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**[5416]-101**

**B.B.A. (I Semester) EXAMINATION, 2018**  
**101 : BUSINESS ORGANISATION SYSTEMS**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

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

1. Define the term Business. What are the requisites for success in business ? [15]

*Or*

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

2. What is export trade ? State the export procedure in detail. [15]

*Or*

What is business process outsourcing ? Explain the importance in business world. [15]

3. What is globalisation ? Discuss in detail the benefits of globalisation. [15]

*Or*

Discuss in detail various factors to be considered for location decision. [15]

P.T.O.

4. State the features of retail trade. Discuss in detail the functions and importance of a retailer. [15]

*Or*

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

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

- (a) Advantages of sole proprietorship
- (b) Benefits of Mergers
- (c) Limitations of private sector
- (d) Types of insurance
- (e) E-Commerce

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**[5416]-102**

**B.B.A. (I Semester) EXAMINATION, 2018**  
**BUSINESS COMMUNICATION SKILLS (102)**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) *Solve any five questions.*

1. What do you mean by 'Kinesics' or Body Language ? How can we make effective use of body language ?
2. Give specific reasons for the importance of upward and downward communication.
3. What do you mean by the layout of a Business Letter ? Explain the various styles.
4. In what way sales letter is different from the rest of the business letters ?
5. Why are meeting essentials ? What is notice of meeting and what are its essentials ?

P.T.O.

6. What is Press Conference ? Explain the steps taken into consideration for setting up a Press Conference.

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

- (1) Paperless office
- (2) Proxemics
- (3) Methods of collecting information
- (4) Public Relations
- (5) Barriers in Communication.

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**[5416]-103**

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

**BUSINESS ACCOUNTING**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—**
- (i) All the questions are compulsory.
  - (ii) Figures to the right indicate full marks.
  - (iii) Use of calculator is allowed.

1. (A) State with reason whether the following statements are true or false (any six) : [6]
- (a) Payment of office rent is a capital expenditure.
  - (b) The dual aspect of every business transaction is the basis of double entry system of Book-keeping.
  - (c) Wages paid to Dinesh for erection of Machinery shall be debited to wages account.
  - (d) Bank Account may show either debit balance or credit balance.
  - (e) In straight line method of depreciation, the amount of depreciation remains constant every year.
  - (f) Discount allowed to credit customers is a gain to the business.
  - (g) A computer is an electric device.

P.T.O.

(B) Fill in the blanks : [6]

- (a) Assets are always equal to liabilities plus .....
- (b) Accounting standards are issued by the .....
- (c) Purchases of shares from Tata Co. should debited to ..... account.
- (d) The trial balance shows only ..... accuracy.
- (e) Credit balance of trading account indicates .....
- (f) Under ..... method, amount of depreciation changes every year.
- (g) Control unit works as ..... of the computer.

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

- (a) AS-02
- (b) Importance of computerised accounting system
- (c) Trial Balance
- (d) Business entity concept
- (e) Debit note and credit note.

3. From the following Trial Balance of Bharat, Bangalore, prepare the Final Accounts as on 31st March, 2018 : [20]

Particulars	Debit	Credit
	₹	₹
B's capital		2,00,000
Land and Building	87,000	
Plant and Machinery	17,500	

Goodwill	20,000	
B's Drawing	22,600	
Cash in hand	1,795	
Stock as on 1st April, 2017	27,000	
Wages	10,000	
Purchase less returns	69,000	
Carriage inward	600	
Traveller's commission	6,000	
Insurance	2,000	
Motor car	3,000	
Carriage outward	1,400	
Sales less returns		94,000
Salaries	15,000	
Bank charges	105	
Reserve for Doubtful Debts		1,500
Debtors	20,000	
Creditors		7,500
Total	3,03,000	3,03,000

The following adjustments are to be considered :

- (i) On 31st March, 2018 stock was valued at ₹ 46,000.
- (ii) Insurance premium amounting to ₹ 800 prepaid.
- (iii) Outstanding salary amounted to ₹ 1,000.
- (iv) Depreciate plant and machinery @ 10% p.a. and motor car @ 20% p.a.
- (v) Create Reserve for Doubtful Debts @ 10% on Debtors.

4. Journalise the following transactions in the books of Sunil for July, 2018 : [18]

- 1 Purchase goods for cash ₹ 11,500
- 3 Paid electricity bills ₹ 150
- 5 Received commission ₹ 600
- 7 Sold a scooter to Vikas for ₹ 9,100
- 9 Received ₹ 1,000 from Vikas
- 11 Paid transport charges ₹ 350 to Shankar
- 13 Purchase machinery ₹ 7,200 from Ambani Bros.
- 15 Deposited ₹ 1,200 in Bank of Maharashtra
- 17 Paid fire insurance premium ₹ 300
- 19 Received ₹ 100 from Mahesh as interest
- 21 Received ₹ 1,000 from Aakash
- 23 Sold furniture ₹ 2,500 to Vinay for cash
- 25 Purchase machinery ₹ 1,500 from Vijay Co.
- 27 Paid salary to Ashok ₹ 600
- 29 Received dividend ₹ 200 from Bharat Co.

*Or*

Enter the following transactions in the Cash Book with Cash and Bank columns only of Pramod Enterprise, Pune and Balance the same for June, 2018 :

- 1 Cash in hand ₹ 8,000 and cash at Bank 17,000
- 3 Issued cheque to the petty cashier ₹ 500
- 5 Despatched goods to Prakash ₹ 850 in cash and ₹ 1,150 by cheque



- 7 Received commission ₹ 700 by cheque which was deposited into Bank
- 8 Withdrew from Bank ₹ 800 for office expenses
- 10 Paid by cheque ₹ 650 for professional tax
- 12 Insurance premium paid by Bank ₹ 800 debited in pass book
- 15 Received cash ₹ 150 from Prafulla
- 18 Paid into Bank cheque received on 5th
- 20 Bought goods from Prafulla ₹ 1,500 @ 20% Trade Discount and paid one-third of the same in cash
- 24 Salary paid do Pravin, a factory foreman ₹ 1,200
- 27 Remitted to Poonam ₹ 1,300 by cheque and cash of ₹ 700 for purchase of old furniture
- 29 Pawan paid ₹ 600 by cheque to Pramod in part payment of ₹ 620 which was deposited into bank
- 30 Paid into Bank cash in excess of ₹ 5,000

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

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

*Or*

The Cash-book of Chandan showed a Debit Balance of ₹ 5,400 on 31st March, 2018 but the Bank Pass-book showed altogether a different balance and on comparing his cash-book and pass-book you find the following issues : [18]

- (i) Cheques amounting to ₹ 3,200 issued but not presented for payment before 31st March, 2018.
- (ii) Cheques paid into Bank but not collected and credited before 31st March, 2017 amounted to ₹ 1,700.
- (iii) Bank charges ₹ 20 debited in pass-book, did not appear in cash-book till 31st March, 2018.
- (iv) Interest credited by Bank ₹ 350 did not appear in cash-book till 31st March, 2018.

You are requested to prepare a Bank Reconciliation Statement so as to show bank balance as per pass-book as on 31st March, 2018.

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**[5416]-104**

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

**BUSINESS ECONOMICS (MICRO)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Draw neat and well labelled diagram.

1. Explain with diagram circular flow of income and expenditure. [15]

*Or*

Explain the concept of demand and its determinants.

2. Explain price, income and cross elasticity of demand. [15]

*Or*

What do you mean by Law of Supply ? Explain various factors affecting supply.

3. Explain concept of Revenue and its relationship with Total Revenue, Average Revenue and Marginal Revenue. [15]

*Or*

What do you mean by Monopoly ? How is price and output determined in short and long-run ?

P.T.O.

4. Explain in detail Risk-bearing and Uncertainty-bearing Theory of Profit. [15]

*Or*

Explain briefly Marginal Productivity Theory of Wages.

5. Write short notes on (any *four*) : [20]
- (a) Scope of Micro Economics
  - (b) Accounting and Economic cost
  - (c) Fixed and Variable Cost
  - (d) Innovation Theory of Profit
  - (e) Characteristics of Oligopoly.

Total No. of Questions—5]

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[5416]-105

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

**BUSINESS MATHEMATICS**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Figures to the right indicate full marks.
  - (iii) Use of statistical tables and calculator is allowed.
  - (iv) Symbols have their usual meanings.

1. (A) Attempt any *four* of the following : [16]
- (a) A person holds 400, 8% preference shares of Rs. 100 each, Rs. 50 paid up and 300 equity shares of Rs. 10 each, 5 paid up. If the company declares a dividend of 20% on equity shares, find the total dividend received by him.
  - (b) A and B are two types of foods available at Rs. 50 per kg and Rs. 70 per kg respectively. Food A contains 20 units of vitamin A, 10 units of vitamin B<sub>1</sub> and 40 units of vitamin C. Food B contains 15 units of vitamin A, 20 units of vitamin B<sub>1</sub> and 10 units of vitamin C. The requirements of vitamin A, B<sub>1</sub> and C are at least 180, 170 and 160 units respectively. Formulate the above problem as LPP to minimize the purchasing cost.

P.T.O.

- (c) Define the terms :
- (i) Unbounded solution
  - (ii) Optimal solution
  - (iii) Basic solution
  - (iv) Feasible region.
- (d) Find  $n$  if  ${}^n p_3 = 3({}^n C_4)$ .
- (e) Find the inverse of the matrix  $A = \begin{pmatrix} 4 & 2 \\ 5 & 3 \end{pmatrix}$ .
- (f) What is the consistency of homogeneous and non-homogeneous system of linear equations ?

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

- (a) Explain the fundamental principles of counting with illustration.
- (b) Show that the matrix  $A = \begin{pmatrix} 6 & 5 \\ 7 & 6 \end{pmatrix}$  satisfies the equation  $A^2 - 12A + I = 0$ .
- (c) What is unbalanced Transportation Problem (TP) ? Explain the procedure to convert unbalanced TP to balanced TP.
- (d) Obtain an initial basic feasible solution to the following TP by Matrix Minima Method :

	Destination				Supply
	<b>D<sub>1</sub></b>	<b>D<sub>2</sub></b>	<b>D<sub>3</sub></b>	<b>D<sub>4</sub></b>	
<b>S<sub>1</sub></b>	10	18	6	26	20
<b>S<sub>2</sub></b>	6	7	11	17	50
<b>S<sub>3</sub></b>	14	3	12	20	30
<b>Demand</b>	18	32	10	40	

- (e) Aditya holds 500 shares of Rs. 10 each. The company issues shares in the ratio 2 : 5. The company declared a dividend of 15% on the enlarged capital. What is the average rate of return on his investment ?
- (f) Explain the term “Stock Exchange”.

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

- (a) Solve the following LPP by graphical method :

$$\text{Maximize } Z = 4X + 3Y$$

Subject to conditions

$$4X + 12Y \leq 36$$

$$6X + 4Y \leq 24$$

$$X, Y \geq 0$$

- (b) In how many ways can we select 10 cards from a pack of 52 playing cards so that they contain at least 4 heart ?
- (c) Find  $x$  if  ${}^{20}C_5 + {}^{20}C_6 + {}^{21}C_7 + {}^{22}C_8 + {}^{23}C_9 = {}^{24}C_x$
- (d) Explain singular and non-singular matrix.

- (e) Find the adjoint of the matrix  $A = \begin{pmatrix} 1 & 2 & 3 \\ 0 & 5 & 0 \\ 2 & 4 & 3 \end{pmatrix}$  and verify

$$\text{that } A(\text{adj } A) = |A|I.$$

- (f) Find the value of the  $x$ , if

$$\begin{vmatrix} x-1 & x+1 & 1 \\ 1 & 2 & 1 \\ 1 & 2 & 3 \end{vmatrix} = 0.$$

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

- (a) Solve the following LPP by graphical method :

$$\text{Minimize } Z = 20X + 10Y$$

Subject to conditions

$$X + Y \geq 22$$

$$40X + 30Y \geq 120$$

$$X, Y \geq 0$$

- (b) Solve the system of the linear equation by matrix inverse method :

$$x + 3y = -2$$

$$3x + 5y = 4$$

- (c) Find the total number of two digit numbers that can be formed from the digits 0, 1, 2, 3, 4 if :

(i) Repetition of two digit is allowed

(ii) Repetition of two digit is not allowed.

- (d) Distinguish between preferential shares and equity shares.
- (e) Give the mathematical formulation of Transportation Problem.
- (f) In how many ways a committee of 6 men and 3 women can be selected from 12 men and 6 women.



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

(a) Obtain an initial basic feasible solution to the following TP by Vogels Approximation Method :

Origins	Destination				Supply
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
01	20	22	7	4	20
02	24	37	9	7	70
03	32	37	20	15	50
<b>Demand</b>	50	40	30	20	

(b) (i) Obtain an initial basic feasible solution to the following TP by North West Corner Rule : [6]

Sources	Destination				Supply
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
01	12	8	6	25	100
02	6	7	10	18	300
03	14	3	11	20	200
<b>Demand</b>	180	200	100	120	

(ii) Explain the degenerate and non-degenerate in TP.

(c) If matrix  $A = \begin{bmatrix} 0 & 2 & 3 \\ 3 & 5 & 7 \end{bmatrix}$  and matrix  $B = \begin{bmatrix} 1 & 3 \\ 2 & 4 \\ 7 & 1 \end{bmatrix}$ , then

verify  $[AB]' = B'A'$ . [2]

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**[5416]-106**

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

**106 : BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES  
(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. Define the term Demography. Explain importance and scope of Demography in business and commerce. [15]

*Or*

Define the term Population Density. Discuss the factors affecting population density. [15]

2. What is population growth ? Critically comment on population growth in India since 1901. [15]

*Or*

Define urbanization. What are the problems of urbanisation ? [15]

3. Define the term Mortality. Explain the factors affecting mortality. [15]

*Or*

What do you mean by resource ? Discuss the role of human resource in business and commerce. [15]

P.T.O.

4. Explain in detail the cultural and physical factors affecting business. [15]

*Or*

Explain the classification of population on various basis. [15]

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

- (a) Causes of global warming
- (b) Types of pollution
- (c) Migration
- (d) Components of Demography
- (e) Optimum population
- (f) Expanding age and sex pyramid.

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**[5416]-201**

**B.B.A. (Second Semester) EXAMINATION, 2018**

**201 : PRINCIPLES OF MANAGEMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to right indicate full marks.

1. Define Management. Explain (14) Fourteen principles of management. [15]

*Or*

What is Scientific Management ? Describe F.W. Taylor's principles of Scientific Management.

2. What do you mean by Direction ? Explain principles of Direction. [15]

*Or*

What is planning ? Explain various types of planning.

3. What do you mean by controlling ? Describe the techniques of controlling. [15]

P.T.O.

*Or*

What is decentralisation ? Explain advantages and limitations of decentralisation.

4. What is change ? Discuss the causes of resistance to change in detail. [15]

*Or*

Write notes on :

- (a) Herzberg's two factor theory. [7]
- (b) Theory X and Theory Y. [8]
5. Write short notes on (any *four*) : [20]
- (a) Delegation of Authority
- (b) Causes of stress
- (c) Need of forecasting
- (d) Qualities of a Good Leader
- (e) Importance of staffing
- (f) Corporate social responsibility.

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**[5416]-202**

**B.B.A. (Second Semester) EXAMINATION, 2018**

**202 : PRINCIPLES OF MARKETING**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. (a) Explain various functions performed by a marketing manager. [15]

*Or*

- (b) What is Rural Marketing ? What are the features and importance of Rural Marketing ?

2. (a) Explain various stages of Product Life Cycle. [15]

*Or*

- (b) What do you mean by Channel of Distribution ? Explain types of intermediaries by giving suitable examples.

3. (a) Define Market Segmentation. Explain essentials of effective market segmentation. [15]

*Or*

- (b) Define Marketing Research. Discuss the methods of collecting primary and secondary data.

P.T.O.

4. (a) Who is a retailer ? Explain types of retailers with suitable examples. [15]

*Or*

- (b) What do you mean by a product ? Explain the characteristics of a product.

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

- (1) Functions of physical supply
- (2) E-marketing
- (3) Utility of marketing mix
- (4) Outdoor media
- (5) Undifferentiated marketing
- (6) Features of MIS.

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**[5416]-203**

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

**203 : PRINCIPLES OF FINANCE**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

**1. Explain financial management with role of finance manager. [15]**

*Or*

(a) Distinguish between equity shares and debentures.

(b) “Mutual Fund — a better way to invest in financial market.

Discuss.

**2. Define capital structure. Write in detail factors affecting capital structure. [15]**

*Or*

Define dividend policy. Explain in detail determinants of dividend policy.

**3. Explain capitalisation. Write in detail causes, consequences and remedies of overcapitalisation. [15]**

*Or*

Explain capitalisation. Distinguish between overcapitalisation and under-capitalisation.

P.T.O.



4. Define financial planning. State the process, limitations of financial planning. [15]

*Or*

Define financial planning. State basic considerations of financial planning.

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

- (1) Leasing
- (2) Micro Finance
- (3) Venture Capital
- (4) Limitations of debentures
- (5) Public Deposits
- (6) Bonus Shares.

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**[5416]-204**

**B.B.A. (Second Semester) EXAMINATION, 2018**

**204 : BASICS OF COST ACCOUNTING**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

(iii) Use of calculator is allowed.

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

(a) Cost Accounting helps in ..... appraisal.

(b) Cost unit is a unit of measurement of .....

(c) Prime cost and overhead cost makes the ..... cost.

(d) The difference between the value of work certified and the cost of work certified is known as .....

(e) Balance in abnormal loss account is transferred to ..... account.

(f) Operating cost is the cost incurred for providing .....

P.T.O.

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

- (a) Costing is the simply the technique and process of ascertaining costs.
- (b) Depreciation on fixed assets is always a marginal cost.
- (c) All overheads are costs, but all costs may not be overheads.
- (d) Each contract is treated as a separate cost unit.
- (e) Operating costing is a part of specific order costing.
- (f) The field of cost audit is very limited.

2. Define Cost Accounting. Differentiate between Cost Accounting and Financial Accounting. [15]

*Or*

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

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

- (a) Objectives of Cost Accounting
- (b) Types of Cost Centres
- (c) Features of Contract Costing
- (d) Objectives of Cost Audit
- (e) Steps in Overhead Accounting.

4. From the following information prepare a statement of cost relating to Murphy Traders Mumbai for the year ended 31st March 2017 : [16]

	₹
Cost of Direct Materials	2,00,000
Sales	4,00,000
Direct wages	1,00,000
Office Indirect Materials	5,000
Cost of special patterns	40,000
Postage and Telegrams	2,000
Factory rent and insurance	5,000
Outstanding chargeable exp.	2,000
Carriage outwards	2,500
Interest on loan	2,150
Printing and stationery	500
Factory Indirect wages	3,000
Selling on cost	4,000
Travelling salesman's salary	4,000
Factory indirect material	1,000
Royalties	8,000
General works overheads	2,000
Bad debts written off	1,000

Also calculate the percentage of profit earned to sales.

5. (A) Morwal Builders, Pune undertook several large contracts. The following are the particulars relating to Contract No. 22 for the year ended 31st March 2017 : [12]

	₹
Material issued from storehouse	90,000
Material purchased	40,000
Material transferred from Contract No. 27	25,000
Materials returned to storehouse	500
Material at site on 31-3-2017	1,000
Plant purchased and installed at site	72,000
Freight and installation charges of plant	8,000
Operating wages	1,22,000
Process labour outstandings	5,000
Other direct expenses	12,000
Operating expenses payable	2,000
Establishment on cost	27,000
Office expenses accrued	1,500
Work uncertified	6,000
Contract price	16,00,000
Cash received from contractee	3,20,000
(represented full amount of work certified less 20% as retention money)	
Provide depreciation on plant @ 10% p.a. as per reducing balance method.	
You are required to prepare Contract Account and Contractee's Account.	

- (B) The product of Glaxo India Ltd., Goregaon passes through two processes A and B and then to finished stock. It is ascertained that in each process normally 5% of the total weight is lost and 10% is scrap which from process A and B realise ₹ 80 per ton and ₹ 200 per ton respectively. The following are the figures relating to both the processes : [12]

Particulars		Process	Process
		A	B
Material	Tons	1,000	70
Cost of Materials per ton	₹	125	200
Wages	₹	28,000	10,000
Manufacturing expenses	₹	8,000	5,250
Output	Tons	830	780

Prepare Process Cost Account showing cost per ton of each process. There was no stock or work in progress in any process.

Or

Prasanna Transport Co., Pune supplies you the following information in respect of a truck of 5 ton capacity : [12]

	₹
Cost of Truck	90,000
Estimated life 10 years	
Diesel, oil etc. per trip per day	15
Monthly repairs and maintenance	500
Driver's wage per month	500
Cleaner's wage per month	250
Yearly insurance	4,800
Annual tax	2,400
General supervision charges p.a.	4,800

The truck carries goods to and from city covering a distance to the extent of 50 km each way.

On outward trip, freight is available to the extent of full capacity and on return trip 20% of capacity. Assuming that the truck runs average 25 days in a month work out :

- (i) Operating cost per ton km and
- (ii) The rate per ton trip that the company should charge if a profit of 50% on freight is to be earned.

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**[5416]-205**

**B.B.A.-I (II Sem.) EXAMINATION, 2018**

**205 : BUSINESS STATISTICS**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

(iii) Use of calculator is allowed.

(iv) Notations have their usual meanings.

**1.** Attempt any *four* of the following :

[4×4=16]

(a) What are the merits and demerits of median ?

(b) Draw the histogram for the following data :

Class	Frequency
0–5	5
5–10	8
10–15	15
15–20	18
20–25	14
25–30	8
30–35	5

And hence find the mode graphically.

(c) Explain Simple Random Sampling With Replacement (SRSWR) and Simple Random Sampling Without Replacement (SRSWOR).

(d) Average marks of 30 candidates were 40. Latter on it was found that a score 47 was misread as 74. Find the correct average ?

P.T.O.



- (e) Calculate Quartile Deviation (Q.D) for the following data :  
26, 30, 35, 5, 6, 20, 40, 45, 11, 18, 15, 49, 60.
- (f) Calculate Coefficient of Variation deviation for the following data :  
54, 61, 64, 69 58, 59, 49, 47, 55, 50.

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

- (a) What are the requirements of good sample ?
- (b) What is dispersion ? Explain absolute and relative measure of dispersion.
- (c) Represent the following information by a Pie-diagram :

Items	Percentage
Bricks	15%
Cement	20%
Labour	25%
Steel	15%
Other	25%

- (d) Calculate Arithmetic Mean for the following frequency distribution :

Marks	No. of Students
0–20	1
20–40	9
40–60	32
60–80	16
80–100	7

- (e) Find combined Mean and combined S.D. for the following data :
- Group-I  $\bar{x}_1 = 200$   $n_1 = 100$   $\sigma_1 = 5$ .
- Group-II  $\bar{x}_2 = 220$   $n_2 = 120$   $\sigma_2 = 4$ .

- (f) If the correlation coefficient between X and Y is 0.7, find the correlation between :
- (i) X and  $-Y$
  - (ii)  $2X$  and  $3Y$
  - (iii)  $X-10$  and  $Y+15$
  - (iv)  $X/2$  and  $Y/5$ .

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

- (a) What is classification ? Explain Inclusive and Exclusive Classification.
- (b) Explain the scope of statistics in management sciences.
- (c) Calculate Mode for the following grouped frequency distribution :

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

- (d) The regression equations are  $3X-Y = 5$  and  $4X - 3Y = 0$ . Find :
  - (i) Arithmetic Mean of X and Y
  - (ii) Correlation coefficient between X and Y.
- (e) The following data shows the performance of two batsman A and B :

	Firm A	Firm B
No. of Firms	50	40
Mean	55	50
S.D.	8	10

Which firm is more consistent in score ? Why ?

- (f) State properties of regression coefficients.

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

- (a) What is time series ? Explain Cyclical and Seasonal variation.
- (b) Explain various methods of construction of price index number.
- (c) Calculate three yearly moving averages for the following data and comment on the results :

Year (t)	Value (y)
1990	242
1991	250
1992	252
1993	249
1994	253
1995	255
1996	251
1997	257
1998	260
1999	265
2000	262

- (d) Calculate Fisher's price index number using the following information :

Commodities	2010		2017	
	Price	Quantity	Price	Quantity
A	30	5	5	6
B	24	2	18	3
C	20	1	35	2
D	10	4	16	4
E	10	4	6	5

- (e) What is index number ? State uses of Index Number.

(f) The arithmetic mean and the standard deviation of 20 observations are 10 and 2 respectively. Later on it was found that the item 8 taken as was incorrect. Calculate the arithmetic mean and standard deviation if :

- (i) The wrong item is omitted
- (ii) The wrong item is replaced by 12.

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

(a) Calculate Quartile Deviation and Coefficient of Quartile Deviation for the following data :

Class	Frequency
0-5	5
5-10	12
10-15	20
15-20	28
20-25	15
25-30	10

(b) The following data are related to marks in Accountancy (X) and marks in Statistics (Y) of 10 candidates :

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

- (i) Calculate regression coefficient, hence correlation coefficient.
- (ii) Estimate marks in statistics of a student who has scored 80 marks in Accountancy.
- (c) The following data represents the goals scored by two teams in football matches.

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

Which team scores more goals in an average ? Which team is more consistent ?

Total No. of Questions—5]

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**[5416]-206**

**F.Y. B.B.A. (Second Semester) EXAMINATION, 2018**

**206 : BUSINESS INFORMATICS**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

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

(iii) Draw figures whenever necessary.

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

- (a) Types of printers
- (b) Elements of Windows
- (c) Twisted pair cable
- (d) Features of MS-Excel
- (e) Bridges.

**2. (a) Explain secondary storage devices.** [10]

(b) Define network. Explain types of network. [10]

P.T.O.

3. (a) Explain ERD with example. [10]
- (b) Perform the following : [10]
- (i)  $(010111)_2 = ( )_8$
- (ii)  $(1CB7)_{16} = ( )_2$
- (iii)  $(231)_8 = ( )_2$
- (iv)  $(1010111010)_2 = ( )_{16}$
- (v)  $(165)_{10} = ( )_2$ .
4. (a) Explain Internet, Intranet and Extranet. [10]
- (b) Explain tables in MS-Access and various component of Access table. [10]
5. (a) Explain the following commands with example : [10]
- (i) DEL
- (ii) CD
- (iii) COPY CON
- (iv) TREE
- (v) DIR.
- (b) Explain SQL statements with example. [10]
- (i) CREATE
- (ii) INSERT.

Total No. of Questions—5]

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**[5416]-301**

**S.Y. B.B.A. (Third Semester) EXAMINATION, 2018**

**301 : PERSONALITY DEVELOPMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Draw figures or diagrams wherever necessary.

(iii) Figures to the right indicate full marks.

1. What do you mean by personality development ? Explain in detail how do cultural factors and spiritual factors affect in developing one's personality. [15]

*Or*

Define the term attitude. Explain the steps essentially to be taken to build positive attitude.

2. What is self-development ? Explain the techniques of self-development. [15]

*Or*

Define the term success. What are the qualities of successful person ?

P.T.O.



3. What is Self-Appraisal ? Explain in detail the importance of Self-Appraisal. [15]

*Or*

What is Self-Esteem ? Explain the characteristics of people of High Self-Esteem.

4. Explain in brief the following : [15]

- (i) Sigmund Frued IQ,
- (ii) Ego and
- (iii) Super Ego.

*Or*

Write notes on :

- (i) Personal SWOT Analysis and
- (ii) STAR Analysis.

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

- (a) Ego Management
- (b) Mind Mapping
- (c) Team Building
- (d) Manners and Etiquettes
- (e) Introspection
- (f) Intentional Listening.

Total No. of Questions—7]

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**[5416]-302**

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

**302 : BUSINESS ETHICS**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. How does Ethics play an important role in today's business world ?  
Explain types of Ethics. [16]
2. Explain Gandhian philosophy of ethical behaviour. [16]
3. What is a globalisation ? Explain the factors facilitating globalization. [16]
4. What is corporate social responsibility ? Explain the diverse for corporate social responsibility. [16]
5. What do you mean by Functional Ethics ? Explain functional Ethics in HRM management. [16]

P.T.O.

6. What is Social Audit ? Explain principles and importance of Social Audit. [16]
7. Write short notes on (any *four*) : [16]
- (a) Personal Ethics
  - (b) Business Ethics and Consumer Protection
  - (c) Moral and Ethics
  - (d) CSR of Business towards owners
  - (e) Ethics in purchase
  - (f) Patents and copyrights.

Total No. of Questions—5]

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**[5416]-303**

**S.Y. B.B.A. (Third Semester) EXAMINATION, 2018**

**303 : HUMAN RESOURCE MANAGEMENT &**

**ORGANIZATIONAL BEHAVIOUR**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. Discuss the importance of Human Resource Management. Also discuss its functions in detail. [15]

*Or*

Who is a Personnel Manager ? Discuss his role. [15]

2. What is human resource planning ? Discuss its objectives and factors which influence human resource planning. [15]

*Or*

Discuss the concept of selection and write the selection procedure in detail. [15]

3. What is meant by training ? Discuss the training methods. [15]

*Or*

Discuss the various methods of Management Development. [15]

P.T.O.

4. Discuss the concept, objectives and problems of performance appraisal. [15]

*Or*

Discuss the various factors which influence the Employee Remuneration. [15]

5. Write short notes on any *four* : [20]
- (a) Challenges before organizational behaviour
  - (b) Resistance to change
  - (c) Objectives of Training
  - (d) 360 degree feedback system
  - (e) Distinguish between Training and Development
  - (f) Personnel department in Line Organization
  - (g) Recruitment policy.

Total No. of Questions—5]

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**[5416]-304**

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

**304 : MANAGEMENT ACCOUNTING**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. What is meant by Management Accounting ? Explain its scope and functions. [16]

*Or*

Explain the term Management Accounting. How does it differ from Cost Accounting and Financial Accounting ?

2. The following are the summarised Profit & Loss Account and Balance Sheet of XYZ Ltd., Pune for the year ended 31st March, 2018. From the information, compute : [16]

- (a) Current Ratio
- (b) Operating Ratio
- (c) Gross Profit Ratio
- (d) Return on Capital Employed.

P.T.O.

**Profit & Loss A/c for the year ended 31st March, 2018**

<b>Dr.</b>		<b>Cr.</b>	
<b>Particulars</b>	<b>Amount</b>	<b>Particulars</b>	<b>Amount</b>
To Opening Stock	65,000	By Sales	6,02,000
To Purchases	5,40,000	By Closing Stock	2,60,500
To Carriage inward	12,500		
To Gross Profit C/D	2,45,000		
	8,62,500		8,62,500
To Operating Expenses	95,000	By Gross Profit B/D	2,45,000
To Non-operating		By Non-operating	
Expenses	75,000	income	75,000
To Net Profit C/D	1,50,000		
	3,20,000		3,20,000

**Balance Sheet as on 31st March, 2018**

<b>Liabilities</b>	<b>Amount</b>	<b>Assets</b>	<b>Amount</b>
Equity Share Capital	1,50,000	Plant & Machinery	70,000
General Reserve	25,000	Land & Building	1,20,000
Profit & Loss A/c	45,000	Marketable Securities	5,000
Sundry Creditors	40,000	Sundry Debtors	85,000
Bills Payable	35,000	Cash at Bank	12,500
Outstanding Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000

3. From the following information of Mphasis Ltd., estimate the working capital requirement : [16]

Budgeted Sales — 1,00,000 units	
Particulars	Cost per unit (₹)
Raw materials	75
Direct labour	30
Overhead	45
Total cost	150
Profit	25
Selling price	175

*Additional Informations :*

- (a) Average raw material in stock : one month.
- (b) Average material in process : half a month.
- (c) Average finished goods in stock : one month.
- (d) Credit allowed by supplier : one month.
- (e) Credit allowed to customer : two months.
- (f) Time lag in payment of wages : half a month.
- (g) Overhead expenses : one month.
- (h) Cash balance is expected to be ₹ 95,000.

*Or*

What is Working Capital ? State the causes of changes in working capital.

4. Define Fund flow statements. Explain various steps in preparing fund flow statements. [16]



*Or*

Prepare a cash budget of Poona Bakery Ltd., Pune for the three month ended 31st August, 2017 :

Month	Credit Sales	Credit Purchase	Wages	Mfg. Exp.	Selling Exp.
March	60,000	36,000	9,000	6,000	4,000
April	62,000	38,000	8,000	4,500	5,000
May	64,000	33,000	10,000	7,000	4,500
June	58,000	35,000	8,500	5,500	3,500
July	56,000	39,000	9,000	5,000	4,500
August	60,000	34,000	8,000	4,500	4,500

*Additional Information :*

- (a) Machine costing ₹ 15,000 is due for delivery in July, 2017, payable 20% on delivery and balance after three months.
- (b) Credit allowed to customer—one month.
- (c) Credit allowed by supplier—two months.
- (d) Advance tax of ₹ 5,000 is payable in June, 2017.
- (e) Lag in payment of Manufacturing Expenses— $\frac{1}{2}$  month.
- (f) Lag in payment of Selling Expenses—one month.
- (g) Opening cash balance as on 1st June, 2017 is ₹ 8,000.
- (h) Lag in payment of wages—one month.

5. Write short notes on (any four) :

[4×4=16]

- (a) Strategic Management Accounting
- (b) Common Size Statements
- (c) Advantages of Ratio Analysis
- (d) Types of Budget
- (e) Cash Flow Statements.

Total No. of Questions—5]

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**[5416]-305**

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

**305 : BUSINESS ECONOMICS (Macro)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Draw neat and well labelled diagram.

1. Define Macro Economics. Explain the nature, scope and importance of Macro Economics. [15]

*Or*

Explain different approaches to measure National Income.

2. Explain briefly Keynes' Theory of Income and Employment. [15]

*Or*

Explain the factors affecting the consumption functions.

3. Explain the nature and characteristics of Business cycle with *five* different phases with diagram. [15]

*Or*

Describe the causes of inflation and suggest measure to control it.

P.T.O.

4. Explain the term Monetary Policy. Enumerate objective and importance of monetary policy. [15]

*Or*

What is meant by creation of credit ? Discuss the various modes of credit creation along with limitation of credit creation.

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

- (a) Deflation
- (b) Supply Side Economics
- (c) Average and Marginal Propensity to Save
- (d) Tools of Fiscal Policy
- (e) Saving Function
- (f) Investment Function.

Total No. of Questions—5]

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**[5416]-306**

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

**306 : INFORMATION TECHNOLOGY IN MANAGEMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. What is Secondary Memory ? Explain different types of secondary storage devices in detail. [15]

*Or*

What is Computer System ? Explain different applications of Computer.

2. Explain different key organizational elements in the Database Environment. [15]

*Or*

What is Database trend ? Explain Multi-dimensional Data Analysis.

3. What is Internet ? Explain different features of Internet. [15]

*Or*

Explain benefits of Information and Communication Technology in Business.

P.T.O.

4. What are the components of World Wide Web ? Also explain its working. [15]

*Or*

Explain different Capital Budgeting models for evaluating information technology projects.

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

- (a) Domain Name System
- (b) Digital Firm
- (c) Data Transmission Media
- (d) Benefits of Social Network in Business
- (e) Types of Softwares
- (f) Managing Implementation in Organization.

Total No. of Questions—5]

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**[5416]-401**

**B.B.A. (Fourth Semester) EXAMINATION, 2018**

**401 : PRODUCTION AND OPERATIONS MANAGEMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

(iii) Draw diagrams/Sketches wherever necessary.

1. What is Production and Production Management ? Explain the duties and responsibilities of Production Manager.

*Or*

Explain the factors responsible for Plant Location Decision. Give proper examples.

2. What is Product Development ? Explain the stages of Product Development.

*Or*

Explain the term Simplification, Specialization, Standardization with suitable example.

P.T.O.

3. Define the term Production Planning and Control. What are the tools of Production Planning and Control.

*Or*

What are the problems and factors of production planning and control ?

4. What do you mean by Ergonomics ? Explain objectives and components of Ergonomics.

*Or*

What is JIT ? Explain Benefits and basic elements of JIT.

5. Write short notes on (Solve any *four*) :

- (a) Batch Intermittent Production Process
- (b) Product Plant Layout
- (c) Product Policy of organization
- (d) Measurement of Productivity
- (e) Kaizen
- (f) Clauses in ISO 9000.

Total No. of Questions—5]

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**[5416]-402**

**S.Y. B.B.A. (Fourth Semester) EXAMINATION, 2018**

**402 : INDUSTRIAL RELATIONS AND LABOUR LAWS**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.

1. Discuss the Evolution of Industrial Relations in India along with definition. [15]

*Or*

What is Trade Union ? Discuss its functions and features in detail.

2. What is Industrial Disputes ? Discuss its causes in detail. [15]

*Or*

What is workers participation in management ? Explain its merits and demerits.

3. What is retrenchment ? Discuss it in detail. [15]

*Or*

Discuss the provisions relating to safety under the Factories Act, 1948.

P.T.O.



4. Discuss the various provisions relating to payment of wages under Payment of Wages Act, 1936. [15]

*Or*

Explain the various provisions under Minimum Wages Act.

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

- (a) Board of conciliation
- (b) Closure and dismissal
- (c) Annual leave with wages
- (d) Gandhian approach to Industrial relations
- (e) Trade Union Movement in India
- (f) Unfair labour practices.

Total No. of Questions—5]

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**[5416]-403**

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

**BUSINESS TAXATION**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

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

*Or*

Explain different types of allowances and perquisites from income under the head salary.

2. Explain the various deductions from Income from house property. [16]

*Or*

Explain assessment of co-operative societies.

3. (A) Write short notes on : (any two) : [08]

(a) Objectives of Income Tax

(b) Define Income u/s 2(24)

(c) Income from other source

(d) Tax deducted at source.

(B) Mr. Ram has purchased a house property on 5th Jan 2002 for Rs. 12,50,000. The following were expenses incurred by him for making addition and alteration to the house property.

(i) Cost of reconstruction of first floor in 2005-06 Rs. 6,30,000

(ii) Renovation of property in 2010-11 Rs. 8,00,000

P.T.O.

The property was sold in October 2017 for Rs. 75,00,000. Cost incurred in transfer of property Rs. 2,25,000. Compute taxable capital gain for assessment year 2018-19. Cost Inflation Index : 2001-02 : 100, 2005-06 : 117, 2010-11 : 167, 2017-18: 272 [08]

4. Mr. Kishan is General Manager in Textile Company, Mumbai has given the following details of his emoluments for the Financial year 2017-18 :

- (1) Basic Salary Rs. 30,000 p.m.
- (2) Dearness Allowance Rs. 6000 p.m. (part of salary)
- (3) House Rent Allowance Rs. 2,500 p.m.
- (4) City Compensatory Allowance Rs. 1,250 p.m.
- (5) Children education allowance Rs. 500 p.m. per child. He has got one son studying in Vth standard.
- (6) He stays in rented flat by paying monthly rent Rs. 5,000 p.m.
- (7) He is provided with a car of 1200 cc for official and personal use. The entire expenditure of the car is borne by the employer. A driver is also provided with the car.
- (8) A medical expenditure of Rs. 15,500 is reimbursed by the employer.
- (9) He has contributed Rs. 55,000 to the recognized provident fund and an equal amount is contributed by the employer also. Interest at 15% has been credited to recognized provident fund account amounting to Rs. 13,500.

You are required to compute taxable income under salary of Mr. Kishan for the A. Y. 2018-19. [12]

*Or*

The following Profit and Loss Account of Mr. Dev for the year ended 31st March, 2018. Compute his taxable income from business for A.Y. 2018-19 :

Particulars	Amt (Rs.)	Particulars	Amt (Rs.)
To Opening Stock	1,15,000	By Sales	8,60,000
To Purchases	1,40,000	By Closing Stock	20,000
To Wages	1,20,000	By Gift from father	27,000

To Rent	1,46,000	By Income Tax Refund	3,000
To Repairs of Car	13,000		
To Medical Expenses	25,000		
To General Expenses	1,10,000		
To Motor Car	1,30,000		
To Provision for Depreciation on Motor Car	14,000		
To Advance Income Tax	11,000		
To Profit for the year	86,000		
	<u>9,10,000</u>		<u>9,10,000</u>

*Additional Information :*

1. Dev carries on his business from rented premises half of which is used as his residence.
2. The use of the car was  $\frac{3}{4}$ th for the business and  $\frac{1}{4}$ th for personal purposes.
3. Medical expenses were incurred for treatment of Mr. Dev.
4. Wages include Rs. 12,500 on account of Dev's driver.
5. As per rule the rate of depreciation on Motor Car is 15%.

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

- (a) Basic Salary Rs. 50,000 p.m.
- (b) Bonus Rs. 20,000
- (c) Education allowance Rs. 200 p.m. for 2 sons and 150 p.m. for one daughter.
- (d) Hostel allowance Rs. 650 p.m. for one child.
- (e) Transport allowance Rs. 3,650 p.m. (for journey between office and residence).

- (f) Share of profit from :
1. A Firm Rs. 40,000
  2. A Hindu Undivided Family Rs. 64,000
- (g) Income from business Rs. 45,000
- (h) Income from let out house property Rs. 75,600
- (i) He received :
1. Interest on postal saving bank Rs. 5,000
  2. Interest on company deposits Rs. 2,500
  3. Dividend from domestic company Rs. 5,000
  4. Interest on PPF Rs. 5,000
  5. Dividend from foreign company Rs. 4,500
- (j) His savings and investments were as under :
1. Life Insurance Premium paid by employer Rs. 12,000
  2. Medical Insurance Premium on :
    - (i) The health of dependent mother, age 63 years  
Rs. 36,000
    - (ii) For self and wife Rs. 17,000
  3. Repayment of higher education loan Rs. 60,000 (including interest Rs. 40,000)
  4. Deposited in PPF Rs. 60,000
  5. He Rs. 80,000 in S.B.I. as term deposit for 5 years.
  6. Repayment of self occupied housing loan Rs. 57,000 (including interest Rs. 27,000)
- (k) Professional Tax Rs. 225 p.m.
- (l) The employer deducted Income Tax Rs. 11,000 from his salary. Compute the total income and tax liability for the assessment year 2018-19. [20]

Total No. of Questions—5]

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**[5416]-404**

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

**404 : INTERNATIONAL BUSINESS**

**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

(iii) Draw neat and well labeled diagrams wherever necessary.

1. What is International Monetary Fund ? State its objectives and functions. [15]

*Or*

Explain nature and scope of International Business with its advantages.

2. What is World Bank ? Explain its objectives. [15]

*Or*

Explain the characteristics and importance of MNC's in detail.

3. Evaluate role and performance of WTO with particular reference to developing countries. [15]

*Or*

Explain the different types of exchange rates in detail.

4. Define the term Balance of Payment. Explain the features of Balance of Payment. [15]

P.T.O.

*Or*

**Case Study :**

Dr. Mukerji was domiciled in U.S.A. for the last 18 years, after getting his masters in Food Technology from the University of California. Dr. Mukerji was thinking of returning to India and settling down in his hometown Bangalore, to set up a plant to produce high protein products in India. Dr. Mukerji noticed the availability of Soyabean in abundance in his hometown and carried out several experiments in his laboratory and developed what he called "Soyabean Milk". He felt that for India with a majority of children being undernourished, this would be an ideal product. Soyabean Milk would have percentage of normal milk, water and different raw materials added to give it a high protein value. Since it will be pasteurized, refrigeration will not be needed and will have almost same or better life than average milk. It would cost about 15% more than regular milk, which he felt was justified due to its high protein values. To obtain the same proteins, medicines and other substitutes would be much more costly. As he was miles away from the potential market, he wanted to ascertain the feasibility of the project. He had several questions. Some of these were :

- (a) Whether the tradition-bound Indian population accepts a new concept like Soyabean Milk ?
- (b) In which town should he set up his plant and of what capacity ?
- (c) What are the distribution channels he should use ?

- (d) In which form should be introducing Soyabean Milk ? By adding flavours, can it be introduced a competitive product to the existing soft drinks market ?

Technically, he was confident of his product, but wanted to ascertain the market-wise commercial feasibility of the product. Two companies do have similar products, however they are very costly. However, Dr. Mukerji is confident about the superior quality of his concept and product.

**Questions :**

- (i) What type of information should Dr. Mukerji collect preliminarily for setting up this project ?
- (ii) What type of strategies would you recommend for marketing of “Soyabean Milk” in India for him ?
- (iii) State the different channels of distribution Dr. Mukerji should use.

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

- (1) Importance of Foreign Exchange
- (2) European Union (E.U.)
- (3) Ricardo’s Comparative Cost Theory
- (4) Organizational Structure of WTO
- (5) NAFTA
- (6) Benefits of Export to Exporting Country.



Total No. of Questions—5]

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**[5416]-405**

**S.Y. B.B.A. (Sem IV) EXAMINATION, 2018**  
**405 : MANAGEMENT INFORMATION SYSTEM**  
**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

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

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

1. Define “MIS” and explain the need, objectives of MIS. [15]

*Or*

Explain the contemporary approaches to MIS.

2. Elaborate sources, types and attributes of information. [15]

*Or*

Explain decision making process along with Decision Types.

3. What is prototyping ? Explain benefits and limitations of prototyping. [15]

*Or*

Explain in detail System Development Life Cycle (SDLC).

4. Explain Artificial Intelligence (AI) in detail. [15]

*Or*

“Your future is not secure if your information is not secure”. Discuss the various measures you would initiate to ensure Information System Control.

P.T.O.

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

[20]

- (a) Types of Systems
- (b) Information Requirements at different levels
- (c) The Waterfall Model
- (d) Executive Information System
- (e) Intellectual property Rights
- (f) Quality Assurance.

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Total No. of Questions—5]

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**[5416]-501**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**501 : SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

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

1. What is Marketing Channels ? What are the functions of Marketing Channels ? [15]

*Or*

What is component of supply chain ? Explain various components required for supply chain.

2. Explain different forms of Channels. [15]

*Or*

What is Procurement ? Explain in detail Management suppliers selection.

3. What are current trends in supply chain management ? Which factors affect on current trends in supply chain management ? [15]

*Or*

What are Channel Conflicts ? Explain various techniques to resolve channel conflicts.

P.T.O.

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

*Or*

Distinguish between Stacking and Racking Systems.

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

- (a) Green supply chain management
- (b) Supply chain cycle
- (c) Performance appraisal
- (d) Customer relationship management
- (e) E-Tendering
- (f) Types of Warehouse.

Total No. of Questions—5]

[Total No. of Printed Pages—2

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**[5416]-502**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**502 : ENTREPRENEURSHIP DEVELOPMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. Define the terms 'Entrepreneur, Manager and Intrapreneur'. State the functions of Entrepreneur. [15]

*Or*

What is 'Enterprise' and 'Entrepreneurship' ? Distinguish between Enterprise and Entrepreneurship. [15]

2. What is 'Preliminary Project Report' (PPR) ? Explain the importance and contents of PPR. [15]

*Or*

What do you mean by 'Opportunity Search' ? Explain the techniques of Opportunity Search or Divergent Thinking. [15]

3. Explain in detail the Business Planning Process. [15]

*Or*

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

P.T.O.

4. Explain in detail the Institutional Financial Assistance for Small Enterprise. [15]

*Or*

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

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

- (a) Concept and Role of Manager
- (b) Elements of Business Plan
- (c) Rajiv Gandhi Udyami Mitra Yojana
- (d) Entrepreneurial qualities of Sabeer Bhatia
- (e) Maharashtra Industrial Development Corporation (MIDC)
- (f) Problems of Unemployment.

Total No. of Questions—5]

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**[5416]-503**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**503 : BUSINESS LAW**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. Define and explain the term 'Proposal'. Explain the legal rules regarding 'Valid Proposal'. [15]

*Or*

What do you mean by a 'Discharge of Contract' ? What are the various ways in which contract may be discharged ? [15]

2. Define, explain and distinguish 'Condition' and 'Warranty' in a contract of Sale of Goods. [15]

*Or*

"No one can pass a better title than he himself has." Explain the principle with exception under the Sale of Goods Act, 1930. [15]

3. Define 'Company'. Explain in brief stages in formation of a company. [15]

*Or*

Define and explain 'Articles of Association' ? What are its contents ? State the provisions regarding alteration in 'Articles of Association'. [15]

P.T.O.

4. State the procedure for obtaining information under the Right to Information Act, 2005. How request application for information is disposed off ? Explain. [15]

*Or*

Explain in detail the grounds for denying the information under the Right to Information Act, 2005. [15]

5. Write explanatory notes on (any *four*) : [20]
- (a) Free Consent
  - (b) Classification of Goods under a Contract of Sale
  - (c) Doctrine of Indoor Management
  - (d) Appropriate Government under the Right to Information Act, 2005
  - (e) Digital Signature in Government and its agencies
  - (f) Authentication of Electronic Records.



Total No. of Questions—5]

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**[5416]-504**

**T.Y. B.B.A. (Fifth Semester) EXAMINATION, 2018**

**504 : RESEARCH METHODOLOGY (TOOLS AND ANALYSIS)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Draw neat and well labelled diagrams wherever necessary.

1. Define Research. Explain in brief steps involved in the research process. [15]

*Or*

What is Sampling ? Explain steps involved in Sampling Design.

2. Define 'Secondary Data' and explain the sources of secondary data. [15]

*Or*

Discuss Interview method along with types of interviews.

3. Explain the following : [15]
- (a) Schedules
  - (b) Observation method
  - (c) Type I and Type II Errors.

P.T.O.

*Or*

Explain in detail Comparative Scaling Techniques.

4. What is Research Paper ? Explain types of Research Papers. [15]

*Or*

What is Data Analysis ? Explain methods of Data Analysing.

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

- (a) Importance of Research
- (b) Chi-square Test
- (c) Tabulation
- (d) Primary Data
- (e) CHICAGO Referencing Style
- (f) Population.

Total No. of Questions—5]

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**[5416]-505**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**  
**505-A : ANALYSIS OF FINANCIAL STATEMENTS**  
**(Specialization-I : Finance)**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Use of simple calculator is allowed.

1. Why is Financial Analysis required ? Discuss the limitations and objectives of Financial Analysis. [16]

*Or*

Discuss the following techniques of Horizontal Analysis in detail : [16]

- (a) Comparative Financial Statement  
(b) Cash Flow Statement.

2. Discuss the following methods of Analysis in detail : [16]

- (a) Fund Flow Statement  
(b) Trend Analysis.

*Or*

What do you mean by Ratio Analysis ? Explain advantages and disadvantages of Ratio Analysis. [16]

P.T.O.

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

- (a) Liquidity Ratio
- (b) Vertical Format of Balance Sheet
- (c) Types of Financial Analysis
- (d) Convention followed while preparing Financial Statement.

(B) Calculate the Cash from Operation from the following information : [8]

Liabilities	31-03-16	31-03-17	Assets	31-03-16	31-03-17
Equity Capital	1,50,000	2,00,000	Land & Building	1,10,000	1,50,000
Loan from Bank	1,60,000	1,00,000	Machinery	2,00,000	1,40,000
Creditors	90,000	1,00,000	Stock	50,000	45,000
Bill Payable	50,000	40,000	Debtors	70,000	80,000
			Cash in Hand	20,000	25,000
Total	4,50,000	4,40,000	Total	4,50,000	4,40,000

*Additional Information :*

- (1) Net Profit for the year was Rs. 60,000.
- (2) During the year Machine Costing Rs. 25,000 (Accumulated Depreciation Rs. 10,000) was sold for Rs. 13,000.
- (3) Depreciate all Fixed Assets at 10% p.a. on Opening Balances.

4. From the following information, prepare Balance Sheet of Ram Co. Ltd., Raipur as on 31st March, 2017 with as many details as possible : [16]

- (1) Current Ratio = 2.5 : 1
- (2) Liquid Ratio = 1.5 : 1
- (3) Working Capital = Rs. 60,000
- (4) Reserves and Surplus = Rs. 40,000
- (5) Bank Overdraft = Rs. 10,000
- (6) Fixed Assets to Proprietor's Funds = 0.75
- (7) There are no long-term liabilities or fictitious assets.

5. From the following Balance Sheet of PQR Ltd. prepare a statement showing sources and application of fund for the year ended 31st March, 2017 along with necessary workings : [16]

**Balance Sheets as on 31st March, 2016 and 31st March, 2017**

<b>Liabilities</b>	<b>31-03-16</b>	<b>31-03-17</b>	<b>Assets</b>	<b>31-03-16</b>	<b>31-03-17</b>
Equity Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Redeemable			Land & Building	2,00,000	1,70,000
Pref. Capital	1,50,000	1,00,000	Plant	80,000	2,00,000
General Reserve	40,000	70,000	Debtors	1,60,000	2,00,000
Profit & Loss A/c	30,000	48,000	Stock	77,000	1,09,000
Proposed Dividend	42,000	50,000	Bill Receivable	20,000	30,000
Creditors	55,000	83,000	Cash in Hand	15,000	10,000
Bill Payable	20,000	16,000	Cash at Bank	10,000	8,000
Provision for Tax.	40,000	50,000			
<b>Total</b>	<b>6,77,000</b>	<b>8,17,000</b>	<b>Total</b>	<b>6,77,000</b>	<b>8,17,000</b>

*Additional Information :*

- (1) Depreciation has been charged on Plant and Land & Building Rs. 10,000 and Rs. 20,000 respectively in 2016-17.
- (2) Interim dividend of Rs. 20,000 has been paid in 2016-17.
- (3) Income tax paid during 2016-17 Rs. 35,000.

Total No. of Questions—6]

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**[5416]-506**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**505-B : SALES MANAGEMENT**

**Special Paper I**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) Solve any *five* questions.  
(ii) Figures to the right indicate full marks.  
(iii) Illustrate with examples.

1. Define Sales Management. Explain recent trends in Sales Management. [16]
2. Explain the functions and responsibilities of Sales Manager in detail. [16]
3. What is Compensation ? Explain the structure and types of Sales-force Compensation Plan. [16]
4. What is Sales Forecasting ? Explain methods of Sales Forecasting in detail. [16]
5. What is Relationship Management ? Explain characteristics and role of relationship management in personal selling. [16]

P.T.O.

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

[16]

- (a) Value added selling
- (b) Sales Meeting
- (c) Sales Quota
- (d) Sales Control
- (e) Market Potential
- (f) Sales Presentation.

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Total No. of Questions—5]

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**[5416]-507**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**  
**HUMAN RESOURCE MANAGEMENT PRINCIPLES**  
**AND FUNCTIONS**  
**Special Paper I**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Draw figures wherever necessary.

1. Explain the concept of E-selection along with its merits and demerits. [15]

*Or*

What is strategic HRM ? State and explain the challenges of strategic HRM. [15]

2. Define Management Development Programme. Explain the process of MDP. [15]

*Or*

Define HRM. Explain the role of HR Manager. [15]

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

P.T.O.



*Or*

State and explain the internal and external sources of recruitment. [15]

4. Explain the challenges in implementing Exit Policy. [15]

*Or*

What is Audit Report ? Explain the importance of Audit Report. [15]

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

- (a) Benchmarking
- (b) Performance Appraisal
- (c) Job Analysis
- (d) Human Resource Accounting
- (e) Demotion.

Total No. of Questions—5]

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**[5416]-508**

**T.Y. B.B.A. (Fifth Semester) EXAMINATION, 2018**

**505-D : MANAGEMENT OF SERVICES**

**Special Paper I**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Draw figures or diagrams wherever necessary.

(iii) Figures to the right indicate full marks.

1. What do you mean by Services ? Explain the role of Services in the economy. [15]

*Or*

Distinguish between goods and services with suitable examples. [15]

2. Explain in brief the service operations with its distinctive characteristics. [15]

*Or*

Explain the following : [15]

(i) Relationship of service organisation with customers and

(ii) Relationship of service organisation with judgement in service delivery.

3. Define the term waiting lines. Explain in brief inevitability of waiting and psychology of waiting. [15]

P.T.O.

*Or*

Define yield management. Explain the application of yield management. [15]

4. What is new services development ? Explain in detail the process cycle of new service development. [15]

*Or*

Define the term service quality. Explain the scope of service quality. [15]

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

- (a) Service off shoring
- (b) Post-industrial society
- (c) BPO
- (d) Service Blue Printing
- (e) Issues in Franchising
- (f) ISO : 9000.

Total No. of Questions—5]

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**[5416]-509**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**  
**AGRICULTURAL AND RURAL DEVELOPMENT**  
**(Specialisation-I : Agriculture Business Management)**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. Discuss the basic characteristics of Indian Agricultural Economy. [15]

*Or*

Explain the importance and scope of agribusiness management in Indian Agriculture. [15]

2. Critically examine the role of District Central Co-operative Banks in rural credit. [15]

*Or*

Explain the progress and problems of RRBs since 1991. [15]

3. Give a brief outline of land reforms in India. [15]

*Or*

Explain the importance and scope of National Employment Guarantee Act in employment generation. [15]

P.T.O.

4. Evaluate the scope of agricultural taxation in India. [15]

*Or*

Discuss the export potential in agricultural in India. State the problems of agriculture export. [15]

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

- (i) New Export Promotion Scheme
- (ii) Agricultural Export Zone
- (iii) Rashtriya Krishi Vikas Mission
- (iv) NABARD and Rural Credit
- (v) Objectives of NABARD.

Total No. of Questions—5]

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**[5416]-510**

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

**LONG TERM FINANCE**

**(Specialization-II : Finance)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

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

Equity Capital (1 Lakh shares of Rs. 10)	Rs. 10,00,000
10% Preference Capital (1,000 shares of Rs. 100)	Rs. 1,00,000
14% Term Loan	Rs. 8,00,000
Retained Earnings	Rs. 12,00,000
Total (Rs.)	Rs. 31,00,000

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

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

Calculate :

Weighted Average Cost of capital based on existing capital structure.

P.T.O.

(B) Two firms L and M have the following data :

	<b>Sales</b>	<b>Variable Cost</b>	<b>Fixed Cost</b>	<b>Interest</b>
<b>L Co.</b>	900	225	450	50
<b>M. Co.</b>	700	350	190	25

Calculate for both the firms Operating, Financial and Combined Leverage.

2. What is Dividend ? Explain in detail Determinants of Dividend Policy.

*Or*

Explain in detail the functions of IFCI and ICICI.

3. Explain in detail the functions and objectives of UTI.

*Or*

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

- (A) Lease financing
  - (B) Preference shares
  - (C) Debentures.
4. What is Capital Structure ? Explain the factors affecting Capital Structure.

*Or*

What is Hire Purchasing ? Explain the advantages and disadvantages of hire purchasing.

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

- (a) Trading on equity
- (b) Types of Preference Shares
- (c) Mutually Exclusive Proposals
- (d) Forms of dividend
- (e) Leverages
- (f) Disadvantages of Term Loan
- (g) Advantages of Equity Shares.

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Total No. of Questions—5]

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**[5416]-511**

**T.Y. B.B.A. (Fifth Semester) EXAMINATION, 2018**

**RETAIL MANAGEMENT : MARKETING SPECIALIZATION—II**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. (a) Explain non-store based retail formats with suitable examples. [15]

*Or*

(b) Discuss the challenges (bottlenecks) faced by retail industry. [15]

2. (a) Describe various tools used for visual merchandising by giving suitable examples. [15]

*Or*

(b) Explain important retail locations by giving suitable examples. [15]

3. (a) Explain various forms of online advertising in detail. [15]

*Or*

(b) Define the term retail strategies. Explain the differentiation strategy by giving suitable examples. [15]

P.T.O.

4. (a) Elaborate the process of Category Management. [15]

*Or*

(b) Elaborate the growth of malls Globally and in India. [15]

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

(1) India in comparison to the world in organized retail

(2) Free standing location

(3) Presentation techniques

(4) Trade promotion tools

(5) RFID

(6) Store Layout.

Total No. of Questions—5]

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**[5416]-512**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**506-C : HUMAN RESOURCE MANAGEMENT**

**Special Paper II**

**(Human Resource Practices)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.

1. What is 'Strategic Management' and 'Strategic HRM' ? Explain aims and challenges of Strategic HRM. [15]

*Or*

What is 'Industrial Accidents' ? Explain the causes and prevention of Industrial Accidents. [15]

2. What is 'Organisational Development Culture' ? Explain the characteristics of Organisational Development Culture. [15]

*Or*

Give the meaning of E-HR Audit. State the objectives and benefits of E-HR Audit. [15]

3. Define the concept 'Employee Grievance'. Explain the causes and procedure of Employee Grievance. [15]

P.T.O.

*Or*

Define the term 'Job Analysis'. Describe the uses and process of Job Analysis. [15]

4. What is 'Employee Discipline' ? Explain the types of Disciplinary Action and essentials of Good Disciplinary System. [15]

*Or*

Explain the concepts E-Selection and E-Compensation. [15]

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

- (a) Work Scheduling
- (b) Importance of Employee Welfare
- (c) Objectives of Organisational Development
- (d) E-Job Design
- (e) Executive Compensation
- (f) Ethics of Organisational Development.

Total No. of Questions—5]

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**[5416]-513**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**506-D : MARKETING SERVICES**

**(Specialisation-II : Service Sector Marketing)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. Explain in detail different strategies used in service sector for improving service quality. [15]

*Or*

What is service marketing ? Explain classification of services with the help of suitable examples. [15]

2. What is Marketing Mix ? Explain *four* P's of Marketing Mix in detail. [15]

*Or*

What is TQM ? Explain various customer satisfaction measurement techniques in detail. [15]

3. Elaborate various marketing strategies used for promoting services. [15]

P.T.O.

*Or*

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

4. What is Promotional Planning ? Explain Promotional Planning Process. [15]

*Or*

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

5. Write short notes on (any *four*) : [20]
- (a) Scope of Service Marketing in India
  - (b) Promotion Mix
  - (c) Importance of people in Service Marketing
  - (d) Role of IT services in Service Marketing
  - (e) New Trends in Event Management Services
  - (f) Significance of Service Marketing.

Total No. of Questions—7]

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**[5416]-514**

**B.B.A. (Fifth Semester) EXAMINATION, 2018**

**AGRI-BUSINESS MANAGEMENT**

**Special Paper II**

**(International Agricultural Systems)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) Attempt any *five* questions.  
(ii) Each question carries equal marks.

1. Difficulties faced by Indian Agro Export Zones and Agro Processing Zones.
2. Explain the need and controversy regarding Agricultural Subsidy.
3. State the meaning and significance of foreign direct investment in context with exports in relation to Agriculture.
4. Explain in detail the need and importance of GMC and also write a brief note on its effect on human health.
5. Write in detail challenges for International Agricultural Systems.

P.T.O.

**6.** Write notes on :

- (1) Limitations of ecological farming
- (2) Farming System in Israel.

**7.** What is ecological farming ? Explain in detail the following three goals with ecological farming :

- (1) Domestic Support
- (2) Market Access
- (3) Export Subsidies.

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Total No. of Questions—6]

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**[5416]-601**

**B.B.A. (Sixth Semester) EXAMINATION, 2018**  
**BUSINESS PLANNING AND PROJECT MANAGEMENT**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) *All* questions carry equal marks.

1. Define planning. Explain its advantages and limitations. [16]
2. Explain chartering in detail. [16]
3. Explain project life cycle in detail. [16]
4. Define project termination. Explain its different methods. [16]
5. What is Matrix Organisation ? Explain its advantages and disadvantages. [16]
6. Write short notes on (any *four*) : [4×4=16]
  - (a) Crystal ball 2000
  - (b) Types of Report
  - (c) Partnering
  - (d) C.P.M.
  - (e) Advantages of forecasting
  - (f) Need of project management.

Total No. of Questions—5]

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**[5416]-602**

**T.Y. B.B.A. (Sixth Semester) EXAMINATION, 2018**

**602 : EVENT MANAGEMENT**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Draw neat and well labelled diagrams wherever necessary.

1. Assuming that you are organising food festival for a company. Discuss your role as an Event Organiser. [15]

*Or*

Discuss the activities in Event Management.

2. Describe the characteristics of the following events : [15]

- (i) Charitable events  
(ii) Artistic events.

*Or*

What are the criteria for the selection of venue ? Explain types of venue.

3. Describe the basic evaluation process critically. [15]

*Or*

Explain various types of promotions used in events.

P.T.O.

4. Explain in detail the role of technology in Event Management. [15]

*Or*

Explain any *two* strategic alternatives arising from environmental analysis.

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

- (i) Relationship Building
- (ii) PREP MODEL
- (iii) Types of Event
- (iv) Brand Building
- (v) Risk versus Return Matrix
- (vi) Event Management.

Total No. of Questions—5]

[Total No. of Printed Pages—2

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**[5416]-603**

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

**603 : MANAGEMENT CONTROL SYSTEM**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) All questions carry equal marks.

1. Define Management Control. Explain different types of management control. [15]

*Or*

Define Decision Support System. Explain characteristics and application areas of decision support system. [15]

2. Define marketing control system. Explain process and importance of marketing control system. [15]

*Or*

What is Project ? Explain its aspects and factors affecting project. [15]

3. What is Management Control Systems ? Explain the commandments of effective control system. [15]

*Or*

Explain elements and designing of management control system. [15]

4. Explain management control system in service and non-profit organisations. [15]

P.T.O.

*Or*

Explain various computers and information systems. [15]

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

- (a) Process of Marketing Control
- (b) Structured and Unstructured Decision
- (c) Management Information System
- (d) Management Control System for medium size companies
- (e) Kind of Control Devices
- (f) Control in personnel area.

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Total No. of Questions—7]

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**[5416]-604**

**B.B.A. (VI Sem.) EXAMINATION, 2018**

**E-COMMERCE**

**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

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

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

(iii) Figures to the right indicate full marks.

1. What is E-commerce ? Explain advantages and disadvantages of E-commerce. [15]
2. Explain types of Electronic Payment Media. [15]
3. What is E-advertising ? Explain advantages and disadvantages of E-advertising. [15]
4. Explain E-cycle of Internet Marketing. [15]
5. Define cyber attack ? Explain types of cyber attack. [15]
6. What is Cyber Law ? Explain with its types. [15]
7. Write short notes on (any *four*) : [20]
  - (a) Goals of E-commerce
  - (b) E-branding
  - (c) Hacking
  - (d) Viruses
  - (e) Phishing
  - (f) E-money.

[5416]-604

Total No. of Questions—5]

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**[5416]-605**

**B.B.A. (Sem. VI) EXAMINATION, 2018**

**605 A : FINANCIAL SERVICES**

**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

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

1. Give the overview of Indian Financial System. [15]

*Or*

Explain the role of SEBI as a financial regulator.

2. What is Money Market ? Describe various money market instruments in India. [15]

*Or*

What do you mean by Mutual Fund ? Explain in detail classification of Mutual Fund.

3. What are the objectives, importance and function of IRDA ? [15]

*Or*

State the difference between primary and secondary market.

4. What is the concept of Venture Capital ? Explain in detail different stages of financing ? Also explain the advantages of venture capital. [15]

*Or*

Explain the structure of the banking system in India.

P.T.O.

**5.** Write short notes on (*four* out of six) :

[20]

- (a) IPO
- (b) Zero Base Budgeting
- (c) NSE
- (d) Credit Rating
- (e) Factoring Services
- (f) Activity based costing.

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Total No. of Questions—6]

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**[5416]-606**

**B.B.A. (VI Sem.) EXAMINATION, 2018**  
**605 B : ADVERTISING AND SALES PROMOTION**  
**(Specialization-III) : Marketing**  
**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) All questions carry equal marks.

1. Define Advertising. Explain the evolution and importance of advertising. [16]
2. Explain the factors and approaches affecting media selection. [16]
3. What is an Advertising agency ? Explain the structure and types of Advertising agency. [16]
4. What is sales promotion ? Explain the factors affecting sales promotion growth. [16]
5. Explain the concept, measuring and managing brand equity in detail. [16]
6. Write notes on (any *four*) : [20]
  - (i) DAGMAR
  - (ii) Functions of Advertising Agency
  - (iii) Loyalty Program
  - (iv) Advertising Budget
  - (v) Media Brief.

[5416]-606

Total No. of Questions—5]

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**[5416]-607**

**B.B.A. (VI Sem.) EXAMINATION, 2018**  
**605 C : LABOUR LAWS**  
**(Spl-III : Human Resource Management)**  
**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.

1. What do you mean by Labour Laws ? State and explain need, importance and principles of Labour Law in India. [15]

*Or*

What is labour policy ? State and explain major highlights and emerging trends and issues in labour policy.

2. Explain the following terms : [15]  
(a) Permanent total disablement  
(b) Temporary disablement  
(c) Permanent partial disablement.

*Or*

State and explain various provisions of medical benefit under Employees State Insurance Act, 1948.

3. State and explain the causes of child labour and measures to be taken to eliminate child labourers. [15]

*Or*

Explain important provisions and benefits of PF Scheme under The Employees Provident Funds and Miscellaneous Provisions Act, 1952.

P.T.O.

4. Explain the benefits of Pension Scheme provided under The Employees Provident Funds and Miscellaneous Provisions Act, 1952. [15]

*Or*

What are the benefits available under the Maternity Benefits Act, 1961 ?

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

- (a) Rights and Duties of Labour Court
- (b) Objectives of Child Labour (Prohibition and Regulation) Act, 1986.
- (c) Powers and duties of Inspector under Maternity Benefit Act, 1961
- (d) Structure of ILO
- (e) Constitution of ESI Corporation
- (f) Family under the Employee State Insurance Act, 1948.
- (g) DLI Scheme.

Total No. of Questions—6]

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**[5416]-608**

**T.Y. B.B.A. (VI Sem.) EXAMINATION, 2018**

**605 D : SPECIAL SERVICES OF MARKETING IN INDIA**

**(2013 Pattern)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** Solve any *five* of the following :

1. Critically discuss the role of services in Indian Economy. [16]
2. Explain marketing mix for banking services. [16]
3. Discuss special characteristics of Indian Tourism Marketing. [16]
4. Discuss emerging trends of Higher Education Services. [16]
5. Explain 7P's of marketing mix per Healthcare services. [16]
6. Write short notes on (any *four*) : [16]
  - (i) Managing new technology adoption process
  - (ii) Entertainment Services
  - (iii) Airline Services
  - (iv) Cellular Services
  - (v) Life Insurance Services in India.

[5416]-608

Total No. of Questions—5]

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**[5416]-609**

**T.Y. B.B.A. (Sixth Semester) EXAMINATION, 2018**

**605-E : RECENT TRENDS IN AGRIBUSINESS**

**(Agri-Business Management : Specialisation-III)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

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

(ii) Figures to the right indicate full marks.

1. What is the impact of International Agribusiness on the Indian Economy ? [15]

*Or*

Explain the role played by Agriculture in Indian economy.

2. Define 'Contract Farming'. Explain its need and how is it beneficial to industry ? [15]

*Or*

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

(b) Scope of Livestock Management. [7]

P.T.O.

3. Explain the concept of Agri-marketing and distinguish between Agri-product marketing and Manufactured marketing. [15]

*Or*

Explain the need of agriculture research and education in India.

4. Describe the need and importance of fisheries management in Indian economy. [15]

*Or*

Explain the importance of :

- (a) Consumer Food Safety and Standards
  - (b) Agricultural Insurance.
5. Write short notes on (any *four*) : [20]
- (a) Grading and Standardisation
  - (b) Cattle Management
  - (c) Pre-requisites of Good Marketing
  - (d) Agricultural Finance
  - (e) Sericulture Management
  - (f) Wine Industry.

Total No. of Questions—4]

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**[5416]-610**

**B.B.A. (VI Sem.) EXAMINATION, 2018**

**606-A : CASES IN FINANCE**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

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

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

1. Amar Enterprises Pvt. Ltd. is considering purchase of new technology machinery for a project to improve the quality of its products. After the scrutiny of proposals two alternative machines have been recommended by technical experts. Investment required in each machine is Rs. 5,00,000. Net Cash Flow after Tax is estimated is as follows :

Year	Machine XLR-1	Machine XLR-2
1	1,50,000	2,50,000
2	2,00,000	1,50,000
3	2,50,000	2,00,000
4	1,50,000	3,00,000
5	1,00,000	2,00,000

P.T.O.

Company has a target return on capital of 10% and present value of Re. 1 @ 10% as follows :

Due in 1st year	0.9091	Due in 4th year	0.6830
Due in 2nd year	0.8264	Due in 5th year	0.6209
Due in 3rd year	0.7513		

As a Finance Manager, evaluate the above projects under Payback Period, Discounted Payback Period, Net Present Value and Profitability index and give your opinion to the management about the option which is financially more preferable.

2. The following are the details of Capital structure of the Excel Industries Co. Ltd. is as follows :

S.No.	Particulars	Amount
1	Equity Share Capital 40000 shares of Rs. 10/- each.	4,00,000
2	Retained Earnings	2,00,000
3	12% Term Loan	4,00,000

It is expected that the company will pay current dividend of 30% per share which will grow at 7% for ever. The equity shares of the company quoted at stock market at a price of Rs. 20. Rate of Income Tax may be taken as 50%.

The company wants to raise an additional Capital of Rs. 3,00,000. for further expansion of production capacity. However, it is proposed by Finance Manager as follows :

- (1) To raise the funds by issue of 7% Debentures of Rs. 5,00,000.
- (2) To make a partial repayment of Rs. 2,00,000 for 12% Term Loan.



You are required to advise Management by showing the following calculations :

- (i) Weighted Average Cost of Capital under Existing Capital Structure.
- (ii) Weighted Average Cost of Capital under Revised Capital Structure. [15]

3. Atharva Products Pvt. Ltd. has currently evaluating a proposal of the Machine which will yield the returns in the coming 5 years. The information available is as follows :
- Cost of the Machine is Rs. 2,10,000. Income tax rate applicable is 50%. Cash Flow after depreciation and Tax is a under :

Year	Cash Flow	PV Factor @ 10% p.a.	PV Factor @ 15% p.a.
1	60,000	0.91	0.88
2	56,000	0.83	0.77
3	54,000	0.75	0.67
4	55,000	0.68	0.59
5	70,000	0.62	0.52

As company is raising the funds at the average cost of 11%, calculate Internal Rate of Return. Also advice Management whether you recommend accepting the project or not. [15]

4. From the following information of Aman Enterprises, advice management about requirement of Net Working Capital requirement assuming 10% margin :

Particulars	Amount (Rs.)
Raw material	500/- per unit
Direct Wages	300/- per unit
Overheads	200/- per unit
Selling price	1200/- per unit
Production	52,000 unit per annum
Raw material in stock	Average 4 weeks
Work in progress (Assume 50% completion)	Average 2 weeks
Finished Goods in stock	Average 2 weeks
Credit allowed by suppliers	4 weeks
Credit allowed to customers	8 weeks
Lag in payment of wages and overheads	Average 1 week

Expected Cash Balance is Rs. 75,000. Assume production is carried out evenly during the year of 52 weeks. [15]

Total No. of Questions—4]

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**[5416]-611**

**B.B.A. (VI Sem.) EXAMINATION, 2018**

**606-B : CASES IN MARKETING**

**(Specialization–IV Marketing)**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

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

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

**Case No. 1.**

Seven 'P' of Service Marketing in Bharti Airtel Ltd. [20]

In the 2000's telecommunications (telecom) Company Bharti Airtel Ltd. (BAL) was the market leader in the Indian telecom market. It had established itself as a leader in the market by differentiating itself with its focus on building a strong brand through innovation in sales, marketing and customer service and an innovative cost effective business model. Analysts also credited BAL with negotiating the regulatory hurdles in this emerging market and competition very effectively. This enabled it to become profitable despite the Indian telecom market having the lowest tariffs in the world.

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Some analysts opined that BAL's unique business model had become the benchmark for emerging market. Mobile telephony in India was experiencing the fastest growth in the world and India was already one of the leading markets in terms of mobile subscriber base. Despite Average Revenue Per User (ARPU) figures in the country being quite low compared to many other markets.

It was viewed as an attractive market as mobile penetration of the market, particularly in the huge rural areas in India was still low. With the developing market in the west reaching high levels of saturations (70% in US and 100% in some European markets), many global telecom operators were looking at emerging markets for their growth and this made India a prime target market for these firms. The market in India was also expected to witness many changes with the introduction of new technologies and mobile number portability.

Since 2007, BAL had been facing serious threats to its leadership position. On the one hand, there was the onslaught from global players such as Vodafone and Virgin Mobile, and on the other, the threat from established Indian companies such as Reliance Communications Ltd., Tata Teleservices Ltd., and the State-owned Bharat Sanchar Nigam Ltd., (BSNL) Moreover, the market was expected to witness the entry of some more Indian and Foreign Companies BAL had responded to investing heavily in expanding its network, technology and marketing. It was trying to cover all segments of the populations from the tech-savvy youth population who coveted

the latest value-added services (VAS) to the Bottom of the Pyramid (BOP) segment who would be satisfied with a low cost offering.

In early 2008, BAL which still dominated the Indian telecom market and was the world's tenth largest telecom company, was also readying itself to replicate its success story in some other emerging markets.

*Questions :*

- (1) Give overview of Bharti Airtel Ltd. based on your knowledge.
- (2) How to apply service marketing in Bharti Airtel Ltd. ?

**Case No. 2.**

[15]

In 2010, Sharma Retail Store not only had a great year, it also reached the top places at Jaipur City, winning each of the first ten places except ninth comfortable in the fact that the company had an attractive product, the president of Sharma Retail Store decided to go directly to the customer. The idea, instead of concentrating company efforts and resources on improving the relations with the dealers, was to emphasis improving relations with the ultimate consumer. To implement this tactic, the plan was to eliminate the dealer completely and replace him or her with agents.

The plan did not work well is an understatement. Sharma Retail Store distributors, who had represented it in India, initiated legal action against the store in four states. All 400 Sharma Retail Store Audio dealers felt betrayed by the elimination of their franchises. Although they were offered the opportunity to become agents, they

were so opposed that they sued Sharma Retail Store. The law suits by these dealers sought damages exceeding 50 crore. Sharma Retail Store top management decided that perhaps their original distribution system wasn't so bad after all.

*Questions :*

- (1) Identify and discuss the channel alternatives that were available to Sharma Retail Store.
- (2) Do you think that Sharma Retail Stores failed to properly evaluate the existing distributors ? Give your reasons.
- (3) Design a research methodology for conducting research for Sharma Retail Stores.

**Case No. 3.**

[15]

Maggie as a brand was known in the market particularly in the Western world for quite a long time as makers of soup cubes. When Nestle decided to introduce Maggie in India it started with soup cubes. If cubes were fortified with chicken paste or meat it added greatly to the taste of the soup. This was in 1974; it was found that the cubes failed in Kerala or other parts of India which had a taste for vegetation food.

In 1980, Nestle decided to launch Maggie noodles, this extruded starchy food along with 'Masala' became a hit with children who were just back from school or from play. They wanted some spicy food to eat, which was nutritious too. Preparation of the tasty snack '2 minute' noodles was very convenient to mothers.

In 1980s, 4000 tons with a value of 9 crores and in 1990s, 6000 tons with 25 crores shows the impact which maggie '2 minute' noodles had. The above is a typical example where brand extension from 'Maggie' cubes to maggie noodles brought success to Nestle. It may be noted that due to the low price Rs. 10 per 100 gm Nestle did not make much money with this products.

*Questions :*

- (1) How 'Maggie' positioned itself in the Indian Consumer ?
- (2) Which aspect of Indian culture and, belief was utilized by Maggie's market research team ?

**Case No. 4.**

[15]

Sachin and Virag are two enterprising youths. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivations of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund rising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market.

Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potentials and is a perishable food.

*Questions :*

- (1) How will you advise Sachin and Virag as how to increase the consumer awareness about this new food ?
- (2) What would be your suggestions for distributions channel for mushrooms ?

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Total No. of Questions—4]

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**[5416]-612**

**B.B.A. (Sixth Semester) EXAMINATION, 2018**

**606-C : CASES IN HUMAN RESOURCE MANAGEMENT**

**[Specialization IV (HRM)]**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

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

(ii) Solve any *two* cases from case Nos./question Nos. 2, 3 and 4.

**1.** What is 'Case Study' ? Explain the steps for case analysis. [10]

**2.** Case No. 1 :

Siemens is a one of the largest electrical and electronics engineering companies in the world. Every year it employs 20,000 people in UK. In addition, Siemens UK invested a huge amount of money only on research and development, because their business focused on innovation. Therefore, for growth of their business, Siemens needs people with first class level of skill, knowledge and capability in engineering. IT, business and other relevant field. Siemens company's strategic planning includes workforce planning and it is a systematic process for identifying the human capital required to meet company's

P.T.O.

goals and developing the strategies to meet these requirements and calculate the numbers, nature and sources of potentials employees who might meet that demand. In other words, it is about getting the right number of people with the right skills in the right place and at the right time. Such as workforce, planning enables Siemens to inspection its present staff numbers and the skill it has in place as well as identify where it has skill gaps needed to meet its business objective.

*Questions :*

- (i) Analyse the case. [5]
- (ii) How does workforce planning enable Siemens to identify its training needs ? [5]
- (iii) Explain how Siemens measures the effectiveness of its Training and Development. [5]
- (iv) Explain how providing training and development helps Siemens ensure that it is able to achieve its business objectives. [5]

**3. Case No. 2 :**

An engineering company employing about 1000 employees in Pune has a history of labour disputes and bitter strikes. A recent strike in 1989 has shown that the conflicts can get out of hand. When the union members went out of strike, the company retired anyone who wanted to work after several incidents of alleged violence, the help of police was sought. This led to suits and counter suits on the part of both the management and the union. The union members alleged that the police used lathi charge and tear gas against workers

who were exercising their constitutional rights. They also claimed that the police unlawfully searched, beat and arrested the union leaders, at the instigation of the management.

A company spokesman said that union's allegation was purely false. The police were called because of increasing violence on the part of the workers. The company also offered a prize of Rs. 10,000 for information about the culprit in a car accident which had led to serious injuries caused to a young worker. The union leaders said the union does not condone violence of any type but as the situation goes on people become more-desperate and this type of incidents happen. Violence on the part of workers is a reaction to the violence initiated by the management.

After four months of this type of controversy, the union members voted to end the strike and according to the management each union member lost on an average about Rs. 12,000 in wages.

*Questions :*

- (i) Analyze the case. [5]
- (ii) Suggest a course of action for the management. [5]
- (iii) Explain the role of worker's union. [5]
- (iv) Explain the role of police to solve the violence. [5]

**4. Case No. 3 :**

Bharat Products Ltd. is a big factory with a turn over of Rs. 10 crore and with 400 workers. You have been in the office of its factory manager Mr. Kaushik, for nearly 40 minutes. During this short period you have found that your conversation with him has

been interrupted several times. First, it was the office manager who rang him to get his approval for samples of office stationer, Mr. Kaushik sends for the samples. Then comes the ring from a supplier who informs Mr. Kaushik that a particular part of machinery, which is otherwise not available in the market, can be had from him. Mr. Kaushik rings the storekeeper to purchase manager might have placed. Then there is a ring from a customer requesting Kaushik to allow a higher percentage of discount than that promised by the company's Sales Manager.

Kaushik not only turns down the request but also expresses his surprise at the high percentage already allowed by the Sales Manager. Finally a foreman enters and complains that a certain part of one machine is broken and it not being available in the stock, the production may suffer Mr. Kaushik asks the foreman to tell the purchase manager to order the part immediately.

*Questions :*

- (i) Analyse the case. [5]
- (ii) Is Mr. Kaushik performing the job of a manager ? [5]
- (iii) According to your opinion what will be the role of factory manager. [5]
- (iv) What are your suggestions to improve the managerial style ? [5]

Total No. of Questions—4]

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**[5416]-613**

**B.B.A. (Sixth Semester) EXAMINATION, 2018**

**606-D : CASES IN SERVICE SECTOR MANAGEMENT**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

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

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

(iii) Figures to the right indicate full marks.

1. The 125-year old industry using dabbawalas was recognized at the six sigma level by Forbes in 2002. What's more impressive is that according to a recent survey, dabbawalas make less than one mistake in every 6 million deliveries. Now that's efficiency.

The 5,000 or so dabbawalas in the city have an astounding service record. Every working day they transport more than 1,75,000 lunchboxes throughout Mumbai, the world's fourth-most-populous city. That entails conducting upwards of 2,60,000 transactions in six hours each day, six days a week, 52 weeks a year (minus holidays), but mistakes are extremely rare. Amazingly, the dabbawalas—semiliterate workers who largely manage themselves—have achieved that level of performance

P.T.O.

at very low cost, in an ecofriendly way, without the use of any IT system or even cell phones.

The dabbawala service is legendary for its reliability. Since it was founded, in 1890, it has endured famines, wars, monsoons, Hindu-Muslim riots, and a series of terrorist attacks. It has attracted worldwide attention and visits by Prince Charles, Richard Branson, and employees of Federal Express, a company renowned for its own mastery of logistics.

Enlist the reasons the dabbawala's succeed while the corporate giants struggle in the service sector. [20]

2. The Department of Posts (India Post) of the Government of India, with a 150-year old history and 1,55,000 post offices throughout the country is one of the oldest and largest service organizations in the country.

It offers three different categories of services - mail services (letters, parcels and post cards), financial services (savings bank, money order, and postal life insurance) and premium services (speed post and business post). The postal savings bank has the distinction of being the largest bank in India, in terms of reach, number of accounts, and annual deposits...

*Discuss the following :*

- > Use of technology in postal services.
- > Importance of place in services.
- > Need for diversification by Post Office. [15]

3. The success of many low cost airlines (LCA) such as (Southwest, Ryanair, AirAsia and Easyjet) in many parts of the world has inspired airline and business firms in India to launch LCAs.

Air Deccan was the first LCA in India. It launched its service on September 2003, with two aircrafts running 20 services to eight cities. By September 2004, Air Deccan increased this figure to 54 flights a day. Air Deccan followed a different business model from that of the full service airlines (FSA's) to maintain its low cost advantage. Air Deccan's objective is to make air travel affordable by offering services at nearly 50% of the airfares offered by present market players...

*Questions for Discussion :*

1. Pricing strategies of low cost airlines.
2. Promotional strategies of low cost airlines.
3. Perishability is one of the major characteristics that affect service providers like Air Deccan. What steps has Air Deccan taken to reduce the negative effects of perishability ? [15]

4. The festival season is the peak demand season not just for retailers and consumer goods companies but also for parcel service providers (courier companies).

Apart from the consumer parcels and greeting cards, online retail sales also add to the demand for the courier services provided by these companies. Courier companies try to devise various strategies to deliver the packages before the festivals.

*Questions for Discussion :*

1. How will the festival season influence the customer's desired service expectations toward the courier companies ?
2. How will the courier companies make sure that the customer demands are met ?

[15]

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Total No. of Cases—4]

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**B.B.A. (VI Sem.) EXAMINATION, 2018**

**SPECIALISATION-IV**

**AGRI-BUSINESS MANAGEMENT**

**606-E : Cases in Agri-Business Management**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

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

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

(ii) Figures to the right indicate full marks.

**Case No. 1.**

‘AYUSH’ Agro Industry is well known firm operating in contract farming. Contract farming involves a pre-agreed price between the company and farmer. Company provides technical knowledge, motivation and other extension services to the farmers. Firm also provides chemical fertilizers kit to the farmers as per the agreement. The company gives incentives to farmers who have sprinklers in their field. Transportation facility is arranged by the farmers.

The company observed that, area under contract farming has gradually increased from initial area under contract farming. Especially vegetables

P.T.O.

are labour incentive, production cost is higher, overhead supervision of labour and paid labour all main factor that enables the farmers to adopt contract farming. Due to these constraint the companies find difficult to work with small scale farmers.

For successful implementation of contract farming there should be proper co-ordination between farmers and firms.

*Questions :*

- (1) Analyse the case.
- (2) Give your suggestions to both company and farmers about contract farming. [15]

## **Case No. 2.**

India is the largest producer of milk. India's milk production in 2016-17 rose by 18.81% as compared to 2013-14. The increase in milk production significantly increased dairy farmer income. More than half of the milk is converted into traditional product such as ghee, dahi, milk powder. In order to compete in the world market, major emphasis should be given on :

- (a) Improvement of raw milk quality from bacteriological and hygienic point of view.
- (b) Increased processing efficiencies minimizing adverse environmental impact.
- (c) Development of new value product.

In spite of increase in milk production, the dairy farmers faced some problems in developing their dairy enterprises. The major problems

are shortage of feed, lack of marketing facilities and insufficient veterinary services.

*Questions :*

- (1) Analyse the case.
- (2) Give your advice on how to face problems of dairy industry. [15]

**Case No. 3.**

Information Technology (IT) has immense potential to improve productivity in the agricultural sector. A very good example in India are [ikisan.com](http://ikisan.com), [drishti.com](http://drishti.com), [kisanwatch.org](http://kisanwatch.org), [sugartrade.com](http://sugartrade.com), [echaupal.com](http://echaupal.com) etc. Private sector are also seriously taking an initiatives to use technology for the benefit of farmer. These include TATA (Tata Kisan Kendra), Mahindra (Mahindra Krishi Vihar), Rallis (Rallis Kisan Kendra) etc. Indian agricultural productivity is very less compared to world standards due to use of obsolete farming technologies. Most of the farmers are illiterates, so they are unable to use the modern machines and ICT tools.

IT can improve economic performance primarily by reducing transaction cost and market thinness. IT can help Indian farmers to get relevant information regarding agro-inputs, crop production technologies, agroprocessing, market support, agro-finance and management of farm agri-business.

*Questions :*

- (1) Analyse the case.
- (2) Give your suggestions regarding use of IT in agricultural sector. [15]

#### **Case No. 4.**

‘Keventor Agro Ltd.’ is involved in growing and marketing of fruits and vegetables. The company has plans to set up exclusive retail stores that will carry the best of agroproduct company’s activities involve.

- (a) Processed Food Drinks : With a huge chain of stockists and outlets, keventor is marketing three brands of popular soft drinks-frooty, Appy and Pingo.
- (b) Edible Oil Packaging : National Dairy Development Board (NDDB) chose keventor to pack ‘DHARA’ range of edible oil in tetra pack.
- (c) Ancillary food processing units :  
Company is creating an infrastructure for independent small scale food processing unit.
- (d) Integrated Horticulture : Company is proposing agricultural training centre to oversee the development in seed farming, tissue culture, mushroom farming.

*Questions :*

- (1) Analyse the case.
- (2) Suggest suitable marketing activities for setting up retail stores.

[15]