

Total No. of Questions : 3]

SEAT No. :

PA-1891

[Total No. of Pages : 2

[5953]-101

First Year B.B.A.

101 : PRINCIPLES OF MANAGEMENT

(CBCS 2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory Questions:

[5]

A) Multiple choice questions:

- a) Management is basically_____.
 - i) Disciplinary
 - ii) Multi disciplinary
 - iii) Modern
 - iv) None of the above
- b) Father of Scientific Management is_____.
 - i) Elton Mayo
 - ii) Peter F. Drucker
 - iii) Fredrick W. Taylor
 - iv) None of the above
- c) Esprit de corps means_____.
 - i) Parily of authority
 - ii) Team spirit
 - iii) Parily in controlling
 - iv) None of the above
- d) Forecasting is also called as_____Analysis.
 - i) Single
 - ii) Dual
 - iii) Statistical
 - iv) None of the above
- e) _____is an in evitable factor for achieving economic growth.
 - i) Change
 - ii) Crisis
 - iii) Structure
 - iv) None of the above

B) Match the Pairs.

[5]

- | | |
|---------------|---------------------------------|
| a) Management | i) A natural phenomenon |
| b) Elton Mayo | ii) Universal concept |
| c) Motivation | iii) Inter-wined with behaviour |
| d) Crisis | iv) Human relation school |
| e) Change | v) A feeling of fear |

P.T.O.

- C) Answer in one sentence. [5]
- a) What is meant by management?
 - b) What is meant by Forecasting?
 - c) What is meant by direction?
 - d) What is meant by controlling?
 - e) What is meant by outsourcing?
- D) Fill in the blanks. [5]
- a) Management process is_____.
 - b) _____is basically a problems of decision-making or choosing among alternative courses of action.
 - c) _____is the last step in the decision-making process.
 - d) _____means assigning work to the others and giving them authoring to do so.
 - e) _____is a sequence of suddenly disturbing events which negatively impact the organization.

Q2) Answer any 3 out of 5.

- a) Management is both a science as well as an arts' Comment. [10]
- b) Distinguish between Administration, Management and organization.[10]
- c) Explain contribution of peter Drucker. [10]
- d) Explain the benefits of Delegation of authoring. [10]
- e) Explain the principles of change Management. [10]

Q3) Write short notes (any four). [20]

- a) Types of Management.
- b) Management of Verghese Kurien.
- c) Types of planning.
- d) Importance of Direction.
- e) Techniques of controlling.
- f) Knowledge Management.



Total No. of Questions : 4]

SEAT No. :

PA-1892

[Total No. of Pages : 2

[5953]-102

B.B.A.

102 : BUSINESS COMMUNICATION SKILLS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write answers in 20 words (Any 5) :

[10]

- a) Salutation means _____.
- b) Methods of downward communication.
- c) Essentials of effective communication.
- d) Limitations of oral communication.
- e) Grapevine communication means _____.
- f) Advantages of tele-conferencing are _____.
- g) Limitations of voice mail are _____.

Q2) Letter writing (Any three) :

[15]

- a) Write Enquiry letter about the price and time of delivery for the office furniture.
- b) Draft a letter asking for credit and giving references.
- c) Write complaint letter to Raj Electronics, Green Park, Mumbai, about receipt of wrong goods.
- d) Draft a sales letter to promote Air Conditioner.

P.T.O.

Q3) Write answer (Any 1) :

[10]

- a) Explain in detail the components and layout of business letter.
- b) What are the Barriers in Communication? How will you overcome the barriers in Communication?

Q4) Write Short Notes (Any three) :

[15]

- a) Demerits of informal communication.
- b) Advantages of Body Language.
- c) Need of oral communication.
- d) Complimentary close
- e) Email



Total No. of Questions : 5]

SEAT No. :

PA-1893

[Total No. of Pages : 5

[5953]-103

F.Y. B.B.A.

**103 : BUSINESS ACCOUNTING
(2019 Pattern) (Semester - I) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the Blanks (Any Five) : **[5]**

- i) Machinery is _____ asset.
(Fixed / Current/Fictitious)
- ii) _____ Discount is recorded in the books.
(Cash /Trade/Premium)
- iii) Accounting period of _____ months.
(6/12/24)
- iv) Bills Payable is a _____ of the business.
(Liability/Income/Fixed Asset)
- v) Ledger is prepared on the basis of _____
(Journal/Trial Balance/Fund Flow Statement)
- vi) The entry which is recorded both the sides of the Cash Book is known as _____
(Single Entry/Contra Entry/Duplicate entry)
- vii) Trail Balance is a _____ but not an account.
(Statement/Ledger/Journal)

B) State with reason whether the following statements are true or false (Any Five) **[5]**

- i) Accounting is the process of communication.
- ii) Sales Book records cash sales.
- iii) Narration is a brief explanation of a transaction.
- iv) In accounting, business is considered to be a separate entity form its owner.
- v) Debit the receiver, Credit the giver is the rule Personal account.
- vi) Bad debt is a profit.
- vii) Tally is an Accounting Software.

P.T.O.

C) Give answer in one sentence (Any Five) [5]

- i) What is Capital?
- ii) Define Financial Accounting?
- iii) What is Goodwill?
- iv) What is Debtor?
- v) What is Current Asset?
- vi) Define the term depreciation?
- vii) What is Account?

D) Classify the following accounts into Personal, Real & Nominal Account. [5]

- i) Viraj A/c
- ii) Vehicle A/c
- iii) Wages A/c
- iv) Cash A/c
- v) Livestock A/c
- vi) Axis Bank A/c
- vii) Salary A/c

Q2) Journalize the following transactions in the books of Priyanka for January, 2021. [12]

Date	Particulars
1	Purchased Goods for cash Rs. 15,000
5	Paid Commission Rs. 300
9	Received Cash from Manisha Rs.900
13	Sold furniture to Sumit for Rs. 7100 on Credit
17	Sold Goods to Vinit Rs. 5000 on credit.
19	Paid Travelling expenses Rs. 550 by cheque
21	Purchased Machinery Rs. 10,200 from Ekbote Bros.
24	Deposited Rs.4400 in Bank of Maharashtra.
27	Paid Fire Insurance Premium to Insurance company Rs. 850
30	Paid Salary to Vasant Rs. 8500

OR

Enter the following transactions of Tanuja Enterprise, Thane in Cash Book with Cash, Bank and Discount Columns and balance the same for January, 2021. [12]

Date

1. Cash A/c (Dr.) Rs. 13,000, Bank A/c (Dr.) Rs. 24,000.
3. Cash sales Rs 80,000 at 10% Trade Discount.
5. Cash Purchases Rs 60,000 at 10% Trade Discount & 5% Cash Discount, Half the amount was paid in cash & remaining by cheque.
7. Deposited cash into bank Rs. 40,000.
9. Received bearer cheque from Sumeet Rs 9,500.
13. Sold goods for cash Rs. 12,000 at 4% TD.
15. Paid Life insurance premium Rs. 4,000.
18. Cheque received on 9th Jan. 2021 deposited into bank.
22. Received Crossed Cheque from Prabhakar Rs 6,000.
27. Introduced additional capital Rs. 25,000 & deposited the same into Bank A/C.
29. Paid electricity bill Rs 3,000 & telephone bill Rs 4,100.
31. Received crossed cheque for Dividend Rs. 6,250.

Q3) From the following Trial Balance of Mahesh Shah Pune, Prepare the Final Account for the year end on 31st March, 2021 [20]

Trial Balance

As on 31st March 2021

Particulars	Debit Rs.	Particulars	Credit Rs.
Opening Stock	45,200	Capital	3,00,000
Drawings	20,000	Sales	1,20,000
Furniture	60,000	Reserve for Doubtful Debt	6,000
Prepaid Insurance	1,770	Creditors	1,29,250
Debtors	70,000	Returns	9,000
Purchases	57,000	Discount	7,000
Plant & Machinery	50,000	Commission received	8,000
Investment	68,000		
Factor Insurance	26,000		
Audit Fees	21,000		

Carriage Inward	1,800		
Rent	7,120		
Land & building	1,40,000		
Carriage outward	8,360		
Returns	2,000		
Discount	1,000		
Total	5,79,250	Total	5,79,250

The following adjustments are to be considered

1. Closing stock was valued at Cost price Rs. 46,000 & Market Price Rs. 40,000.
2. Outstanding carriage inward is Rs 1200.
3. Depreciate Machinery @10% p.a. and Building @ 5% p.a.
4. Write off bad debts Rs. 2,000 & Create a Reserve for Doubtful Debts @2.5 on Debtors.
5. Rent prepaid Rs 3,560.

Q4) From the following particulars, prepare a Bank Reconciliation Statement showing the position as per Pass-Book of Prakash as on 31st January, 2021.

[8]

- a) On 31st January, 2021 Bank Column of Cash- Book showed a debit balance of Rs. 57,400.
- b) Cheque of Rs. 6,350 deposited into bank but was not yet collected by bank.
- c) Bank paid electricity bill Rs. 9,700 which was not recorded in the cash book.
- d) Cheque issued to our supplier Rs. 15,100 was not presented for payment up to 31st March 2021.
- e) Interest on investment Rs. 8,800 was collected by bank was not recorded in cash book.
- f) Bank Charges of Rs. 650 was debited in pass book.
- g) Mr. Tanmay our debtor directly deposited Rs. 12,000 into our bank account on 28th March 2021, which was not entered in Cash Book.

Q5) Short Notes (Any Two)

[10]

- a) Business Entity Concept.
- b) Importance of Computerized Accounting.
- c) Limitation of Financial Accounting.
- d) Subsidiary Books.



Total No. of Questions : 3]

SEAT No. :

PA-1894

[Total No. of Pages : 2

[5953]-104

B.B.A.

104 : BUSINESS ECONOMICS-MICRO

(2019 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blanks (Attempt Any 5 out of 6) : **[5]**

- i) The term "Micro" is derived from the _____ word.
 - a) Latin
 - b) Greek
 - c) English
 - d) Roman
- ii) In economics the central problem is _____.
 - a) Money
 - b) Scarcity
 - c) Allocation
 - d) Production
- iii) Micro Economic Analysis adopts _____ method.
 - a) Lumping
 - b) Aggregative
 - c) Slicing
 - d) Inclusive
- iv) Equilibrium price is determined when _____.
 - a) Demand > Supply
 - b) Supply > Demand
 - c) Supply = Demand
 - d) Demand ≠ Supply
- v) _____ is associated with the Oligopoly Market.
 - a) Homogeneous goods
 - b) Free Entry and Exit
 - c) Product Differentiation
 - d) Price Rigidity
- vi) Fixed Costs are _____.
 - a) Avoidable in the short run
 - b) Sunk cost in the short run
 - c) Sunk cost in the long run
 - d) Unavoidable in the long run

P.T.O.

- B) Match the following : [5]
- | | |
|-------------------------|-------------------------|
| i) Perfect Competition | a) Two Firm Oligopoly |
| ii) $ATC =$ | b) Price Taker |
| iii) $AFC =$ | c) $AFC + AVC$ |
| iv) DUOPOLY = | d) $TFC/Production$ |
| v) Two Sectoral Economy | e) Households and Firms |
- C) True or False (Attempt any 4 out of 5) : [4]
- i) Average cost is defined as total cost divided by total output.
 - ii) Flow of goods and services in barter economy is called circular flow.
 - iii) Economic problem arise because of abundant resources.
 - iv) A firm will earn normal profit when $Marginal\ Cost = Marginal\ Revenue$.
 - v) Market will be deficit product when $Supply = Demand$.

Q2) Short Answer (Attempt Any 3 out of 4) : [24]

- a) Explain the meaning, scope and importance of Business Economics.
- b) State the concept of cost. Explain the concept of cost.
- c) Explain the law of supply and determinants of supply.
- d) Explain the features of Monopolistic Competition.

Q3) Long Answer (Attempt any 2 out of 4) : [32]

- a) Explain the various forms of Economy. Explain the central problems of Economy.
- b) What is meant by demand? Explain in detail the types of Elasticity of Demand.
- c) Explain the different types of Revenue and Explain the Interrelationship between Marginal, total and average revenue.
- d) State the characteristics of monopoly and explain the output and price determination in Monopoly.



Total No. of Questions : 5]

SEAT No. :

PA-1895

[Total No. of Pages : 4

[5953]-105
First Year B.B.A.
105 : BUSINESS MATHEMATICS
(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the 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) A) Fill in the blanks:

[5×2=10]

- a) If a, b, c, d are in proportion, then _____.
- | | |
|----------------|-----------------------|
| i) $ad = bc$ | ii) $ac = bd$ |
| iii) $ab = cd$ | iv) None of the above |
- b) If $x : y = 5:7$ and $x = 40$ then $y =$ _____.
- | | |
|---------|--------|
| i) 49 | ii) 56 |
| iii) 63 | iv) 72 |
- c) 7:8 is expressed into percentage as _____.
- | | |
|------------|-----------|
| i) 85.5% | ii) 86.5% |
| iii) 87.5% | iv) 89.5% |
- d) If cost price is more than selling price then loss = _____.
- i) Selling price – cost price
 - ii) Selling price + cost price
 - iii) Cost price – selling price
 - iv) None of the above

P.T.O.

- e) If $A:B = 4:3$ and $B:C = 6:7$, find $A:B:C$.
- f) Find the amount of Rs. 4,500 at 12% p.a. in 4 years, compounded half yearly.

Q4) Attempt any four of the following: **[4×4=16]**

- a) Show that the matrix $A = \begin{bmatrix} 1 & 2 \\ 1 & 3 \end{bmatrix}$ satisfies the equation $A^2 - 4A + I = 0$
- b) A committee of 3 persons is to be formed from 5 men & 4 women so as to include atleast one man and atleast one woman. In how many ways can this be done?
- c) A camera when sold at Rs. 1674 resulted into loss of 7%, then calculate cost price.
- d) Explain symmetric and skew-symmetric matrix.
- e) Find the amount on the principal of Rs. 4000 at the rate of 11.5% p.a. in 10 years?
- f) The following data is related to different shops which sold books:

Shops	Total Boks	% of Sold Books	% of Novels out of total total books	% of story Books out of Total Books
A	14,000	70	40	60
B	25,000	50	75	25
C	18,000	60	20	80
D	30,000	80	50	50

Answer the following questions.

- i) Find the average number of story books in shop A, C and D.
- ii) Find the total number of Novels sold by shop A, if the number of unsold story books with shop A is 2600.

Q5) Attempt any one of the following:

[1×6=6]

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

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

subject to

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

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

$$x, y \geq 0$$

b) Find the inverse of the matrix

$$A = \begin{bmatrix} 7 & -2 \\ -6 & 2 \end{bmatrix}$$



Total No. of Questions : 4]

SEAT No. :

PA-1896

[Total No. of Pages : 2

[5953]-106

F.Y. B.B.A.

**106 : BUSINESS DEMOGRAPHY
(2019 Pattern) (Semester - I) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions : [5]

- i) Ratio between the total population and the amount of cultivable land in a given area is known as _____.
 - a) Nutritional Density
 - b) Economic Density
 - c) Arithmetic Density
 - d) Agricultural Density
- ii) _____ Concept is not the aspect of urbanization.
 - a) Behavioral Concept
 - b) Political Concept
 - c) Demographic Concept
 - d) Structural Concept
- iii) Demography study is important for every economy for _____.
 - a) Health Planning
 - b) Tax Planning
 - c) Education Planning
 - d) All of the above
- iv) Human migration refers to _____.
 - a) One person moving from one place to another place
 - b) Large group of people moving from one place to another
 - c) Both a & b
 - d) None of the above
- v) _____ are examples of pull migration.
 - a) Poverty, education, income and employment
 - b) Standard of living, Govt. Policies, better economic opportunities
 - c) Both a & b
 - d) None of the above

P.T.O.

- B) Define the following terms : [5]
- i) Immigration
 - ii) Natality
 - iii) Population
 - iv) Unemployment
 - v) Death rate

Q2) Answer the following (any 1 out of 2) : [10]

- a) What is Demography? Explain various components of demography.
- b) What is Urbanisation? Explain the importance of urbanisation.

Q3) Answer the following (any 1 out of 2) : [10]

- a) What is population distribution? Explain the factors affecting population distribution.
- b) Explain in detail concept of working and dependent population.

Q4) Write short notes on (any 4 out of 6) : [20]

- a) Rural Population
- b) Concept of Over and Under population
- c) Importance of Human Resource Development of a Nation
- d) Age & Sex Pyramid
- e) Fertility
- f) Mortality



Total No. of Questions : 5]

SEAT No. :

PA-1897

[Total No. of Pages : 2

[5953]-201

F.Y.B.B.A.

CCT - 201 : BUSINESS ORGANIZATION AND SYSTEM

(2019 CBCS Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question 1 and Question 5 are compulsory.*
- 2) *Solve any 2 from Question 2 to Questions 4.*
- 3) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks.

[5]

- a) LLP stand for_____.
- b) _____acts as a connecting link in the distribution chain from the producer to consumer.
- c) _____is conducting stock transactions on the internet via several websites.
- d) _____refers to the scale of business operations.
- e) _____is a set of interrelated activities carried out with a view to make profits.

B) Match the Pairs.

[5]

- | | |
|------------------------|---------------------------|
| a) BPO | i) Branch of Commerce |
| b) Trade | ii) Individual person |
| c) Sole proprietorship | iii) Local market |
| d) Active partner | iv) Predetermined process |
| e) Retail trade | v) Managing partner |

Options:

a-i,b-iv,c-ii,d-v,e-iii

a-iv,b-i,c-ii,d-v,e-iii

a-i,b-iii,c-v,d-ii,e-iv

a-iii,b-i,c-v,d-ii,e-iv

P.T.O.

- C) Multiple Choice Questions. [5]
- a) Maximum number of members in a sole trading concern is _____.
- i) Two ii) One
iii) Five iv) Unlimited
- b) Process of generating, developing and communicating new ideas.
- i) Idea assessment ii) Idea implementation
iii) Idea generation iv) Idea development
- c) The wholesaler runs his business on _____ in a central market.
- i) Large scale ii) Small scale
iii) Moderate scale iv) None of the above
- d) In partnership firm, maximum number of members in banking business is 10 and in non banking is _____.
- i) 15 ii) 20
iii) 8 iv) 5
- e) The _____ of firm also depends on the type of organization.
- i) Format ii) Number
iii) Size iv) Identity

Q2) What is business? Explain various objectives of business that one organization has to set and accomplish. [10]

Q3) Distinguish between wholesale trade and retail trade. [10]

Q4) What is partnership firm? Explain advantages and disadvantages of partnership firm. [10]

Q5) Write short notes (any 3). [15]

- a) Services of retailer.
b) Pre requisites of a successful business.
c) Need of export.
d) Factors affecting location decision.
e) Choice of a channel of distribution.



Total No. of Questions : 3]

SEAT No. :

PA-1898

[Total No. of Pages : 3

[5953]-202

F.Y. B.B.A.

**202 : PRINCIPLES OF MARKETING
(2019 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.1 is compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer the following questions as per the instruction given : **[20]**

A) Choose the correct answer from the option given below :

- i) Marketing provides maximum satisfaction of _____.
 - a) Profit
 - b) Wealth
 - c) Human wants
 - d) None of the above
- ii) A commonly used basis for segmentation consumer markets is :
 - a) Organisational size
 - b) Demographics
 - c) Product type
 - d) Price
- iii) Retailer acts as a _____ between the wholesaler & consumer.
 - a) Middleman
 - b) Manufacturer
 - c) Both A & B
 - d) None of the above
- iv) News paper, Magazines, Pamphlets are the type of _____.
 - a) Out door media
 - b) Print media
 - c) Online media
 - d) Broad cast media
- v) Employees and customers are the elements of _____.
 - a) People mix
 - b) Physical evidence
 - c) Price mix
 - d) Promotional mix

P.T.O.

B) Fill in the blanks :

- i) Under _____ concept, organisation should recognise the needs and wants of customers and produce desired products to satisfy the customers in the most effective manner than its competitors.
- ii) The internal factors are known as _____.
- iii) A _____ refers to “any group that has an actual or potential interest in or impact on a company ability to achieve its objectives”.
- iv) A _____ is a bundle of physical services and symbolic particular expected to yield satisfaction or benefits to the buyer.
- v) When a seller legally transfers his ownership over products to the buyer through a sales operation, then _____ is created.

C) Match the pairs :

[5 × 2 = 10]

- | | |
|----------------------|---|
| i) People | a) Visiting card, logo etc. |
| ii) Price | b) Idea goods or services |
| iii) Empathy | c) Discount |
| iv) Product | d) Hotel staff |
| v) Physical evidence | e) Capability of a person to understand & share the feeling of another person |

Q2) Short Notes (any four out of five) :

[4 × 5 = 20]

- a) Societal marketing concept
- b) Market segmentation
- c) Importance of positioning
- d) Place mix
- e) Green marketing

Q3) Long questions (any three out of five) :

[3 × 10 = 30]

- a) Write down the factors influencing market Segmentation & Importance of market segmentation in marketing.
- b) Explain the Internal factors influencing marketing environment.
- c) What is macro environment, discuss the factor that influence the marketing decision.
- d) What are the various product life cycle stages? Explain in details.
- e) What are the factors influencing pricing.



Total No. of Questions : 7]

SEAT No. :

PA-1899

[Total No. of Pages : 2

[5953]-203
F.Y.B.B.A. (Semester-II)
PRINCIPLES OF FINANCE
(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 and Question No. 2 are Compulsory.*
- 2) *Solve any Three Questions from question No. 3 to Question No. 7.*
- 3) *Figures to the right side indicate full Marks.*

Q1) A) Write True or False. [5]

- i) Financial management mainly focuses on all elements of acquiring and using means of financial resources for financial activities.
- ii) Basic objective of Financial Management is maximization of share holder's wealth.
- iii) Current assets are also referred to as working capital.
- iv) The amount invested in the fixed assets of the company is called Reserves Capital.
- v) Funds raised through loans or borrowings are Owners Equity.

B) Fill in the Blanks by the choosing correct answer. (Any 5) [5]

- i) The financial risk is defined as the _____ due to the failure in payment of interest or failure in repayment of borrowed capital.
 - a) Risk of insolvency
 - b) Risk of Over Capitalization
 - c) Risk of Under Capitalization
 - d) Risk of loss of profit
- ii) The finance manager is not accountable for _____
 - a) Managing Human Resources
 - b) Recording Monetary Transaction
 - c) Preparing financial statement
 - d) All of the above

P.T.O.

Total No. of Questions : 4]

SEAT No. :

PA-1900

[Total No. of Pages : 4

[5953]-204

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

204 : BASICS OF COST ACCOUNTING

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

- Q1) A) Fill in the blanks : [5]
- a) _____ is the application of costing and cost accounting principles, methods and techniques.
 - b) A _____ is a unit of product, services on time in relation to which cost may be ascertained or expressed.
 - c) Carriage outward is an example of _____ overhead.
 - d) Any loss in excess of the estimated loss is known as _____
 - e) Material consumed is the result of opening stock of material add purchases less _____
- B) State whether the following statements are True or False : [5]
- a) Financial Accounting has been developed out of the limitations of Cost Accounting.
 - b) Profit on every contract is computed only when the contract is completed.
 - c) Cost accounting is historic in nature.
 - d) Indirect Material is an example of overhead cost.
 - e) Each contract is treated as a separate cost unit.
- C) Define the following terms : [5]
- a) Cost Accounting
 - b) Direct Labour
 - c) Fixed Cost
 - d) Apportionment of Overhead
 - e) Cost Sheet

P.T.O.

Q2) Write short notes on (any four) :

[20]

- a) Classification of Overhead on the basis of Elements.
- b) Accounting of Overhead
- c) Difference between Financial Accounting and Cost Accounting
- d) Contents of Cost Sheet.
- e) Methods of Costing.

Q3) The accounts of Raghav Manufacturing Company for the year ended March, 2022 show the following :

[15]

Particulars	Rs.
Material Purchased	1,90,000
Travelling Expenses	2,000
Traveler's Salaries and Commission	9,000
Factory office salaries	6,000
General office salaries	13,000
Carriage outward	4,000
Carriage on purchases	7,000
Bad Debts	7,000
Repairs of Plant and Machinery	4,000
Rent, Rates, Taxes and Insurance :	
Factory	9,000
Office	2,000
Sales	4,50,000
Stock of Materials	
1 st April, 2021	62,800
31 st March, 2022	48,000
Income Tax	1,500
Productive Wages	126,000
Depreciation	
Plant and Machinery	6,000
Furniture	300
Directors Fees	6,500
Gas and Water :	
Factory	1,200
Office	400
Dividend	10,000
General Expenses	3,400
Managers Salary ($\frac{3}{4}$ factory and $\frac{1}{4}$ office)	10,000

Prepare cost sheet giving the following information :

- a) Material Consumed
- b) Prime Cost
- c) Factory Cost
- d) Cost of Production
- e) Total Cost
- f) Net Profit.

Q4) A) Vivek Constructions Ltd., Pune undertook a contract of Rs. 8,00,000 for the construction of a Hotel Building on 1st April, 2021. The following information is taken up from the Contract Ledger as on 31-3-2022: **[10]**

Particulars	Rs.
Cash received being 90% of work certified	3,60,000
Material directly issued from stores	120,000
Material purchased	50,000
Scrap Material sold	9,000
Material transferred to other contract	11,000
Materials in hand on site	10,000
Materials returned to stores	6,000
Direct wages paid and payable	85,000
Direct charges	45,000
Overheads charged to contract	40,000
Subcontract Cost	9,000
Cost of Additional Work	3,400
Outstanding Direct Expenses	1,600
Plant purchased on 1-4-2021 and issued directly	80,000
Plant transferred on 1-4-2021 to other contract	60,000
Uncertified work being 8% of certified work.	

You are required to prepare Contract Account

B) A product X produce in Krishna ltd. Nashik passes through three processes A, B & C. 10,000 units were issued to process 'A' in the beginning at cost of Rs. 10 per unit. Prepare process account assuming that there was no opening or closing stock.

The following information is made available:

[10]

Particulars	Process A	Process B	Process C
Sundry Materials (Rs.)	10,000	15,000	5,000
Wages (Rs.)	50,000	80,000	65,000
Direct Expenses (Rs.)	15,300	18,100	30,828
Normal Scrap(%)	3	5	8
Value of Scrap per unit(Rs.)	2.50	5.00	8.50
Actual Output (units)	9,500	9,100	8,100



Total No. of Questions : 5]

SEAT No. :

PA-3537

[Total No. of Pages : 5

[5953]-205

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

205 : BUSINESS STATISTICS

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Notations & abbreviations have their usual meaning.*
- 4) *Simple calculator is allowed.*

Q1) A) Fill in the blanks :

[5 × 2 = 10]

- a) In an exclusive type distribution, the limits excluded are _____.
- b) If the lower & upper limit of the class are 10 & 40 respectively, the mid-point of the class is _____.
- c) Mean is a measure of _____.
- d) The functional relationship of a dependent variable with Independent variable(s) is called _____.
- e) Best measure of dispersion is _____.

B) State whether the following statements are True or False : [3 × 2 = 6]

- a) Second quartile is same as Median.
- b) Mid-values of the classes are also called class-mark.
- c) Index numbers are expressed in terms of absolute value.

Q2) Attempt any four of the following :

[4 × 4 = 16]

- a) Define Arithmetic mean. State its two merits & demerits.
- b) Write a note on measures of dispersion.

P.T.O.

- c) Draw a frequency polygon for the following data.

Monthly House Rent	No. of families
100 - 300	6
300 - 500	16
500 - 700	24
700 - 900	20
900 - 1100	10
1100 - 1300	4

- d) Compute regression coefficients & hence verify that correlation coefficient lies between them.

$$h = 100, \bar{x} = 60, \bar{y} = 50, \sigma_x = 10, \sigma_y = 12$$

$$\sum (x - \bar{x})(y - \bar{y}) = 8400$$

- e) Suppose in Dec. 1995 land was purchased at cost Rs. 50,000. It was sold at cost Rs. 1,50,000 in Feb 2002. Find the real capital gain if the cost of inflation index in 1995-96 is 281 & that in 2001-02 is 426.
- f) Following is the data related to the frequency distribution of monthly wages of 100 workers.

Monthly Wages in Rs.	No. of Workers
4000 - 5000	11
5000 - 6000	15
6000 - 7000	27
7000 - 8000	19
8000 - 9000	16
9000 - 10,000	12

Find

- Class - width of first class
- Class - mark of second class
- Number of workers having wages less than Rs. 6,000
- Number of workers having wages more than Rs 6,000.

Q3) Attempt any four of the following :

[4 × 4 = 16]

- a) Explain the need of classification. Explain the different methods of classification.
- b) Explain the limitations of Index Numbers.
- c) Yearwise & Genderwise strength of certain college is given below :

Year	2003	2004	2005	2006	2007
Boys	1250	1500	1600	1900	2000
Girls	1000	1300	1600	1800	1900

Represent the data by multiple bar diagram.

- d) From the following data find the missing frequencies, it is given that mean is 15.3818 & total frequency is 55.

Class	9-11	11-13	13-15	15-17	17-19	19-21
Frequency	3	7	-	20	-	5

- e) Revenue department is trying to estimate the monthly amount of unpaid taxes. Suppose X denote field audit labour hours & Y denote unpaid taxes. Using last 10 months data the following summary is obtained.

$$\Sigma x = 441, \Sigma y = 272, \Sigma x^2 = 19461$$

$$\Sigma y^2 = 7428, \Sigma xy = 12,005$$

Determine the Regression line Y on X.

Q4) Attempt any four of the following :

[4 × 4 = 16]

- a) Define 'Regression'. State the situations where regression analysis is used.
- b) What is dispersion? What purpose does it serve in the study of distribution?

c) Compute S.D. for the following data.

Marks	0 - 10	10 - 20	20 - 30	30 - 40	40 - 50
No. of students	3	7	25	20	5

d) Calculate median for the following frequency distribution.

Marks	below 20	21-40	41-60	61-80	81-100
No. of students	1	9	32	16	7

e) Define Index numbers & Give the comparison between Laspeyre's & Paasche's Index numbers.

f) Draw a pie diagram to represent the following data.

Group of item	Average monthly expenses of a family (in Rs)
Food	2400
Clothing	1400
House rent	1600
Fuel & lighting	600
Miscellaneous	2000

Q5) Attempt any one of the following :

[1 × 6 = 6]

a) The following data represents the goal scored by two teams in football matches.

Number of Goals	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 scores more goal in average? Which team is more consistent?

- b) Following data gives expenditure incurred on Advertisement & sales for 10 years.

Expenses in Thousand (X)	Sales in lakh (Y)
10	5.0
12	5.1
15	5.4
14	5.5
16	5.7
20	5.9
19	6.0
24	7.3
26	7.5
30	7.8

- i) Find appropriate line of regression to estimate sales for given advertisement. Also estimate sales if Advertisement expenses is Rs. 35,000.
- ii) To achieve sales target of Rs. 10 lakhs how much you need to invest in advertisement.



Total No. of Questions : 5]

SEAT No. :

PA-1901

[Total No. of Pages : 2

[5953]-206

F.Y. B.B.A.

206 : FUNDAMENTALS OF COMPUTER

(2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks. [5]

- a) Trojan horse is a type of _____.
- b) ISP is _____.
- c) A network that spans the countries & continent is known as _____.
- d) Operating system is a type of _____ software.
- e) CRT is known as _____.

B) True or false: [5]

- a) DVD is composed of iron material.
- b) Pen Drive is a primary storage device.
- c) Hard disk data files are less secure than tape drive.
- d) RAM is a volatile memory.
- e) Binary is a high level language.

Q2) Write answer of the following (any one): [10]

- a) Categories of computer languages.
- b) $(1601)_8 = \underline{\hspace{2cm}} 10$.
- $(367)_8 = \underline{\hspace{2cm}} 10$.

P.T.O.

Q3) Answer the following question (any one) : **[10]**

- a) Write the functions of operating system.
- b) Describe the goals of computer networking.

Q4) Write the answer : **[10]**

Input and output devices of computer.

Q5) Write short note (any two) : **[10]**

- a) Features of MS-powerpoint.
- b) Logical functions of MS-Exel.
- c) Advantages & Disadvantages of Internet.



Total No. of Questions : 3]

SEAT No. :

PA-1902

[Total No. of Pages : 3

[5953]-301

S.Y.B.B.A.

301 : PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions [5]

- i) Planning, organising, controlling, directing are _____ type of functions
 - a) Operative
 - b) Managerial
 - c) Technical
 - d) None of above
- ii) _____ involves collection of job related information
 - a) Job Analysis
 - b) Job description
 - c) Job design
 - d) Job specification
- iii) _____ factors lower down morale of an individual employee
 - a) Discontentment from Job
 - b) Demotion
 - c) Frustration
 - d) All of above
- iv) Reason for investing in outsourcing HR functions includes_____
 - a) lack of shared objectives
 - b) poor communication
 - c) improved profit and productivity
 - d) failure to manage relationship
- v) The scope of international HRM includes _____
 - a) Training and development
 - b) Recruitment and selection
 - c) Human Resource planning
 - d) All of the above

P.T.O.

B) Match the pairs. [5]

- | A | B |
|--------------------------------|---|
| i) Job specification | a) Combination of peer, superior, subordinate and self review appraisal |
| ii) Recruitment | b) A process of actively seeking out, finding and hiring candidate for a specific position or job |
| iii) Induction | c) The process of familiarizing the new employees to organisation's rules and regulations |
| iv) 360° Performance Appraisal | d) Statement of minimum qualification required for a job |
| v) Job Analysis | e) Process of studying and collecting information about job |

C) Answer in one sentence. [5]

- i) State any 2 advantages of workforce diversity.
- ii) Give 2 examples of software systems used in HRIS.
- iii) Mention any 2 objectives of career planning.
- iv) State any 2 advantages of high employee morale.
- v) Mention any 2 objectives of International Human Resource Management

D) Fill in the blanks. [5]

- i) _____ describe the overall outlook, attitude, satisfaction and confidence that employee feel at work.
- ii) In HRM, HRIS stands for _____
- iii) _____ is a factual statement of tasks and duties involved in a job.
- iv) ERP stands for _____
- v) _____ is a process of picking up an individual (out of pool of job applicants) with requisite qualification and competence to fill the job in the organization.

Q2) Solve any 3 questions out of 5.

[30]

- a) What do you mean by HRM. Explain the functions of HRM.
- b) What is Human Resource Planning? Explain the process of Human Resource Planning (HRP).
- c) Define the term Job Analysis. Explain the components of Job Analysis.
- d) Explain various factors contributing to employee job satisfaction.
- e) “HRM practices are being changed as per changing work environment”, explain the statement using recent trends and practices in HRM.

Q3) Write short notes (Any 4.)

[20]

- a) Difference between HRM and personnel management.
- b) Advantages and barriers of HRP.
- c) Principles of HRM.
- d) Causes of low employee morale.
- e) Virtual organisation.
- f) E-HRM



Total No. of Questions : 3]

SEAT No. :

PA-1903

[Total No. of Pages : 3

[5953]-302

S.Y. B.B.A.

**302 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Objective type questions : [20]

a) Multiple Choice Questions : [5]

i) Supply network design is important because :

- a) It allows organisations to reduce the number of suppliers
- b) It improves the relationship between internal & external suppliers
- c) Every operation is part of a larger & interconnected network of operations
- d) It allows marketing more influence over the choice of suppliers

ii) Total logistics costs are _____.

- a) The sum of the inventory, transportation and facility costs
- b) The sum of the inventory, transportation cost
- c) The sum of the inventory, facility cost
- d) The sum of the transportation & facility cost

iii) The _____ has made it possible for other companies to eliminate intermediaries & sell directly to the end consumer.

- a) SCM
- b) Internet
- c) Competition
- d) Global sourcing

P.T.O.

- iv) Supply chain management is the management of the _____.
- v) A _____ represents a chain of businesses or intermediaries through which the final buyer purchases a good or service.

Q2) Long answer type questions (Solve any 3 out of 5) : **[30]**

- a) Explain the objectives & importance of supply chain management.
- b) Explain the functions of warehousing.
- c) Explain the role of IT in SCM.
- d) State & Explain the issues in workforce management.
- e) Explain the importance of Barcoding in SCM.

Q3) Write short notes on (Solve any 4 out of 6) : **[20]**

- a) Distribution Network
- b) Linkage between HRM & SCM
- c) Supply Chain Network Design
- d) Material Handling System
- e) Bull-Whip Effect
- f) Value Chain



Total No. of Questions : 3]

SEAT No. :

PA-1904

[Total No. of Pages : 3

[5953]-303

S.Y. B.B.A.

**303 : Global Competencies and Personality Development
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) a) Fill in the Blanks (any 5) :

[5 × 1 = 5]

- i) A _____ speaker looks into the eyes of the audience.
 - a) Confident
 - b) Impolite
 - c) Impatient
 - d) Rude
- ii) What is full form of MBTI
 - a) Myers-Briggs Type Indicator
 - b) McGregor's-Briggs Type Indicator
 - c) Mylan-Briggs Type Indicator
 - d) McDonald-Briggs Type Indicator
- iii) SWOC Analysis is carried out on a _____ cell matrix.
 - a) Five
 - b) Six
 - c) Four
 - d) Three
- iv) Style of leadership
 - a) Divisional
 - b) Democratic
 - c) Delegating
 - d) Descriptive
- v) What is CSR
 - a) Corporate social responsibility
 - b) Creative social responsibility
 - c) Collaborative social responsibility
 - d) Communicative social responsibility

P.T.O.

vi) What does S in SMART means

- a) Special
- b) Specific
- c) Secret
- d) Silent

b) Match the following : [5]

- i) Commitment
- ii) Stay Organized
- iii) Submissive
- iv) Problem solving
- v) Team composition
- a) Communication style
- b) Technique to handle conflicts
- c) Group of people work together
- d) Way of time management
- e) Type of workplace ethic

c) True or False (any 4) : [4]

- i) Personality is the complex of mental characteristics that makes each of us unique from other people.
- ii) The determinants of personality are biological, cultural, social and Situational factors.
- iii) The tone of the speaker should be misleading.
- iv) Our personalities developed as a result of environmental influences, genetic inheritance and Biological factors.
- v) Personality of an individual may be dynamic, consistent and common.

Q2) Short Answer (any 3) : [24]

- a) Define Goal setting. Explain is SMART Technique.
- b) Write a detailed note on 7 C's of effective communication.
- c) Mention the various ways to develop leadership skills or qualities.
- d) What is a Team? What are the characteristics of team building?

Q3) Long Answer (any 2) :

[32]

- a) What do you understand by Personality? Explain its Nature and Characteristics?
- b) Explain the Trait Theory and Big Five Model of Personality Development.
- c) What are various ways of building self-esteem and self-confidence. Explain in detail.
- d) What is leadership? What are the various styles of leadership?



Total No. of Questions : 3]

SEAT No. :

PA-1905

[Total No. of Pages : 2

[5953]-304

S.Y. B.B.A. (Semester - III)

304 : FUNDAMENTALS OF RURAL DEVELOPMENT

(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Objective Questions :

- A) Fill in the blank with the most appropriate alternative (Any Five) [5]
- i) In _____ areas, agriculture & allied activities are predominant. (Rural, Urban, Semi - urban)
 - ii) The _____ are to be drawn from the BPL list approved by the Gram Sabha where in about ten persons are selected, one each from a family and focus on the skill development training based on the local requirement. (Self Help Groups, HUDCO, NABARD)
 - iii) _____ is the principal organ at the district level to manage & Oversee the implementation of different anti-poverty programmes of the Ministry of Rural Development. (DRDA, PRA, Planning Commission)
 - iv) _____ is an application of information and communication technology for exchange information for government to our citizens. (E - Governance, E- Nam, Kisan cell center)
 - v) The term Agribusiness is coined by _____. (Michael Peter/ John Davis/ Ewell Roy)
 - vi) _____ refers to the range of activities and disciplines encompassed by modern food production. (Entrepreneur, Agri - Preneurship, Agribusiness)

P.T.O.

B) Match the following : [5]

Column A	Column B
i. Growth Centre Approach	a) Rural Area
ii. Agriculture Activity	b) Approaches of Rural Development
iii. SHG	c) Provision of healthcare
iv. CARE	d) 12 -20 Members
v. Service Oriented NGO	e) International NGO

C) True or False (Any Four) : [4]

- i) The development of ICTs has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
- ii) Agricultural Entrepreneurship is predominantly related to the marketing & production of various agricultural products.
- iii) Meaningful development would take place in the absence of peace and stability.
- iv) NGOs with Charitable Orientation focus on local participation.
- v) Mahatma Gandhi had viewed development of Rural areas through eradication of Wealth.

Q2) Write a short answers (Any Three) : [24]

- a) Explain the importance of Rural Development.
- b) Write a note on NGO's and Rural Development.
- c) Write a note on Agricultural Entrepreneur.
- d) Write a note on Rural Development and Internet.

Q3) Write a Long answers (Any Two) : [32]

- a) What are the various challenges in development of rural areas?
- b) What is Agricultural Entrepreneurship? Explain its importance.
- c) Explain the role & functions of DRDA.
- d) Explain the various approaches to Rural Development.



Total No. of Questions : 5]

SEAT No. :

PA-1906

[Total No. of Pages : 3

[5953]-305

S.Y. B.B.A.

**305 A : CONSUMER BEHAVIOUR AND SALES MANAGEMENT
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Fill in the blanks :

[5]

- a) A _____ is someone who buys books for himself.
 - i) Customer
 - ii) Consumer
 - iii) Wholesaler
 - iv) Salesman
- b) Movement for protection of interests is _____?
 - i) Telemarketing
 - ii) Targeting
 - iii) Consumerism
 - iv) Advertising
- c) Discouraging customers is known as _____?
 - i) Marketing
 - ii) De-Marketing
 - iii) Negotiating
 - iv) Bartering
- d) _____ is the distinct way of life of group of people.
 - i) Culture
 - ii) Religion
 - iii) Values
 - iv) Beliefs
- e) _____ refers to the set of actions that company uses to promote its brand.
 - i) Marketing Mix
 - ii) Product Mix
 - iii) Price Mix
 - iv) Promotion Mix

P.T.O.

Q2) True or False :

[5]

- a) To understand a buyer needs and convert them into customers is the main purpose of the consumer behaviour study.
- b) Self-image is an individual's own perceived image.
- c) Buying motive is the motive to persuade the desires of people so that they buy a particular goods or service.
- d) Consumer behaviour basically starts with post purchase behaviour.
- e) Buying is the process by which individuals acquire the purchase and consumption knowledge.

Q3) Match the following :

[5]

1) Consumerism	a) Self-Fulfilment
2) Culture	b) Need for love
3) Esteem	c) Protection against Exploitation
4) Self-Actualization	d) Personality of Society
5) Belonging	e) Status

Q4) Write Short Answer Questions (Attempt Any 3) :

[15]

- a) What is Consumerism?
- b) Explain Customer Delight in brief.
- c) Explain the concept of Sales Research.
- d) Explain the importance of Value added Selling.
- e) Explain any 3 sales forecasting methods.

Q5) Write Long Answer Questions (Attempt Any 2) :

[20]

- a) Elaborate types of Sales Organization structure.
- b) Explain Sales manager functions and responsibilities in detail.
- c) Explain the search and evaluation process in detail in purchase decision.
- d) Explain the characteristics of culture and subculture in detail.



Total No. of Questions : 4]

SEAT No. :

PA-1907

[Total No. of Pages : 3

[5953]-306

S.Y. B.B.A.

**B-305 : MANAGEMENT ACCOUNTING
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) a) Fill in the blanks. [5]

- i) Dividends can be paid only out of _____ reserves.
- ii) The ideal current ratio is _____.
- iii) Net worth = Equity Shares + _____ + Reserves & Surplus.
- iv) Full form of EPS is _____.
- v) Inventory is a _____ asset.

b) Write short notes on (Any 2). [10]

- i) Distinguish between Financial Accounting & Cost Accounting.
- ii) Functions of Management Accounting.
- iii) Fixed & Flexible Budget.

Q2) Discuss the techniques of Financial Statement analysis. [15]

OR

The following Trading & P & L A/c & Balance Sheet of Premium Enterprises for year ended 31 March 2022.

Trading & P & L A/c

Particulars	Amount Rs.	Particulars	Amount Rs.
To Opening Stock	1,45,000	By Sales	7,50,000
To Purchases	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 c/d	1,50,000
To Net Profit	70,000		
	1,50,000		1,50,000

P.T.O.

Balance Sheet

Liabilities	Amount Rs.	Assets	Amount Rs.
Share Capital	7,00,000	Fixed Assets	5,50,000
Reserves & Surplus	1,20,000	Stock	1,55,000
Bank Overdraft	35,000	Debtors	80,000
Creditors	1,50,000	Cash	2,20,000
	10,05,000		10,05,000

Calculate :

- a) Current Ratio
- b) Liquid Ratio
- c) Gross Profit Ratio
- d) Stock turnover Ratio

Q3) From the following information of SK Ltd, Calculate **[10]**

- a) Contribution
- b) BEP in units
- c) Margin of Safety
- d) Volume of sales to earn profit of Rs. 600

Total Fixed Costs : Rs. 4,500, Total variable Costs Rs. 7,500, Total Sales : Rs. 15,000; units sold 5,000 units.

Q4) Prepare cash budget for KJ Enterprises from March to August 2021. **[10]**

Month	Sales	Selling Expenses	Purchases	Wages	Factory Expenses	Admin Expenses
January	1,70,000	7,000	80,000	15,000	10,000	5,000
February	1,60,000	7,500	84,000	16,000	11,000	5,500
March	1,82,000	6,500	83,000	16,800	8,000	4,500
April	1,55,000	6,800	83,000	12,000	10,500	4,750
May	1,65,000	7,400	76,000	18,000	12,000	5,400
June	2,00,000	7,000	68,000	16,000	9,600	5,700
July	1,80,000	6,000	70,000	17,000	8,000	5,000
August	2,20,000	5,500	56,000	16,500	9,600	5,500

Additional Information :

- a) Opening cash balance was Rs. 20,000
- b) Period of credit allowed to customers & by suppliers 1 month
- c) Lag in payment of factory, admin & selling expenses is 1 month
- d) Machine purchased for Rs. 30,000 in March paid immediately.
- e) Building purchased in April Rs. 1,50,000 paid half in May & half in July.
- f) 5% Commission on Sales payable after 2 months of sales.

OR

State the format of Balance Sheet as per Companies Act 2013.



Total No. of Questions : 3]

SEAT No. :

PA-1908

[Total No. of Pages : 3

[5953]-307

S.Y. B.B.A.

**C-305: ORGANIZATIONAL BEHAVIOUR
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions (Attempt any 4 out of 5) :

[4]

- a) Which one is not a model of OB.
 - i) Autocratic
 - ii) Custodial
 - iii) Supportive
 - iv) Contingency

- b) Instrumental values does not include this :
 - i) Ambition
 - ii) Freedom
 - iii) Honesty
 - iv) Courage

- c) Theory 'X' and Theory 'Y' was introduced by
 - i) Herzberg
 - ii) Maslow
 - iii) Mc Gregor
 - iv) Vroom

P.T.O.

d) What is 'S' in S-O-B-C model of human behaviour?

- i) Stimulus
- ii) Situation
- iii) Social
- iv) Structure

e) According to modern view, conflict is _____.

- i) avoidable
- ii) inevitable
- iii) generated
- iv) participative

B) Match the pair : [4]

- | | |
|------------------------|--|
| 1) Anticipatory change | a) changes made in response to unexpected situations |
| 2) Reactive change | b) altering the overall shape and direction of the organization |
| 3) Incremental change | c) planned change based on expected situations |
| 4) Strategic change | d) subsystem adjustments required to keep the organization on course |

C) True or False (any 4 out of 5) : [4]

- a) Organizational culture is a set of beliefs, assumptions and values.
- b) The basis of Autocratic model is power with a managerial orientation of authority.
- c) Change is the alteration of status quo.
- d) Accommodating, competing and avoiding are the styles of conflict management.
- e) Groups created to accomplish the goals of organization are known as informal groups.

Q2) Short answers (Attempt any 2 out of 4) : **[14]**

- a) Personal factors influencing individual behaviour.
- b) Types of change.
- c) Formation of Attitude.
- d) Managerial Grid.
- e) Traditional Vs. Modern views of conflict.

Q3) Long answers (Attempt any 2 out of 4) : **[24]**

- a) Define personality and elaborate on key determinants of personality.
- b) Explain two factor theory of Motivation.
- c) Why do people join groups and explain the stages in group development.
- d) Define organizational culture and explain the process of formation of culture.



Total No. of Questions : 4]

SEAT No. :

PA-1909

[Total No. of Pages : 3

[5953]-308

S.Y. B.B.A.

**D305 : FUNDAMENTALS OF SERVICES MANAGEMENT
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Multiple Choice questions : [5]

- i) Charging customers different prices for essentially the same service is called as _____
 - a) Price discrimination
 - b) Supply & demand
 - c) Substitutes
 - d) None of these
- ii) Which of the following is not an extended 'P' in marketing mix?
 - a) Product
 - b) Price
 - c) Process
 - d) Practice
- iii) Primary service characteristics does not include _____.
 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability

P.T.O.

- iv) Services that occur without interruption, confusion or hassle to the customer is called as _____.

 - a) Seamless service
 - b) Service audit
 - c) Functional service
 - d) Departmental service

- v) Every business is a service business - this is said by _____

 - a) Philip Kotler
 - b) Gary Hamel
 - c) Ravi Shankar
 - d) All of the above

b) Match the following : [5]

- | | |
|-------------------------|--------------------------------|
| i) Promotion | a) Service |
| ii) Teaching | b) Extended marketing mix |
| iii) Customer retention | c) End user & service provider |
| iv) Inseparable | d) Retention of old customers |
| v) Physical evidence | e) Basic marketing mix |

Q2) Answer any one out of 2 long answers : [10]

- a) Define the concept of services. Explain the functions of service management.
- b) Explain the product life cycle with a suitable diagram.

Q3) Answer any one out of 2 long answers : [10]

- a) Explain the various micro & macro factors affecting services.
- b) Explain the impact of globalisation on services.

Q4) Short notes (any 4 out of 6) :

[20]

- a) Characteristics of services
- b) Service products
- c) Service design
- d) Service market analysis
- e) Importance of services marketing
- f) Physical evidence



Total No. of Questions : 3]

SEAT No. :

PA-1910

[Total No. of Pages : 3

[5953]-309

S.Y. B.B.A.

E 305 : AGRICULTURE AND INDIAN ECONOMY

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions :

[5]

- i) NABARD was established in the year
 - a) 12th July 1982
 - b) 1st Jan. 1985
 - c) 4th Jan. 1980
 - d) 25th Feb. 1979
- ii) Grouping of Small land holdings into a bigger one is called.
 - a) Ceiling of land holdings
 - b) Collectivisation
 - c) Cooperative farming
 - d) Consolidation of land holdings
- iii) On which portal farmer get relevant information in their own or regional language?
 - a) Kisan Vikas Kendra
 - b) Kisan SMS Portal
 - c) Farmer Agri Portal
 - d) Agri Business Portal
- iv) Which sector is the backbone of Indian Economy?
 - a) Service
 - b) Financial
 - c) Agriculture
 - d) None of the above
- v) Plantation agriculture is a type of
 - a) Subsistence farming
 - b) Commercial farming
 - c) Mixed farming
 - d) None of the above

P.T.O.

- B) True and False : [5]
- i) The main feature of commercial farming is the use of high doses of modern inputs.
 - ii) NABARD is not the apex bank for rural credit.
 - iii) There is a growing demand for agricultural inputs like feed and fodder, inorganic fertilizers and bio fertilizers.
 - iv) Green Revolution is related to water.
 - v) India is the largest Producer and consumer of Pulses in the world.

- C) Match the following : [5]
- i) The slash and burn agriculture is known as a) Green Revolution
 - ii) This is a program introduced by the government that has resulted in increase production of food grain b) Jhumming
 - iii) Bhoodan-Gramdan movement was initiated by c) Self Help groups
 - iv) _____ is the golden fibre of India d) Vinoba Bhave
 - v) SHG's is stand for e) Jute

- Q2) Short answer (Attempt any 3 out of 4) :** [15]
- a) Write objectives of agricultural price policy.
 - b) Strategies of Agricultural Credit.
 - c) Importance of agriculture in Indian economy.
 - d) Functions of NABARD

Q3) Long Answers (Attempt any 2 out of 3) :

[20]

- a) Explain the problems and prospects of Indian agriculture.
- b) Explain the Interdependence between agriculture and Industry sector.
- c) Explain the sources of agricultural finance.



Total No. of Questions : 4]

SEAT No. :

PA-1911

[Total No. of Pages : 2

[5953]-310

S.Y. B.B.A.

MARKETING MANAGEMENT

A306 : Retail Management

(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory questions. [10]

A) Multiple choice questions. [5]

- a) When any retailer provides its products and services by using more than one modes of retailing, it is termed as _____.
 - i) Store retailing
 - ii) Non store retailing
 - iii) Multi channel retailing
 - iv) Ownership retailing
- b) USP in retail brand management stands for:
 - i) Unique selling proposition
 - ii) United selling proposition
 - iii) Unique selling plan
 - iv) United selling plan
- c) A ____ refers to the arrangement of facilities within a store so that the movement of the visitor is not hampered.
 - i) Store Layout
 - ii) Store Location
 - iii) Store Image
 - iv) Store Design
- d) _____ consists of all those activities involved in selling directly to ultimate consumers.
 - i) Wholesalling
 - ii) Marketing
 - iii) Retailing
 - iv) Merchandising
- e) _____ are also called store brands.
 - i) Private label brands
 - ii) Local brands
 - iii) National brands
 - iv) International brands

P.T.O.

- B) Fill in the blanks (any 5) [5]
- a) Any business enterprise whose main sales volume is derived from the retailing activities is considered as a _____.
 - b) _____ layout utilises store walls for displaying merchandises, which increases the sales of the store.
 - c) A _____ is a retail store layout which consists of a single fixed passage that connects the entrance and exit of a store.
 - d) The overall process of purchasing, presenting and selling these goods and commodities at retail level is called _____.
 - e) The prime objective of _____ is to provide the right goods to the customers at right time and right place.
 - f) _____ is a system of transferring money from one bank account directly to another without any paper money changing hands.
 - g) A _____ is a temporary storefront space operated by an online merchant.

Q2) a) Elaborate on various types of store layout. Write the steps in designing layout. [10]

OR

b) What are the various phases involved in retail life cycle? [10]

Q3) a) What are the various marketing decisions in retailing? Explain the role of retail marketing in stores. [10]

OR

b) Explain the various technological tools used in Retail Industry. Also highlight the role of IT in retailing. [10]

Q4) Write short notes (any 4): [20]

- a) Pop-up shops
- b) Brand management
- c) Retail marketing
- d) Retail store location
- e) Structure of retail industry
- f) Store operations.



Total No. of Questions : 4]

SEAT No. :

PA-1912

[Total No. of Pages : 2

[5953]-311

S.Y. B.B.A.

**B - 306 FM : BANKING & FINANCE
(2019 CBCS Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) _____ are intermediaries between depositors and borrowers.
- i) Banks
 - ii) Trusts
 - iii) Societies
 - iv) Non profit organisations
- b) _____ is an industry that handles cash, credit and other financial transactions for individuals consumers and businesses
- i) Rubber
 - ii) Textile
 - iii) Banking
 - iv) Hotel
- c) What is CRR?
- i) Cash Reserve Ratio
 - ii) Current Ratio Rate
 - iii) Credit Review Report
 - iv) Credit Rating Recouds
- d) Who regulates the money circulation in India?
- i) State bank of India
 - ii) Reserve bank of India
 - iii) Commercial bank
 - iv) Private banks
- e) Regional rural banks are sponsored by
- i) Reserve Bank of India
 - ii) Nationalised Commercial Bank
 - iii) State Bank of India
 - iv) Government of India

P.T.O.

B) Match the following : [5]

- | A | B |
|----------------------|---------------------------------------|
| a) Banks | i) National Electronic funds transfer |
| b) Primary functions | ii) India's central bank |
| c) RBI | iii) Receive deposits & make loans |
| d) NEFT | iv) Accepting deposits |
| e) SEBI | v) Lends transfers |
| | vi) Regulatory body for securities |

Q2) Solve the following long answer questions. (any 1 out of 2) : [10]

- a) Explain the meaning and definition of bank? Explain the evolution of banking in India.
- b) Explain in detail the primary functions of banks?

Q3) Solve the following long answer questions (any out of 2) : [10]

- a) Explain in detail the role and functions of RBI.
- b) Explain in detail the power and functions of SEBI.

Q4) Write short notes (any 4 out of 6): [20]

- a) Need and importance of technology in banking.
- b) Secondary functions of banks.
- c) Objectives of Insurance development authority.
- d) Net banking.
- e) Structure of Banking system in India.
- f) RTGS.



Total No. of Questions : 4]

SEAT No. :

PA-1913

[Total No. of Pages : 2

[5953]-312

S.Y. B.B.A.

**C306 : LEGAL ASPECTS IN HRM
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) HR policy could be _____.
 - a) Document
 - b) Verbal
 - c) Code of Conduct
 - d) All of the above
- ii) Labour laws _____.
 - a) Protect
 - b) Regulate
 - c) Prohibit
 - d) All of the above
- iii) Gravity is calculated on _____.
 - a) 15 days average wage
 - b) 20 days average wage
 - c) 25 days average wage
 - d) 30 days average wage
- iv) Workmen's compensation is paid on account of
 - a) Death
 - b) Disablement
 - c) Both
 - d) None
- v) Sexual Harrasment includes _____.
 - a) Physical contact
 - b) Verbal remarks
 - c) Sharing of digital content in objectionable context
 - d) All of these

P.T.O.

B) Match the following. [5]

- | A | B |
|------------------------|---------------------------------|
| i) HR policy | a) Workmen's compensation |
| ii) Employee right | b) Gravity |
| iii) Fair wage | c) Regulating employee behavior |
| iv) Continuous service | d) Type of wage |
| v) Partial disablement | e) Ventilated workplace |

Q2) Answer any one of the two long answer questions. [10]

- Explain objectives & functions of HR policy.
- Explain functions of compensation administration.

Q3) Answer any one of the two long answer questions. [10]

- Explain the calculation of gravity for various establishment under payment of gravity act.
- Explain procedure for seeking redressal against sexual harassment as the the sexual harassment of women at workplace act 2013.

Q4) Short notes (any 4 out of 6). [20]

- Need for labour laws.
- Types of wages.
- Types of disablement under Workmen's Compensation Act.
- 'Contribution' definition under payment of gravity act.
- Vishakha guidelines.
- Wage differentials.



Total No. of Questions : 3]

SEAT No. :

PA-1914

[5953]-313

[Total No. of Pages : 2

S.Y. B.B.A.

**D306 : PRINCIPLES & FUNCTIONS OF SERVICE MANAGEMENT
(2019 CBCS Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions.

[10]

A) Multiple choice questions.

- i) Which of the following products is an example of intangible dominant?
 - a) Insurance
 - b) Farming
 - c) Mining
 - d) Teaching
- ii) Charging customers different prices for essentially the same service is called _____.
 - a) Price discrimination
 - b) Supply and demand
 - c) Complementary
 - d) Substitutes
- iii) Which of the following is not generally accepted as being part of the extended marketing mix for services?
 - a) Product
 - b) Price
 - c) Process
 - d) Practice
- iv) Services are characterised by all of the following characteristics except for _____.
 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability
- v) Customer satisfaction can be defined by comparing _____.
 - a) Predicted service & perceived service
 - b) Predicted service & desired service
 - c) Desired service and perceived service
 - d) Adequate service and perceived service

P.T.O.

B) Match the following.

- | Group A | Group B |
|----------------------|---|
| i) Physical evidence | a) Business services |
| ii) Customer gap | b) Exceeding customer's expectations |
| iii) Banking | c) Employee dress |
| iv) Customer delight | d) Service cannot be stored |
| v) Inconsistency | e) Difference between customer expectation and perception |

Q2) Long answer questions. (solve any 2 out of 4) : **[20]**

- a) Discuss the factors influencing customer satisfaction.
- b) Discuss the strategies for managing customer expectations.
- c) What is outsourcing? State the factors driving the need of outsourcing.
- d) State the importance of TQM in service sector.

Q3) Write short notes on. (solve any 4 out of 6) : **[20]**

- a) Customer loyalty.
- b) Strategies of managing demand.
- c) KPO
- d) Service performance failure
- e) Service value chain
- f) Meeting the service challenges



Total No. of Questions : 4]

SEAT No. :

PA-1915

[5953]-314

[Total No. of Pages : 2

S.Y. B.B.A.

**E-306 : RURAL DEVELOPMENT PRINCIPLES AND PRACTICES
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- i) Rural development implies raising the _____ status of the rural population.
 - a) Economical
 - b) Voilance
 - c) Poverty
 - d) Micro finance
- ii) Mahatma Gandhi had viewed development of rural areas through eradication of _____.
 - a) Poverty
 - b) Education
 - c) Voilance
 - d) None of the above
- iii) _____ is one of the major programme formulated under Area development approach.
 - a) DPAP
 - b) PRA
 - c) SHG
 - d) None of these
- iv) The ____ accounts provide the indicator of aggregate output. Some of these indicators are GNP, NNP etc.
 - a) National Income
 - b) Gross Income
 - c) Net Capital
 - d) Per capital income
- v) In ____ area's, agriculture and allied activities are predominant.
 - a) Urban
 - b) Education
 - c) Rural
 - d) None of these

P.T.O.

- B) True and false [5]
- a) Meaningful development would take place in the absence of peace and stability.
 - b) Rural development concerned with increase agricultural production for urban as well as for international markets.
 - c) The development of ICT has largely contributed to the decrease of social interaction taking place between individual to individual.
 - d) The government has included initiatives in providing village schools with internet - enabled computers for reducing linguistic and distance barriers.
 - e) It is now involved in rural development for entertainment only.

Q2) Match the pairs. [5]

- | A | B |
|---|--|
| i) Financial assistance by the bank in rural area | a) 1972 policy |
| ii) Employment Guarantee scheme (EGS) | b) NABARD |
| iii) Absolute poverty | c) Universal Phenomenon |
| iv) Relative poverty | d) Indicator of poverty |
| v) Per capita income | e) Found in most of the Developing countries |

Q3) Short answer (attempt any 3 out of 4) : [15]

- a) Explain the importance of rural development.
- b) Explain the advantages of globalization with respect to rural development.
- c) Explain equality orientation programme.
- d) Describe the goals of rural development policy.

Q4) Long answer type questions (attempt any 2 out of 3). [20]

- a) Explain the structure of rural economy.
- b) Explain the role of agricultural and non agricultural sector in rural development.
- c) Explain the “Gandhian Model of Rural Development.”



Total No. of Questions : 3]

SEAT No. :

PA-1916

[Total No. of Pages : 3

[5953]-401

S.Y.B.B.A.

**401 : ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT
(2019 CBCS Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Choose the correct option. [5]

- a) Conservative entrepreneurs reluctant to change.
 - i) drone entrepreneur
 - ii) Fabian entrepreneur
 - iii) imitating entrepreneur
 - iv) innovative entrepreneur
- b) Mismatch between jobs available and skill level of employees.
 - i) Frictional unemployment
 - ii) Structural unemployment
 - iii) Seasonal unemployment
 - iv) Cyclical unemployment
- c) The ability to logically assess and select best idea from a variety of ideas
 - i) divergent thinking
 - ii) convergent thinking
 - iii) lateral thinking
 - iv) critical thinking
- d) The 'T' in PEST analysis refers to _____
 - i) Time
 - ii) Technology
 - iii) Training
 - iv) Talent
- e) _____ is defined as the administration of questions to respondents in a completely relaxed environment and they are free to express themselves.
 - i) Projective techniques
 - ii) Observation Method
 - iii) Depth Interviewing
 - iv) Survey Technique

P.T.O.

B) Match the following. [5]

- | <u>A</u> | <u>B</u> |
|------------------|---|
| a) Metaphor | i) Secondary Data |
| b) Manager | ii) Initiates, Creates, Manages
new business |
| c) Entrepreneur | iii) Power motivated |
| d) Desk research | iv) Divergent thinking tool |
| e) SWOT | v) Environment scanning technique |

C) Answer in one sentence. [5]

- a) Define Market survey.
- b) Who is an angel investor?
- c) What is a sick unit?
- d) Define Intrapreneur
- e) What is disguised unemployment?

D) Fill in the blanks. [5]

- a) The term entrepreneur is derived from the French word which means

- b) A state of worklessness for a man who is fit and willing to work is

- c) Cottage industries are adversely affected in the present times due to

- d) _____ is the process of identifying and evaluating external factors
that may affect an organisation.
- e) _____ is the cofounder of Yatra.Com.

Q2) Long answer (Attempt any 3)

[3×10=30]

- a) Explain entrepreneurship, its characteristics, need and importance.
- b) Explain environmental scanning and its techniques.
- c) Explain the objectives, functions and challenges of MSNE.
- d) What is industrial sickness, what are its symptoms. State measures to overcome it.
- e) Describe the role of market survey in selecting business opportunities.

Q3) Write short notes on (Attempt any 4.)

[4×5=20]

- a) Differentiate between entrepreneur intrapreneur and manager.
- b) Venture capital
- c) Causes and consequences of unemployment
- d) PMEGP
- e) Qualities of Entrepreneur
- f) Divergent thinking



Total No. of Questions: 3]

SEAT No. :

PA-1917

[5953]-402

[Total No. of Pages : 2

S.Y.B.B.A.

**402 : PRODUCTION AND OPERATION MANAGEMENT
(2019 CBCS Pattern) (Semester-IV) (402GC)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) _____ is an arrangement of machines and equipment in such a manner so as to maintain the regular flow of production.
- | | |
|---------------------|-----------------------|
| i) Plant layout | ii) Plant set |
| iii) Machine layout | iv) None of the above |
- b) When a single product is manufactured continuously in very large quantities the manufacturing method is called as _____.
- | | |
|----------------------------|------------------------|
| i) Intermittent Production | ii) Process Production |
| iii) Both (i) & (ii) | iv) None of the above |
- c) _____ is the first international standard for Information Technology Services Management.
- | | |
|----------------|-----------------------|
| i) ISO 14001 | ii) ISO 14040 |
| iii) ISO 20000 | iv) None of the above |
- d) CAM Stands for _____.
- | |
|---------------------------------|
| i) Computer Aided Manufacturing |
| ii) Computer And Management |
| iii) Computer And Manufacturing |
| iv) None of the above |
- e) _____ is or are the types of Automation control system.
- | | |
|-----------------|----------------------|
| i) Pneumatic | ii) Hydraulic |
| iii) Electrical | iv) All of the above |

P.T.O.

- B) Match the Pairs [5]
- | Part 'A' | Part 'B' |
|----------------------------|-----------------------|
| 1. Services | a) Consumer Goods |
| 2. Electric Appliances | b) Intangible |
| 3. Construction of airport | c) Project Production |
| 4. SEIRI | d) the law of work |
| 5. Ergonomics | e) Sort out |
- C) Fill in the blanks [5]
- i) _____ is a process by which goods and services are created.
 - ii) A _____ is a bundle of utilities.
 - iii) _____ is the process of comparing one's business processes and performance metrics to industry bests and best practices from other industries.
 - iv) Jobbing is a _____ operational Process.
 - v) _____ is defined as efficiency in industrial Production to be measured by some relationship of outputs to inputs.
- D) Define the term. [5]
- i) TQM
 - ii) Ergonomics
 - iii) Production Management
 - iv) Product Development
 - v) Routing

Q2) Write the answers in brief (Solve any 5) [30]

- a) State the various Qualities and Responsibilities/Roles of the Production Manager.
- b) Describe the various factors affecting Plant location Decision.
- c) Explain factors affecting production control.
- d) What is quality circles? State its objectives and principles.

Q3) Short Notes (any 4 out of 6) [20]

- a) Six sigma
- b) Scheduling
- c) Advantages and disadvantages of automation
- d) Industrial Goods
- e) Fixed automation
- f) Plant layout



Total No. of Questions : 6]

SEAT No. :

PA-1918

[Total No. of Pages : 3

[5953]-403

S.Y. B.B.A.

**403 : DECISION MAKING AND RISK MANAGEMENT
(2019 Pattern) (CBCS) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No.1 and Q.6 are compulsory.*
- 2) *Solve any 3 (three) questions from remaining questions nos. 2, 3, 4, 5.*

Q1) a) Fill in the blanks (Attempt any 5 out of 6) : [5]

- i) _____ Power enables leaders to provide several monetary and non-monetary benefits to their subordinates.
- ii) _____ refers to the basic human needs as per Maslow's theory.
- iii) _____ is the ability to secure desirable actions from a group of followers voluntarily.
- iv) _____ have less power and are called subordinates.
- v) Herzberg's two factor theory is based on _____ factors & motivation factors.
- vi) Different strategies in risk sharing include _____ and out sourcing.

b) Match the following : [5]

- | | |
|-----------------------------|--|
| i) Team | a) Toxic leadership |
| ii) Dark side of leadership | b) Qualitative risk analysis technique |
| iii) Conflict | c) Group of people working together |
| iv) Brains storming | d) Disagreement |
| v) Sensitivity Analysis | e) quantitative risk analysis |
| | f) Leon Festinger Techniques |

P.T.O.

Q2) Attempt any 3 questions : [15]

- a) Explain the process of creative decision making.
- b) Explain the process of Rational decision making.
- c) Explain steps of ladder of inference.
- d) Explain Myers Briggs Model in detail.

Q3) Attempt any two questions : [15]

- a) What is wisdom of crowds? Discuss the difference between Group think and wisdom of crowds.
- b) What is intuitive decision making model? Discuss its suitability.
- c) Discuss any 3 qualitative Risk analysis methods.

Q4) Attempt any two questions : [15]

- a) Define followership. Discuss characteristics of good follower.
- b) Explain McGregor's Theory X and Theory Y.
- c) What is toxic leadership. Discuss traits of toxic leader.

Q5) Attempt any three questions : [15]

- a) What is team composition? Which are the factors to be considered for team composition.
- b) Discuss the importance of shared values in decision making.
- c) Define Risk Communication. Discuss its process.
- d) Define project integration. Discuss its process.

Q6) Short Notes (attempt any three) :

[15]

- a) Cognitive Biases.
- b) Types of decisions.
- c) Quantitative methods of Risk Analysis.
- d) Decision Support System.
- e) 4 key elements of E1/EQ.



Total No. of Questions : 3]

SEAT No. :

PA-1919

[Total No. of Pages : 2

[5953]-404

S.Y. B.B.A.

GC-404 : INTERNATIONAL BUSINESS MANAGEMENT

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory question:

A) Multiple choice questions.

[5]

- a) WTO's office situated at _____.
 - i) Geneva
 - ii) Delhi
 - iii) Washington
 - iv) USA
- b) North American free trade agreement came into effect in _____.
 - i) 1991
 - ii) 1994
 - iii) 1992
 - iv) 1980
- c) Exam Bank is wholly owned by.
 - i) RBI
 - ii) Government of India
 - iii) State Bank
 - iv) Maharashtra Bank
- d) More expansion of foreign direct investment can boost _____.
 - i) Money circulation
 - ii) Demand
 - iii) Employment
 - iv) Unemployment
- e) The Leontief Paradox makes.
 - i) An empirical testing of mills theory of reciprocal demand
 - ii) An empirical testing of Heckscher-Ohlin theory of international trade
 - iii) A critical theory of opportunity cost
 - iv) A theory of International trade by Ohlin

B) Match the pairs :

[5]

- | A | B |
|---|-----------------|
| a) IBRD | i) 1991 |
| b) Modern theory of international trade | ii) HO theory |
| c) LPG | iii) World Bank |
| d) SAARC | iv) 1944 |
| e) IMF | v) 1985 |

P.T.O.

- C) Answer in one sentence : [5]
- a) What is meant by term opportunity cost?
 - b) Define the term Regional cooperation.
 - c) What is meant by Exchange Rate?
 - d) What is known as paper gold.
 - e) What is an International corporation?
- D) Fill in the blanks : [5]
- a) Trade between two countries can be useful if cost ratios of goods are _____.
 - b) Government policy about exports and import is called ____ policy.
 - c) Floating Exchange Rates is determined by _____ .
 - d) Balance of payment is a _____ concept as compared to balance of trade.
 - e) The _____ company produces, markets, invests and operates across the world.

- Q2)** Solve any 3 out of 5: [30]
- a) Explain why is India an attractive global outsourcing hub.
 - b) Explain David Ricardo's theory of comparative cost advantage.
 - c) Explain nature and scope of International corporation.
 - d) Explain methods of calculating Foreign Exchange rate.
 - e) What is meant by balance of payment? Discuss its components.

- Q3)** Solve any 4 short notes: [20]
- a) World Bank
 - b) International Business
 - c) Foreign Direct Investment
 - d) Global Sourcing
 - e) Export Promotion Schemes
 - f) Globalization.



Total No. of Questions : 4]

SEAT No. :

PA-1920

[Total No. of Pages : 2

[5953]-405

S.Y. B.B.A. (Semester - IV)

A405 : ADVERTISING AND PROMOTION MANAGEMENT

Marketing Management

(2019 Pattern) (405 AMM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Compulsory Questions :

[10]

A) Multiple Choice Questions :

[5]

- i) _____ carry the company's name and logo.
 - a) Coupons
 - b) Gifts
 - c) Catalogues
 - d) Free Samples
- ii) _____ can be defined as the 'frame' of the advertisement.
 - a) Caption
 - b) Border
 - c) Decoration
 - d) Mascot
- iii) _____ is best fit for new launches, new products and new makers.
 - a) Blog Advertising
 - b) Social Media Advertising
 - c) Affiliate marketing
 - d) Social Engine Marketing
- iv) _____ connects the client and the media.
 - a) Advertising Agency
 - b) Advertising Planning
 - c) Advertising Budget
 - d) Advertising Department
- v) _____ is the sales argument for a product or service expressed in a few words.
 - a) Slogan
 - b) Illustration
 - c) Logo
 - d) Trademark

P.T.O.

B) Match the Pairs : [5]

- | | |
|-------------------------|------------------------|
| i. Advertising | a) Digital advertising |
| ii. Portfolio Tests | b) Displays |
| iii. Online advertising | c) Subtitle |
| iv. Caption | d) Recall |
| v. POP | e) Paid form |

Q2) a) Describe the various components of Advertising layout. [10]

OR

b) State the objectives of measuring Advertising effectiveness. [10]

Q3) a) Explain the importance and functions of Media Research. [10]

OR

b) Describe the various sales promotion techniques. [10]

Q4) Write short notes on : (any 4) [20]

- Cross promotion
- A.I.D.A. formula
- Surrogate Promotion
- Bait & Switch Advertising Issues
- Copy creation
- Social Media Advertising



Total No. of Questions : 4]

SEAT No. :

PA-3538

[Total No. of Pages : 4

[5953]-406

S.Y.B.B.A. (SPPU)

**405 (B) : BUSINESS TAXATION
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) From the following choose the correct option. (Any 5) [5]

- a) Valuation of rent free house will be according to_____
- i) Salary
 - ii) area
 - iii) owner
 - iv) population
- b) Sum of various heads called_____
- i) Taxable Income
 - ii) Total Income
 - iii) Gross Total Income
 - iv) Adjusted Income
- c) Which of the following donations is eligible for 100% deduction?
- i) National Children Fund
 - ii) National Sports Fund
 - iii) Rajeev Gandhi Foundation
 - iv) Jawaharlal Nehru Memorial Fund
- d) Types of capital Gains are_____
- i) 1
 - ii) 2
 - iii) 3
 - iv) 4
- e) Maximum deduction allowed U/S 80C
- i) Rs. 50,000
 - ii) Rs. 1,50,000
 - iii) Rs. 20,000
 - iv) Whole amount.
- f) Income from other sources includes_____
- i) Indian company Dividend
 - ii) Dividend from units
 - iii) Foreign company Dividend
 - iv) all of the above.

P.T.O.

- B) Write short Notes (Any 2) [10]
- a) Types of capital Gains
 - b) Person as per IT Act 1961
 - c) Income
 - d) Assessment year and previous year.
 - e) Meaning of salary

Q2) Explain the Taxation Structure in India. [10]

OR

Explain any five incomes exempted U/S 10 form Tax.

Q3) Mrs. priyanka is a manager working in Reliance Industry pune. She has submitted the following information of salary for financial year 2021-22 [15]

- a) Basic pay 60,000 p.m.
- b) DA 45% of basic salary (Not admissible for retirement benefits)
- c) Fixed medicle allowance - Rs. 17,000 p.a.
- d) Helper allowance -Rs. 1000 p.m.
- e) Entertainment allowance -Rs. 1000 p.m.
- f) Employer and his own contribution to the RPF is 13%. of basic salary.
- g) Interest credited to RPF at 12% was Rs. 60,000
- h) Commission received- Rs. 30,000
- i) He has been given a gift in cash of Rs.10,000 on his birthday by an employer.
- j) He has been provided with a car 20 Hp by his employer for both official and private purpose. The running & maintenance expenses including driver's salary paid by exemployer.
- k) She has been provided gardner and cook. The salary paid to them Rs.7000 p.m. and 6000 p.m. respectively.
- l) She has paid professional tax at Rs. 2500 p.a. Compute her taxable Income from salary for the A.y. 2022-23

OR

Maya is working in a Limited company in Mumbai has finished the following details of her income for the year ended 31st March 2021

Basic Salary -Rs. 13,200 p.m.

Bonus equal to six months basic salary.

Transportance Allowance - Rs. 1200 p.m.

Entertainment allowance -Rs.450 p.m.

Received HRA Rs. 2000 p.m. from an employer but he paid a rent of Rs. 2500 p.m.

Personal Medicle Bills of Rs. 10,000 were reimbursed by an employer. His treatment has been done in a private nursing home not belonging to an employer.

The Interest credited to the PF A/C at 9.5% p.a. is Rs. 7410

Interest on Government Securities Rs. 3000 (Gross)

Income from units Trust of India Rs. 5500

Interest on Bank Deposits received Rs. 3000

Donation to prime minister's National Relief Fund Rs. 2500

Donation to the Government for promotion of family planning Rs. 2000

Life Insurance premium paid during the year Rs. 4200 professional Tax paid Rs. 2500

Compute Tax Liability and Taxable Income for the Ay 2022-23 of Mrs.Maya.

Q4) Mr. Rakesh owned a house which he used for self residence. For the financial year 2021-22 details relating to his properties are given below. **[10]**

Particulars	₹
Fair Rent	3,50,000
Municipal valuation	3,60,000
Municipal Taxes paid by owner	40,000
Repairs	5,000
Land Revenue	25,000
Interest on capital	40,000

Date of completion of Construcion of March 2009

Compute Taxable Income from House property for A.y. 2022-23

OR

Municiple value	1,00,000	[10]
Fair Rent value	1,80,000	
Let out (per month)	16,000	
Standard Rent	1,20,00	

Additional Information:-

Rent for a month has not been realised

Assessee has paid the municipal tax of Rs. 20,000

His tenant had also made payment for municipal tax of Rs. 10,000

Calculate the Annual value of House property for the A.y. 2022-23.



Total No. of Questions : 4]

SEAT No. :

PA-1921

[Total No. of Pages : 3

[5953]-407

S.Y. B.B.A.

**C - 405 : HUMAN RESOURCE MANAGEMENT FUNCTIONS &
PRACTICES**

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions (any 5) [5]

- a) Type of training in which employees are trained while performing tasks & responsibilities associated with their job is classified as_____.
- | | |
|----------------------|--------------------------|
| i) Informal training | ii) On the job training |
| iii) Formal training | iv) Off the job training |
- b) _____means transfer from one shift to another as per convenience of the employee as well as the organization.
- | | |
|-------------------------|------------------------|
| i) Versatility transfer | ii) Shift transfer |
| iii) Remedial transfer | iv) Sectional transfer |
- c) _____is not an objective of compensation.
- | |
|---------------------------------------|
| i) To increase & maintain morale |
| ii) To determine basic wages & salary |
| iii) To improve performance |
| iv) To reward for the job performance |
- d) _____is an objective of WPM.
- | |
|--|
| i) Participation cost |
| ii) To increase workers accountability |
| iii) Self control |
| iv) Facilitate change |

P.T.O.

- e) O.D. process is cyclical & ends when_____.
- i) Plan is implemented
 - ii) Data is gathered
 - iii) Desired development result is obtained
 - iv) Problem is identified
- f) Redesigning the company's span of control or decision making procedure is a part of_____.
- i) Structural change
 - ii) Cultural change
 - iii) O.D. intervention
 - iv) Technological change

B) Match the following. [5]

- | | |
|---|-------------------------------------|
| <p>a) A change agent tries to overcome various types of misunderstandings, which occur between various groups with the help of improved communication among the groups.</p> | <p>i) Competitive advantage</p> |
| <p>b) SHRM considers people a strategic resource for attaining.</p> | <p>ii) Defining job</p> |
| <p>c) First step in appraisal process.</p> | <p>iii) Joint council</p> |
| <p>d) Increase in responsibilities & rank but there is no salary increment or other financial benefits.</p> | <p>iv) Third party intervention</p> |
| <p>e) It can be formed at all the levels, i.e at plant level, regional level or zonal level.</p> | <p>v) Dry promotion</p> |

Q2) Long Answer type questions (any 1) [10]

- a) Discuss various types & basis for promotion.
- b) State & explain determinants of employee compensation.

Q3) Long answer type questions (Any 1) [10]

- a) State & explain objectives & importance of WPM.
- b) Define the term power. Explain various sources of power.

Q4) Short notes (any 4). [20]

- a) Politics.
- b) Levels of WPM.
- c) HRA.
- d) Transfer.
- e) Importance of training.



Total No. of Questions : 4]

SEAT No. :

PA-1922

[Total No. of Pages : 2

[5953]-408

S.Y. B.B.A.

405 - D-SM : BANKING AND INSURANCE MANAGEMENT

(Credit 2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Select the correct option.

[5]

- a) SLR stands for?
 - i) Statutory Liquidity Rate
 - ii) Single Liquidity Ratio
 - iii) Statutory Liquid Right
 - iv) Statutory Liquidity Ratio
- b) It is a rate at which banks borrow rupees from RBI.
 - i) Exchange
 - ii) Repo
 - iii) Interest
 - iv) Reserve
- c) Which is not the basic function of SEBI?
 - i) To regulate issue of securities
 - ii) Monetary Management
 - iii) To prohibit insiders trading in securities
 - iv) To control and regulate securities market
- d) IRDA stands for_____.
 - i) Indian Regulatory Development Authority
 - ii) Insurance Regulatory Development Authority
 - iii) Investment Regulatory Development Authority
 - iv) International Regulatory Development Authority
- e) Internet Banking is also known as_____.
 - i) Public Banking
 - ii) Private Banking
 - iii) Corporate Banking
 - iv) E Banking

P.T.O.

- B) Match the following. [5]
- | | |
|-----------------------|-----------|
| a) Demat Account | i) IDBI |
| b) EMI | ii) RBI |
| c) Banking Ombudsman | iii) 1999 |
| d) IRDA | iv) Loan |
| e) Travelers' Cheques | v) SEBI |

- Q2)** Solve any one Question. [10]
- Explain the procedure of opening a Demat Account.
 - Explain any 5 types of electronic payment systems.

- Q3)** Solve any one Question. [10]
- What are the Cross selling opportunities possible in Retail banking?
 - Explain Marketing of Banking services in Urban and Rural areas.

- Q4)** Short notes (Attempt any 4). [20]
- Retail Banking.
 - Electronic Payment Systems.
 - Loan Insurance.
 - Merchant Banking.
 - Digital signature.
 - Demat Accounts.



Total No. of Questions : 4]

SEAT No. :

PA-1923

[Total No. of Pages : 2

[5953]-409

S.Y. B.B.A.

E - 405 : RURAL MARKETING

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Choose correct alternative from the following. [5×1=5]

- a) Under the _____, 7.2 million houses have been constructed between 2005-06 and 2008-09.
 - i) Mhada properties
 - ii) Maharera
 - iii) Indira Awas Yojna
 - iv) None of the above
- b) _____ is the first step in decision making process.
 - i) Need Recognition
 - ii) Information search
 - iii) Evaluation of Alternative
 - iv) Purchase decision
- c) Long form of APEDA is _____.
 - i) Agriculture and Processed food products export Development Authority.
 - ii) Agriculture product Export and Development Agency
 - iii) Agriculture produce Electricity development Agency
 - iv) None of the above
- d) Agriculture marketing term considered in the phase _____ of evolution of rural marketing.
 - i) I
 - ii) II
 - iii) III
 - iv) IV
- e) The literacy rate is higher in the _____ region of the India as compared to the north.
 - i) South West
 - ii) Southern
 - iii) Western
 - iv) Eastern

P.T.O.

- B) Match the following. [5×1=5]
- | | |
|---|---------------------|
| a) MNREGA | i) October, 1993 |
| b) Pradhan Mantri Gram Sadak Yojana | ii) April, 1999 |
| c) Rajiv Gandhi Grameen Vidyutikaran Yojana | iii) December, 2000 |
| d) Swarn Jayanti Gram Swarozgar Yojana | iv) April, 2005 |
| e) Pradhan Mantri Rojgar Yojana | v) February, 2006 |

Q2) Attempt any one of the following (Out of TWO). [1×10=10]

- a) i) Explain how caste system affect on the rural marketing.
ii) Explain the rural employment generation programs which are initiate by government.
- b) Explain the role of self help Groups in rural marketing. Illustrate it with example.

Q3) Attempt any one of the following (Out of TWO). [1×10=10]

- a) i) Explain role of the Social media in rural marketing.
ii) Explain the challenges of online marketers.
- b) Explain the distribution models through public Distribution System.

Q4) Write any four short note. (out of six). [4×5=20]

- a) Jan Dhan Yojana.
b) Digital Village.
c) Electricity as rural infrastructure.
d) Ayushman Scheme.
e) Problems of rural consumers.
f) Impact of E-commerce on rural consumers.



Total No. of Questions : 3]

SEAT No. :

PA-1924

[Total No. of Pages : 2

[5953]-410

S.Y. B.B.A.

A406-MM : DIGITAL MARKETING

Specialization (Marketing)

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the Blanks (any 4):

[4]

- i) _____ is an American online video sharing and social media platform headquartered in San Bruno, California, Founded by Steve Chen, Chad Hurley, and Jawed Karim.
 - a) Instagram
 - b) Tweeter
 - c) Yahoo
 - d) YouTube
- ii) _____ marketing is also referred to as “interruption” or “push” marketing.
 - a) Inbound
 - b) Outbound
 - c) Digital
 - d) International
- iii) The video will improve your _____ of brand in search engine.
 - a) Quality
 - b) Frequency
 - c) Visibility
 - d) Popularity
- iv) _____ is the process of earning income every time you promote products or services of someone else.
 - a) Push Marketing
 - b) Pull Marketing
 - c) Diversification
 - d) Affiliate Marketing
- v) _____ helps advertisers and marketers find comprehensive statistics regarding the behaviour of the visitors to their sites.
 - a) Google Analytics
 - b) YouTube
 - c) Social Media
 - d) Digital Marketing

P.T.O.

B) Match the following. [4]

A

- i) Higher sales
- ii) Micro Conversion
- iii) Email Marketing
- iv) One page website

B

- a) Registering for a free Trail need you
- b) The medium to get in touch with potential customers
- c) Website that only contains one
- d) Higher Conversion rate HTML page

C) True or False (any four). [4]

- i) Black Hat is a type of SEO
- ii) 'Outbound Marketing' is the opposite of 'Inbound Marketing'
- iii) Interaction and commitment of consumer with organization or brand is Conversion Rate.
- iv) Facebook ads are paid messages that businesses place on Facebook.
- v) Podcast is the act of marketing yourself.

Q2) Short Answer (any 2) [14]

- a) What is YouTube Advertising? Explain its Types.
- b) Explain Google Ad Words briefly.
- c) How do you create Facebook Page?
- d) What are the Types of Conversions?

Q3) Long Answer (any 2) [24]

- a) Explain Creating business accounts on YouTube.
- b) How to make a web site on WordPress Web?
- c) Explain the process of SEO in detail.
- d) How to convert Traffic into Leads?



Total No. of Questions : 4]

SEAT No. :

PA-1925

[Total No. of Pages : 2

[5953]-411

S.Y.B.B.A.

**B406 : FINANCIAL SERVICES
(2019 Pattern) (CBCS) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions: [5]

- i) SEBI has made _____ Compulsory for the companies going in for public subscription.
 - a) Factoring
 - b) Credit rating
 - c) Underwriting
 - d) Hedging
- ii) _____ is a market where stocks and shares are bought and sold
 - a) Stock exchange
 - b) Primary market
 - c) IPO
 - d) None of these
- iii) _____ is a place for short term lending and borrowing. typically within a year.
 - a) Capital market
 - b) Stock market
 - c) Money market
 - d) Financial market
- iv) _____ is a derivative contract between two parties that involves the exchange of pre-agreed cash flows of two financial instruments.
 - a) Mutual Fund
 - b) A Swap
 - c) Forward contract
 - d) Option contract
- v) _____ are marketable receipts in bearer registered form of funds deposited in banks for a specified period of time at a specified Rate of interest.
 - a) Commercial papers
 - b) Certificates of deposits
 - c) T-bills
 - d) Call money

P.T.O.

B) Match the pairs: [5]

- | Group A | Group B |
|----------------------|--|
| i) Rights issue | a) A non-banking financial activity |
| ii) Put options | b) Short term promissory notes |
| iii) Mutual funds | c) Issue of new securities to Existing shareholders. |
| iv) Merchant banking | d) A collection of stocks and/or bonds |
| v) Commercial papers | e) The right to sell a futures position |

Q2) What is primary market? State the functions of primary market . [10]

OR

What is money market? Explain money market instruments in detail.

Q3) What do you mean by factoring? Comment on “The role of factors has increased significantly in India” [10]

OR

What do you mean by financial intermediaries? Explain the role of financial intermediaries in indian financial system?

Q4) Write short notes on (any 4) [20]

- a) Financial markets.
- b) Merchant bankers.
- c) Treasury bills
- d) ICRA Ltd.
- e) IPO
- f) Venture capital.



Total No. of Questions : 3]

SEAT No. :

PA-1926

[Total No. of Pages : 2

[5953]-412

S.Y. B.B.A. (Semester - IV)

**C406 : EMPLOYEE RECRUITMENT & RECORD MANAGEMENT
(2019 Pattern) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Fill in the blanks (Attempt any 4 out of 5) [4]

- i) Recruitment is the process of searching and stimulating them to apply for jobs in the organisation.
- ii) Size of organisation, policies of organisation are _____ factors affecting recruitment.
- iii) Recruitment is considered as a positive process and selection is considered as _____ process.
- iv) _____ is concerned with making, administering, retaining, submitting & disposition of documents.
- v) _____ is a composition of protocol & ledger for establishing an immutable historical record of transaction.

B) Match the following : [4]

- | | |
|-------------------------|-----------------------------------|
| i. Regression analysis | a) Type of employee record |
| ii. Manpower planning | b) External source of recruitment |
| iii. Campus recruitment | c) Forecasting technique. |
| iv. Training record | d) Right employee at right job |

P.T.O.

- C) True or False (Attempt 4 out of 5) : [4]
- i) Recruitment is a process of having right people at right time.
 - ii) Company can destroy all records of employee once he/she leaves a job.
 - iii) E- recruitment is cost effective.
 - iv) Talent acquisition means hiring most qualified candidate.
 - v) Leave record is not a type of employee record.

- Q2)** Short answers (Attempt 2 out of 4) : [14]
- a) Explain 5 types of employee records.
 - b) Explain principles of record keeping.
 - c) Define talent acquisition & its advantages & disadvantages.
 - d) Explain the difference between recruitment & selection.

- Q3)** Long answers (Attempt 2 out of 4) : [24]
- a) Explain internal & external factors affecting on recruitment.
 - b) Explain objectives & Need of manpower planning.
 - c) Explain essentials of good record management system.
 - d) Explain process of Manpower forecasting.



Total No. of Questions : 4]

SEAT No. :

PA-1927

[Total No. of Pages : 2

[5953]-413

S.Y. B.B.A.

**406D : SOCIAL SERVICES & NGO MANAGEMENT
(2019 Pattern) (Semester - IV) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice questions : [5]

- i) Social workers practice under all of the following auspices EXCEPT _____.
 - a) Public
 - b) Not For Profit
 - c) For Profit
 - d) Media
- ii) Social welfare administration is coming under the _____.
 - a) Direct method of social work
 - b) Indirect method of social welfare
 - c) Not coming under any method
 - d) All the above
- iii) Who among the following said Man is a social animal.
 - a) Maclever
 - b) Freud
 - c) Aristotel
 - d) Rousseau
- iv) Social work administration is coming under _____.
 - a) Primary method of social work
 - b) Secondary method of social work
 - c) Method of public administration
 - d) All the options
- v) The social order is maintained largely by
 - a) Division of Labour
 - b) Law
 - c) Socialisation
 - d) State

P.T.O.

B) Match the pair : [5]

- | | |
|---|-------------------------------------|
| a) First NGO in India | 1) 1917 |
| b) NGO | 2) Scholarship for Higher Education |
| c) Inclusive Education for the Disabled | 3) Education |
| d) Method of community Organisation | 4) Non Governmental Organisation |
| e) CSR | 5) 2009-10 |

Q2) What are different Schemes offered by Government for NGOs in India?

OR

Define the concept Social Work. State Objectives and functions of Social work. [10]

Q3) What are the different ethics followed in social services?

OR

Explain in detail various functions of NGO and challenges in management of NGO. [10]

Q4) Write Short Notes. (Any Four) [20]

- Distinguish between Trust and NGO
- Importance and scope of communication skill
- Purpose of CSR management.
- Qualities of EQ
- Grant Proposal structure
- Purpose of Social Welfare Board



Total No. of Questions : 3]

SEAT No. :

PA-1928

[Total No. of Pages : 2

[5953]-414

S.Y.B.BA. (Semester-IV)

**BANKING OPERATIONS & FINANCE (406E) (ABM)
(2019 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1) A) Fill in the blanks (Attempt any 4 out of 5) [4]**
- i) _____ is the apex banking institution for providing finance for agriculture and rural development.
 - ii) Money lenders and zamindaris are known as _____ sources of agriculture finance.
 - iii) Time value of money is basically depends on _____
 - iv) _____ is known as marginal cost of capital.
 - v) The Pradhan Mantri Fasal Bima Yojna (PMFBY) launched on _____.
- B) Match the following. [4]**
- | | |
|--------------------------|--------------------------|
| i) NABARD | a) 12 July 1982 |
| ii) IFFCO | b) Private Finance |
| iii) Public Sector Banks | c) 3 Nov. 1967 |
| iv) Landlord | d) Institutional Finance |
- C) True or False (Attempt any 4 out of 5) [4]**
- i) The ratios analysis helps to management in taking several decisions.
 - a) True
 - b) False
 - ii) Turnover ratio is also known as performance ratio.
 - a) True
 - b) False
 - iii) Inflation dose not affect the time value of money
 - a) True
 - b) False

P.T.O.

Total No. of Questions : 3]

SEAT No. :

PA-1929

[Total No. of Pages : 3

[5953]-501

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

RESEARCH METHODOLOGY (GC - 501)

(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice question.

[5×1=5]

- i) Primary data is original in nature & collected directly from first - hand experience.
 - a) True
 - b) False
- ii) Statistical design does not deals with the number of items to be observed & the ways of data collection & methods of analysis of data.
 - a) True
 - b) False
- iii) In Research the data can be a quantitate but never be qualitative.
 - a) True
 - b) False
- iv) Descriptive research does not provides a description of the state of affairs as it exists at present.
 - a) True
 - b) False
- v) Plagarism is an act of purloining of an individuals work, ideas, finding, strategies or writing without giving him appropriate credit for the same.
 - a) True
 - b) False

P.T.O.

- B) Match the pairs. [5×1=5]
- | Group (A) | Group (B) |
|---------------------|--|
| i) Coding | a) Is the conversation of data into usable & desired form |
| ii) Classification | b) Secondary data |
| iii) Likert scale | c) Respondents are asked to express their response on a five point scale |
| iv) Data processing | d) Arranging data in groups or classes |
| v) Published data | e) Is the process of assigning symbols to answers |
- C) Answer in one sentence - [5]
- i) What do you mean by Literature Review?
 - ii) What is stratified Random sampling?
 - iii) What is secondary data?
 - iv) What is plagiarism?
 - v) What is Likert scale?
- D) Fill in the blanks- [5]
- i) _____ is either a written or printed, either in physical form or electronic form, and contains spaces for answers.

a) Questionnaire	b) Interviews
c) Schedules	d) Observations
 - ii) _____ sampling is used when it is difficult to identify the members of the desired population.

a) Snowball	b) Systematic
c) Cluster	d) Sequential
 - iii) The data which are collected from the place of origin is known as _____

a) Primary data	b) Secondary data
c) Primary & secondary	d) None of these
 - iv) _____ is the first section of the research paper

a) Abstract	b) Introduction
c) Review of literature	d) Conclusion
 - v) After every ten years, information regarding population of India is collected through _____

a) Census	b) Samples
c) Both a & b	d) None of these

Q2) Long Answer of questions. [3×10=30]

- a) What is Research? Explain in brief the different types of Research.
- b) What is primary data? State the methods used for collection of primary data in detail.
- c) What is sample design? Explain steps in sample design.
- d) What is Research Report? Explain in brief different steps in writing report.
- e) What is observation method? State its merits.

Q3) Short notes (Attempt any 4 out of 6) [4×5=20]

- a) Sources of secondary data
- b) Interviews
- c) Tabulation
- d) Research approaches
- e) Research design
- f) Analysis of variance



Total No. of Questions : 3]

SEAT No. :

PA-1930

[Total No. of Pages : 3

[5953]-502

T.Y. B.B.A.

502 : DATABASE ADMINISTRATION AND DATA MINING

(2019 Pattern) (Semester - V)

Time : 2 ½ Hours]

[Max. Marks : 70

Q1) A) Solve any 5 out of 6. Select the correct option.

[5]

- a) KDD in data mining is _____.
- i) Knowledge Discovery Database
 - ii) Knowledge Directory Data
 - iii) Knowledge Data Definition
 - iv) Knowledge Data Drive
- b) Cloud computing is the delivery of _____ computing services.
- i) On-demand
 - ii) Sophisticated
 - iii) Selective
 - iv) None of the above
- c) The data is stored, retrieved & updated in _____.
- i) OLAP
 - ii) OLTP
 - iii) SMTP
 - iv) FTP
- d) _____ is not a transaction state.
- i) Active
 - ii) Partially committed
 - iii) failed
 - iv) Compensated

P.T.O.

Q2) Short Answers (Attempt Any 3 Out of 4) :

[24]

- a) Explain Descriptive Analytics.
- b) What is data extraction?
- c) What is the primary job of DBA?
- d) List Four purposes of DBMS.

Q3) Long Answers (Attempt Any 2 Out of 4) :

[32]

- a) With help of diagram, describe overall structure of DBMS.
- b) Explain ACID properties in detail.
- c) Write applications of Data Warehousing.
- d) Write advantages of data analytics.



Total No. of Questions : 3]

SEAT No. :

PA-1931

[Total No. of Pages : 3

[5953]-503

T.Y. B.B.A

GC-503: BUSINESS ETHICS

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Figures to the right indicate full marks.
- 2) Draw labeled diagram wherever necessary.

Q1) A) Multiple Choice Question :

[5]

- a) Business Ethics means
 - i) Conducting business with ethics
 - ii) Determine the difference between correct & incorrect in business
 - iii) Determining ethical & unethical activities in business
 - iv) All of the above
- b) Value & ethics shapes
 - i) Corporate unity
 - ii) Corporate discipline
 - iii) Corporate culture
 - iv) Corporate differences
- c) The primary stakeholders are
 - i) Customer
 - ii) Supplier
 - iii) Shareholder
 - iv) Creditor
- d) In which type of leadership style leader acts more as bosses
 - i) Positive style
 - ii) Negative style
 - iii) Autocratic style
 - iv) Democratic style

P.T.O.

- e) Which of the following is disadvantages of social responsibility?
- i) Possession of Resources
 - ii) Ethical obligations
 - iii) Public Image
 - iv) Violation of profit maximisation

B) Match the pairs : [5]

- | | |
|----------------------------|---------------------------|
| a) Accountability | Set of Rules |
| b) Global warming | Workers & Employees |
| c) Code of conduct | Decency & Honesty |
| d) Stakeholders | Changes in Rainfall |
| e) Ethics in Advertisement | Concept of Responsibility |

C) Answer in one statement : [5]

- a) What is work place ethics?
- b) What is corporate ethical leadership style?
- c) What is complience management?
- d) What is corporate citizenship?
- e) What is consumerism?

D) Fill in the blank : [5]

- a) A document which defines how employees will interact with each other & also with their customer is called _____.
 - i) Job profile
 - ii) Guidelines of Behaviour
 - iii) Code of ethics
 - iv) None of these
- b) _____ is the oldest source of ethical inspiration
 - i) Religion
 - ii) Law
 - iii) Education
 - iv) Society
- c) Complete freedom for group or individual decision with a minimum of leader participation is under
 - i) Autocratic leader
 - ii) Intellectual leader
 - iii) Liberal leader
 - iv) Institutional leader

- d) _____ is an act where the malpractices of the organisation to the stakeholders & institution are disclosed.
- i) FIR
 - ii) Whistle Blowing
 - iii) Information
 - iv) Investigation
- e) The study of interaction between living & non-living organism & environment is called _____.
- i) Ecosystem
 - ii) Ecology
 - iii) Phyto-geography
 - iv) Phyto sociology

Q2) Long answer questions (Attempt any three) : [3 × 10 = 30]

- a) Define Business Ethics. Explain in detail the nature & scope of business Ethics.
- b) What is Collective Bargaining? Explain process of collective Bargaining?
- c) What is CSR? Explain argument for & against CSR.
- d) Define Environmental Ethics. Explain laws & regulations in Indian context.
- e) What is Modern Corporation? Explain its features.

Q3) Short Note (attempt any Four) : [4 × 5 = 20]

- a) Ethical problem occurs in Business.
- b) Ethical leadership & its characteristics.
- c) Advertising Ethics.
- d) Sustainable Development & its principles.
- e) Autocratic leadership.



Total No. of Questions : 3]

SEAT No. :

PA-1932

[Total No. of Pages : 3

[5953]-504

T.Y. B.B.A.

**504 : Management of Corporate Social Responsibility
(2019 Pattern) (CBCS) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory questions :

A) Multiple choice questions :

[5]

- 1) The four types of social responsibility includes.
 - a) Legal, Philanthropic, Economic & Ethical
 - b) Ethical, Moral, Social & Economic
 - c) Philanthropic, Economic, Justice & Ethical
 - d) Legal, Moral, Ethical & Economic
- 2) The acronym CSR stands for
 - a) Corporate Search and Rescue
 - b) Corporate Social Responsibility
 - c) Corporate Sensitive Reliability
 - d) Corporate Social Reality
- 3) Which are two sides of the same coin
 - a) Charity and CSR
 - b) CSR & Corporate Governance
 - c) Charity & corporate Governance
 - d) Philanthropy & Charity

P.T.O.

- d) The 2013 Act is divided into _____ chapters containing _____ sections as against 658 section in the companies act, 1956 & has 7 schedules.
- e) Nowadays corporate are treating _____ as a separate entity and devote attention to it.

Q2) Answer any 3 out of 5 :

- a) Explain in details Carrolls CSR Model? [10]
- b) Explain the various sustainable Development Goals? [10]
- c) Describe the duties of Independent Directors? [10]
- d) What are the different challenges while implementing CSR? [10]
- e) Explain the statist model of CSR? [10]

Q3) Write short notes (any four) : [20]

- a) Stakeholders Relationship management
- b) Stakeholders model of CSR
- c) Independent Director
- d) Non-Profit Organisations
- e) Section 135 of company act
- f) Trusteeship Model



Total No. of Questions : 4]

SEAT No. :

PA-1933

[Total No. of Pages : 2

[5953]-505

T.Y.B.B.A.

A505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

(2019 Pattern) (Semester-V) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Fill in the blanks.

[5]

- a) _____ is the practice of understanding the structures policies and procedures developed by an organization.
- b) _____ is the systematic gathering recording and analysis of data about problems relating to the marketing of goods and services.
- c) _____ refers to three stage marketing process
- d) _____ refers to collection of data that already exists within the company.
- e) _____ refers to the phase of product development which is placed in the hands of the customer for their evaluation.

Q2) Match the following.

[5×1=5]

- | | |
|------------------------------|-----------------------|
| 1) Macro Environment | a) Hypothesis Testing |
| 2) Task Specific Environment | b) CSF |
| 3) Business Analysis | c) BCG |
| 4) Michael Porter | d) Technological |
| 5) Research Design | e) Competitors |

P.T.O.

Q3) Write short notes on (Attempt any 4) [20]

- a) Critical Success Factors
- b) Scope of Data analytics concerning marketing strategies
- c) Implications of Marketing Research on Marketing mix
- d) Supply Chain Management
- e) Explain Promotion Mix

Q4) Write Long Answers (Attempt any 2) [20]

- a) Explain about Market segmentation and Targeting strategies
- b) Explain the various types of marketing channels
- c) Discuss the various factors affecting the buying behaviour of the consumers.
- d) State the responsibilities of Business Analyst.



Total No. of Questions : 4]

SEAT No. :

PA-1934

[Total No. of Pages : 4

[5953]-506

T.Y. B.B.A.

(505-B FM) : ANALYSIS OF FINANCIAL STATEMENT

(2019 Pattern) (Semester - V)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Fill in the Blanks : **[5]**

- a) _____ is a statement which shows the cash inflows and cash outflows occurred or would occur in a Particular Period.
- b) _____ measure the ability of a firm to meet its short-term obligations and reflect its short-term financial strength or solvency.
- c) If cost of goods sold exceeds the sales revenue and other operating revenues then there will be a _____.
- d) A financial ratio is defined as “a relationship between _____ variables taken from financial statements of a concern.
- e) Fund means working capital i.e. current Assets Minus _____.

Q2) Write Short Notes (Any 3) : **[15]**

- a) Common size statement.
- b) Limitations of fund flow statement.
- c) Comparative Financial Statement.
- d) Cash flow statement.

OR

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

P.T.O.

Q3) From the following Balance Sheet of XYZ Ltd. Calculate the following ratios. **[15]**

- a) Current Ratio.
- b) Liquid Ratio.
- c) Absolute Liquid Ratio.
- d) Current Assets to Fixed Assets Ratio.
- e) Debt to Equity Ratio.
- f) Proprietary Ratio.
- g) Capital Gearing Ratio.

Balance - Sheet as on 31.3.2021

Liabilities	Rs.	Assets	Rs.
Equity Capital	10,00,000	Goodwill (At Cost)	5,00,000
6% Pref. Capital	5,00,000	Plant and Machinery	6,00,000
General Reserve	1,00,000	Land and Building	7,00,000
Profit & Loss A/c	4,00,000	Furniture	1,00,000
Provision for Taxation	1,76,000	Inventories	6,00,000
Bills Payable	1,24,000	Bills Receivable	30,000
Bank Overdraft	20,000	Sundry Debtors	1,50,000
Sundry Creditors	80,000	Bank	2,00,000
12% Debentures	5,00,000	Investment (short term)	20,000
	29,00,000		29,00,000

Q4) From the following Balance Sheet of A Ltd. Make out :

[15]

- a) Statement of changes in the working capital ; and
- b) Fund Flow Statement.

Liabilities	2020	2021	Assets	2020	2021
Equity Share Capital	6,00,000	8,00,000	Land and Buildings	1,80,000	2,20,000
Profit & Loss A/c	1,00,000	1,60,000	Plant and Machinery	5,00,000	8,00,000
General Reserve	50,000	70,000	Stock	1,00,000	85,000
Provision for Taxation	50,000	40,000	Bills Receivable	50,000	30,000
Sundry creditors	1,10,000	1,30,000	Debtors	1,50,000	1,60,000
Bills Payable	80,000	90,000	Cash in Hand	20,000	20,000
Outstanding Rent	10,000	25,000			
	<u>10,00,000</u>	<u>13,15,000</u>		<u>10,00,000</u>	<u>13,15,000</u>

Additional Information :

- a) Depreciation on Plant and Machinery in 2021 Rs. 50,000.
- b) A piece of Machinery Costing Rs. 12,000 was sold for Rs. 8,000 during 2021 (depreciation of Rs. 7,000 had been provided on it).
- c) An interim dividend of Rs. 6,000 was paid during the year.
- d) Income tax paid during 2021 Rs. 45,000.

OR

The Balance Sheets of Zenith Ltd. as on 31st March 2020 and 31st March 2021 were as follows :

Liabilities	Amt Rs. 31/3/2020	Amt Rs. 31/3/2021	Assets	Amt Rs. 31/3/2020	Amt Rs. 31/3/2021
Share Capital	5,00,000	7,00,000	Land & Building	80,000	1,20,000
Profit & Loss A/c	1,00,000	1,60,000	Plant & Machinery	5,00,000	8,00,000
General reserve	50,000	70,000	Stock	1,00,000	75,000
Creditors	1,53,000	1,90,000	Debtors	1,50,000	1,60,000
Bills Payable	40,000	50,000	Cash	20,000	20,000
Outstanding	7,000	5,000			
Total	8,50,000	11,75,000		8,50,000	11,75,000

Additional Information :

- Depreciation of Rs. 50,000 have been provided during the year.
- A piece of Machinery was sold for Rs. 8,000 during the year 2020-2021. The cost of the machinery was Rs. 12,000 and depreciation of Rs. 7,000 was provided on the same.
- Income tax paid during the year was Rs. 60,000.
- Dividend paid during the year was Rs. 50,000.

Prepare Cash Flow Statement.



Total No. of Questions : 4]

SEAT No. :

PA-1935

[Total No. of Pages : 2

[5953]-507

T.Y. B.B.A.

**C-505 : CROSS-CULTURAL HR & INDUSTRIAL RELATIONS
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Compulsory question.

A) Select the correct option :

[5]

- i) Hofstede's _____ dimension looked at the relationship between gender and work roles.
 - a) Individualism versus collectivism
 - b) Masculinity versus femininity
 - c) Uncertainty avoidance
 - d) Power distance
- ii) Which of the following is enabling the growth of a global culture?
 - a) Mass media
 - b) Education
 - c) Travel
 - d) All of the above
- iii) "Organizations are made up of people and the success of management lies in its dealings with these people". This is a fundamental principle of _____ approach.
 - a) Giri
 - b) Gandhian
 - c) Human Relations
 - d) Marxist
- iv) Creche facility in every factory under factories Act is provided where more than _____ women workers are employed.
 - a) Twenty
 - b) Twenty - five
 - c) Thirty
 - d) Seventy
- v) _____ is the process of managing people in organizations in a structured and thorough manner.
 - a) Human Resource Management
 - b) Cross-cultural Management
 - c) Both (a) and (b)
 - d) None of the above

P.T.O.

- B) Match the following pairs. [5]
- | | |
|---|--------------------------------|
| i) MAS | a) Section 18 |
| ii) Drinking water | b) Section 11 |
| iii) Cleanliness | c) John Dunlop |
| iv) Founder of Industrial relation approach | d) 1948 |
| v) Factories Act | e) Masculinity versus Feminity |

Q2) What is negotiating across culture? Explain it in detail. [10]

OR

Explain rewards across culture.

Q3) What are different remedies for improving Industrial relations? [10]

OR

Explain provisions regarding working hours of adults.

Q4) Write short notes on (Any 4) : [20]

- Multi Cultural Teams
- Cross Cultural Human Resource Management
- Individualism
- Lay Off
- Socio Ethical approach
- Objectives of Industrial relations



Total No. of Questions : 4]

SEAT No. :

PA-1936

[Total No. of Pages : 3

[5953]-508

T.Y. B.B.A

**D-505: HEALTH CARE MANAGEMENT
(2019 Pattern) (Semester - V) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Figures to the right indicate full marks.*
- 2) *Draw labeled diagram wherever necessary.*

Q1) A) Multiple Choice Questions : [5]

- a) _____ refers to the overall management and leadership of both public and private healthcare organisations.
 - i) Farmers sector
 - ii) Planning
 - iii) Healthcare management
 - iv) Sales management
- b) Benefits of Hospital Management systems _____.
 - i) Enhanced information integrity
 - ii) Data security
 - iii) Improved monitoring
 - iv) All of the above
- c) _____ is a complete and accurate medication list provided to patients.
 - i) Diary
 - ii) Prescription
 - iii) Leaflet
 - iv) Note

P.T.O.

- d) Patients visiting the hospitals _____ can book online appointments with ease
- i) Lobby
 - ii) Card
 - iii) Website
 - iv) Note
- e) _____ and companionship does not need to be prescribed by a doctor.
- i) Other care
 - ii) Personal care
 - iii) Home health care
 - iv) Check up

B) Match the following : [5]

- | | |
|-----------------------------|----------------------------|
| a) Good Hospital Management | Emotional wellness |
| b) HMS | Electronic Medical Record |
| c) Home Health Care | Anytime accessibility |
| d) Illness Prevention | Hospital management system |
| e) EMR | Home health aid services |

Q2) Write Long answer (Any 1 out of 2) : [10]

- a) What is hospital administration? Explain in detail need of hospital administration.
- b) Explain in detail the need of HR management in hospital administration.

Q3) Write Long answer (Any 1 out of 2) : [10]

- a) What is healthcare management? Explain in detail opportunities in healthcare services.
- b) Explain in detail IT and Healthcare management.

Q4) Write short notes on (Any 4 out of 6) :

[20]

- a) Types of healthcare services.
- b) Healthcare - advertising and Media management.
- c) Changing scenario of the health industry.
- d) Information system.
- e) Importance of health care management.
- f) Financial management in healthcare management.



Total No. of Questions : 4]

SEAT No. :

PA-1937

[Total No. of Pages : 3

[5953]-509

T.Y. B.B.A.

E-505 : Warehouse Management

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Multiple Choice questions :

[5 × 1 = 5]

- i) Warehouse management system _____.
 - a) Keeps track of inventory
 - b) Keeps track of sales floor
 - c) Keeps track of goods in transit
 - d) All of these
- ii) Warehouse which is located at only one location but serves the whole region is
 - a) Private warehouse
 - b) Public warehouse
 - c) Government warehouse
 - d) Centralized warehouse
- iii) When you want to get the goods which have just arrived you go to _____.
 - a) Shipping area
 - b) Storage area
 - c) Loading area
 - d) The reception

P.T.O.

- iv) Powders & Liquids are best stored in _____.

 - a) Wire mesh containers
 - b) Plastic containers
 - c) Drums
 - d) Open storage

- v) Which of the following are functions of warehouses?

 - a) Financing
 - b) Consolidation
 - c) Break the bulk
 - d) All of the above

- b) Match the following : **[5]**
- | | |
|----------------------|------------------------------------|
| i) Public warehouse | a) Edward Deming |
| ii) Bonded warehouse | b) To meet sudden demand |
| iii) Safety Stock | c) Central warehousing corporation |
| iv) CWC | d) Airports |
| v) TQM | e) Government licensing |

Q2) Solve the following long answer questions (any 1 out of 2) : **[10]**

- a) Explain in detail the need & functions of warehousing management.
- b) Explain in detail the characteristics of an ideal warehouse.

Q3) Solve the following long answer questions (any 1 out of 2) : **[10]**

- a) Explain in detail the various technological aids used in warehouse management.
- b) Explain in detail the various steps of dispatch management.

Q4) Short notes (any 4 out of 6) :

[20]

- a) Warehousing costs
- b) Importance of warehouse in a value chain
- c) Total quality management
- d) Docking & marshalling
- e) Types of customers in warehousing
- f) Warehouse safety management



Total No. of Questions : 3]

SEAT No. :

PA-1938

[Total No. of Pages : 2

[5953]-510

T.Y.B.B.A.

A-506 : LEGAL ASPECTS IN MARKETING MANAGEMENT

(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice questions. [5]

- a) Which among the following is not a feature of doorstep selling?
 - i) Services
 - ii) Low involvement
 - iii) Benefit of personal demonstration
 - iv) High involvement
- b) Tele-marketing involves _____
 - i) High level of motivation
 - ii) Event Management
 - iii) Good communication
 - iv) Door to door campaigns
- c) Which one is not the type of direct mails?
 - i) Newsletter
 - ii) Outbound mail
 - iii) Self - mailers
 - iv) Catalogues
- d) The marketing programme of the company must adhere to the _____
 - i) Customer requirement
 - ii) Company's profile
 - iii) Legal and moral standards set by the organisation
 - iv) Objectives of the firm
- e) Following are the laws related with marketing activity
 - i) Sales of goods Act
 - ii) FEMA
 - iii) RTI
 - iv) None of the above

P.T.O.

B) Match the pairs. [5]

- | Group A | Group B |
|-------------------------------|-----------------------------------|
| a) Direct mail sales | i) Not instantaneous |
| b) Doorstep selling | ii) Selling is prohibited |
| c) Liqueur & tobacco products | iii) Tool used by business |
| d) Nuclear Arms | iv) Advertisement banned in India |
| e) Newsletter | v) Hawkers and Peddlers |

Q2) Long answer questions (Solve any 2 out of 4) [20]

- What do you mean by Legal Aspects of marketing? State its scope and importance.
- Explain the benefits and disadvantages of direct mail.
- Define advertising. What are the types of advertising.
- Explain the advantages and disadvantages of online marketing.

Q3) Write short notes on (Any 4.) [20]

- Cookies
- Claims for misleading advertisement
- Laws for Broadcasting Advertisements in India
- Importance of pricing related laws
- Doorstep selling
- CRM



Total No. of Questions : 4]

SEAT No. :

PA-1939

[Total No. of Pages : 2

[5953]-511

T.Y.B.B.A.

**B - 506 : LEGAL ASPECTS OF FINANCE AND SECURITY LAWS
(2019 CBCS Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Select the correct answer: [5]

- a) What is call money?
 - i) It is an overnight loan in the money market
 - ii) It is loan of above 1 day to 14 days in the money market
 - iii) It is loan of above 14 days to 364 days in the money market
 - iv) It is an amount charged on ISD
- b) Which of the following is not an asset held by commercial banks?
 - i) Bills of Exchange
 - ii) Current Account Deposits
 - iii) Money lent at short notice
 - iv) Credit balance with RBI
- c) Section 25 of the companies Act, 2013 deals with
 - i) Alternation of memorandum
 - ii) Document containing offer of securities for sale to be deemed prospectus
 - iii) Advertisement of prospectus
 - iv) Service of documents
- d) Which clause is also known as subscription clause?
 - i) Liability clause
 - ii) Association clause
 - iii) Capital clause
 - iv) Name clause
- e) Which input tax credit cannot be claimed against which output tax liability?
 - i) 1GST, SGST
 - ii) CGST, 1GST
 - iii) SGST, 1GST
 - iv) CGST, SGST

P.T.O.

B) Match the pairs [5]

Group A

Group B

- | | |
|----------------------|--------------------------------------|
| a) Financial markets | i) IPO |
| b) Primary markets | ii) In direct Tax |
| c) ROC | iii) Trading of financial securities |
| d) GST | iv) Incorporation of companies |
| e) Capital clause | v) MOA |

Q2) Explain an overview of Indian Financial System. [10]

OR

Explain listing of securities procedure.

Q3) Explain the importance of preparation of financial statements and its disclosure. [10]

OR

Explain the Goods and service Tax (GST) with different types of GST.

Q4) Short Notes: (Any 4) [20]

- a) Commercial Banking
- b) Issue of capital and Disclosure Requirements
- c) Delisting of Securities
- d) Memorandum of Association
- e) Function of GSTN.



Total No. of Questions : 4]

SEAT No. :

PA-1940

[Total No. of Pages : 5

[5953]-512

T.Y. B.B.A.

DSE - C506 : CASES IN HUMAN RESOURCE MANAGEMENT

(CBCS 2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Case:

[15]

When Mahesh joined ABC bank private sector he had one clear goal to prove his metal he did prove himself and has been promoted five times since his entry into the bank. Compared to others, his progress has been the fastest. Currently, his job demands that Mahesh should work 10 hours a day with practically no holidays. At least two day in a week, Mahesh is required to travel. Peers and subordinates at the bank have appreciation for Mahesh. They don't grudge the ascension achieved by Mahesh, though there are some who wish they too had been promoted as well.

The post of General Manager became vacant. One should work as GM for a couple of years if he were to climb to the top of the ladder. Mahesh applied for the post along with others in the bank. The chairman assured Mahesh that the post would be his. A sudden development took place which almost wrecked Mahesh's chances. The bank has a practice of subjecting all its executives to medical checkup once in a year. The medical reports go straight to the Chairman who would initiate remedial where necessary. Mahesh was only 35, he too, was required to undergo the test. The chairman of the bank received a copy of Mahesh physical examination results, along with a note from the doctor.

The note explained that Mahesh was seriously overworked and recommended that he be given and immediate four-week vacation. The doctor also recommended that Mahesh workload must be reduced and he must take to physical exercise everyday.

The note warned that if Mahesh did not care for advice, he would be in for heart trouble in another six months. After reading the doctor's note, the Chairman sat back in his chair, and started brooding over. Three issues where uppermost in his mind

P.T.O.

- i) How would Mahesh take this news ?
- ii) How many others do have similar fitness problems?
- iii) Since the environment in the bank created the problem, what could he do to alleviate it?

Questions.

- 1) If the news is broken to Mahesh, how would he react?
- 2) If you were giving advice to the Chairman on this matter, what would you recommend?

Q2) Case:

[15]

Himalaya stores private limited was established in 2001 as a family concern with a small general store to begin with. It has now grown into a large private limited company and runs a multi storied departmental store which has about 300 employees. With the growth in companies business, qualified managers, salespersons and other employees were appointed in various departments. Ms. Verma agent 58, now working as manager of Sales Planning is in the organization right from the beginning. She started as a sales girl in the shop and has so far handled almost all types of work in the company. She had to leave college studies and had to take up a job, due to some family problem. She has a younger brother, who is well settled as an aeronautics engineer in Bangalore.

Ms. Verma is known to be very sincere and loyal to the organization and very strict executive. The management committee has made a special mention of her services and contribution on several occasions. The managers in other departments often consult her on various matters. They have always found her advice to be valuable. Ms. Verma's job includes sales planning and budgeting. The departmental store has 120 sales girls' who are supervised by five floor supervisors. Many of the sales girls are graduates. But they have continuous turnover. The sales girls tend to leave jobs for family reasons, especially when they get married.

So it becomes necessary 'almost every year' to recruit and appoint few new salesgirls. Recently, the Sales Manager has come across certain problems and does not know how to solve them. The trainee sales girls from the sales from sales promotion approached him one day and asked whose instructions

they should follow. They said that, they thought they were supposed to follow directives of the Sales Promotion manager, as he was their boss. But they were also getting instructions and directions from Ms. Verma from time to time, which were clashing with that of their own manager.

One of the floor supervisors has complained that Ms. Verma often checks on the work of the sales girls at the sales counters. She rebuked and reprimanded them for small mistake. She also criticizes their sales stock and the way they dress. The supervisor narrated one instance, Venice sales girl broke down to tears, when Ms. Verma objected to her going out with some relatives during the lunch break. The sales manager is apprehensive that he should not get into unnecessary squabbles with Ms. Verma. He respects her for her age and seniority in the company and the weightage she carries with the top management. He would not mind few healthy suggestions from her. But he now feels Ms. Verma is encroaching rather too far in other manager's territory. He is also concerned that open confrontation may not be desirable, since that would create a bad image for him with the top management. He thinks he knows the problem but does not know 'how to bell the cat', without hurting his image and the interpersonal relations between himself and other managers especially Ms. Verma.

Questions:

- 1) Analyse the case.
- 2) What should the Sales manager do?
- 3) If you were appointed as HR by top management, how would you deal with the situation?

Q3) Case: [10]

Swagata foods limited is a homegrown company in the business of processing and marketing jams' ketchups and Pickles stop it enjoy hi Brandy equity and the management is professional . Still love you buddy CEO had decided to quit and he was personally involved in the recruitment of his successor, Mr.Raj. After Mr. Raj joined the company, he wanted to review the performance appraisal system, which was started about 15 years ago. Initially, it was a trait based system where in superiors rated employees on the basis of job knowledge, integrity, communication, health! hygiene, loyalty etc. In the

last two years, the erstwhile CEO Mr. Ravi, had introduced 360 degree appraisal system, which essentially involved a manager being appraised by his subordinates, peers and superiors.

In the new system the subordinates had the opportunity to give feedback freely about their manager's behavior. He carried out a pilot study through a questionnaire and was of the opinion that it is essential to heed to the views, concerns and opinions of subordinates with care and respect. He then designed a subordinate appraisal form and made it an integral part of the managerial performance appraisal system. The name of the subordinates giving the feedback was kept confidential and only the responses were shown to the managers. The introduction of this system evoked a lot of hue and cry in the organization. Managers were up in arms, as many of the top performing managers got a negative feedback from their subordinates. They wanted that feedback be given in a face to face discussion.

But Mr. Raj had his doubts about this system as it questions the very basics of organizational control mechanisms and group dynamics. Therefore, he agreed that performance appraisal system needs to be top-down and vice versa. The problem is that the existing system could not be totally scrapped out because it would send the wrong message to the subordinate level employees that their views does not matter to the management. However, continuation of the existing system would create greater conflict. Time was running out and Mr. Raj had to quickly come to some conclusion because the new appraisal cycle had to start within two weeks.

Questions:

- 1) What went wrong with the assessment of Mr.Raj regarding implementing 360 degree performance appraisal system?
- 2) Why are the managers up in arms?
- 3) What should Mr. Raj do now? Please advise him

Q4) Case:

[10]

Shailesh a machine operator, worked as a mechanist for Srinivas, the supervisor. Srinivas told Shailesh to pick up some trash that had fallen from Shailesh's work area, and Shailesh replied, "I won't do the janitor's work".

Srinivas replied, "when you drop it you pick it up". Shailesh became angry and abusive , calling Srinivas a number of names in a loud voice and

refusing to pick up the trash. All employees in the department heard Shailesh's comments.

Srinivas had been trying for two weeks to get his employee to pick up trash in order to have cleaner workplace and prevent accidents. He talked with all the employees in a weekly departmental meeting and to each employee individually at least once. He stated that he was following the instructions of the General Manager. Only objection came from Shailesh.

Outburst by Shailesh hurt Srinivas badly. Srinivas told Shailesh to come to the office and suspended him for one day for insubordination and abusive language to a supervisor. The discipline was within the company policy, and similar behavior had been punished in other departments in the past.

After Shailesh left Srinivas's office, Srinivas phoned the Human Resource Manager, reported what he had done, and said that he was sending a copy of the suspension order for Shailesh's file.

Questions:

- 1) If you were the human resource manager, what comments would you make?
- 2) Do you assess the need for any of employees? If yes, what inputs should be embodied in the training programme?



Total No. of Questions : 3]

SEAT No. :

PA-1941

[Total No. of Pages : 2

[5953]-513

T.Y. B.B.A.

D-506 : PERMISSIONS & LEGAL ASPECTS IN SERVICES

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Multiple Choice Questions.

[10]

- a) Tourism sector creates more _____ opportunities
 - i) Job
 - ii) Fund raising
 - iii) Profit making
 - iv) Attractive
- b) ECO tourism relates to _____.
 - i) Economic system
 - ii) Financial system
 - iii) Nature
 - iv) E-commerce
- c) National tourism policy _____ is stood on seven important pillars like, Swagat, Soochana, Suvidha, Surakasha etc.
 - i) 2015
 - ii) 2002
 - iii) 2020
 - iv) 1982
- d) India needs to change its _____ marketing approach to modern marketing approach for developing Tourism.
 - i) Planning
 - ii) Organising
 - iii) Traditional
 - iv) Management
- e) IRCTC is concern to _____ Railway, catering & Tourism.
 - i) Only Railway
 - ii) Only Catering
 - iii) Only Tourism
 - iv) Railway Catering & Tourism
- f) _____ is the world heritage site of the country.
 - i) Shirdi
 - ii) Taj Mahal
 - iii) Tirupati Temple
 - iv) None of the above
- g) _____ operates as a legally appointed agent representing the principal in certain geographical area.
 - i) Tour operator
 - ii) Travel agency
 - iii) Broker
 - iv) Ground operator

P.T.O.

Total No. of Questions : 4]

SEAT No. :

PA-1942

[Total No. of Pages : 2

[5953]-514

T.Y.B.B.A.

E-506 : PERMISSIONS AND LEGAL ASPECTS IN AGRICULTURE

(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Multiple Choice Questions. [5]

- a) The process of assembling, stonage, grading & packaging agriculture products is known as _____.
- i) agricultural marketing ii) agricultural diversification
iii) green marketing iv) primary marketing
- b) _____ is the third most important food crop with respect to area & production.
- i) Rice ii) Jowar
iii) Wheat iv) Maize
- c) Operation flood is associated with _____.
- i) Green revolution ii) White revolution
iii) Pink revolution iv) Bhakranagal Dam
- d) India produces _____ variety of crops.
- i) Knarif ii) Rabi
iii) Cash crops iv) All of these
- e) Region where farmers specialize in vegetables only is known as _____.
- i) Mixed farming ii) Truck farming
iii) Cooperative farming iv) collective farming

B) Match the following. [5]

- | | |
|------------------|------------------|
| a) Agriculture | Flowers |
| b) Golden fibre | Grapes |
| c) Viticulture | Jute |
| d) Teaplantation | Primary activity |
| e) Kesan | Assam |

P.T.O.

Q2) Answer any one out of 2 long answers. **[10]**

- a) Explain in detail rights of farmers.
- b) Explain the salient features of 'Essential commodities amendment act 2020'.

Q3) Answer any one out of 2 long answers. **[10]**

- a) Explain detail the role and functions of NABARD.
- b) Write in detail the impact of climate change on agriculture.

Q4) Short notes (any 4 out of 6) **[20]**

- a) Explain in short farmers and farming
- b) Farm Bankruptcy and mediation
- c) Fenu law
- d) Agricultural chemicals
- e) Mixed farming



Total No. of Questions : 3]

SEAT No. :

PA-1943

[Total No. of Pages : 3

[5953]-601

T.Y. B.B.A.

601 : ESSENTIALS OF E-COMMERCE

(2019 Pattern) (CBCS) (Semester - VI)

Time : 2 ½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions (Any 5) :

[5 × 1 = 5]

- a) The exchange of information, goods and services to two businesses
 - i) C2C
 - ii) B2B
 - iii) C2B
 - iv) B2C
- b) The Pound, US Dollar, Euro and Yen are the examples of ----- currency
 - i) E Money
 - ii) FIAT
 - iii) Crypto Currency
 - iv) Transaction Currency
- c) ----- is a system that is developed to distribute electronic money systems independent of local currency
 - i) Ripple monetary system
 - ii) Apple pay
 - iii) RTGS
 - iv) SEO
- d) ----- transaction is a direct bank to bank transfer whereas digital wallets act like intermediaries between bank Accounts
 - i) UPI
 - ii) PPC
 - iii) Mobile wallet
 - iv) RTGS

P.T.O.

D) Fill in the Blanks : **[5 × 1 = 5]**

- a) ----- is a global system of interconnected computer networks that use standard internet protocol suites to link several devices worldwide.
- b) ----- is the process of identifying new suppliers for a specific spend category using internet technology.
- c) ----- allow users to make instore payments without having carry cash or physical credit cards.
- d) ----- is a block of data that can be attached to documents like email, Messages, word files etc.
- e) A ----- is an online journal displaying information in reverse chronological order.

Q2) Long Answer Questions (Any 3) : **[3 × 10 = 30]**

- a) Define E Commerce. Explain the various factors responsible for the Growth of E Commerce in India.
- b) Describe the role of Modern Digital Payment systems and challenges faced in the Indian Retail sector.
- c) Define Content Marketing. Explain content marketing cycle and its types.
- d) What is Phishing? How do you protect against Phishing Attacks and explain Phishing Techniques?
- e) Differentiate between Internet, Extranet and Intranet.

Q3) Short Answer Questions (Any 4) : **[4 × 5 = 20]**

- a) FIAT Currency.
- b) Intranet.
- c) Google Lens.
- d) Data Theft.
- e) EDI.
- f) Mobile Hacking.



Total No. of Questions : 3]

SEAT No. :

PA-1944

[Total No. of Pages : 3

[5953]-602

T.Y. B.B.A.

**602 : MANAGEMENT INFORMATION SYSTEM
(2019 Pattern) (Semester - VI) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions (Any 5) : [5]

- i) A MIS is composed of _____.
 - a) Data
 - b) Software
 - c) Hardware
 - d) All of these
- ii) _____ decisions are generally associated with the policies which have a broad structure and respective in nature.
 - a) Unstructured
 - b) Semi structured
 - c) Structured
 - d) None of the above
- iii) A system that is part of a larger system is called _____.
 - a) Subsystem
 - b) System Unit
 - c) System element
 - d) Part of Unit
- iv) _____ are designed to solve complex problems by reasoning through bodies of knowledge.
 - a) Computer systems
 - b) Expert systems
 - c) Operating systems
 - d) Transaction processing systems
- v) Basic concepts of ER Diagram _____.
 - a) Entities
 - b) Attributes
 - c) Relationships
 - d) All of these
- vi) Tactical information is required by _____.
 - a) Top managers
 - b) Executive managers
 - c) Middle managers
 - d) None of the above

P.T.O.

B) Match the Pairs : [5]

Column - I	Column - II
i) Types of IS	a) Encourages Decentralisation
ii) Elements of System	b) People, Hardware, Software, Data, Network
iii) Advantages of MIS	c) ESS, TPS, MIS, KMS
iv) Components of IT	d) Graphical model, Physical model, Mathematical Model
v) Type of DSS models	e) Inputs and Outputs, Processors, Control, Feedback, Environment, Boundaries

C) Answer in one sentence (Any 5) : [5]

- i) Where is use of strategic information?
- ii) Write names of type of decisions.
- iii) Explain ER Diagram.
- iv) What is E-Commerce?
- v) What is GDSS?
- vi) What are the features of Expert System?

D) Fill in the Blanks (Any 5) : [5]

- i) _____ can thus help firms increase revenue while shrinking in size.
(MIS, System, Information System)
- ii) _____ are also known as objectives, purposes, aims and outcomes.
(Goals, Information, Decision-making)
- iii) _____ of the system from various angles is the basic necessity to build a computerized system.
(Data Structure, Administrative model, An analysis)
- iv) _____ is an information system used to support the process by which a group of people meet and interact for learning and decision types tasks.
(GDSS, DSS, EIS)
- v) _____ is an example of point to point communication.
(TV, FM Radio, Telephone)
- vi) The alternative courses of actions are developed and evaluated in _____ stage of Herbert Simon's model.
(Design, Analysis, Decision)

Q2) Write Long Answer (Any 3) :

[3 × 10 = 30]

- a) Define the term IS. Explain the components of IS.
- b) Explain in details the use of MIS as an instrument for organisational change.
- c) Discuss in details the attributes of Information.
- d) What is mean by system? State the properties of system.
- e) What is mean by E-Commerce? Explain the features of E-Commerce.
- f) What is mean by DSS? Explain DSS applications in enterprise in details.

Q3) Write Short Notes (Any 4) :

[4 × 5 = 20]

- a) Basic concept of MIS
- b) Role of IT in MIS
- c) Types of Information
- d) System analysis of existing system
- e) E-Business
- f) BPR



Total No. of Questions : 3]

SEAT No. :

PA-1945

[Total No. of Pages : 4

[5953]-603

T.Y. B.B.A.

603 : Business Project Management

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice questions. (Attempt any 5 out of 6) : [5 × 1 = 5]

- 1) Capacity Planning _____
 - a) Increase cost
 - b) Save time
 - c) Increases waste
 - d) Increases production
- 2) The scope of the work is defined in which phase of the Project management?
 - a) Planning
 - b) Executing
 - c) Closing
 - d) Initiating
- 3) Five dimensions that must be managed on a project _____.
 - a) Features, Quality, Cost, Schedule, Staff
 - b) Constraint, Quality, Cost, Schedule, Staff
 - c) Features, Priority, Cost, Schedule, Staff
 - d) Features, Quality, Cost, Schedule, Customer

P.T.O.

- 4) SIPOC stand for () :
 - a) suppliers, inputs, process, outputs, clients
 - b) suppliers. inputs, process, outputs, customers
 - c) strategies, inputs, process, outputs, customers
 - d) suppliers, investment, process, outputs, customers
- 5) What is the first step in a business project planning?
 - a) Establish the objectives and scope.
 - b) Determine the budget.
 - c) Select the team organizational model.
 - d) Determine project constraints.
- 6) Training requirement is a _____.
 - a) Financial Factor
 - b) HR Factor
 - c) Marketing Factor
 - d) Administrative Factor

B) Match the following : [5 × 1 = 5]

- | | |
|---|----------------------------------|
| a) A central document that defines the basis of all project work. | 1) Cost schedule control system. |
| b) Earned Value Analysis | 2) Return On investment |
| c) Discounted Cash Flow Method | 3) Project Management Plan |
| d) Non-Discounting Cash Flow Method | 4) Dummy Activity |
| e) Constructed only to establish sequence | 5) Net Present value |

C) Answer in one sentence (Attempt any 5 out of 6) : [5 × 1 = 5]

- 1) Which chart is used to control the project activities?
- 2) What is a Project?
- 3) What is Scheduling in project management?
- 4) What is a Fishbone diagram?
- 5) What is NPV?
- 6) What is PERT in Project Management?

D) Fill in the Blanks (Attempt any 5 out of 6) : **[5 × 1 = 5]**

- 1) Projects involving an investment level of less than rupees five crore are considered as _____.
(Big Projects, Small scale projects, Project Management, Medium scale project)
- 2) _____ refers to the art of motivating others towards the attainment of particular goals.
(Leadership, Motivation, Increment, Enrichment)
- 3) A feasibility study is also known as a _____ or _____.
(Analysis & Scaling, Feasibility analysis & Feasibility report, Reporting & Execution)
- 4) A _____ chart visually represent a project schedule.
(Gantt chart, Pert chart, Project status chart, Flow chart)
- 5) _____ refers to the process of initiating a project, making a plan, executing and completing task and closing a project.
(Product Life Cycle, New Product Launch, Family Life Cycle, Project Life Cycle)
- 6) _____ are used to find the time required for completion of the job and helps in the allocation of resources.
(PERT/CPM, Analysis estimate, Resource planning, Alternative analysis)

Q2) Long Answer (Attempt any 3 out of 4) : **[3 × 10 = 30]**

- a) Why Project management is important? Enumerate the tool and techniques of Project Management.
- b) Why Project implementation is important? Discuss the steps for implementation of a Business Project.
- c) Discuss the types, advantages & disadvantages of Fishbone diagram.
- d) Explain Project life cycle in detail.

Q3) Short Answer (Attempt any 4 out of 6) :

[4 × 5 = 20]

- a) Project management process.
- b) Managing the risk and explain its process.
- c) Functional & Matrix Organisational Structure.
- d) Steps of Project review
- e) Critical Path Analysis and its steps.
- f) Advantages of PERT



Total No. of Questions : 3]

SEAT No. :

PA-1946

[Total No. of Pages : 3

[5953]-604

T.Y B.B.A.

**604: MANAGEMENT OF INNOVATION &
SUSTAINABILITY**

(2019 Pattern) (Semester - VI) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Objective type questions : **[20]**

A) Multiple Choice Questions : **[5]**

a) Technological innovation is considered as a major source of ____.

- i) Economic growth
- ii) Communication & Educational Accessibility
- iii) Reduced Sickness, Poverty and Hunger
- iv) All of the above

b) ____ is the first step of the process of innovation.

- i) Idea generation and mobilization
- ii) Experimentation
- iii) Commercialization
- iv) Research and development

c) The word 'innovation' is derived from the Latin verb Innovare, which means to ____.

- | | |
|--------------|-------------------|
| i) Renew | ii) Reuse |
| iii) Recycle | iv) None of these |

P.T.O.

- d) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- i) Quality
 - ii) Price
 - iii) Value
 - iv) Innovation
- e) _____ is a combination of three aspects, social, economic and environmental.
- i) Sustainable development
 - ii) Sustainable environment
 - iii) Sustainable culture
 - iv) Sustainable Innovation.

B) Match the pairs : [5]

- | Group - A | Group - B |
|----------------------------------|----------------------------------|
| a) Sustainable innovation | a) Future generation |
| b) Counselling | b) Involves risk and uncertainty |
| c) Sustainable development | c) Highly intangible |
| d) Information Technology | d) Solar cells |
| e) Characteristics of Innovation | e) Component in innovation |

C) Answer in one sentence : [5]

- a) Define Product Innovation.
- b) What do you mean by Fundamental Research?
- c) State any two primary objectives of sustainable development.
- d) State any two types of organizational structure.
- e) Define Service.

D) Fill in the blanks : [5]

- a) _____ do not come from the market, they create new markets.
- b) _____ involves making small-scale improvements to add or sustain value to existing products, services and processes.

- c) _____ is a transformative business model that seeks to completely demolish and replace an existing industry or create a whole new industry.
- d) _____ is making incremental changes and improvements to products, services and processes.
- e) Organisations should understand that _____ are part and parcel of innovation, but should not repeat the same mistakes.

Q2) Long answer questions (Solve any 3 out of 5) : **[30]**

- a) Define Innovation. State the goals of Innovation.
- b) State the need and importance of sustainable development.
- c) Explain the advantages of innovation.
- d) Explain the various reasons for the growth in services.
- e) State the strategies for a successful management of Innovation.

Q3) Write short notes on (Solve any 4 out of 6) : **[20]**

- a) Types of Innovation.
- b) Key drivers of sustainable development.
- c) Characteristics of services.
- d) Differentiate between Invention and Innovation.
- e) Benefits of Green organisation.
- f) Economic aspects of sustainable development.



Total No. of Questions : 4]

SEAT No. :

PA-1947

[Total No. of Pages : 3

[5953]-605

T.Y. B.B.A.

**605 A : INTERNATIONAL BRAND MANAGEMENT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Fill in the blanks : [5]

- i) The brand image includes two aspects of a brand-one is association & second is _____.
 - a) Personality
 - b) Packaging
 - c) Labelling
 - d) Awareness
- ii) A _____ is a consumer focused that involves a series of procedures to assess the brand health, uncover its sources of brand equity & suggest ways to improve and leverage its equity.
 - a) brand equity
 - b) brand audit
 - c) brand system & Analysis
 - d) brand assessment
- iii) Brand _____ is the customer personal opinion about an evaluation of the brand marketing cost.
 - a) imaginary
 - b) identity
 - c) evaluate
 - d) judgement
- iv) _____ is not an objective of Brand Management.
 - a) To increase the perceived value of a product line or brand over time
 - b) To establish an identity for the product or a group of product
 - c) To do telly calling & acquire sales
 - d) To acquire place for the product in consumer's minds for high & consistent quality

P.T.O.

- v) Positioning is done to achieve _____.
- Company focused value proposition
 - Product focused value proposition
 - Customer focused value proposition
 - None of these

b) Match the pair : [5]

- | Group (A) | Group (B) |
|------------------------|--|
| i) Brand Image | a) is the degree or likelihood of instantly remembering the name of the brand |
| ii) Brand recall | b) is the extent to which a consumer can correctly identify a particular brand |
| iii) Brand Recognition | c) is the likelihood as to how to aware of customer about a brand |
| iv) Brand evaluation | d) is the perception of the brand in the mind of the consumer |
| v) Brand awareness | e) is to identify the strength & weaknesses of the brand |

Q2) Attempt any one from the following : [1 × 10 = 10]

- Which are the different Digital platforms used nowadays for marketing the brand?
- Explain the process & methods of developing brand elements.

Q3) Attempt any one from the following : [1 × 10 = 10]

- Explain the fundamentals of Branding.
- What do you mean by strategic alliances? State its advantages.

Q4) Write Short Notes (any 4) :

[5 × 4 = 20]

- a) Brand equity
- b) Brand Loyalty
- c) Brand Attribute
- d) Paid Advertising
- e) Brand portfolio
- f) Brand Recognition



Total No. of Questions : 4]

SEAT No. :

PA-1948

[Total No. of Pages : 2

[5953]-606

T.Y. B.B.A.

605B : FINANCIAL MANAGEMENT

Specialization Finance

(2019 Pattern) (CBCS) (Semester - VI)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Fill in the blanks and rewrite the sentence :

[5]

- a) Dividends in arrears occur only on _____.
- b) Pay Back Period = Initial Investment/ _____.
- c) The holder of _____ preference shares participate in the surplus profits of the company.
- d) When bonus shares are issued the share capital of the corporation _____?
- e) If the issued shares are under-subscribed, the deficiency is made up by _____.

Q2) Write Short Notes (Any Three) :

[15]

- a) Leverage.
- b) Types of Debenture.
- c) Modigliani-Miller Approach.
- d) Ploughing Back of Profits.
- e) Pay Back Period.

P.T.O.

Q3) Write Long Answer (Solve Any One) :

[15]

- a) Explain the term Capital Structure. What are the factors affecting Capital Structure?

OR

- b) What do you mean by Financial Management? Write in details about long term and short term sources of finance.

Q4) a) A firm has sales of A 10,00,000, variable cost A 7,00,000 and fixed cost A 2,00,000 and debt of A 5,00,000 at 10% rate of interest. What are the operating financial & combined leverages? **[5]**

- b) Calculate the operating leverage, financial leverage and combined leverage from the following details : **[10]**

Selling price per unit = A 150

Variable cost per unit = A 100

Fixed cost = A 6,00,000

Production & Sales = 20,000 units

The capital structure of the company under alternate financing plan is as follows :

Particulars	Plan I	Plan II
	A	A
Equity Capital	20,00,000 (+)	10,00,000 (+)
16% Debentures	10,00,000	20,00,000
Total	30,00,000	30,00,000



Total No. of Questions : 4]

SEAT No. :

PA-1949

[Total No. of Pages : 3

[5953]-607

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

(C-605) GLOBAL HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Objective Questions

A) Multiple Choice questions (Any Five) : [5]

- i) _____ is the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture.
 - a) Globalization
 - b) Network
 - c) Culture
 - d) None of the above
- ii) TNC stand for _____.
 - a) Host Country National
 - b) Host Counting Network
 - c) Home Country National
 - d) Third Country National
- iii) The scope of international human resource management (IHRM) includes _____.
 - a) Staff Recruitment
 - b) Staff development
 - c) Compensation
 - d) All of the above
- iv) _____ is given to the employees to impart knowledge about cultural differences.
 - a) Global training
 - b) On-the-job training
 - c) Off job training
 - d) None of these

P.T.O.

Q4) Write Shorts notes (Attempt any 4) :

[20]

- a) Features of Global HRM
- b) Global Labour Market
- c) Global Compensation
- d) Role of technology in Global HRM
- e) Domestic HRM
- f) Knowledge Management and Global HRM



Total No. of Questions : 3]

SEAT No. :

PA-1950

[Total No. of Pages : 2

[5953]-608

T.Y. B.B.A.

**GLOBAL TOURISM AND HOSPITALITY MANAGEMENT
(2019 Pattern) (Semester - VI) (D605) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions :

A) Multiple Choice questions : [5]

- i) If you are staying in a five star hotel, you are an _____.
 - a) Extra high budgeted tourist
 - b) Guest of the hotel
 - c) Middle budgeted tourist
 - d) Guest of the company that has invited you
- ii) A Dharmshala is suitable for _____.
 - a) Those businessman who can stay in graded hotels
 - b) Low income families
 - c) Only rich merchants
 - d) All the above
- iii) The guest enters into a large hotel from its _____.
 - a) Lobby
 - b) Front office
 - c) Reception
 - d) Restaurant

P.T.O.

- iv) Founder of Hotel Taj Mumbai was _____ .
- a) Jamshedji Tata b) Ghanshyam Das Birla
- c) Nusli Wadia d) Dhuru Bhai Ambani
- v) Food or beverages served in guest room is known as _____.
- a) Full service b) Room service
- c) Service station d) None of the above

B) Match the pairs : [5]

- | Group A | Group B |
|-----------------|-------------------------------------|
| i) Rajasthan | a) Term restaurant originated here |
| ii) Germany | b) Two storey's connected by stairs |
| iii) Las Vegas | c) A Hotel smaller in size |
| iv) Duplex room | d) Casino Hotels |
| v) Resort | e) Maximum Heritage hotels in India |

Q2) Long Answer questions (Solve any two out of four) : [20]

- a) Explain the functions of tour operators.
- b) Explain the factors influencing the growth of tourism.
- c) State and explain the classification of hotels.
- d) Role of tourism in employment generation and economic development.

Q3) Write short notes on : (Solve any 4 out of 6) [20]

- a) Global Tourism.
- b) Objectives of ITDC.
- c) Emerging trends in Accommodation.
- d) Major Hotel chains in India.
- e) Hospitality culture Atithi Devo Bhavah.
- f) Expectations of the guest.



Total No. of Questions : 3]

SEAT No. :

PA-1951

[Total No. of Pages : 2

[5953]-609

T.Y. B.B.A.

**E-605 : AGRICULTURAL EXPORTS
(2019 Pattern) (Semester - VI) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions

A) Multiple choice questions

[5]

- i) Which of the following is international trade?
 - a) Trade between provinces
 - b) Trade between regions
 - c) Trade between countries
 - d) (b) & (c) of above
- ii) A tariff is _____
 - a) A restriction on the number of export firms.
 - b) Limit on the amount of imported goods
 - c) Tare & imports
 - d) (b) & (c) of above
- iii) One of the following policies about exports and imports?
 - a) Fiscal policy
 - b) Monetary policy
 - c) Commercial policy
 - d) Trade policy
- iv) Which agency is responsible for procurement distribution & storage of foodgrain production in India?
 - a) Ministry of Agriculture
 - b) Food corporation of India
 - c) NAFED
 - d) TRIFED

P.T.O.

- v) When was the National Bank for Agriculture & Rural development set up?
- a) 1969
 - b) 1975
 - c) 1982
 - d) 1991

B) Match the pairs :- [5]

- | Group A | Group B |
|------------------------------|--|
| i) Marketable surplus | a) Components of international trade |
| ii) Import & Exports | b) Laws relating to domestic agriculture |
| iii) Agricultural policy | c) Promotion & development |
| iv) NABARD | d) Run by Government of India |
| v) Food corporation of India | e) Difference between the total output produced by a farmer & his self-consumption |

Q2) Long answer questions. (Solve any 2 out of 4) [20]

- a) Role of technology in agricultural development.
- b) Importance of agriculture in Indian Economy.
- c) Role of government in agriculture export.
- d) Explain the import export procedure in detail.

Q3) Write short note on (Any 4 out of 6) [20]

- a) Agricultural policy in India.
- b) Issues impacting international agricultural trade.
- c) Need of import & export.
- d) World agriculture
- e) Impact of agriculture on rural development.
- f) International trade



Total No. of Questions : 4]

SEAT No. :

PA-4008

[Total No. of Pages : 6

[5953]-610

T.Y. B.B.A.

A 606 : CASES IN MARKETING

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Write Short Notes : (In 150 words) (attempt any 1) [5]

- a) What is an ideal case study format?
- b) Why case studies are essential?

Q2) Case Study 1 : [15]

In April 1995, Kellogg India Ltd. (Kellogg) received unsettling reports of a gradual drop in sales from its distributors in Mumbai. There was a 25% decline in countrywide sales since March 1995, the month Kellogg products had been made available nationally.

Launched in September 1994, Kellogg's initial offerings in India included cornflakes, wheat flakes and Basmati rice flakes. Despite offering good quality products and being supported by the technical, managerial and financial resources of its parent, Kellogg's products failed in the Indian market. Even a high-profile launch backed by hectic media activity failed to make an impact in the marketplace. Meanwhile, negative media coverage regarding the products increased, as more and more consumers were reportedly rejecting the taste. There were complaints that the products were not available in many cities. According to analysts, out of every 100 packets sold, only two were being bought by regular customers; with the rest 98 being first-time buyers. Converting these experimenters into regular buyers had become a major problem for the company.

By September, 1995, sales had virtually stagnated. Marketing experts pointed out various mistakes that Kellogg had committed and it was being increasingly felt that the company would find it extremely difficult to sustain, it self in the Indian market.

P.T.O.

A typical, average middle-class Indian family did not have breakfast on a regular basis like their Western counterparts. Those who did have breakfast, consumed milk, biscuits, bread, butter, jam or local food preparations like idlis, parathas etc. According to analysts, a major reason for Kellogg's failure was the fact that the taste of its products did not suit Indian breakfast habits. Kellogg sources were however quick to assert that the company was not trying to change these habits; the idea was only to launch its products on the health platform and make consumers see the benefit of this healthier alternative.

In most Third World countries pricing is believed to play a dominant role in the demand for any product. But Kellogg did not share this view. Avronsart said, "Research demonstrates that to be well accepted by consumers even the most nutritious product must taste good. Most consumers view quality as they view taste, but with a very high standard. We approach pricing on a case-to-case basis, always consistent with the total value delivered by each product." Kellogg's advertising had not been very impressive in the initial years. Apart from 'Jago jaise bhi, lo Kellogg's hi,' the brand had no long-term baseline lines. Later, Kellogg attempted to indianise its campaigns instead of simply copying its international promotions.

In April 1997, Kellogg launched 'The Kellogg Breakfast Week,' a community-oriented initiative to generate awareness about the importance of breakfast. The program focussed on prevention of anemia and conducted a series of nutrition workshops activities for both individuals and families. The program was launched in Chennai, Delhi and Mumbai. The company tied up with the Indian Dietetic Association (IDA) to launch a nation-wide public-service initiative to raise awareness about iron deficiency problems.

In 1995, Kellogg had a 53% share of the Rs. 150 million breakfast cereal market, which had been growing at 4-5% per annum till then. By 2000, the market size was Rs. 600 million, and Kellogg's share had increased to 65%. Analysts claimed that Kellogg's entry was responsible for this growth. The company's improved prospects were clearly attributed to the shift in positioning, increased consumer promotions and an enhanced media budget. The effort to develop products specifically for the Indian market helped Kellogg make significant inroads into the Indian market.

- a) Why the sales of Kellogg was not good in the Indian market?
- b) Why middle class Indian family not purchasing Kellogg products?
- c) What was the company's main objective to launch Kellogg products in Indian market?
- d) Was pricing the major issue as per Avronsart for less sales in India?
- e) What was the name of the Campaign launched by Kellogg and what was its objective?

Q3) Case Study 2 :

[15]

Domino's and Pizza Hut the two big US fast food chains entered India in 1996. Each claimed it had the original recipe as the Italians first wrote it and was trying desperately to create brand loyalty. Domino's and Pizza Hut - tried to grab as large a slice of the pizza pie as possible.

While Pizza Hut relied on its USP of "dining experience", Domino's USP was a 30-minute delivery frame. To penetrate the market, both the players redefined their recipes to suit the Indian tastes. Domino's went a step ahead by differentiating regions and applying the taste-factor accordingly. Domino's also made ordering simpler through a single toll-free number through out the country.

When Domino's entered the Indian market, the concept of home delivery was still in its nascent stages. It existed only in some major cities and was restricted to delivery by the friendly neighborhood fast food outlets. Eating out at 'branded' restaurants was more prevalent. To penetrate the Indian market, Domino's introduced an integrated home delivery system from a network of company outlets within 30 minutes of the order being placed

However, Domino's was not the trendsetter so far as home delivery was concerned. Delhi based fast food chain, Nirula's was the first to start free home delivery in 1994. But where Domino's stole the market was its efficient delivery record. Goutham Advani (Advani), Chief of Marketing, Domino's Pizza India, said, "What really worked its way into the Indian mind set was the promised thirty minute delivery." Domino's also offered compensation: Rs.30/- off the price tag, if there was a delay in delivery. For the first 4 years in India, Domino's concentrated on its 'Delivery' act.

For its delivery promise to work, Domino's followed a 11-minute schedule: one minute for taking down the order, one minute for Pizza-making, six minutes oven-time, and three minutes for packing, sealing and exit. Pizza Hut, on the other hand, laid more emphasis on its "restaurant dining experience." It positioned itself as a family restaurant and also concentrated on wooing kids. Its delivery service was not time-bound.

A company official said, "The Pizza making process takes about 20 minutes and since we don't usually deliver to places which are beyond the reachable-in-half-an-hour distance, customers can expect home delivery within 45 minutes." Moreover, analysts felt that Pizza was something that just was not meant to be delivered. Said Vivek Sure, Projects Manager, Pizza PizzaExpress, "If you don't eat pizza fresh, it turns cold and soggy." However, Domino's seemed to have overcome this problem through its delivery pack called 'Domino's Heatwave.

Since its entry into India, Domino's introduced nine new toppings for Pizzas to cater to the local tastes. Different flavors were introduced in different parts of India. Advani said, "The Indian palate is very definitive - people are extremely finicky and choosy, not too willing to experiment. Food tastes vary from region to region.

To capture the market, we had to localize flavors. Thus, Deluxe Chicken with Mustard Sauce and Sardines were confined to the East, Mutton Ghongura and Chicken Chettinad to the South and Chicken Pudina to Mumbai. Butter chicken, Makhani Paneer and the Chatpata Chana Masala were confined to the North.

Very soon, Pizza Hut followed Domino's and offered customized Spicy Paneer and Chicken Tikka toppings. Apart from this, it also opened a 100% vegetarian restaurant at Ahmedabad, a one-of-its-kind worldwide. The restaurant also offered a special Jam menu, which did not have a single root-based ingredient to fit in with the food habits of Jains.

Another city-specific adaptation of its menu by Pizza Hut was the restaurant in Hyderabad, (Andhra Pradesh) which offered Halal meat and chicken only with no beef and pork products in the menu.

Domino's and Pizza Hut initially restricted their ad strategy to banners, hoardings and specific promotions. In August 2000, Domino's launched the 'Hungry Kya? (Are You Hungry)' sequence of advertisements on television.

A company official said, "We realized that a Pizza couldn't be slotted - it could be a snack; then again, it could also be a complete meal" The only definitive common link between Domino's Pizzas and eating was the hunger platform.

The launch of 'Hungry Kya?' campaign coincided with Domino's tie-up with Mahanagar Telephones Nigam Ltd. (MTNL) for the 'Hunger Helpline'. The helpline enabled the customers to dial a toll-free number (1600-111-123) from any place in India. The number automatically hunted out the nearest Domino's outlet from the place where the call was made and connected the customer for placing the order.

The number also helped Domino's to add the customer's name, address and phone number to its database. This was followed by Pizza Hut's first campaign on television in July 2001, which said, 'Good times start with great pizzas.' The ad was aired during all the important programs on Star Plus, Sony, Sony, Max, Star Movies. HBO, AXN and MTV.

Pizza Hut planned to spend between Rs.70-75 million on the ad campaign in 2001. Said Pankaj Batra, “The first ad campaign on TV defines Pizza Hut as a brand, and what it offers to its existing and potential customers. Once the awareness of this message is high, we will focus on other facets of the brand and its offerings”.

- a) What was the marketing USP of Dominos and Pizza Hut and how both companies targeted the Indian market?
- b) How Dominos penetrated and influenced the Indian market?
- c) What mechanism was used by Dominos for its ‘delivery promise to work’ and how dominos positioned itself in the market?
- d) What strategies were implemented by Dominos and Pizza Hut for localizing the menu in India?
- e) What advertising strategies Dominos and Pizza Hut implemented?

Q4) Case Study 3 :

[15]

In 1997, BIL, whose business seemed to be doing well, instead of concentrating on it, virtually charted a new course by seeking to reinvent itself. It built a new corporate identity and adopted a colourful and identifiable logo with a new base line - ‘Eat Healthy, Think better.’ From being a manufacturer of baked products, BIL kicked off a diversification exercise to become a comprehensive foods and beverages company making cheese and other dairy products, in addition to its bakery products.

Others felt that BILs makeover decision may have been influenced by the threat of potential competition. They also felt that with the organised biscuit market in India being commoditised, and the major chunk being controlled by the unbranded segment, reliance on biscuits alone could be detrimental to its long-term interests.

However, some analysts were of the opinion that the diversification of BIL into relatively new areas was risky and that it should have concentrated on its core competence, the biscuit business.

As a first step in its makeover plan, BIL hired a Paris based design studio-Shining Strategic design, to craft a new logo and corporate slogan, its work involved understanding the perceived and potential value of the brand where everything from colours and symbols to the typeface, was evaluated. The work also involved looking at the potential of the market and seeing where BIL could venture in future.

Research showed that the brand 'Britannia' was synonymous with trust and quality, and the wide portfolio of products was seen as a source of strength. But, BIL was aiming at faster growth, by expanding its business within the bakery segment and in select synergistic areas.

Consumer research conducted with these specific objectives in mind, brought to the fore two key issues 1. Although the brand had tremendous strength associated with it. it needed to communicate modernity strongly. 2. It needed to assure the customers that apart from being a trusted and a familiar brand, it was also a contemporary one, and changed with the times.

The fact that the existing brand was too closely associated with the bakery business, could have been a hindrance to BIL's diversification efforts. Therefore, Britannia needed a more dynamic expression. So there was a need to restage the logo, with the twin objectives of communicating modernity and dynamism. While developing the new logo and brand statement, the existing red and white shield like unit was retained with a modern rendition. The new corporate identity had three colours red (symbolising energy and vitality), green (nutrition and freshness) and white (purity) which collectively represented what consumers looked for in foods and beverage. Research had shown that the brand statement, Eat Healthy, Think Better, captured the essence of the Indian concept of the unity of body and mind.

At the low-end price-point, was the 'Tiger' brand, a calcium-enriched" glucose biscuit launched in 1997, which acted as the umbrella brand for the mass market. Until then. BIL had focussed on the middle and premium segments of the biscuit market, leaving Parle's Parle G to rule the mass market. With the mass segment accounting for half of the unorganised market, it seemed strategically important for BIL to make inroads into the same.

Therefore, as a part of its new plan to attack the mass market, BIL launched the Tiger' brand and positioned it as a 'healthforce biscuit' as consumer research showed that good health was the overwhelming consideration when mothers chose snacks for their children. Analysts felt that since Glucose had become a generic brand, BIL by establishing a new brand was clearly differentiating its Glucose biscuits from others.

- a) What potential challenges BIL had to face?
- b) What steps BIL took as its makeover plan?
- c) As per the consumer research what were the two key issues?
- d) What ideas were behind designing a new logo?
- e) What strategy BIL adopted to attack the mass market?



Total No. of Questions : 4]

SEAT No. :

PA-1952

[Total No. of Pages : 3

[5953]-611

T.Y. B.B.A.

B 606 : CASES IN FINANCE

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No. 01 is compulsory.*
- 2) *Attempt any TWO questions from the remaining.*
- 3) *Use of calculator is allowed.*

Q1) A firm whose cost of capital is 10% is considering two mutually exclusive proposals X and Y, the details of which are as follows: **[20]**

Particulars	Proposal X (Rs.)	Proposal Y (Rs.)
Investments	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
	20,00,000	29,50,000

A company has a target return on capital of 10% and present value of Re. 01 @ 10% is as follows:

Due in 1st year	0.91
Due in 2nd year	0.83
Due in 3rd year	0.75
Due in 4th year	0.68
Due in 5th year	0.62

P.T.O.

Calculate:

- a) Pay Back Period,
- b) Net Present Value @ 10%,
- c) Profitability Index @10%
- d) Internal Rate of Return

Q2) The Board of Directors of Avinash Chemicals Pvt. Ltd., Mumbai requests you to prepare a statement showing the working capital requirements for a level of activity of 1,56,000 units of production. The following information is available for your consideration: **[15]**

Particulars	Per Unit (Rs.)
Raw Materials	90
Direct labour	40
Overheads	75
Total Cost	205
Profit	60
Selling price per unit	265

- a) Raw materials are in stock on an average one month.
- b) Materials are in process 50% complete on an average two weeks.
- c) Finished goods are in stock on an average one month.
- d) Credit allowed by suppliers one month.
- e) Time lag in payment from debtors two months.
- f) Lag in payment of wages 1 1/2 weeks.
- g) Lag in payment of overheads one month.
- h) 20% of the output is sold against cash.
- i) Cash in hand and bank expected Rs. 60,000/-.

Assume that production is carried on evenly throughout the year, wages and overheads accrue similarly and a time period of 04 weeks is equivalent to a month.

Q3) Mittal Industries, Pune has the following capital structure:

Particulars	Amount (Rs.)
Equity Share Capital (20,000 Shares)	4,00,000
6 % Preference Shares	1,00,000
8% Debentures	3,00,000
Total	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 at 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). **[15]**

Q4) Abhinav Paints Ltd., Mumbai sells its products at 20% profit on sales. The following information is extracted from its annual accounts for the year ending 31st march, 2022 :

Particulars	Amount (Rs.)
Sales at 3 months credit	40,00,000
Raw Materials	12,00,000
Wages paid - 15 days in arrears	9,60,000
Manufacturing expenses - 01 month in arrears	12,00,000
Administrative Expenses - 01 month in arrears	4,80,000
Income Tax payable quarterly - last instalment falls due in March, 2022	4,00,000

The company enjoys one month's credit from the supplier of the raw materials and maintains two months stock of raw materials and one and half month's stock of finished goods. Cash balance is maintained at Rs. 1,00,000/- as a precautionary balance. Assuming 10% margin, find out net working capital requirement of the company. **[15]**

x x x

Total No. of Questions : 3]

SEAT No. :

PA-1953

[Total No. of Pages : 2

[5953]-612

T.Y. B.B.A.

RECENT TRENDS AND HR ACCOUNTING

(DSE - C - 606-HRM)

(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (any 4 out of 5) [4]

- i) _____ is a factor, which negatively impacts Employee Engagement (Flexibility, Cultural Diversity, Autonomy, Strict supervision)
- ii) Employee _____ is the state, where employees feel passionate about their jobs and are committed to their work. (Experiential, Engagement. Extension, Enlargement)
- iii) In the DIRECT Approach of setting and measuring goals, '1' stands for _____ (Innovating based, Inspiring based, Inclusion based. Invention based)
- iv) _____ is a system which is used to acquire, store, manipulate, retrieve and distribute information about organisation 's human resource (HRIS, HRSI, HRM, HRD)
- v) In HR accounting, _____ is the sacrifice cost actually incurred to obtain a resource. (Original Cost, Opportunity cost, Replacement cost. Alternate Cost)

B) Match the following [4]

i) Monetary method of human valuation	a) HR Database
ii) HRIS	b) Asset Multiplier Method
iii) Personnel Research	c) Enhance profitability of the organization
iv) Positively engaged employees	d) Reexamining to resolve HR issues

P.T.O.

- C) True or False (any 4 out of 5) [4]
- i) Organizations which do not encourage the climate of recognition in the workplace basically break the principle of employee welfare (True / False)
 - ii) Barely Engaged employee is enthusiastic about his work (True / False)
 - iii) Personnel research implies reassessment of Material and Logistics Management (True / False)
 - iv) Human Resource Accounting helps in providing important information regarding the value of Owned and Borrowed capital (True / False)
 - v) HR Audit helps to eliminate deficiencies of Human Resources policies, practices and systems of a firm (True / False)

Q2) Short notes (any 2 out of 4) [14]

- a) Hurdles to Employee Engagement
- b) Human resource Valuation
- c) Personnel research
- d) Elements of HRIS

Q3) Long Answer (any 2 out of 4) [24]

- a) What is Employee Engagement? What are the measures the companies implement to improve the Employee Engagement?
- b) What is HRIS? Explain the process of designing HRIS.
- c) Define human resource Accounting? State the significance of Human resource Accounting with its advantages and disadvantages?
- d) What do you mean by HR Audit? State the checklist of HR Audit with its approaches?

x x x

Total No. of Questions : 3]

SEAT No. :

PA-1954

[Total No. of Pages : 2

[5953]-613

T.Y.B.B.A.

D-606 : RECENT TRENDS IN SERVICES PROJECT

(CBCS 2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions.

A) Multiple Choice questions.

[5]

- a) ITES stands for _____
 - i) Information technology enabled services
 - ii) Information technology end services
 - iii) Information technology enabled services
 - iv) None of the above
- b) Service processes that are developed to producing knowledge based or advice based services are called _____
 - i) Customer - centric services
 - ii) Professional services
 - iii) Value services
 - iv) Customised services
- c) Services differ from manufactured products in four ways. Intangibility, Inseparability, Perishability and _____
 - i) Homogeneity
 - ii) Heterogeneity
 - iii) Customer Interactability
 - iv) Indivisibility
- d) Services are not much effected by _____
 - i) Recessions in market
 - ii) Manufacturing slow down
 - iii) Logistical activities
 - iv) Development of the new product
- e) New service development, involves
 - i) Location and accessibility
 - ii) Facilities design and ambience
 - iii) Service escape
 - iv) All of the above

P.T.O.

B) Match the following. [5]

- | Group A | Group B |
|---|---|
| a) Technology driven Service innovation | i) Meeting customers expectations |
| b) New service development | ii) Human elements in the service environment |
| c) Customer satisfaction | iii) Customers perspective |
| d) Servicescape | iv) Creating a new service |
| e) Customer - centric services | v) Launching a new service |

Q2) Long answer questions (Solve any 2 out of 4) [20]

- Explain the role of service sector in the development of Indian Economy.
- Explain the advantages of technology in agricultural sector services.
- Discuss the benefits of IT enabled services.
- State the recent trends in Hospitality industry.

Q3) Write short notes on (Solve any 4 out of 6) [20]

- Emergence of self - service
- Global service strategies
- Professional services
- Automation in services
- Managing the new technology adoption process
- Retail services



Total No. of Questions : 3]

SEAT No. :

PA-1955

[Total No. of Pages : 2

[5953]-614

T.Y.B.B.A.

606 E : TOURISM DEVELOPMENT IN RURAL INDIA

(CBCS 2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions.

A) Multiple Choice questions.

[5]

- a) Natural Environmental based tourism is known as _____
 - i) Pilgrimage Tourism
 - ii) Agro Tourism
 - iii) Eco-Tourism
 - iv) Natural Tourism
- b) In _____ areas, agriculture & allied activities are predominant.
 - i) Urban
 - ii) Semi - urban
 - iii) Metropolitan
 - iv) Rural
- c) Rural development implies raising the _____ status of the rural population
 - i) Social
 - ii) Economical
 - iii) Political
 - iv) All of the above
- d) Mahatma Gandhi had viewed development of rural areas through eradication of _____
 - i) Poverty
 - ii) Wealth
 - iii) Infrastructure
 - iv) Population
- e) Agro - Based industries _____
 - i) Use output of agriculture and allied activities as raw material
 - ii) Provide inputs required in agriculture
 - iii) Both (i) and (ii)
 - iv) Only (ii)

P.T.O.

- B) Answer in one sentence [5]
- a) What is Rural - Tourism?
 - b) Discuss any two challenges of Rural Tourism in India.
 - c) Define sustainable Tourism.
 - d) What is Agro - Tourism?
 - e) State any two tourism projects in India.

Q2) Long answer questions (Solve any 2 out of 4) [20]

- a) Explain the need and scope of Rural Tourism.
- b) What is Inspirational Tourism? State its importance.
- c) Explain the recent tourism initiatives are taken by Government of India.
- d) Discuss the importance and benefits of Rural Tourism.

Q3) Write short notes on (Solve any 4 out of 6) [20]

- a) Cost associated with rural tourism.
- b) Tourism projects in India.
- c) Types of Rural Tourism.
- d) Linkages for development of Rural Tourism in India.
- e) Impact of Rural Tourism on the rural community.
- f) Rural Development.

