration? Describe various methods of wage payments. **[15]**

OR

Define O.B.Explain in brief different models of O.B. **[15]**

Q4) What is O.D.? State and explain need and objectives of O.D. **[15]**

OR

What are the challenges before Human Resource Management? **[15]**

P.T.O.

Q5) Write short notes (Any Four)

[20]

- a) Human Resource Planning.
- b) On-the-Job Training Methods.
- c) Management by Objectives (MBO).
- d) Employee services.
- e) Causes of Resistance to change.
- f) Concept of Management Development.



Q3) Activa Engineering Co. Ltd., Ahmednagar provides you with the following cost details. [16]

Non variable cost	Rs. 20,000
Variable cost of sales	60%
Total turnover	Rs. 10,000
Net Margin	Rs. 2,000

Calculate the following:

- Break Even sales.
- Sales volume to earn a profit of Rs.6,000.
- Profit when sales are Rs.25,000.

OR

What do you mean by Ratio Analysis? Explain various ratios to judge profitability of a company. State limitations of Ratio Analysis. [16]

Q4) You are required to prepare for the Board of Directors of A Ltd. Company, a statement showing the working capital needed to finance a level of activity of 5200 units of output. You are given the following information. [16]

Elements of Cost	Amount per unit(Rs.)
Raw Material	8
Direct Labour	2
Overheads	6
Total cost	16
Profit	4
Selling price	20

Additional Information:

- Raw Materials are in stock on average one month.
- Materials are in process on average half a month.
- Finished goods are in stock on average 6 weeks.
- Credit allowed by creditors is one month.
- Credit allowed to debtors is two months.
- Lag in payment of wages one and half weeks.
- Cash in hand at bank is expected to be Rs. 7,300.

You are informed that production is carried on evenly during the year and wages and overheads accrue similarly.

OR

Explain the objectives and advantages of Budget and Budgetary Control.[16]

Q5) Write short notes: (Any Four)

[16]

- a) Fund flow statement.
- b) Fixed budget.
- c) Margin of safety
- d) Trend percentage.
- e) Liquidity Ratios.
- f) Importance of working capital.

□□□

Total No. of Questions : 5]

SEAT No. :

P618

[Total No. of Pages : 1

[4667]-305

B.B.A. (Semester- III)
BUSINESS ECONOMICS (MACRO)
(2008 Pattern) (305)

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. What is its nature, scope, and importance? [15]

OR

What is Say's Law of Market?

Q2) What is inflation? Explain the concept of Cost Push inflation. [15]

OR

Explain the Keynesian Theory of income and employment.

Q3) What is Fiscal Policy? Explain in detail tools and techniques of Fiscal policy. [15]

OR

What is induced investment? Explain the factors influencing investment.

Q4) Explain the following concepts and the interrelationship among them:
GDP, GNP, NDP and NNP [15]

OR

Critically examine Keynes' psychological law of consumption.

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

- a) Phases of Business Cycle
- b) Monetary policy to control inflation
- c) Deflation
- d) Limitations of macroeconomics
- e) Accelerator principle
- f) Circular flow of macroeconomic activity for 2 sector economy



Total No. of Questions : 4]

SEAT No. :

[Total No. of Pages : 2

P661

[4667]-306

B.B.A. (Semester - III)

INFORMATION TECHNOLOGY IN MANAGEMENT

(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) Attempt the following: (Any Four)

[20]

- a) Write and explain various types of operating system.
- b) Explain various benefits of ERP.
- c) Explain various uses of Power Point.
- d) What are the characteristics of Object Orientation?
- e) Define MIS. Explain the advantages of MIS.

Q2) Attempt the following: (Any Four)

[20]

- a) Explain Knowledge Management System Architecture with diagram.
- b) Explain various network topologies with diagram.
- c) Explain ERP implementation with waterfall model.
- d) Explain various components of Enterprise Management System (EMS).
- e) Explain with suitable diagram OOSAD Development Life Cycle.

P.T.O.

Q3) Attempt the following: (Any Four)

[20]

- a) What are the disadvantage in File Processing System?
- b) Explain features of UNIX operating system.
- c) Compare LAN and MAN.
- d) Explain Batch processing System.
- e) Explain various modules of ERP.

Q4) Write short notes: (Any Four)

[20]

- a) Cyber Crime.
- b) IT Act 200.
- c) TPS.
- d) Application Software.
- e) Digital Signature.



Total No. of Questions : 5]

SEAT No. :

P622

[Total No. of Pages : 1

[4667]-404

B.B.A. (Semester- IV)

(Code-414) INTERNATIONAL BUSINESS

(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 diagrams wherever necessary.*

Q1) What is special Economic zones? Explain role of Special Economic Zones (SEZ) in International Business. **[15]**

OR

What are the benefits & challenges that India faces with enlarged E.U.

Q2) Explain the theory of absolute cost advantage as explained by Smith. **[15]**

OR

What are the merits & demerits of Foreign Direct Investment.

Q3) Discuss the role of MNC's in developing countries. **[15]**

OR

Explain the causes of changes in exchange rate.

Q4) Discuss the different causes for the disequilibrium in the Balance of Payment. **[15]**

OR

Explain the objectives & functions of World Bank.

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

- a) Current Account of Balance of Payment.
- b) International Monetary Fund (IMF).
- c) Nature of International Business Environment.
- d) Hedging.
- e) European union.
- f) Code of conduct for MNCs.



Total No. of Questions : 2]

SEAT No. :

P623

[4667]-405

[Total No. of Pages : 1

S.Y. B.B.A.

**MANAGEMENT INFORMATION SYSTEM
(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) What is system? Explain various elements of system in detail with the diagram.
- b) What is Information? Explain the characteristics along with the applications.
- c) What is MIS? Explain its nature, scope and functions.
- d) Explain Planning along with the types in detail.
- e) "Human as a Information Processor"- comment.
- f) Explain Inventory Control with its technique and the advantages.
- g) What is Prototyping? Explain the steps with neat suitable diagram.

Q2) Write short Notes: (Any Four) [20]

- a) Steps of Project Management.
- b) Quality of Information.
- c) Feedback Control System.
- d) Difference between EIS & DSS.
- e) Newell-Simon Model.
- f) Huristic Programming.



Total No. of Questions : 6]

SEAT No. :

P625

[4667]-501

[Total No. of Pages : 1

B.B.A. (Semester - V)
SUPPLY CHAIN AND LOGISTICS (511)
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Describe various forms of Marketing Channels with suitable diagrams.

Q2) Explain Channels for consumer goods, Industrial Goods and Services with example.

Q3) Define Supply Chain Management. Explain its components in details.

Q4) Define Wholesaling. Discuss various functions of wholesalers.

Q5) Prachi Machin Tools Ltd use 75 numbers of an item per month. Each unit costs the company Rs. 25/-. The cost of putting through each order and inventory carrying charges per month are computed at Rs. 36/- and 1.5% of the average inventory investment respectively.

In what economic lots should the item be purchased to minimise annual total cost?

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

- a) Inventory.
- b) Integrated Marketing Channels.
- c) Performance appraisal of channel members.
- d) Carrying & Forwarding Agents.
- e) Channel Conflict.
- f) Warehousing.



Total No. of Questions : 5]

SEAT No. :

P626

[4667]-502

[Total No. of Pages : 1

T.Y. B.B.A.

ENTREPRENEURSHIP DEVELOPMENT

(2008 Pattern) (502) (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 are the competencies of a successful entrepreneur? **[15]**

OR

What do you mean by 'business environment'? Explain its importance. **[15]**

Q2) Bring out the merits and demerits of company form of organisation. **[15]**

OR

State and explain the functions of N.S.I.C. **[15]**

Q3) Explain the ways in which bank credit is granted. **[15]**

OR

Describe the entrepreneurial career of Shri. Vitthal Kamat. **[15]**

Q4) What do you mean by 'market survey'? Explain the stages of market survey process. **[15]**

OR

Write a detailed note on contents and outline of business plan. **[15]**

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

- a) Entrepreneurship as a career option.
- b) International business environment.
- c) Ratio analysis.
- d) Angel's Funding.
- e) Employment v/s entrepreneurship.
- f) M.I.D.C.
- g) M.S.M.E.
- h) K.V.I.B.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P627

[4667]-504

B.B.A. (Semester - V)
(504) RESEARCH METHODOLOGY
(Tools and Analysis)
(2008 Pattern)

Time : 3Hours]

[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) Define Research. State and explain the types of Research. **[15]**

OR

What is Hypothesis? Explain the features of Hypothesis.

Q2) State and explain the probability sampling methods. **[15]**

OR

Differentiate between Questionnaire and schedule.

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

- a) Data editing
- b) Data coding
- c) Data classification

OR

State and explain the secondary data collection tools.

Q4) Explain the use of computer in Research. **[15]**

OR

Explain the format of Research Report.

P.T.O.

Q5) Write short notes on any four:

[20]

- a) Importance of Research.
- b) Interview method of data collection.
- c) Tabulation.
- d) Oral presentation of research.
- e) Research problem.
- f) Any two non probability sampling methods.

EEE

Total No. of Questions : 6]

SEAT No. :

P628

[4667]-505

[Total No. of Pages : 3

B.B.A. (Semester - V)

ANALYSIS OF FINANCIAL STATEMENTS

(2008 Pattern) (515 -A)

Time : 3Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) Explain "Financial statements" along with advantages & limitations of Analysis of financial statements.

Q2) Write a note on:

- a) Trend Analysis
- b) Vertical format of Balance sheet.

Q3) Explain Funds Flow Analysis with its advantages & limitations.

Q4) What is Ratio Analysis? Write in detail about Turnover & Leverage ratios.

Q5) From the following financial statements of X Ltd. Calculate

- a) Current Ratio
- b) Liquid Ratio
- c) Gross Profit Ratio
- d) Net Profit Ratio
- e) Net Profit to Capital Employed
- f) Fixed Assets Turnover
- g) Sales to capital employed
- h) Debtors Turnover

P.T.O.

Income statements for the year ending 31.12.1982.

Sales			
Cash	64000		
Credit	684000		748000
Less: Cost of sales			596000
Less: Expenses			152000
1) Warehouse & transport	48000		
2) Administration	38000		
3) Selling	28000		
4) Debenture Interest	4000		118000
Net Profit			34000

Balance sheet 31.12.1982.

Liabilities	Rs.	Assets	Rs.
Share capital	150000	Net Fixd Assets	80000
Reserves	60000	Stock	188000
P&L A/C	24000	Debtors	164000
Debentures	60000	Cash	14000
Current Liabilities	152000		
	446000		446000

Q6) Prepare Funds Flow statement of ABC Ltd. from the following information.

Balance sheets of ABC Ltd.

	30.9.92	30.9.91
Liabilities & capital:-		
Share capital	5000000	4000000
P&L A/C	1500000	500000
Secured Loans	3500000	4000000
Current Liabilities	5000000	6000000
	15000000	14500000
Assets		
Fixed Assets	3100000	3000000
Investment	150000	-
Cash & Bank balances	250000	125000
Stock, stores & W/P	7500000	7875000
Debtors	4000000	3500000
	15000000	14500000

There was an addition to fixed asset during the year amounting to Rs. 400000/- & depreciation for the year was Rs. 300000/-.

EEE

Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 1

P629

[4667]-506

**B.B.A. (Semester - V)
SALES MANAGEMENT**

**505-B: (Specialisation -I: Marketing)
(2008 Pattern)**

Time : 3Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) a) “Relationship marketing is the soul of today’s sales management” Explain. **[10]**

b) What do you mean by sales organisation? Brief about need for sales organisation. **[10]**

Q2) Define sales management. Discuss ideal characteristics required for a successful salesman. **[15]**

Q3) Explain recruitment and selection process for salesforce. **[15]**

Q4) What is sales forecasting? Describe methods of sales forecasting with example. **[15]**

Q5) Describe the concept of salesmanship. Explain different techniques used for effective salesmanship. **[15]**

Q6) Short Notes (Any Three): **[15]**

- a) Sales potential.
- b) Sales contest.
- c) Customer satisfaction.
- d) Sales planning.
- e) Sales Budget.

EEE

Total No. of Questions : 7]

SEAT No. :

P630

[4667]-507

[Total No. of Pages : 1

T.Y. B.B.A. (Semester - V)

HUMAN RESOURCE MANAGEMENT- PRINCIPLES & FUNCTIONS

Specialisation -I

(2008 Pattern)

Time : 3Hours]

[Max. Marks :80

Instructions to the candidates:

- 1) *Attempt any four questions from Q.1 to Q.6.*
- 2) *Q.7 is compulsory.*

Q1) Define HRM. Explain its challenges in Indian context. **[15]**

Q2) Explain the concept of HR planning. Explain various sources of recruitment. **[15]**

Q3) Differentiate between training & Development. Explain different methods of training. **[15]**

Q4) Define performance appraisal. Explain its objectives & process. **[15]**

Q5) Explain the concept of HR audit. Explain its objectives. **[15]**

Q6) Define personnel record & personnel report. Explain its significance. **[15]**

Q7) Write short notes (any FOUR): **[20]**

- a) Selection procedure.
- b) Process of training.
- c) Role of HR Manager.
- d) Exit policy.
- e) Promotion policy.
- f) VRS.

EEE

Total No. of Questions : 6]

SEAT No. :

P1001

[Total No. of Pages : 2

[4667] - 508

B.B.A. (Semester - V)

SPECIALISATION - I

**515 - D : Service Sector Management; Management of Services
(2008 Pattern)**

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 indicate full marks.*

Q1) a) Services is an intangible and perishable. Justify the statement. **[10]**

b) Explain systems approach to improve service productivity. **[10]**

Q2) Define 'Service Productivity'. Discuss in detail the contribution of technology in improving service productivity. **[15]**

Q3) State importance of relationship of service organization with customers in banking and telecommunication sector. **[15]**

Q4) Discuss the various options for the growth of a service organization at international level. **[15]**

Q5) What is service? How can service quality be improved? Explain in detail. **[15]**

P.T.O.

Q6) Write Short Notes (Any Three):

[15]

- a) Service Guarantee.
- b) Process Layout.
- c) Service Marketing Environment.
- d) Ownership.
- e) Inseparability.



Total No. of Questions : 5]

SEAT No. :

P631

[4667]-509

[Total No. of Pages : 2

B.B.A. (Semester - V)

AGRICULTURE AND RURAL DEVELOPMENT

(Specialisation - I: Agriculture Business Management)

(2008 Pattern)

Time : 3Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) What are the different features of Rural Economy?

[15]

OR

What are the characteristics of Indian Agriculture?

Q2) Explain the functions of NABARD.

[15]

OR

‘Co- op. institutions are instrumental to rural development in India’ Discuss.

Q3) Critically examine IRDP.

[15]

OR

Elaborate on Land Reforms.

Q4) ‘Food security is complementary to the rural development’. Discuss.

[15]

OR

Explain the importance of Agriculture Taxation in India

P.T.O.

Q5) Write short notes on (any four):

[20]

- a) R.R.Bs.
- b) S.H.Gs.
- c) Mid day meal scheme.
- d) Cottage industry.
- e) NREGA.
- f) Sprinkler system.

EEE

Total No. of Questions : 6]

SEAT No. :

P632

[4667]-510

[Total No. of Pages : 2

T.Y.B.B.A.

LONG TERM FINANCE
(Specialization - 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.*
- 4) *Use of Calculator is allowed.*

Q1) a) A Ltd. Has the following capital structure:

Equity Capital (1 Lakh shares of Rs. 10/-)	Rs. 10,00,000
10% Preference Capital (1,000 share of Rs. 100)	Rs. 1,00,000
13% Debentures (5000 debentures of Rs. 100)	Rs. 5,00,000
14% Term Loan	Rs.8,00,000
Retained Earnings	<u>Rs. 12,00,000</u>
Total (Rs.)	Rs. 36,00,000

Expected dividend per share is Rs. 1.50 with the expected growth rate of 7%. Market price per share is Rs. 20. The tax rate for the company is 50%.

Calculate:

- i) Weighted Average Cost of capital based on existing capital structure.
 - ii) Revised Weighted Average Cost of Capital if company raises an additional capital of Rs. 20,00,000/- by 15% debentures.
- b) Following figures are related to Rajesh and Co.
Sales are Rs. 20,00,000/-, variable cost is 45% of sales, Fixed cost Rs. 4,00,000/- and interest Rs. 30,000/-.
Calculate Operating Leverage, Financial Leverage and Combined Leverage.

Q2) Explain the term Capitalization. Explain in detail the term overcapitalization with its causes and effects.

P.T.O.

Q3) Explain the term Capital Structure. What are the factors affecting Capital Structure.

Q4) Explain the term Financial Planning. What are the steps involved in financial planning and factors to be considered while formulating financial plan.

Q5) What do you mean by 'Own Capital' and 'Borrowed Capital'? Explain in detail the following sources of Long Term Finance with their advantages:

- a) Lease financing.
- b) Retained earnings.

Q6) Write short notes: (**Any four**)

- a) Trading on equity.
- b) Public deposits.
- c) Mutually exclusive proposals.
- d) Implicit and explicit cost of capital.
- e) Leverages.
- f) Risk involved in Capital Budgeting.



Total No. of Questions : 5]

SEAT No. :

P633

[4667]-511

[Total No. of Pages : 1

B.B.A.

**MARKETING : RETAIL MANAGEMENT (Specialisation - II)
(Semester - V) (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) Explain in detail channel formats. **[15]**

OR

Explain the importance of wholesaling.

Q2) What are the types of unconventional channel or Non-store Retailing. **[15]**

OR

What are the factors affecting location Decision.

Q3) Explain the types of Store Layout. **[15]**

OR

What are the methods of Merchandize Display.

Q4) Explain key elements of Internet store. **[15]**

OR

What are steps in Merchandise Planning.

Q5) Write Short Notes (Any 4) 5 Marks Each. **[4 × 5 = 20]**

- a) Category Management.
- b) Retail Advertising.
- c) EDI.
- d) Retail Price Strategy.
- e) Electronic Payment Systems.



Total No. of Questions : 5]

SEAT No. :

P634

[4667]-512

[Total No. of Pages : 2

B.B.A.

HUMAN RESOURCE PRACTICES

(516 - C) (Specialization - II: Human Resource 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) Explain the importance of wage and salary administration. What are the main components of wage structure of industrial employees? **[15]**

OR

What is the importance of working conditions, employee safety and labour welfare in human resource management?

Q2) What is workers participation in management? Explain the levels of participation. **[15]**

OR

What are the objectives of organisational development? Describe process of organisational development.

Q3) Define Industrial Relations. What are the recent trends in industrial relations in India? **[15]**

OR

What is Grievance? Explain the causes of grievances.

P.T.O.

Q4) Explain in detail the process of collective bargaining.

[15]

OR

What are the principles of maintenance of discipline in an organisation?

Q5) Write short notes (Any four):

[20]

- a) Learning Organisation.
- b) Accident Costs.
- c) The Minimum Wages Act.
- d) Occupational Hazards.
- e) Wage Differentials.
- f) Ethics in Organisational Development.



Total No. of Questions : 5]

SEAT No. :

P635

[4667]-513

[Total No. of Pages : 2

B.B.A.

MARKETING SERVICES

(Specialization - II: Service Sector 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) What is TQM? Discuss the process of TQM. **[15]**

OR

Critically examine Impact of New Economic Policy on Services.

Q2) Discuss in detail Gaps in Quality. **[15]**

OR

Explain the parameters in Pricing of Services.

Q3) Explain in detail guidelines for managing Service Competition. **[15]**

OR

Explain the framework of linking Employee Satisfaction, Customer Satisfaction & Profitability.

Q4) What is Service Marketing Mix? Explain 7P's in detail. **[15]**

OR

Explain significance and challenges of managing people in Service Sector.

P.T.O.

Q5) Write Short Notes (Any four):

[20]

- a) Impact of Digital Revolution on Service Industry.
- b) Promotional Planning & Strategies.
- c) Benchmarking.
- d) Complete Service Package.
- e) Right Service Culture.
- f) Marketing Strategies in Service Sector.



Total No. of Questions : 5]

SEAT No. :

P1002

[Total No. of Pages : 2

[4667] - 514

B.B.A. (Semester - V)

INTERNATIONAL AGRICULTURAL SYSTEMS
(Specialisation - II) Agriculture Business Management
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Discuss the Israel's Agriculture in the 21st Century.

[15]

OR

Discuss with suitable examples "Chinese farming system is a well known farming system in the International Agricultural System".

Q2) Distinguish between Genetically Modified Crops and Traditional Crops. Discuss the merits and demerits of Genetically Modified Crops.

[15]

OR

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

Q3) What is Agricultural Subsidy? Discuss in detail the impact of agricultural subsidy.

[15]

OR

Why does the WTO have an Agreement on Agriculture?

- Explain the
- a) Three pillars of Agreement on Agriculture.
 - b) India and Agreement on Agriculture.

P.T.O.

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

OR

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) Indian farming system Vs American farming system.
- b) Agro Processing Zones.
- c) Challenges for International Agricultural System.
- d) Limitations of ecological farming.
- e) Sustainable Agriculture.
- f) Export Potentials of Agri Business.



Total No. of Questions : 6]

SEAT No. :

P638

[4667]-603

[Total No. of Pages : 1

T.Y.B.B.A.

**MANAGEMENT CONTROL SYSTEM
(2008 Pattern) (Semester - VI) (603)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Q. 6 is compulsory.*
- 2) *Answer any 4 questions from remaining.*
- 3) *All questions carry equal marks.*

Q1) Define the concept of Management Control. Explain various factors affecting Managerial Philosophy.

Q2) Differentiate between data and information. Explain the different types of information.

Q3) Explain different types of inventories. Why inventory is held in corporate?

Q4) What is meant by Decision Support System? Explain the characteristics and components of Decision Support System?

Q5) What do you mean by Project Planning? Explain the different dimensions of Project Planning.

Q6) Write Short Notes (any four):

- a) Management Control System.
- b) Network Coupling Structure.
- c) Human Resource Accounting.
- d) Expert Systems.
- e) Project Audit.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P640

[4667]-605

B.B.A. (Semester - VI)

Specialisation - III

FINANCE : FINANCIAL SERVICES

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Write short note (Any Four):

- a) Zero Base Budgeting.
- b) Certificate of Deposits.
- c) MSE.
- d) Human Resource Accounting.
- e) Forfeiting
- f) Mergers & Acquisitions.

Q2) Explain in detail role of RBI as a regulatory authority.

Q3) Write a note on:

- a) Credit Rating.
- b) IPO.

Q4) What is Financial Market? Distinguish between Primary Market & Secondary Market.

Q5) What is Money Market? Explain various Money Market instruments.

Q6) Write in detail role of financial intermediaries.

Q7) What is IPO? Explain in detail Management of IPO.



Total No. of Questions : 5]

SEAT No. :

P641

[4667]-606

[Total No. of Pages : 2

T.Y.B.B.A. (Semester - VI)
ADVERTISING AND SALES PROMOTION
(Specialisation - III: Marketing)
(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 Advertising. Explain functions of Advertising? [15]

OR

How is an Advertising Budget Decisions Taken? [15]

Q2) What points would you consider while creating an advertisement copy for an outdoor media? [15]

OR

Write a note on the Internet as a medium of Advertising. Elaborate upon its advantages and disadvantages. [15]

Q3) Which are the factors that influence the decision to select a particular channel of distribution? [15]

OR

Write a note on Control of Advertising? [15]

Q4) What do you mean by Advertising? State different types of advertising. [15]

OR

Elaborate different methods used to evaluate Advertising Effectiveness?[15]

P.T.O.

Q5) Write Short Notes on (Any Four):

[20]

- a) Physical Distribution.
- b) Cross Promotion.
- c) Bait & Switch form of Advertising.
- d) Integrated Marketing Communication.
- e) Concept of Reach, Frequency & Ratings.
- f) Product and Media Brief.



Total No. of Questions : 7]

SEAT No. :

P642

[4667]-607

[Total No. of Pages : 2

B.B.A. (Semester - VI)
LABOUR LAWS (MRM Specialization)
(2008 Pattern)

Time : 3Hours]

[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) State and explain the salient Features of the Workmen's Compensation Act 1923. **[15]**

Q2) How is the employees state Insurance Fund created? What are the purposes for which the employee's state Insurance fund may be expended? **[15]**

Q3) Explain the provision regarding appointment of Inspectors and their powers under Employee's provident Fund Act 1952. **[15]**

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

- a) Minimum Bonus.
- b) Maximum Bonus.

Q5) Explain the following under payment of Gratuity Act 1972: **[15]**

- a) Appropriate Government.
- b) Family.
- c) Continuous service.

Q6) Define the following under Workmen compensation Act: **[15]**

- a) Fatal Accidents
- b) Medical Examination
- c) Wages.

P.T.O.

Q7) Write short notes on any 4:

[20]

- a) Power to make rules under payment of Bonus Act.
- b) Recovery of Gratuity.
- c) Family pension on Fund Scheme.
- d) Dependents Benefit.
- e) Power of Inspector under payment of Gratuity Act.
- f) Basic wages under EPF Act 1952.

EEE

Total No. of Questions : 7]

SEAT No. :

P643

[4667]-608

[Total No. of Pages : 1

B.B.A. (Semester - VI)

SPECIAL SERVICES OF MARKETING IN INDIA

(Specialization - III: Service Sector Management)

(2008 Pattern)

Time : 3Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) Why is service industry important to the Indian Economy? Discuss the reasons of growth of service sector in India. **[20]**

Q2) Explain various types of Banking services. Write a note on the Behavioural profile of users of the Banking services. **[15]**

Q3) What do you mean by the Marketing mix? Explain the different components of Marketing mix for Marketing the insurance services. **[15]**

Q4) Explain the special features of the Indian Tourism Marketing. **[15]**

Q5) Develop suitable promotion mix for a Hospital in metro city as a marketing manager. **[15]**

Q6) In a management institute, you are working as a marketer. Design a marketing mix for that institute. **[15]**

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

- a) Market Segmentation for Tourism.
- b) Bank Marketing in India.
- c) Marketing of Entertainment services.
- d) Medical Tourism in India.
- e) New Indian Service Market.

EEE

Total No. of Questions : 5]

SEAT No. :

P1003

[Total No. of Pages : 2

[4667] - 609

B.B.A. (Semester - VI)

SPECIALISATION - III

605 (E) : Recent Trend and Agriculture

OR

615 (E) : Special Service of Agriculture in India (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) Explain in detail the processing of Agricultural product with suitable examples and also state the problems faced by processing units. **[16]**

OR

Write a detailed note on the Cotton - textile Industry.

Q2) Elaborate on the current scenario of agricultural research and agricultural Education in India. **[16]**

OR

State the impact of International Business on the Indian Economy.

Q3) Elaborate on the Live Stock Management in reference with seri culture fisheries and cattle. **[16]**

OR

Explain Agricultural Marketing and state the pre-requisites of a good Marketing system.

P.T.O.

Q4) Explain Agro-based Industries and their linkage to the Indian Economy. [16]

OR

Write a note on the current scenario of the Poultry Industry in India.

Q5) Short Notes: [16]

- a) Agricultural Finance.
- b) Wine Industry.
- c) Agricultural Retailing.
- d) Agricultural Insurance.



Total No. of Questions : 3]

SEAT No. :

P644

[4667]-610

[Total No. of Pages : 3

T.Y. B.B.A. (Semester - VI)

CASES IN FINANCE (Specialisation -IV: Finance)

(2008 Pattern)

Time : 2Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) A joy industries whose cost of capital is 10%, is considering two mutually exclusive proposals X and Y. The initial investment for both the projects is Rs.15,00,000 the details of which are as follows. **[20]**

Particulars	Project X (Rs.)	Project Y (Rs.)
Initial Investment	15,00,000	15,00,000
Cash inflows at the end of Year		
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,50,000	5,75,000
5	7,50,000	5,25,000
Total	20,00,000	29,50,000

On the basis of

- a) Pay Back Period
- b) Net present value @ 10%
- c) Profitability index @ 10%
- d) Internal rate of return.

Evaluate both the projects and give advice to the management that which project should be selected.

P.T.O.

P.V. Factor Table

Year	1	2	3	4	5
P.V. Factor @ 5%	0.952	0.907	0.864	0.823	0.784
P.V. Factor @ 10%	0.909	0.826	0.751	0.683	0.621
P.V. Factor @ 35%	0.740	0.548	0.406	0.301	0.223

OR

Pinto Company Ltd. is examining two Project proposals for new capital investment. The data on the proposals are as follows.

Particulars	Proposal A (Rs.)	Proposal B (Rs.)
Initial Cash Outflow	27,00,000	30,00,000
Salvage value	Nil	Nil
Expired life	6 years	6 years
Depreciation	Straight line method	Straight line method

Earnings before depreciation and income tax year	(Rs.)	(Rs.)
1	6,50,000	9,75,000
2	7,25,000	10,00,000
3	8,75,000	11,00,000
4	9,50,000	10,25,000
5	9,00,000	9,50,000
6	8,00,000	8,50,000
Total	49,00,000	59,00,000

The corporate income tax rate is 50%, on the basis of

- a) Pay-back period
- b) Net present value at 15%
- c) Average rate of return.

Rank the proposals under each of the technique.

P.V. Factor Table

Year	1	2	3	4	5	6
P.V. Factor @ 15%	0.869	0.756	0.657	0.571	0.497	0.432

Q2) Jaya Cements Ltd. sells its products on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the current year ended on 31st March 2006.

	Rs.
Sales at 3 months credit	40,00,000
Raw materials	12,00,000
Wages paid average time lag 15 days	9,60,000
Manufacturing expenses paid one month in arrears	12,00,000
Administrative expenses paid one month in arrears	4,80,000
Sales promotion expenses payable half year in advance	2,00,000

The company enjoys one month's credit from the suppliers of raw materials and maintains a 2 months stock of raw materials and one and half month's stock of finished goods. The cash balance is maintained at Rs. 1,00,000 as a precautionary measure. Assuming a 10% margin, find out the working capital requirements of the company.

Hint:- calculate finished goods on the basis of cost of production which is sales - gross profit (20% of sales) **[15]**

Q3) Laxmi Industries has the following capital structure. **[15]**

	Rs.
Equity share capital (20,000 Shares)	4,00,000
6% preference shares	1,00,000
8% Debentures	3,00,000

	8,00,000

The market price of equity share is Rs.20. It is expected that the company will pay a current dividend of Rs. 2 per share which will grow @ 7% forever. Corporate tax Rate is 40%. The face value and net proceeds from the preference share are Rs. 100 Each and their redemption period is 10 Years. Calculate the weighted average cost of capital (WACC).



Total No. of Cases : 4]

SEAT No. :

P1004

[Total No. of Pages : 3

[4667] - 611

**B.B.A. (Semester - VI)
SPECIALISATION - IV**

**616 - B : Marketing : Cases in Marketing
(2008 Pattern)**

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.*

Case - 1

[20]

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

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

- Q1)** Discuss the growing importance of social media in the advertising mix of products targeted at the youth.
- Q2)** Discuss how McDonald's used a new advertising campaign to create a buzz around its McSpicy range of products that it introduced in the Indian market.

P.T.O.

Case - 2**[15]**

For unless the consumer walked into a retailer and specially asked for Frooti, the retailer might choose to push any other product, including those on which the retailer margins were higher or those that were then undertaking a major promotional activity.

Indeed, the sales of Frooti had been falling over the years. Besides just competition from products in other categories, its market share in the 'tetra pack' category was also gradually falling, as new players had entered the segment and were using the same packaging technique. Clearly, something needed to be done. Frooti had acquired an 'old boy' image, as a 'kids-only' product, perhaps due its 'tetra pack' packaging as opposed to the glass and PET bottles used by other beverage manufacturers. Consumers typically consumed the product using a straw, something seen as 'for kids'.

- Q1)** How could the brand re-position itself in the market? In particular, it needed to drop the perception of being only for kids.
- Q2)** What Frooti should have done when its market share was falling consistently?

Case - 3**[15]**

Narendra Modi, the 15th PM of the India, used integrated marketing communications (IMC) to win the 2014 elections. For the first time in the history of the Indian PM Elections, the Internet was used widely and effectively for both campaigning and fund raising purposes. Modi also used the traditional methods of marketing which accounted for 50% of his fund raising. Modi carefully tailored his campaign by targeting people of different age groups, communities, and professionals systematically to achieve success in the elections. Modi tapped the growing community of people who preferred the Internet and mobile phones to television. Other G7 countries had in the past tried to use the Internet as a tool for campaigning but it was not used as effectively and consistently in the past, according to experts.

- Q1)** Analyse the case with suitable title.
- Q2)** Appreciate how Internet and social media can be used effectively and economically?

Case - 4**[15]**

Computer Consumables Ltd. (CCL) is a small scale company with a product portfolio consisting of printer Ribbons, cartridges and Ink Jet refill packs. The company's turnover in its first year (i.e. year ending March 2012) is Rs. 2-5 crores. It has a marketing department consisting of one G.M. (Mktg.), one sales manager, one Dispatch Assistant and Five Sales Engineers covering Maharashtra and Gujarat. Next year's sales turnover target is Rs. 5 Crore. The G.M. (Mktg.) has proposed addition of two Product/Brand Executives and twenty sales Engineers. The Managing Director is not convinced of the utility of product/brand executives to his company. He also has hesitation about the return on investment (ROI) of additional Rs. 25 lakh towards salary of additional staff in marketing department.

Q1) Identify and allot new territories for sales engineers and the sales targets.

Q2) Develop an advertising plan for CCL.



Total No. of Questions : 4]

SEAT No. :

P645

[4667]-612

[Total No. of Pages : 3

B.B.A. (Semester - VI)

CASES IN HUMAN RESOURCE MANAGEMENT (616 - C)

(Specialisation - IV)

(2008 Course)

Time : 2Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) CASE No. 1:

The Samarth Manufacturing Company is in a very competitive metal products business. It employes 4000 people. Because of the similarity in the product design and competitive prices with those of its competitors, it maintains its sales by emphasising quality and service. About a year ago the company lost two of its major customers, who had been dissatisfied with excessive manufacturing defects. After studying the problem, the company decided that its basic engineering was sound but carelessness and lack of quality consciousness on the part of production workers, inspectors, and manufacturing supervision were a prime cause of the trouble. Accordingly, it introduced a quality control program to solve the problem.

The course was given after working hours, from 7.00 to 9.00 p.m. each Thursday for 10 weeks. Employees were not paid any additional amount to attend the classes. Technically, attendance was voluntary; however, management intimated that employees who attended sincerely would have the fact recorded in their personal records. This fact would be considered in future pay rise and promotions. This course was taught by a staff engineer from the quality control department. The course methodology mainly consisted of lectures, and at times movies on quality control and some discussions. The course covered such topics as the need for high quality, "quality can't be inspected into a product, it must be built in", conditions affecting quality costs of poor quality, inspection standards, inspection procedures and methods, statistical quality control, sampling inspection, and control chart procedures. The course was open to all interested employees in the plant, including supervisors. Attendance at the early sessions averaged around fifty. Toward the end of the course it had declined to about twenty - five.

P.T.O.

The training manager made the following comment at the conclusion of the course: “Anuj (the instructor) did a good job of lecturing. He was interested, informative, and spiced his talk with humour at appropriate times. It was not his fault that attendance fell off”.

Questions:

- a) Analyze the case [6]
- b) Do you think this training programme was organised and administered properly? [7]
- c) Are there any other training methods that could properly have been used? [7]

Q2) CASE No. 2:

Rahul Engineering works opened on 12th February 2013, after 4 months strike. The strike was resorted to as a part of negotiations on General charter of Demands.

The workers were paid their wages on 7.3.2013. On 9.3.2013, samosas were served as snacks at 9.30 a.m. during tea break. Samosas were the most preferred snacks and hence the consumption of samosas was unusually more and they were all exhausted/ finished. Hardik, an operator was normally a well-behaved worker, he did not get any samosas. He was very hungry and he stopped work. When his supervisor asked him, he stated that services from the canteen were not available, and hence he has stopped the work and he will not work until the snacks are served to him.

Questions:

- a) Analyze the case [5]
- b) Detect who was wrong and justify, Also suggest suitable title to the case. [10]

Q3) CASE No. 3:

Chocolate Holiday Travel is a large travel agency with an employee population of 200, having branches in big cities like Mumbai, Nasik, Nagpur, Pune, Chennai, Delhi, Jaipur, Hyderabad, Kolkatta and other major cities. Each branch has separate counters for rail, air and bus-car reservation. The agency is best known for its quick and excellent service. Over the years, it has built up a good reputation and has carved out a niche for itself in the travel business. People were trusting the agency due to guaranteed service. Customers are

very happy and satisfied with the service of this agency. In recent years, the head office in Delhi is finding it increasingly difficult to monitor the information especially on air tickets received from other centers through manual operations. To avoid delay and inconvenience to customers and to improve accounting operations, the agency is seriously thinking of introducing computers on a gradual basis, with the intention to render the prompt service to the customers. Now however, this change of introducing computers is resisted by a majority of the employees working in various centers, due to fear of retrenchment. It is observed that the employees have formed unions at the local level and also thinking to have a central union. In spite of repeated requests from the management with assurance of maintaining the strength of employees they are planning to go on strike.

Questions:

- a) Discuss the reasons for employee resistance to change in the light of the information provided above. [5]
- b) Suggest an appropriate change strategy that satisfies the expectations of both the management and workers. [10]

Q4) CASE No. 4:

Hemant was temporarily promoted to the position of Production Manager and he anticipated that it would become a permanent situation. However he was severely disappointed when this did not occur. In fact, recently while having an informal chat with his boss Mr. Pai, he was convinced that Mr. Pai has Hemant in his mind for promotion and the forthcoming vacancy for production manager could be Hemant's when it arose. Mr. Pai said that he was pleased with Hemant's performance.

However, when the vacancy actually arose, it was filled from the main branch of the organization with someone more experienced than Hemant. Feeling aggrieved, Hemant wanted to take this complaint to Mr. Pai.

Questions:

- a) Discuss how Mr. Pai can alleviate Hemant's hard feelings. [5]
- b) Give a suitable title to the case and suggest a better approach to solve the case. [10]

EEE

Total No. of Cases : 4]

SEAT No. :

P713

[Total No. of Pages : 2

[4667] - 613

B.B.A. (Semester - VI)

CASES IN SERVICE SECTOR MANAGEMENT

(Specialisation IV : Service Sector Management)

(2008 Pattern)

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.*

Case no. 1 :

[20]

Mrs. Dasgupta had a smart phone which was given for repairing as its touch screen functions was not working. While giving the phone for repairing she had removed the SIM card from the phone. She did not use the SIM for 20 days of that month; however she was shocked to see a bill of Rs. 2500 at the end of the month. Mrs. Dasgupta went to the telecom service provider's office to complain about the same, but the customer care executives there told her that she had used the internet facility during the month for which she was billed. Mrs. Dasgupta tried to explain that the same was not possible as she did not use the phone for the majority of the month and is not a very active internet user, but no one paid any heed to her. She then escalated the issue to the higher authority of the organization and also provided documented proof of her mobile being put for repairing in the mentioned duration. It took around 2 months for her to convince the Telecom service providing company that there was a mistake in the billing. The amount of 2500/- due in her name was finally waived off.

“Service delayed is service denied”. Do you agree with this statement?

Elaborate on the correct process that should have been adopted by the telecom service provider company to resolve the issue.

P.T.O.

Case no. 2 :**[15]**

In a Restaurant it was found that their profits were dropping as the number of customer walk-in of the restaurant had reduced substantially in the past three months. The management of the restaurant is concerned about the issue and wishes to conduct a research to find the causes.

- a) Frame a strategy to conduct a research to find the reasons for reduction in the customer walk-in's of the restaurant.
- b) Design a questionnaire to collect customer feedback regarding food quality, service, ambience, etc.

Case no. 3 :**[15]**

Mrs. Joshi is a very creative & dynamic lady. She always aspired to start her own art & Dance academy. She has finally acquired a property in a prime residential locality to start her academy. She will be offering certified courses in various forms of dance and fine arts, taught by trained and experienced faculty in the academy. However she is concerned about creating awareness about the academy.

- a) Design a promotional strategy for her academy.
- b) Explain the importance of branding in the service sector; suggest a brand name for the academy.

Case no. 4 :**[15]**

Mr. Mehera, a Senior citizen has opened an account with a private sector bank. He had consciously not applied for a debit/ATM card while filling the account opening form, as he was not comfortable using the same.

However he received a debit cum ATM card by courier at his residential address after a few days. He went to the bank to complain about the issue, after waiting for 45 minutes he was called by a customer care officer. The officer told him to destroy the card if he won't be using it to avoid misuse of the card, however his account will be debited by Rs. 150 as the annual debit card charges. The officer did not agree to the fact that Mr. Mehera had received the card without applying for one. Mr. Mehera was not happy with the service he received.

- a) What should have been the officials approach towards Mr. Mehera as a senior citizen?
- b) What should Mr. Mehera do to safeguard his interest as a customer of this bank?



Total No. of Questions : 4]

SEAT No. :

P1005

[Total No. of Pages : 2

[4667] - 614

B.B.A. (Semester - VI)

(SPECIALISATION - IV; AGRICULTURE BUSINESS MANAGEMENT)

**E - Cases in Agriculture Business Management
(2008 Pattern)**

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) Sunanda & Sulekha two young dynamic graduates sisters decide to start Tissue Culture Nursery. Consider yourself as an expert advisor in Tissue culture & advise Sunanda & Sulekha on following points: **[20]**

- a) Financial Assistance with subsidiaries & own contribution.
- b) Technical support.
- c) Resources required for Tissue Culture.
- d) Business & Marketing strategies including Import Procedure.

Q2) A group of people in Sangli District decide to develop a dairy plant on co-operative basis, give advise on following points: **[15]**

- a) Procedure to establish co-operative dairy.
- b) Resources required for development.
- c) Various avenues of business except Milk (By-Products of Milk).

P.T.O.

Q3) Ramesh has a limited cultivative agricultural land. He is totally dependant on agricultural income which is very less. Advise him on following points: **[15]**

- a) A small side business which complements his agricultural land.
- b) The procedure to open such business.
- c) The resources that are required. Support your answer with suitable examples.

Q4) Anil has 5 acres of organically developed land, where he grows vegetables. He plans to have her own storage & processing unit. So that he could market his vegetables. Suggest him the ideas on following points: **[15]**

- a) Resources required for storage/processing unit.
- b) Marketing Strategies:
 - i) Development of business in Local Markets.
 - ii) Export Procedure for the vegetables.



Total No. of Questions : 7]

SEAT No. :

P1006

[Total No. of Pages : 2

[4667] - 616

B.B.A. (Semester - VI)

PURCHASING & MATERIALS MANAGEMENT

(2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define the term 'Forecasting'. Describe 'Regression Analysis' as a forecasting technique used in Modern Material Management.

Q2) What is 'Inventory'? Explain need & importance of Inventory Control.

Q3) What is ABC analysis? State the features & advantages of ABC analysis.

Q4) What is VED Analysis? Explain importance of VED analysis in Materials Management.

Q5) What is Purchase cycle? Describe the important activities involved in Purchase Cycle.

Q6) What is 'Codification of Materials'? State various methods of codification of Material.

P.T.O.

Q7) Write Short Notes (any four):

- a) Economic ordering Quantity (EOQ).
- b) Scope of Materials Management.
- c) FSN - Classification of Material.
- d) Use of SAP in Material Management.
- e) Principles in Material Handling.
- f) Scientific Purchasing.

