

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-101

B.B.A. (I Semester) EXAMINATION, 2019
BUSINESS ORGANISATION AND 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 the term business. Explain the objectives of business in detail. [15]

Or

What is Public Sector ? State the merits and demerits of Public Sector. [15]

2. What is industrial revolution ? Explain the effects of industrial revolution. [15]

Or

Explain sole proprietorship with its merits and demerits. [15]

3. State and explain various decisions in setting up of an enterprise. [15]

Or

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

P.T.O.

4. What is business communication ? State the importance of communication in modern business. [15]

Or

Define project. Explain the considerations while preparing a project. [15]

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

- (a) E-Commerce
- (b) Social responsibilities
- (c) Functions of retail trader
- (d) Business ethics
- (e) Technological changes and business
- (f) Importance of insurance
- (g) Domestic trade.

Total No. of Questions—8]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-102

B.B.A. (I Semester) EXAMINATION, 2019

102 : BUSINESS COMMUNICATION SKILLS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

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

(ii) *All* questions carry equal marks.

1. Explain the significance of written communication. What are its advantages and disadvantages ?
2. State types of Interviews. Enumerate guidelines for an Interviewee.
3. Draft a letter to Brite Watch Company, Bangalore asking for a copy of their latest catalogue and ask for their best trade terms.
4. What are the distinctive features of an effective letter of complaint and apology reply to complaint.
5. Importance of various communication technology used in Business Communication.

P.T.O.

6. Write a letter for applying to a post of 'Sales Manager' with your resume.
7. What are the principles of good presentation and how is it different than group discussion ?
8. Write short notes on any *four* :
- (1) Importance of press conference
 - (2) Grapevine
 - (3) Dicta phone
 - (4) Memo
 - (5) Negotiations.

Total No. of Questions—5]

[Total No. of Printed Pages—7

Seat No.	
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[5516]-103

F.Y. B.B.A. (First Semester) EXAMINATION, 2019

103 : BUSINESS 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) State with reason whether the following statements are True or False (any six) : [6]
- (a) Payment for purchase of a permanent assets is capital expenditure.
 - (b) Trade discount is allowed on cash sales and credit sales also.
 - (c) Every business transaction is first recorded in ledger.
 - (d) Credit balance in Passbook means Bank overdraft.
 - (e) Balance Sheet is a statement of financial position and not an account.

P.T.O.

- (f) In India Accounting standards are issued by Institute of Standards of India.
- (g) A computer sometime is also termed as 'electronic brain'.
- (B) Fill in the blanks (any *six*) : [6]
- (a) In transactions, goods or services are exchanged for certain value to be received in future.
- (b) Goods distributed as free samples should be debited to account.
- (c) A is more safe than any other cheque.
- (d) The physical wear and tear in an asset is called
- (e) Gross profit or Gross loss is transferred to account.
- (f) AS-2 deals with
- (g) Computer is as input and instructions are.

2. Write short notes on (any *three*) : [12]
- (a) Accounting Software Packages
- (b) Methods of Depreciation
- (c) Bank Reconciliation Statement
- (d) AS-6
- (e) Advantages of Financial Accounting.

3. The following is the Trial Balance of Deepak Amarnath, Pune for the year ended 31st March, 2018, prepare Trading Account and Profit & Loss Account for the year ended 31st March, 2018 and a Balance Sheet as on that date : [20]

Trial Balance as on 31st March, 2018

Particulars	Debit	Credit
Purchase	98,000	
Wages	21,000	
Stock on 1st April, 2017	25,000	
Printing and Stationery	17,000	
Insurance (Paid for 1 year from 1-10-2017 to 30-9-2018)	2,200	
Salaries	32,000	
Sales		2,12,000
Carriage inward	10,000	
Carriage outward	12,000	
Advertising	14,000	
D's capital		1,10,000
Land and building	35,000	
Machinery	60,000	
Debtors and creditors	30,000	35,000
Return inward and Return outward	2,000	2,300
Cash	2,300	
Loan from Bhagwan (Taken on 1-12-2017 @ 12% p.a.)		18,000
Patents	20,000	
Rent received		3,200
Total	3,80,500	3,80,500

Adjustments :

- (1) Closing stock is valued at cost price ₹ 32,000 and at market price ₹ 26,000.
 - (2) Depreciate machinery @ 10% p.a. and patents are revalued on 31-3-2018 at ₹ 18,200.
 - (3) A part of building is let out @ 1,000 per month from 1-12-2017.
 - (4) Printing bill of ₹ 1,200, Wages of ₹ 1,800 and Salaries ₹ 3,800 are outstanding.
4. Journalise the following transactions in the books of Vijay for February, 2018 : [18]
- 1 Vijay started business with a cash balance of ₹ 10,000, Bank balance of ₹ 20,000 and Machinery worth ₹ 20,000.
 - 2 Bought goods ₹ 5,000 @ 12% discount.
 - 3 Received ₹ 450 as dividend on shares from Bajaj Auto Ltd.
 - 5 Goods supplied to Sanjay ₹ 600 on credit.
 - 6 Purchased goods ₹ 800 from Ajay.
 - 7 Salary paid to Sujay, a foreman ₹ 950.
 - 9 Damage goods returned to Ajay ₹ 80.
 - 12 Goods sold for cash ₹ 1,200 to Parajay.
 - 14 Rent paid by cheque ₹ 500 to Jay.
 - 17 Cash sales ₹ 900.

- 21 Goods costing ₹ 350 distributed as free samples.
- 24 Borrowed ₹ 10,000 from Dena Bank.
- 25 Paid ₹ 700 as repairs to Motor-car.
- 27 Purchased a Horse from Digvijay from cash ₹ 3,500.
- 28 Remitted to Ajay ₹ 680 in full settlement of his account.
- 28 Sold private Motor-cycle for ₹ 18,000 and invested the same into the business.

Or

Naresh Trading Corporation, Nainital deposits its daily collection of cash and cheque into the bank on the same day and makes all payments by cheque. Write up the Cash Book from the following cash and Bank transactions for May, 2018 : [18]

- 1 Bank Balance ₹ 5,000.
- 3 Received from Narayan ₹ 1,200 in full settlement of ₹ 1,240 for sale of office equipment.
- 6 Borrowed ₹ 10,000 from Ms. Naresh @ 10% p.a.
- 8 Paid to Nabab ₹ 800 by cheque and received a discount ₹ 20.
- 11 Supplied to Naman goods of ₹ 1,800 as per his order and allowed a cash discount for ₹ 60 for cash.
- 14 Bought office typewriter for ₹ 2,750 and received a discount of ₹ 50 balance paid by cheque.
- 16 Withdrew ₹ 500 from Bank for domestic purposes.

- 19 Transferred ₹ 2,000 from Bank Current A/c to Bank Savings A/c.
- 22 Drew ₹ 1,000 for petty cash.
- 24 Paid salary ₹ 1,200 by cash and ₹ 800 by cheque.
- 26 Received a cheque of ₹ 370 from Nakul in full settlement of ₹ 400 and endorsed to Nupur in full settlement of ₹ 420.
- 28 Received instructions from Bank for direct deposit of ₹ 640 by our customer, Navin.
- 31 Bank charges of ₹ 80 debited by Bank in Passbook.

5. On 1st April, 2014 Tushar Ltd. Tasgaon purchased a second hand machine for ₹ 80,000 and spent ₹ 20,000 on its repairs and installation. The residual value at the end of its expected useful life of 4 years is estimated at ₹ 40,000. On 30th Sept., 2016 this machine is sold for ₹ 50,000. Depreciation is to be provided according to straight line method. Prepare machinery account and depreciation account for first three years assuming that accounts are closed on 31st March year. [18]

Or

On 1st March, 2018 the Cash-Book of Amit showed a debit balance of ₹ 6,490. On comparing his Cash-Book with the Pass-book he finds that : [18]

- (i) Out of three cheques totalling to ₹ 2,100 issued on 29th March, 2018 only a cheque of ₹ 1,200 has been presented and cashed upto 31st March, 2018.

- (ii) Two cheques of ₹ 1,000 and ₹ 2,635 respectively were deposited into bank but only a cheque of ₹ 1,000 was credited before 31st March, 2018.
- (iii) Bank charges of ₹ 15 and bank interest of ₹ 400 appearing in the Pass-book are not yet recorded in the cash-book.
- (iv) A standing order for payment of Life Insurance Premium amounting to ₹ 175 has not been entered in Cash-book.
- (v) A cheque of ₹ 150 deposited and credited by Bank was entered as ₹ 115 in Cash-book.

Prepare a Bank Reconciliation statement to find out the balance as per the Pass-book on 31st March, 2018.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-104

B.B.A. (First Semester) EXAMINATION, 2019

104 : 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 labeled diagrams wherever necessary.

1. Define Microeconomics. Distinguish between micro and macro economics. [15]

Or

What is price elasticity of demand ? Explain with suitable examples the types of price elasticity. [15]

2. Differentiate between individual demand and market demand. Explain the factors affecting individual and market demand. [15]

Or

Derive the Long Run Average Cost Curve from Short Run Average Cost Curves. Why is LRAC called Envelope curve ? [15]

3. What is perfect competition ? Explain the features of perfect competition. [15]

P.T.O.

Or

Discuss the modern theory of rent. [15]

4. State and explain the law of supply.

Or

Explain the Marginal Productivity theory of wage determination. [15]

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

- (a) Cross elasticity of demand
- (b) Accounting costs and economic costs
- (c) Barriers to entry in monopoly market structure
- (d) Duopoly- meaning and characteristics
- (e) Dynamic Theory of Profit
- (f) AR and MR under Monopolistic Competition.

Total No. of Questions—5]

[Total No. of Printed Pages—4

Seat No.	
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[5516]-105

B.B.A.-I (I Semester) EXAMINATION, 2019

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) Ashok purchased 10 shares of Infosys at ₹ 2000 per shares cum-bonus. Bonus was declared at 1 : 1. Ashok sold 15 shares ex-bonus at ₹ 1250. He had to pay 1% brokerage each time on the market value. What is the cost price of remaining 5 shares held by him ?

(b) A and B are two types of foods available at ₹ 50 per kg and ₹ 70 per kg respectively. Food A contains 20 units of vitamin A, 10 units of vitamin B1 and 40 units of vitamin C. Food B contains 15 units of vitamin A, 20 units of vitamin B1 and 10 units of vitamin C. The requirements of vitamin A, B1, 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) Infinite solution
 - (iv) Constraints.
- (d) Find r if ${}^n p_r = 24 \left({}^n C_r \right)$.
- (e) Find the inverse of the matrix $A = \begin{pmatrix} 3 & 2 \\ 5 & 3 \end{pmatrix}$.
- (f) Explain Null matrix and Symmetric matrix.

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

- (a) Explain the fundamental principles of counting with illustration.
- (b) Show that the matrix $A = \begin{pmatrix} 1 & 1 \\ 1 & 2 \end{pmatrix}$ satisfies the equation $A^2 - 3A + I = 0$.
- (c) What is unbalanced Transportation Problem (TP) ? Show that T.P. is a particular case of L.P.P.
- (d) Obtain an initial basic feasible solution to the following TP by Matrix Minima Method :

	Destination				Supply
	D1	D2	D3	D4	
S1	10	18	6	26	30
S2	16	17	11	17	50
S3	14	3	12	20	20
Demand	32	18	10	40	

- (e) Aditya holds 500 shares of ₹ 20 each. The company issues shares in the ratio 2 : 5 The company declared a dividend of 10% on the enlarged capital. What is the average rate of return on his investment ?
- (f) Explain the term “Bonus share”.

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

(a) Solve the following LPP by graphical method :

$$\text{Maximize } Z = 2X + 3Y$$

Subject to conditions

$$4X + 12Y \leq 48$$

$$6X + 4Y \leq 60$$

$$X, Y \geq 0$$

(b) From a group of 7 boys and 3 girls a committee of 4 persons is to be formed so as to include 2 boys and 2 girls. In how many ways can the committee be formed ?

(c) Find x if ${}^{20}C_5 + {}^{20}C_6 + {}^{21}C_7 + {}^{22}C_8 + {}^{23}C_9 = {}^{24}C_x$.

(d) Explain Diagonal elements and Diagonal matrix with a suitable example.

(e) Find the values of x, y, z ; if :

$$\left\{ \begin{bmatrix} 1 & 0 \\ 0 & 1 \\ 1 & 1 \end{bmatrix} - 3 \begin{bmatrix} 1 & 2 \\ -2 & 3 \\ 3 & 1 \end{bmatrix} \right\} \begin{bmatrix} 2 \\ 1 \end{bmatrix} = \begin{bmatrix} x \\ y \\ z \end{bmatrix}.$$

(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 linear equation by matrix inverse method :

$$\begin{aligned}x + y + z &= 1 \\2x + y + 2z &= 3 \\3x + 3y + 4z &= 4\end{aligned}$$

- (c) Find the total number of two digit numbers that can be formed from the digits 0, 1, 2, 3, 4; if :
- Repetition of two digit is allowed
 - Repetition of two digit is not allowed.
- (d) Distinguish between face value and market value.
- (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 feasible solution to the following TP by Vogel's Approximation Method :

Origins	Destination				Supply
	D1	D2	D3	D4	
01	20	22	17	14	50
02	24	37	19	17	60
03	32	37	20	15	40
Demand	50	40	30	30	

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

Sources	Destination				Supply
	D1	D2	D3	D4	
01	12	8	6	25	100
02	16	17	10	18	300
03	14	13	11	20	200
Demand	180	200	100	20	

- (ii) Explain the degenerate and non-degenerate in TP. 2

- (c) If matrix $A = \begin{bmatrix} 2 & 1 \\ 1 & 3 \end{bmatrix}$ and matrix $B = \begin{bmatrix} 5 & 2 \\ 7 & 3 \end{bmatrix}$ the check the following statement is correct or not.

$$(AB)' = B'A'$$

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-106

B.B.A. (Sem. I) EXAMINATION, 2019
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 Demography. Discuss the importance of demography in business and commerce. [15]

Or

What do you mean by mortality ? Explain various factors affecting mortality. [15]

2. Define “Population Growth”. Explain the following concepts : [15]

- (i) Optimum Population
- (ii) Under-Population
- (iii) Over-Population.

Or

Explain the concept of Age and Sex Pyramid with the help of suitable diagram. [15]

3. Define Urbanization. Explain various problems due to urbanization. [15]

Or

What do you mean by the term “Environment” ? Explain types of environment with suitable examples. [15]

P.T.O.

4. Describe the concept of “Environmental Pollution”. Discuss the relationship between pollution and industrialization by given suitable examples. [15]

Or

What is subject matter of “Population Density” ? What are the methods to measure population density. [15]

5. Write short notes on (any *four*) : [20]
- (a) Sources of water
 - (b) Topography
 - (c) Classification of population
 - (d) Migration
 - (e) Fertility
 - (f) Oil Crises.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-201

B.B.A. (II Semester) EXAMINATION, 2019

PRINCIPLES OF 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. Define Management. Explain basic functions of Management. [15]

Or

Describe the contribution made by Henry Fayol towards management. [15]

2. Explain the Maslow's Need Hierarchy theory of motivation. [15]

Or

Explain the importance and principles of effective organisational communication. [15]

3. "Management is what management does" ? Comment. [15]

Or

Explain the term Co-ordination and its importance. [15]

4. What is Decentralisation ? Explain the advantages and limitations of decentralisation. [15]

Or

What is meant by 'Stress' ? What are the strategies of stress management ? [15]

P.T.O.

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

[20]

- (a) Qualities of leader
- (b) Total quality management
- (c) Matrix structure
- (d) Types of planning
- (e) Staffing
- (f) Importance of staffing.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-202

B.B.A. (Sem. II) EXAMINATION, 2019

202 : PRINCIPLES OF 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. (a) Define Marketing. What are the various approaches to the study of marketing ? [15]

Or

(b) Define Marketing. Explain advantages and limitations of Marketing. [15]

2. (a) Define Services. Give classification of services and elaborate different services offered in the consumer market. [15]

Or

(b) Define Rural Marketing. Explain the features of Rural marketing. [15]

3. (a) What is Market Segmentation ? Explain the basis of segmenting consumers as well as industrial market in detail. [15]

Or

(b) Define Marketing Research. Explain the scope of marketing research. [15]

P.T.O.

4. (a) Define Price. Explain various factors influencing pricing. [15]

Or

- (b) What do you mean by an Advertising Media ? What are the factors affecting selection of an AD media. [15]

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

- (a) Objectives of marketing
- (b) Green marketing
- (c) Importance of pricing
- (d) Types of marketing channels
- (e) Differential marketing
- (f) Need for MIS.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-203

B.B.A. (II Semester) EXAMINATION, 2019

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. What is Financial Management ? Explain scope of finance function and approaches to Financial Management. [15]

Or

What is Share Capital ? Explain Equity Share Capital with advantages and limitations. [15]

2. Explain in detail features and types of borrowings from bank. [15]

Or

Define Mutual Fund. Write in detail features of Mutual Fund. [15]

3. Define Capitalisation. Explain undercapitalisation with causes, effects and remedies. [15]

Or

Define Bonus Shares. Explain in detail advantages and limitations of Bonus Shares. [15]

P.T.O.

4. What is Dividend Policy ? Explain factors affecting dividend policy. [15]

Or

Explain the process and basic considerations of Financial Planning. [15]

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

- (1) Public Deposits
- (2) Methods of Forecasting
- (3) Leasing
- (4) Overcapitalisation
- (5) Venture Capital
- (6) Micro-Finance.

Total No. of Questions—5]

[Total No. of Printed Pages—6

Seat No.	
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[5516]-204

B.B.A. (II Semester) EXAMINATION, 2019

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) The amount of expenditure incurred on a given thing is termed as
 - (b) The basic object of cost accounting is to
 - (c) Prime cost and overhead cost makes the cost.
 - (d) Milk, used in dairy products, is the example of materials.
 - (e) Escalation clause is generally included in case of contract agreement.
 - (f) Service costing is also called as

P.T.O.

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

- (a) Costing is simply the technique and process of ascertaining costs.
- (b) 'Cost + Profit = Sales' is the equation of costing.
- (c) Wages paid to Watchman is an item of productive labour.
- (d) Process costing is a method of operate costing.
- (e) Absorption of overheads is nothing but charging of overheads to cost units.
- (f) Cost Audit is concerned to serve the interest of shareholders.

2. Define the term Cost Accounting. Explain the objectives and features of Cost Accounting. [15]

Or

What is Overheads ? Explain the various methods of classification of overheads.

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

- (a) Cost Center
- (b) Limitations of Job Costing
- (c) Features of Contract Costing
- (d) Types of Cost Audit
- (e) Advantages of Process Costing.

4. The following details have been obtained from the cost records of Colgate Ltd. Mumbai for the year ended 31st March, 2015 : [16]

	₹
Stock of Operating Materials on 1-4-2014	30,000
Wages paid to Direct Workers	55,000
Interim Dividend paid	12,000
Purchases of Raw Materials	87,000
Heating and Lighting	6,000
Counting House Salaries	20,000
Carriage and Cartage on Purchases of Raw Materials	3,000
Commission on Sales	5,000
Wages payable	5,000
Technical Directors Fees	10,000
Stock of Operating Materials as on 31-3-2015	40,000
Showroom Expenses	7,000
Establishment on Cost	12,000
Share Transfer Fees	2,000
Expenses on Testing Labs	4,000
Branch Office Expenses	8,000
After Sales Service Expenses	8,000
Selling Price	2,50,000

Prepare cost sheet showing :

- (i) Cost of Raw Material Consumed
- (ii) Prime Cost
- (iii) Works Cost
- (iv) Cost of Production
- (v) Total Cost
- (vi) Profit or Loss

5. (A) Amey Builders Pune is engaged on two contracts during the year 2016-17. The following particulars are available on 31st March, 2017 in respect to contract A.

	₹
Contract Price	6,00,000
Material issued to contract	1,60,000
Material returned to stores	4,000
Material on site on 31-3-2017	22,000
Material transferred to contract B	9,000
Direct Labour	1,40,000
Chargeable Expenses Outstanding	6,000
Wages Payable	2,000
Direct Expenses	60,000
Hire of Special Machinery	10,000
Administration Overheads	25,000

Plant installed at site at cost	75,000
Cost of contract not yet certifide	23,000
Plant installation charges	5,000
Value of work certified	4,20,000
Value of plan on 31-3-2017	65,000
Cash received from contractee	3,78,000

You are required to prepare Contract A account for the year ended 31st March, 2017.

- (B) Product X is obtained after it passes through three distinct processes arranged in Neelkamal Ltd. Aurangabad. You are required to prepare process account from the following information :

Particulars	Total	Process		
	₹	I ₹	II ₹	III ₹
Materials	15,084	5,200	3,960	5,924
Direct wages	18,000	4,000	6,000	8,000
Production overheads	18,000	—	—	—
Actual output units	—	950	840	750
Normal loss %		5	10	15
Value of scrap per unit ₹		4	8	10

1000 units @ ₹ 6 per unit were introduced in process I account.

Production overheads are to be distributed as 100% of Direct Wages.

Or

From the following information relating to Atish Transport Co.

Nanded, calculate the cost per running kilometer :

Wages of Driver per month	₹ 500
Cost of Diesel per litre	₹ 1.50
Cost of motor oil per litre	₹ 10.00
Annual cleaning and servicing	₹ 2,460
Insurance charges per year	₹ 4,000
Yearly Road Tax	₹ 6,400
Repairs and maintenance for 12 months	₹ 1,200
Cost of Tyres, Tubes per year	₹ 1,800
Diesel km per litre	km 4
Motor km per litre	km 50
Cost of vehicle	₹ 1,30,000
Estimated life	5 years
Residual value of vehicle	₹ 30,000
Interest on cost of vehicle	7% p.a.
Estimated annual run	km 36,000

Total No. of Questions—5]

[Total No. of Printed Pages—7

Seat No.	
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[5516]-205

B.B.A. (Second Semester) EXAMINATION, 2019

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 is Classification ? What are the objectives of classification ?

(b) Distinguish between Census method and Sampling method.

(c) The daily expenditure of 100 families is given below :

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

If the mode of the distribution is 43.5, find the missing frequencies.

P.T.O.

- (d) The Arithmetic Mean and Standard Deviation of 20 observations are 10 and 2 respectively. Later on it was found that the item 8 taken was incorrect. Calculate the A.M. and S.D. if:
- (i) The wrong item is omitted.
- (ii) The wrong item is replaced by 12.
- (e) For a bivariate data we have $\bar{X}=80, \bar{Y}=50, \sigma_x = 15, \sigma_y = 10, r = -0.4$, find the line of regression of X on Y. Also estimate X when Y = 60.
- (f) Fit a straight line trend by the method of least squares to the following data :

Year (t)	Production (in tonnes)
1998	12
1999	20
2000	28
2001	32
2002	50

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

- (a) Write a note on Cost of Living Index Number.
- (b) What is Statistics ? Explain the scope of Statistics in Management Sciences.
- (c) Cost of living index number for the following data is known to be 126.2. Obtain the missing weight.

Commodity	Index Number	Weight
A	130	60
B	120	20
C	125	*
D	115	6
E	120	4

- (d) Given the regression equations : $3X + 2Y = 26$ and $6X + Y = 31$

Find :

- (i) Means of X and Y
 - (ii) Correlation coefficient between X and Y
- (e) The arithmetic mean and standard deviation of the values of 100 items in a group are 80 and 5 respectively. In a second group of 25 items, each item has a value equal to 60. Find the combined standard deviation of two groups taken together.
- (f) Calculate Arithmetic Mean for the following grouped frequency distribution :

Salary	No. of Persons
140—160	6
160—180	10
180—200	17
200—220	12
220—240	5

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

- (a) What is Correlation ? Explain positive, negative and no correlation with real life examples.
- (b) State the properties of regression coefficient.
- (c) Draw a pie diagram to represent the following information :

Mode of Transport	Bus	Train	Aeroplane	Private Vehicle	Own Vehicle	Total
No. of Passengers	1250	2250	100	600	800	5000

- (d) The frequency distribution of daily expenditure of 100 college students is given below :

Income (in Rs.)	No. of Persons
100—200	15
200—300	22
300—400	45
400—500	20
500—600	8

Answer the following questions :

- (i) State the type of classification
 - (ii) State the class-mark of second class
 - (iii) State the modal class
 - (iv) Class-width of third class
- (e) Calculate the standard deviation for the following data :
15, 15, 15, 15, 15
- (f) Calculate four yearly centered moving averages for the following data :

Year(t)	Production (in '000 tonnes)
1991	150
1992	165
1993	140
1994	160
1995	158
1996	155
1997	165
1998	170

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

- (a) What is Statistics ? What are the limitations of Statistics ?
- (b) What is Index Number ? What are the problems in the construction of Index Number ?
- (c) Calculate Laspeyre's, Paasche's and Fisher's Price Index Number from the information given below :

Commodity	2010		2014	
	Price	Quantity	Price	Quantity
A	18	20	30	25
B	12	30	19	15
C	18	15	20	15
D	10	30	19	25

- (d) If $\text{Corr}(X,Y) = -0.8$, then find :
- (i) $\text{Corr}(X,-Y)$
- (ii) $\text{Corr}(X,X)$
- (iii) $\text{Con}(Y,X)$
- (iv) $\text{Corr}(2X,3Y)$
- (e) Calculate median for the following grouped frequency distribution :

Dividend (in%)	No. of Persons
0—10	20
10—20	35
20—30	15
30—40	10
40—50	8
Above 50	2

- (f) Two workers on the same job shows the following results over a long period of time :

	Worker A	Worker B
Mean time of completing the job (in minutes)	30	24
Standard Deviation	6	4
No. of Jobs	10	10

- (i) Which workers appear to be more consistent in the time he requires to complete the job ?

- (ii) Which worker is faster in completing the job ? Why?

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

- (a) A panel of examiners A and B assessed 7 candidates independently and awarded the following marks :

Candidates	1	2	3	4	5	6	7
Marks by A	40	34	28	30	44	38	31
Marks by B	32	39	26	30	38	34	28

Eighth candidate was awarded 36 marks by examiner A. Use appropriate techniques to estimate the marks awarded by the examiner B.

- (b) Calculate Semi Inter Quartile Range (SIQR) for the following frequency distribution. Also calculate its coefficient :

Marks	No. of Students
0—20	10
20—40	16
40—60	30
60—80	32
80—100	12

- (c) The following data gives the sales (in '000 Rs) of a company for the years 1985-1994 :

Year (t)	Value (y)
1985	50
1986	82
1987	65
1988	86
1989	70
1990	52
1991	90
1992	65
1993	87
1994	43

Calculate :

- (i) 3 yearly moving averages
- (ii) 5 yearly moving averages
- (iii) Plot the original time series along with 3 yearly and 5 yearly moving averages.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-206

F.Y. B.B.A. (Second Semester) EXAMINATION, 2019

206 : BUSINESS INFORMATICS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Questions 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 (any *four*) : [20]
 - (a) Scanners
 - (b) Files and Directories
 - (c) Uses of MS-PowerPoint
 - (d) Co-axial cable
 - (e) Search-Engine.
2. (a) Define Topology. Explain types of Topology. [10]
(b) Explain primary storage devices. [10]
3. (a) What is operating system ? Explain various functions of operating system. [10]
(b) Perform the following : [10]
 - (i) $(12)_{10} = ()_8$
 - (ii) $(11101101)_2 = ()_{16}$
 - (iii) $(385)_{10} = ()_2$
 - (iv) $(110000111111)_2 = ()_{16}$
 - (v) $(48B)_{16} = ()_2$.

P.T.O.

4. (a) Explain types of programming languages. [10]
(b) What are the modes of communication ? Explain types of it. [10]
5. (a) Explain the following commands with example : [10]
(i) MD
(ii) RENAME
(iii) VER
(iv) TYPE
(v) CHKDSK.
- (b) Explain SQL statement with example : [10]
(i) SELECT
(ii) UPDATE.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-301

B.B.A. (Sem. III) EXAMINATION, 2019

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. Define Personality Development. Explain in detail how parents affect in developing an individual's personality. [15]

Or

What are Habits ? Explain in detail the habit of beginning with end in mind. [15]

2. Define term Attitude. Explain steps to build positive attitude. [15]

Or

What do you mean by Self-Development ? Explain in detail the process of self-development. [15]

3. Define term Ego-Management. Explain in brief what ego-management can do ? [15]

Or

Comment on statement : "Effective communication enhances the personality". [15]

P.T.O.

4. What is Self-esteem ? State its significance in detail. [15]

Or

Define term 'Failure'. Explain the reason of failure. [15]

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

- (a) Introspection
- (b) Ego-management
- (c) Mind mapping
- (d) Intentional listening
- (e) Team building
- (f) Being pro-active.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-302

B.B.A. (Third Semester) EXAMINATION, 2019

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. What do you mean by Morality ? Explain relationship between moral and ethics in detail. [16]
2. What is Social Audit ? Explain principles and importance of social audit. [16]
3. What are the ethical issues related to globalisation ? Explain the measures to prevent ethical issues in the way of globalisation. [16]
4. Explain the emerging management issue mandating Corporate Social responsibility. [16]
5. What do you mean by Copyright and Patent ? Explain ethical and unethical practices in the use of copyright and patents. [16]

P.T.O.

6. Explain marketing ethics in Foreign Trade. [16]

7. Write short notes on (any *four*) : [16]

- (a) Impact of Globalisation on Indian Economy
- (b) Elements of Business Ethics
- (c) Causes of unethical behaviour
- (d) Ethics in HRM
- (e) Business Ethics and Social Justice
- (f) Importance of Business Ethics in Environmental issues.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-303

S.Y. B.B.A. (Third Semester) EXAMINATION, 2019

303 : HUMAN RESOURCE MANAGEMENT AND

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. What is Human Resource Management ? State the scope and importance of Human Resource Management. [15]

Or

Discuss in detail the role of Personnel Manager. [15]

2. Define Human Resource Planning. Discuss the various factors influencing 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 in detail. [15]

P.T.O.

Or

What is Wage and Salary Administration ? Discuss the factors affecting Employee's Remuneration. [15]

4. Define the term Performance Appraisal. Discuss the process and problems of Performance Appraisal. [15]

Or

Discuss the various Organizational Behavioural Models in detail. [15]

5. Write short notes on (any *four*) : [20]
- (a) Challenges before Human Resource Management
 - (b) Personnel Department in Line Organization
 - (c) Meaning of Management Development
 - (d) Fringe Benefits
 - (e) Resistance to change
 - (f) Organizational Behaviour across Culture
 - (g) 360 degree feedback system.

Total No. of Questions—5]

[Total No. of Printed Pages—4

Seat No.	
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[5516]-304

B.B.A. (Third Semester) EXAMINATION, 2019

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 'Management Accounting' ? How does it differ from 'Financial Accounting' ? [16]

Or

What is Financial Statement Analysis ? Explain the major objectives of Financial Statement Analysis. [16]

2. Define Fund Flow Statement. Discuss the advantages and disadvantages of Fund Flow Statement. [16]

Or

The consolidated Balance Sheet of Yash Ltd. as on 31-3-2019 is as follows : [16]

Liabilities	Rs.	Assets	Rs.
Equity share capital	6,00,000	Fixed Assets	9,00,000
Reserves	2,00,000	Stock	3,00,000
6% Debentures	5,00,000	Investments	1,00,000
Creditors	2,00,000	Debtors	1,50,000
Bank Overdraft	1,00,000	Cash & Bank Balance	1,00,000
		Preliminary Expenses	50,000
	16,00,000		16,00,000

P.T.O.

Calculate the following ratios :

- (1) Current Ratio
- (2) Quick Ratio
- (3) Proprietor's Ratio
- (4) Stock Working Capital Ratio.

3. Define Working Capital. Explain sources of Working Capital. [16]

Or

Mahadev Ltd. request you to prepare statement of Working Capital requirement for a forecast level of 24,000 units in the upcoming year from the following information available : [16]

Cost Sheet	Rs.
Cost of Materials	30 per unit
Wages	12 per unit
Overheads	20,000 per month
Selling Price	110 per unit

You are also informed that :

- (1) Raw materials are in stock on an average for 2 months. Finished goods are in stock on an average for 3 months.
- (2) Debtors are allowed 4 months credit.
- (3) Creditors allow 1 month credit.
- (4) Time lag in payment of wages is 1 month.
- (5) Cash on hand expected is Rs. 15,000.
- (6) Safety margin required 20%.

4. Prepare a Cash Budget for three months ending 30th June, 2018, from the following particulars relating to Misha Ltd. Mumbai : [16]

2018	Total sales	Material Purchases	Salary	Selling on Cost
Months	Rs.	Rs.	Rs.	Rs.
January	80,000	40,000	6,000	3,800
February	1,00,000	80,000	8,000	4,200
March	60,000	80,000	8,000	6,100
April	1,20,000	1,00,000	10,000	3,800
May	1,60,000	1,43,000	12,000	4,300
June	1,40,000	1,00,000	10,000	6,800

Additional Information :

- (1) 30% of credit sales will be realized in the second month following whereas remaining 70% of credit sales will be realized in the month following the sales.
- (2) The Cash at Bank on 1st April, 2018 estimated at Rs. 40,000.
- (3) The Creditors to be paid in the month following the credit purchases.
- (4) Delay in payment of salary is half a month.
- (5) Selling on cost are to be paid in the same month.
- (6) Advance Income Tax is to paid in the month of April, amounting to Rs. 4,000.
- (7) The carriage on sales of each month is Rs. 1,200.

5. Write short notes on (any *four*) : [16]

- (1) Methods of Analysis and Interpretation of financial statement
- (2) Cash flow statement
- (3) Difference between Fixed Budget and Flexible Budget
- (4) Role of Management Accountant
- (5) Current Ratio
- (6) Objectives of Budgetary Control.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-305

B.B.A. (Sem. III) EXAMINATION, 2019
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 diagrams wherever necessary.

1. Explain briefly nature, scope and importance of macro-economics. [15]

Or

Define national income. Explain various methods used for measurement of National Income.

2. Describe the Keynes theory of Income and Employment. [15]

Or

Explain concept of :

(a) Consumption function

(b) Saving function

(c) Investment function.

3. What is Business Cycle ? Explain nature and different phases of Business cycle. [15]

Or

What is inflation ? Explain its causes and antiinflationary policy taken by Govt. to curb inflation.

P.T.O.

4. Explain in detail process of credit creation. [15]

Or

What is Fiscal Policy ? Explain its objectives.

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

- (a) Say Law of Market
- (b) Deflation
- (c) Nominal and real national income
- (d) Limitations of Macro-economics
- (e) GDP and GNP.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-306

B.B.A. (III Sem.) EXAMINATION, 2019

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 software ? Explain different categories of softwares.[15]

Or

What is the computer system ? Explain in detail CPU and primary storage of computer system.

2. Explain current and future database trends. [15]

Or

Define the term DBMS. Explain different types of databases.

3. What is Network Topology ? Explain any *two* types of topologies with its advantages and disadvantages. [15]

Or

What is MAN ? Explain in detail features, advantages and disadvantages of MAN.

4. What do you mean by change management ? What are the reasons of information system failure ? [15]

P.T.O.

Or

What do you mean by the term 'Internet for the IT infrastructure for the digital firm' ? Explain in detail the concept of world wide web.

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

- (a) Accounting Rate of Return on Investment (ROI) and net present value.
- (b) Entity Relationship Diagram and Normalization.
- (c) Components of internet address.
- (d) Unguided transmission media.
- (e) Input and Output devices.
- (f) ICT applications.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-401

B.B.A. (Fourth Semester) EXAMINATION, 2019

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 Plant Layout ? Explain objectives and types of Plant Layout.

Or

Explain the term Production Process. Elaborate concepts of types of production process with suitable example.

2. What is Product Design and Development ? Explain tools of product development.

Or

What is Production Planning and Control ? What are the problems of it ?

3. Describe nature, objectives and importance of Production Planning and Control.

P.T.O.

Or

Define the term Productivity. What are the techniques of productivity improvement ?

4. Define the term Six Sigma. Explain steps in implementing Six Sigma.

Or

Explain the Productivity measurement models with difficulties in measuring productivity.

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

- (i) Production Manager
- (ii) Problems of PPC
- (iii) Components of Ergonomics
- (iv) Quality Circle
- (v) ISO 9000
- (vi) Function of Production Management.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-402

S.Y. B.B.A. (IV Semester) EXAMINATION, 2019

402 : INDUSTRIAL RELATION 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 scope and importance of Industrial Relation in detail. [15]

Or

What is the role of conciliation officer and board of conciliation ? [15]

2. What is workers participation ? Discuss the pre-requisites and various levels of workers participation in management. [15]

Or

Discuss Model Grievance Procedure in detail. [15]

3. What are the provisions regarding Lay-off under the Industrial Dispute Act ? [15]

Or

What are the provisions regarding safety under the Factories Act, 1948 ? [15]

P.T.O.

4. Discuss Authorities and their powers under the payment of Wages Act, 1936. [15]

Or

What are the provisions regarding recognition of union under the Maharashtra recognition of Trade Union and Prevention of Unfair Labour Practices Act, 1971. [15]

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

- (a) Award
- (b) Labour Court
- (c) Strike
- (d) Retrenchment
- (e) Penalties under Payment of Wages Act, 1936
- (f) Human relations approaches to Industrial relation.

Total No. of Questions—5]

[Total No. of Printed Pages—5

Seat No.	
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[5516]-403

B.B.A. (Fourth Semester) EXAMINATION, 2019

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. Explain in detail Taxation structure in India. [16]

Or

What is perquisite ? Explain the valuation of perquisites.

2. What is the chargeability of tax under the head “Income from House Property.” [16]

Or

Explain assessment of Charitable Trust.

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

(a) Assessment year and Previous year

(b) Deductions u/s 80C

(c) Advance Payment of Tax

(d) Slab of Income tax of Senior Citizen and Very Senior Citizen

P.T.O.

(B) Ms. Ishani has purchased a house property for ₹ 15,00,000 on 1st May 1995. The following were expenses incurred by him for making addition and alteration to the house property :

- (i) Cost of reconstruction of first floor in
1999-2000 ₹ 14,60,000
- (ii) Cost of construction of second floor in
2004-2005 ₹ 15,40,000
- (iii) Renovation of Property in 2007-08 ₹ 2,00,000

Fair Market Value of the property on 1st April 2001 is ₹ 37,20,000. The house property was sold in November 2018 for ₹ 1,56,50,000 by incurring expenditure of ₹ 2,00,000. Compute taxable capital gain for assessment year 2019-20. Cost Inflation Index : 2001-02 : 100, 2004-05 : 113, 2007-08 : 129, 2018-19 : 280. [8]

4. From the following particulars of Mr. Ravish an employee of ABC Ltd., find out his taxable income from salary for AY 2019-20 : [12]

- (1) Basic Salary ₹ 40,000 p.m.
- (2) Dearness Allowance ₹ 8,000 p.m. (Part of salary)
- (3) Bonus 20% p.a. of Salary (Basic + DA)
- (4) Entertainment Allowance ₹ 7,000 p.m.
- (5) Employer's contribution to Notified Pension Scheme at 13%
- (6) Interest credited to R.P.F at 12% p.a. ₹ 26,000
- (7) Free furnished quarter was allotted to him by the employer at Mumbai. Fair Rent ₹ 6,000 p.m. and Cost of Furniture ₹ 30,000.

- (8) Gas, electricity and water charges ₹ 5,000 p.a. paid by the employer.
- (9) Reimbursement of medical expenses ₹ 20,000 (Treatment is taken in Government Hospital).
- (10) A motor car (cc of the engine 1800cc) is provided to Mr. Ravish. The motor car is used for both the official and private purpose. Expenses on maintenance of private use are born by the Mr. Ravish.
- (11) Life Insurance premium paid by the employer is ₹ 20,000
- (12) Professional tax paid by the employer ₹ 2,500

Or

From the following Profit & Loss Account of Mrs. Laxmi for the year ended 31st March, 2018. Compute taxable income from business for A.Y. 2018-19 :

Particulars	Amt. (₹)	Particulars	Amt. (₹)
To Establishment Expenses	2,45,000	By Gross Profit	4,18,000
To Rent, Rates & Taxes	48,000	By Interest on Govern-	
To General Expenses	7,500	ment Securities	7,000
To Household Expenses	23,000	By Rent from House	96,000
To Commission	18,000	By Dividend Received	15,000
To Discount & Allowances	4,000		
To Provision for Bad Debt	12,000		
To Postage and Telegram	2,500		
To Law Charges	7,500		
To Advertising	15,800		
To Gifts (Personal)	1,200		

To Fire Insurance	4,000		
To GST	12,800		
To Repairs & Renewals	5,000		
To Loss on Sale of Motor Car (Personal)	2,500		
To Life Insurance	4,000		
To Donation	10,000		
TO PPF	5,000		
To Wealth Tax	3,000		
To Interest on Capital	4,500		
To Audit Fees	5,000		
To Interest on Loan	7,000		
To Depreciation	25,000		
To Provision for Income Tax	15,000		
To Net Profit	48,700		
	5,36,000		5,36,000

Additional information :

1. Actual bad debts amounted to ₹ 5,000
2. Depreciation as per Income Tax rules ₹ 24,000
3. Advertising expenses include ₹ 10,000 spent on special advertising campaign to open a new shop.
4. Law charges are in connection with Trade-mark
5. Mrs. Laxmi carries on her business from rented premises. Half of which is used as her residence. Rent, rates and taxes include ₹ 8,000 paid as rent.

5. Mrs. Rani, Pune a resident individual has given the following information for the year ended 31st March, 2019 :

- (a) Basic Salary ₹ 45,000 p.m.
 - (b) Commission fixed ₹ 55,000 p.a.
 - (c) Employer's contribution to R.P.F ₹ 79,400 and equal contribution made by an employee
 - (d) She has been provided with a 1600cc car for both official and private purpose. Running and maintains expenses are paid by the employer.
 - (e) She paid professional tax ₹ 2,500
 - (f) She has given on of her house on rental basis at ₹ 5,000 p.m. Municipal value of the same house is ₹ 70,000. She paid municipal tax ₹ 3,000 and ground rent ₹ 1,000. Interest on loan ₹ 20,000.
 - (g) Income from business ₹ 85,200
 - (h) She received the following :
 - (i) Interest on Bank Deposits ₹ 68,000
 - (ii) Dividend from Domestic Company ₹ 10,000
 - (iii) Maturity Claim of LIC ₹ 60,000
 - (iv) Interest on postal Saving Bank Account ₹ 12,000
 - (i) She paid Tuition Fees of her son ₹ 12,000, She paid P.P.F. ₹ 15,000 and Life Insurance Premium ₹ 50,000
 - (j) She paid Donation to National Children Fund ₹ 5,000
 - (k) The Company has deducted Income Tax at Source ₹ 28,000
- Compute the total income and tax liability for the assessment year 2019-20. [20]

Total No. of Questions—5]

[Total No. of Printed Pages—3

Seat No.	
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[5516]-404

B.B.A. (Fourth Semester) EXAMINATION, 2019

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.

1. Explain the nature and importance of International Business. [15]

Or

What do you mean by Balance of Payments ? Explain the components of BoP.

2. What is flexible exchange rate ? What are its advantages and disadvantages ? [15]

Or

Explain the objectives and functions of World Bank.

3. Discuss the evolution of WTO from GATT. What is the role of WTO ? [15]

Or

Examine the composition and direction of India's foreign trade since 2000. [15]

P.T.O.

4. Case Study :

[15]

McDonald's, the world's largest restaurant chain with over 30,000 outlets in more than 115 countries, brings to mind many terms: Golden arches, Big Macs, McNuggets, affordable meals, brand value and American capitalism, to name just a few. How did McDonald's become one of the world's best-known brands ? Needless to say, being in the food industry entails different menus for different parts of the world based on varying tastes and preferences. At the time McDonald's forayed into foreign markets, it was impossible to have a mass marketing or global strategy in terms of McDonald's menu items. Therefore, the company adopted a strategy to appeal to these different preferences. According to the company, the secret to its successful brand is a type of multidomestic strategy, which the company used successfully by being able to offer different menus in different countries. Previously, McDonald's even extended this strategy to marketing for its restaurants in foreign markets. Remember the yellow and red-garbed clown that attracts kids to McDonald's ?

McDonald's had maintained the same image for years and by the start of the twenty-first century, it was not working anymore. Additionally, the growing health consciousness among consumers the world over caused the restaurant chain to suffer decreasing profitability. Nevertheless, by 2005, the year that marked its fiftieth anniversary, McDonald's was on its way to regaining its stardom. With time, it is necessary for companies to keep abreast of the changes taking place in the environment. Today, many firms are shifting from a multidomestic or multinational strategy to a more global one. It is believed that one reason for this is the growing convergence in consumer behavior, especially for food and apparel. For example, consumers all over the world are moving towards a healthy lifestyle that includes a healthy diet and exercise. For firms, a global strategy allows them to minimize overall costs and specifically marketing costs, by repeating commercials with few alterations, justifying high advertising expenditure to release a perfect advertisement. McDonald's is one

of several companies that have adopted a global marketing strategy. McDonald's has had to revive its global business over the past five years; one of the ways to do it was to replace its somewhat shoddy image with a hip new one. The company launched its first purely global marketing campaign in the year 2003-"I'm lovin' it".

The campaign changed the image of the company in markets all over the world. McDonald's invested heavily in the campaign, employed celebrities and introduced healthy foods in its menus such as salads. All these efforts were successful and resulted in a good profit for the company and changed the mindset of customers.

Questions :

- (i) What were the motivating factors for McDonald's to go for a multinational and then a global strategy even though its national menus are localized ?
- (ii) What alternative strategy could McDonald's have used to regain its market ?
- (iii) Going ahead, how should McDonald's tap into the convergence among multinational and global consumers ?

Or

Explain the achievements and failures of SAARC as a regional group. [15]

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

- (a) Forwards and futures
- (b) Role of MNCs
- (c) Heckscher-Ohlin Theory
- (d) NAFTA
- (e) Functions of IMF
- (f) Meaning of depreciation of currency.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-405

B.B.A. (Fourth Semester) EXAMINATION, 2019

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. Discuss contemporary approaches to MIS. [15]

Or

Define MIS and explain need of MIS

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

Or

Explain in detail “Herbert Simon’s models in decision-making process.”

3. Explain in detail “The spiral model”. [15]

Or

Define and explain “CASE TOOLS” and their advantages.

4. Differentiate between “MIS” and “DSS”. [15]

P.T.O.

Or

Critically evaluate the need for ensuring information security and control.

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

- (a) Artificial Intelligence
- (b) Group decision support system
- (c) Features of information
- (d) Intellectual property rights
- (e) The waterfall model
- (f) Knowledge based expert system.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-501

B.B.A. (Fifth Semester) EXAMINATION, 2019
SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— All questions are compulsory.

1. What is Supply Chain Management ? What are the objectives and significance of Supply Chain Management ? [15]

Or

What is Marketing Channels ? What are the functions of Marketing channels ?

2. What is Integrated Marketing ? Explain types of Integrated Marketing Channels. [15]

Or

What is Procurement ? Explain in detail Management Suppliers Selection.

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

Or

Explain in detail Basic EOQ model and ABC Analysis.

P.T.O.

4. What is Green supply chain management ? Explain the role and future of IT in the supply chain. [15]

Or

What is cost associated with Inventory ? Explain in detail Customer Relationship Management.

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

- (1) Supply chain cycle
- (2) Logistics
- (3) Performance appraisal
- (4) Different forms of channels
- (5) E-Tendering
- (6) Component of Supply Chain MGE.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-502

T.Y. B.B.A. (Fifth Semester) EXAMINATION, 2019

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. What is 'Entrepreneurship' ? Explain the need and importance of Entrepreneurship. [15]

Or

Define the term 'Unemployment'. Explain in detail the problems of Unemployment. [15]

2. What is 'Business Plan' ? Explain the objectives and importance of Business Plan. [15]

Or

Describe in detail the tools and techniques of Divergent Thinking Mode of Convergent Thinking Mode. [15]

3. Write a detailed note on assistance schemes of Maharashtra Industrial Development Corporation (MIDC) and Small Industries Service Sector Institute (SISI). [15]

P.T.O.

Or

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

4. Explain in detail the Institutional Financial Assistance through Bank Loan Angel Funding and Venture Funding for Small Enterprises. [15]

Or

Describe the Entrepreneurial Career of Azim Premji. [15]

5. Write short notes on (any *four*) : [20]
- (a) Responsibilities of Manager
 - (b) Market Survey
 - (c) Business Planning Process
 - (d) Khadi and Village Industries Board (KVIB)
 - (e) Entrepreneurial Qualities of Rahul Bajaj
 - (f) District Industries Center (DIC).

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-503

B.B.A. (Fifth Semester) EXAMINATION, 2019

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 'Acceptance' in a contract. Explain the legal rules regarding 'Valid Acceptance'. [15]

Or

Explain in brief the provisions relating to the 'Performance of a Contract' under the Contract Act, 1872. [15]

2. Define 'Sale' and 'An Agreement to Sell'. Distinguish between 'Sale' and 'An Agreement to Sell'. [15]

Or

What do you mean by 'Breach of Contract of Sale' ? State the remedies available for 'Seller' and 'Buyer' for breach of contract of sale. [15]

3. Define and explain the concept of 'Company'. Explain its salient features. [15]

P.T.O.

Or

Define and explain 'Memorandum of Association' ? State and explain its contents. [15]

4. Write a detailed note on the request for obtaining information, disposal of request and exemption from disclosure of information. [15]

Or

State the provisions under the Right to Information Act, 2005 relating to : [15]

- (a) Powers and functions of the Information Commissions.
 - (b) Appeals and Penalties.
5. Write explanatory notes on (any *four*) : [20]
- (a) Consideration
 - (b) Distinction between 'Condition' and 'Warranty' under the Sale of Goods Act, 1930
 - (c) Doctrine of 'Ultra Vires'
 - (d) Electronic Governance
 - (e) Authentication of Electronic Records
 - (f) Obligations of Public Authority under the Right to Information Act, 2005.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-504

T.Y. B.B.A. (Fifth Semester) EXAMINATION, 2019

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. What is Research ? Explain the steps involved in research process. [15]

Or

What is Research Design ? Explain the components of research design. [15]

2. What is secondary data ? Explain the types of sources of secondary data. [15]

Or

What is Observation ? Explain the types of observation method. [15]

3. What do you mean by scaling ? Explain the levels of measurement scales. [15]

Or

Define Hypothesis. Explain Hypothesis Testing. [15]

P.T.O.

4. What is Research Project ? Explain characteristics of Project Report. [15]

Or

What do you mean by Data Analysis ? Explain the methods of Data Analysis. [15]

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

- (a) Sampling Design
- (b) Respondents
- (c) Survey Method
- (d) Group Discussion
- (e) Research Paper
- (f) Chicago Referencing Style.

Total No. of Questions—5]

[Total No. of Printed Pages—4

Seat No.	
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[5516]-505

B.B.A. (Fifth Semester) EXAMINATION, 2019

505-A : ANALYSIS OF FINANCIAL STATEMENTS

(Specialization-I : Finance)

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Figures to the right indicate full marks.

(ii) Use of simple calculator is allowed.

1. What do you mean by Analysis and Interpretation of Financial Statement ? Explain the technique of Financial Analysis. [16]

Or

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

2. What do you mean by Financial Statements of a Company ? Explain the concepts and conventions followed in the preparation of Financial Statement. [16]

Or

Define Fund Flow Statement. Distinguish between Fund Flow and Cash Flow Statement. [16]

P.T.O.

3. (A) Write short notes on (any *two*) : [8]
- (i) Objective of Financial Analysis
 - (ii) Profitability Ratio
 - (iii) Trend Analysis
 - (iv) Importance of Cash Flow Analysis.
- (B) Calculate the Cash from Operation from the following information : [8]

Balance Sheet

Liabilities	31-03-16	31-03-17	Assets	31-03-16	31-03-17
Equity Capital	1,40,000	90,000	Cash	60,000	94,000
Profit & Loss A/C	4,00,000	5,00,000	Stock	1,60,000	1,80,000
Creditors	20,000	46,000	Debtors	2,40,000	2,30,000
			Land & Building	1,00,000	1,32,000
Total	5,60,000	6,36,000	Total	5,60,000	6,36,000

4. The following figures are extracted from the books of Lucky Ltd as on 31-03-2017 : [16]

Particulars	Amount in Rs.
Sale	24,00,000
<i>Less</i> : Operating Expenses	18,00,000
Gross Profit	6,00,000
<i>Less</i> : Non-operating Expenses	2,40,000
Net Profit	3,60,000
Current Assets	7,60,000
Inventories	8,00,000
Fixed Assets.	14,40,000
Total Assets	30,00,000
Net Worth	15,00,000
Debt	9,00,000
Current Liabilities	6,00,000
Total Liabilities	30,00,000

Calculate :

- (1) Gross Profit Ratio
- (2) Net Profit Ratio
- (3) Return on Assets
- (4) Inventory Turnover Ratio
- (5) Working Capital Turnover
- (6) Net Worth to Debt.

5. From the following Balance Sheets of Star 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 & 31st March, 2017

Liabilities	31-03-16	31-03-17	Assets	31-03-16	31-03-17
Equity Capital	10,00,000	11,00,000	Good Will	50,000	40,000
Debenture	5,00,000	3,00,000	Land &		
			Building	4,20,000	6,60,000
General Reserve	2,00,000	2,00,000	Plant &		
			Machinery	6,00,000	8,00,000
Profit & Loss A/c	1,10,000	1,90,000	Stock	2,50,000	2,10,000
Income Tax					
Provision	40,000	1,10,000	Debtors	2,70,000	2,16,000
Creditors	50,000	40,000	Cash	3,00,000	24,000
Bill Payable	20,000	30,000	Preliminary		
			Exp.	30,000	20,000
Total	19,20,000	19,70,000	Total	19,20,000	19,70,000

Additional Information :

- (1) During the year 2016-17 a part of machinery costing Rs. 7,500/ [Accumulated depreciation on that Rs. 2,500/-] was sold for Rs. 3,000/-
- (2) Dividend of Rs. 1,00,000/-was paid during 2016-17.
- (3) Income Tax paid during the year 2016-17 Rs. 50,000/-
- (4) Depreciation for the year 2016-17 was provided as under :
Land & Building Rs. 10,000/-
Plant and Machinery Rs. 50,000/-

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-506

B.B.A. (V Semester) EXAMINATION, 2019

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. What is Sales Management ? Explain different functions of sales management. [16]
2. What is Recruitment ? Explain sources of recruiting sales people in an organisation. [16]
3. Define sales organisation. Explain types of sales organisation structure. [16]
4. What is personal selling ? Explain personal selling process in detail. [16]
5. What is Sales Training ? Explain the methods of sales training in detail. [16]

P.T.O.

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

[16]

- (a) Sales Reporting
- (b) Recent trends in sales management
- (c) Sales Forecasting
- (d) Sales Contest
- (e) Functions of sales manager
- (f) Sales Quota.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-507

B.B.A. (Sem. V) EXAMINATION, 2019
HUMAN RESOURCE MANAGEMENT : PRINCIPLES AND FUNCTIONS
(Special-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. What is manpower planning ? Explain need of HRM. [15]

Or

Define Human Resource Management. Explain scope and function of HRM. [15]

2. What is job design ? Explain job analysis and job evaluation. [15]

Or

Define training. Explain process and evaluation of training.

3. Explain the term "Personnel Audit". Explain its scope and importance. [15]

Or

What is E-Recruitment ? Explain its methods and limitations.

4. Explain the challenges in implementing exit policy. [15]

Or

Define the concept of management development. Explain its process and evaluation. [15]

P.T.O.

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

[20]

- (a) E-Selection
- (b) International HRM
- (c) Strategic HRM
- (d) Transfer Policy
- (e) HR Accounting.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-508

T.Y. B.B.A. (V Semester) EXAMINATION, 2019

505-D : MANAGEMENT OF SERVICES

(Special-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 characteristics of services. [15]

Or

Explain the management challenges in service sector with suitable examples. [15]

- 2.** Define the concept service delivery. Explain in brief the nature of demand and supply of service delivery. [15]

Or

Explain in brief Deming's 14-point program for organizational quality improvement. [15]

- 3.** Define the term queuing system. Explain essential features of queueing system. [15]

Or

What is meant by forecasting demand for services ? Explain in brief techniques of forecasting. [15]

P.T.O.

4. Explain in detail generic approaches to service system design. [15]

Or

Define the term global service. Explain the global service strategies. [15]

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

- (a) Beating and clock
- (b) Six sigma
- (c) Service package
- (d) Benchmarking in service
- (e) Goods and services
- (f) Multi country expansion.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-509

B.B.A. (V Semester) EXAMINATION, 2019

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. What is Agribusiness Management ? Explain scope of agribusiness management in Indian agriculture. [15]

Or

Explain the linkages of Agro-industries to Agricultural Development.

State the problems of agro industries in India. [15]

2. Critically examine the role of NABARD in rural credit since 1991. [15]

Or

Discuss the importance and problems of micro-finance and Self-Help Groups in Indian agricultural economy. [15]

3. Critically examine the progress of Institutional land reforms in India. [15]

P.T.O.

Or

Evaluate the role of National Food Security Mission in food security in India. [15]

4. Explain the features of New Export Promotion Scheme. [15]

Or

Explain the arguments for and against agricultural income tax in India. [15]

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

- (i) Agricultural Export Zones
- (ii) NGOs and export of agricultural produce
- (iii) Rashtriya Krishi Vikas Mission
- (iv) Progress of RRBs
- (v) Objectives of Tenancy Reforms.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-510

B.B.A. (Fifth Semester) EXAMINATION, 2019

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
13% Debentures (5,000 debentures of Rs. 100)	Rs. 5,00,000
Retained Earnings	Rs. 12,00,000
Total (Rs.)	Rs. 28,00,000

Expected dividend per share is Rs. 3 with the expected growth rate of 8%.

Market price per share is Rs. 25. The tax rate for the company is 50%.

Calculate :

Weighted Average Cost of Capital.

- (B) Calculate Operating, Financial and Combined Leverage :

Sales	2,00,000
Variable cost	1,00,000
Interest	20,000
Fixed cost	30,000

P.T.O.

2. What is dividend policy ? Explain in detail Forms of Dividend.

Or

Explain in detail the objectives and functions of IFCI.

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

Or

Explain in brief Advantages and Disadvantages of Debentures.

4. What is Capital Structure ? Explain the factors affecting Capital Structure.

Or

What is Lease Financing ? Explain the advantages and disadvantages of hire purchasing.

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

- (a) Trading on equity
- (b) Equity Shares
- (c) Hire purchasing
- (d) Types of dividend policy
- (e) Functions IDBI
- (f) Disadvantages of Term Loan
- (g) Advantages of Preference Shares

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-511

B.B.A. (TY) (Fifth Semester) EXAMINATION, 2019
RETAIL MANAGEMENT : MARKETING SPECIALIZATION—II
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— All questions are compulsory.

1. What is Organized Retail ? Elaborate the drivers responsible for growth in Indian Organized Retailing. [15]

Or

Discuss the role of retail in Indian economy. [15]

2. Explain the need and importance of Visual Merchandising. [15]

Or

What do you mean by Store Layout ? Explain various types of Store Layouts. [15]

3. What is Merchandise Management ? Discuss the types of merchandise. [15]

Or

Discuss Indian Malls Vs. Western Malls by giving suitable examples. [15]

P.T.O.

4. What do you mean by the Concept “Promotion Mix” in retailing? Explain the need and importance of promotion mix in retailing. [15]

Or

Define the term Retail Strategy. Explain Pricing Strategy by giving suitable examples. [15]

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

1. Main Features of Modern Retail
2. Importance of Location Decision
3. Exterior Atmospherics
4. Advantages of Merchandise Planning
5. In Store Advertising
6. EDI.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-512

B.B.A. (Fifth Semester) EXAMINATION, 2019

HUMAN RESOURCE MANAGEMENT

Special Paper-II

(506-C : 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. Define the term 'Job Description'. State important components, uses and limitations of Job Description. [15]

Or

What is 'Executive Compensation'? Explain the importance and method/techniques of Executive Compensation. [15]

2. Define the term 'Organisational Development'. State the objectives and features of organisational development. [15]

Or

Define the term 'Employee Discipline'. Explain the need and objectives of employee discipline. [15]

3. What is 'E-Job Design'? Explain the recent trends and advantages of 'E-job Design'. [15]

P.T.O.

Or

What is 'E-Recruitment' ? State the advantages and disadvantages of 'E-Recruitment'. [15]

4. Define the 'Strategy'. Explain in detail the levels of strategy. [15]

Or

What is 'Employee Welfare' ? Explain the importance and types of 'Employee Welfare'. [15]

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

- (a) Organisational development process
- (b) Causes of Indiscipline
- (c) Job stress
- (d) Causes of Industrial accidents
- (e) Ethics of organisational development
- (f) Grievance procedure.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-513

B.B.A. (V Semester) EXAMINATION, 2019

SPECIALISATION II : SERVICE SECTOR MARKETING

506-D : MARKETING SERVICES

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Attempt *All* questions.

(ii) Figures to the right indicate full marks.

1. What is Perceived Quality ? Explain factors influencing on customers perception towards services. [15]

Or

Write nature and characteristics of services in detail. [15]

2. Write the reasons causing gaps in service quality. Explain any *two* gaps in detail. [15]

Or

Write a detailed note on “7P’s of Service Marketing Mix”. [15]

3. Explain the guidelines for managing service competition. [15]

Or

Explain meaning and process of promotional planning in detail. [15]

P.T.O.

4. Comment on “Emerging Trends in Tourism Industry in India.” [15]

Or

Elaborate on “Growing Importance of Information Technology in Services Marketing of India”. Support your answer with suitable examples.

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

- (a) Product Mix
- (b) Scope of Service Marketing in India
- (c) Bench-marking
- (d) Concept of Marketing Mix
- (e) Classification of Services
- (f) TQM.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-514

B.B.A. (V Semester) EXAMINATION, 2019

Spl. Paper II : AGRI-BUSINESS MANAGEMENT

(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. Explain the need and controversy regarding Agricultural subsidy.
2. What are the recent issues in agriculture ? Explain the importance of Animal Welfare and Preservation of environment.
3. Write in detail challenges for International Agricultural Systems.
4. State the meaning and importance of foreign direct investment with context to Indian agriculture.
5. Explain the peculiarities of farming system in America.
6. What is sustainable agriculture. Discuss the features of sustainable agriculture with Bio-diversity.

P.T.O.

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]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-601

B.B.A. (Sixth Semester) EXAMINATION, 2019
BUSINESS PLANNING AND PROJECT MANAGEMENT
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

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

(ii) *Solve any five questions.*

1. Define business planning. Explain its process in detail. [16]
2. Explain pure project organisation with its advantages and disadvantages. [16]
3. Define PERT. Explain its process in detail with suitable examples. [16]
4. Define Project Control. Explain the different types of control processes. [16]
5. Explain the concept Resource Loading and Resource Levelling in detail. [16]

P.T.O.

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

[4×4=16]

- (a) Objectives of planning
- (b) Qualities of project manager
- (c) Change management process
- (d) Forms of charter
- (e) Work element costing
- (f) Project audit life-cycle.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-602

B.B.A. (VI Semester) EXAMINATION, 2019

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 “A Live Singing Concert”, as an Event Manager give an outline for organizing the Event. [15]

Or

“Post Event follow up is an important duty of an Event Manager.” Justify it with a suitable example. [15]

2. Explain the various categories of events along with their characteristics. [15]

Or

Explain in detail the role and qualities of an Event organiser. [15]

3. What are the criteria for selection of Venue. Explain InHouse and External Venue. [15]

Or

Explain in detail the various types of Promotion Methods used in Events. [15]

P.T.O.

4. Define Environment Analysis. Explain the various Strategic Alternatives arising from Environmental Analysis. [15]

Or

Define Event Management. Explain the various Networking Components for promotion of Events. [15]

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

- (a) Clients
- (b) Revenue Generating Customers
- (c) Segmentation
- (d) Role of Technology in Event Management
- (e) Ambush Marketing
- (f) Risk *versus* Return Matrix.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-603

B.B.A. (Sem. VI) EXAMINATION, 2019
MANAGEMENT CONTROL 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 the term control. Explain the elements of control and nature of control. [15]

Or

What is management control ? Describe the management control principles. [15]

2. What is production control ? Explain the procedure of production control. [15]

Or

What do you mean by Inventory control ? State the various stock levels. [15]

3. What is Project ? Explain the factors affecting project. [15]

Or

What is project planning ? Describe the cost dimensions of project planning. [15]

P.T.O.

4. What is responsibility centre ? Explain the types of responsibility centre. [15]

Or

Explain the management control system in a non-profit organisation. [15]

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

- (a) Management information system
- (b) Electronic data processing system
- (c) Decision support system
- (d) Structured decision
- (e) Critical path method
- (f) Balanced scorecard.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-604

B.B.A. (Sixth Semester) EXAMINATION, 2019

E-COMMERCE

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

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

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

(iii) Figures to the right indicate full marks.

1. Define online marketing. Explain its type in detail. [15]
2. What is E-Advertising ? Explain advantages and disadvantages of E-advertising. [15]
3. What is E-commerce ? Explain advantages and disadvantages of E-commerce. [15]
4. Explain in detail Business models in emerging E-commerce Areas. [15]
5. Explain the types of viruses in E-commerce. [15]
6. What is Cyber Law ? Explain its types in detail. [15]

P.T.O.

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

[20]

- (a) E-Money
- (b) E-Branding
- (c) Hacking
- (d) Trojan Horse
- (e) Electronic Fund Transfer [EFT]
- (f) E-Procurement.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-605

B.B.A. (Sixth Semester) EXAMINATION, 2019

605-A : FINANCIAL SERVICES

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— All Questions are compulsory.

1. Define Money Market. Explain the characteristics and significance of Money Market. [15]

Or

Describe in detail various financial services in India.

2. Explain in detail Importance and Types of Mutual Fund. [15]

Or

What is Factoring ? State the advantages and disadvantages of Factoring.

3. Explain the role of Reserve Bank of India. Also state its functions. [15]

Or

Explain the role of Security and Exchange Board of India (SEBI) as a Financial Regulator.

P.T.O.

4. What is Venture Capital ? Explain the features and need of Venture Capital. [15]

Or

What is Foreign Exchange Market ? Explain its nature and functions.

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

- (a) Measures taken by SEBI for Investors protection
- (b) Human Resource Accounting
- (c) Dematerialization of Shares
- (d) National Stock Exchange
- (e) Zero Base Budgeting
- (f) Depository Participants.

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-606

B.B.A. (VI Semester) EXAMINATION, 2019

ADVERTISING AND SALES PROMOTION

(605B : 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. Explain the importance and classification of Advertising in detail.
(Give suitable examples) [16]
2. Define Sales Promotion. Explain the strategies in Sales Promotion. [16]
3. Define Advertisement and discuss ethical and social issues in advertising. [16]
4. Explain Internet Advertising in the present time. [16]
5. Describe the principles and components of advertisement layout. [16]

P.T.O.

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

[4 each]

- (i) Brand Equity
- (ii) Media Planning
- (iii) Media Research
- (iv) Push-Pull Strategy
- (v) Advertising Agency.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-607

B.B.A. (VI Semester) EXAMINATION, 2019

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. Discuss in brief various authorities under labour laws in India.

Or

Explain structure and role of International labour organisation. [15]

2. State and explain the provisions related to medical benefit under ESI Act, 1948.

Or

Discuss the provisions related to the punishments under ESI Act, 1948. [15]

3. State the objectives of child labour (Prohibition and Regulation) Act, 1986. Discuss the measures for eliminating child labour.

Or

Explain the benefits and mode of payments under maternity benefit Act, 1961. [15]

P.T.O.

4. Discuss various schemes under employees Provident Fund and Miscellaneous Provisions Act, 1952.

Or

State and explain the provisions of employee pension scheme under employees Provident Fund and Miscellaneous Provisions Act, 1952. [15]

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

- (a) Disablement
- (b) Objectives of Maternity Benefit Act, 1961
- (c) Duties of Medical benefit council
- (d) Need of labour laws
- (e) Chief labour commissioner
- (f) Health provisions
- (g) Labour court.

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-608

B.B.A. (Sem. VI) EXAMINATION, 2019

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

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

- N.B. :—** (i) Answer any *five* questions.
(ii) All questions carry equal marks.
(iii) Illustrate answers with suitable examples.

1. Explain the concept of Service Marketing. Explain the reasons for growth of Service Sector in India.
2. What is Life Insurance Service ? Explain the marketing approach of Life Insurance Services in India.
3. What do you mean by Tourism Marketing ? Explain special characteristics of Indian Tourism Marketing.
4. Explain the term Banking Service. How has technology and automation contributed in the growth of Banking Services in India ?
5. Explain the features of Emerging Trends in Entertainment Services and Internet Services.

P.T.O.

6. Write short notes on (any *four*) :
- (i) Political Marketing
 - (ii) Airline Marketing
 - (iii) Technology Based Self Service
 - (iv) Health Care Services
 - (v) Role os Services in India.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-609

T.Y. B.B.A. (VI Semester) EXAMINATION, 2019

AGRI BUSINESS MANAGEMENT-III

(605-E : Recent Trends in Agri. Business)

(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 Agro based industries. Explain their linkages to the Indian economy. [16]

Or

Explain the impact of International Agri business on Indian economy in detail.

2. Agricultural and education plays an important role in growth of Indian economy. Explain. [16]

Or

Elaborate on the Livestock Management in reference with sericulture and fisheries.

3. Write in detailed note on cotton textile industries. [16]

Or

Explain the importance of Poultry Industries in Agri-business.

P.T.O.

4. Define Agri-Marketing. Explain the pre-requisites of a good marketing system. [16]

Or

Explain the contribution of processing of Agricultural Products in the development of Agri Business in India.

5. Write short notes on : [16]

- (1) Agriculture Retailing
- (2) Agricultural Finance
- (3) Wine Industry
- (4) Contract Farming.

Total No. of Questions—4]

[Total No. of Printed Pages—3

Seat No.	
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[5516]-610

B.B.A. (VI Semester) EXAMINATION, 2019

606 A : CASES IN FINANCE

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

N.B. :— (i) Q. No. 1 is compulsory.

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

(iii) Use of calculator is allowed.

1. A company's whose cost of capital is 12% is considering two projects P & Q. The following data are available cash inflows are given by considering depreciation and profit after tax :

Investment	Project P	Project Q	NPV of ₹ 1
Cash flows	₹ 2,80,000	₹ 2,80,000	@ 12%
Year 1	40,000	2,00,000	0.9
Year 2	80,000	1,60,000	0.8
Year 3	1,20,000	80,000	0.7
Year 4	2,00,000	40,000	0.6
Year 5	2,20,000	40,000	0.5
	<u>6,60,000</u>	<u>5,20,000</u>	

Suggest the manager the most suitable project by using discounted payback period, Net present value and Profitability Index.

P.T.O.

2. Elite industries has the following capital structure :

Equity share capital (40,000 shares)	₹ 8,00,000
6% Preference shares	₹ 2,00,000
10% Debentures	₹ 6,00,000
	<hr/>
	₹ 16,00,000

The market price of equity share is ₹ 40. It is expected that the company will pay a current dividend of ₹ 4 per share which will grow @ 7% p.a. corporate tax rate is 50%. The face value of preference share is ₹ 100 each and their redemption period is 10 years. Calculate weighted average cost of capital (WACC).

3. Angel Industries Ltd. has assets of ₹ 1,60,000 which have been financed with ₹ 52,000 of debt and ₹ 90,000 of equity and a general reserve of ₹ 18,000. The firm's total profit after interest and taxes for the year ended 31st March, 2017 were ₹ 13,500. It pays 8% interest on borrowed funds and is in the 50% tax bracket. It has 900 equity shares of ₹ 100 each selling at a market price of ₹ 120 per share. What is the weighted average cost of capital ?
4. From the following information, you are required to estimate the net working capital and suggest manager by considering any other assumptions that you might have made while computing :

	Cost Per Unit (₹)
Raw Material	400
Direct Labour	150
Overheads (Excluding Depreciation)	300
Total	<hr/>
	850

Additional Information :

- (1) Selling price : ₹ 1,000 per unit
- (2) Output : 52,000 units p.a.
- (3) Raw material in stock : Average 4 weeks
- (4) Work in progress : Average 2 weeks

(Assume 50% of completion stage with full material consumption)

- (5) Credit allowed by suppliers : Average 4 weeks
- (6) Credit allowed by debtors : Average 8 weeks
- (7) Cash at bank expected to be: 50,000
- (8) Assume that production is sustained at an even pace during the 52 weeks of the year.
- (9) All sales are on credit basis.

Total No. of Questions—4]

[Total No. of Printed Pages—5

Seat No.	
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[5516]-611

B.B.A. (VI Semester) EXAMINATION, 2019

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 Case Nos. 2 to 4.

1. Case No. 1 :

[20]

The global brand Adidas is a sports clothing manufacturer from Germany which was registered in 1949. They have a large range for both men and women including shoes; hats, leisure, and causal wear and an assortment of accessories. Adidas has millions of customers that go through the consumer decision-making process on a daily basis and because of the way that it has positioned itself in the market; consumers regularly decide to buy Adidas products. Since it was established in Germany in 1949, by Adolf Dassler, Adidas has been synonymous with the sporting industry. Today, Adidas is a global public company and is one of the largest sports brands in the world. It is a house-hold brand name with its three stripes logo recognized in markets across the world. The company's product portfolio is vast, ranging from state-of-the-art sports footwear and clothing to

P.T.O.

accessories such as bags, watches, eyewear and other sports related goods and equipments. Employing over 46,000 people worldwide, the Adidas group consist of around 170 subsidiaries including Reebok. Taylor made adidas Golf, Rockport and (CM-Hockey). The Groups headquarters are in Herzogenaurach, Germany. In the second quarter of 2013 the Group's revenue was £ 3.383 billion. Adidas brand positioning is clear and distinct. Adidas has a genuine and far reaching respect for sport and this is manifested in the company's devotion to making the best possible performance products for athletes. The brand mission is quite simply to become the leading sports brand in the world. It aims to do this by becoming the best performing brand in all sporting goods categories. To achieve this, the brand continues to produce the highest quality performance products possible at market-place prices. Furthermore, products will continue to be designed and developed to enhance the performance of all who participate in sport, irrespective of their age, gender ability.

Questions :

- (1) How is consumer decision-making process done in buying Adidas a branded sport product ?
- (2) Why do most of the customers purchase Adidas brand in sports ?

2. Case No. 2 :

15

Imperial Chemical Industries (ICI) a multi-product transnational company, creates, develops and markets a range of products such as paints, foods, fragrances and personal care items used daily by

consumers. As such ICI group may be seen as a huge International Business Group. ICI was formed in 1926 by the merger of four of the largest chemical companies in UK. ICI began to abandon its conventional country-by-country organisation and established worldwide business units. The laboratories of the company across the countries were given independent roles for developing market driven R & D close to the competitors. ICI today is a world class business, many of them leaders in their respective products. The company employs more than 35,000 people. The product range is 50,000 strong that accounted for sales of £ 5.8 billion in 2003. Will the future be the same for ICI ?

Questions :

- (1) Analyse the global marketing environment of present economic conditions with respect of ICI.
- (2) How can ICI increase the effectiveness of its international marketing mix ?

3. Case No. 3 :

[15]

Santosh and Vijay 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 market. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetations. For Santosh and Vijay fund raising 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 everyday. Now Mushroom industry is run by small entrepreneurs like Santosh and Vijay. Another big player M/s Ashtavinayak Mushroom's equipped with cold storage facility was more interested in the export market. Santosh and Vijay has set their sights high. They aim to sell Mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

- (1) How will you advice Santosh and Vijay as how to increase the consumer awareness about this new food ?
- (2) What would be your suggestions for distribution channel for Mushrooms.

4. Case No. 4 :

15

A certain electrode manufacturing company used to buy approximately 4,00,000 pcs. Packing cases in a year and the specification provided for 5"/8 thickness of the plank. During the annual contract suggestions were invited from the supplier with a view to economizing on the cost. One supplier came with the suggestion that by reducing the thickness from 5"/8 which was a non-standard size to 1"02, the saving per case would be approximately 50 p. This was implemented with the help of the technical personnel concerned and resulted in a saving of nearly two to three lakhs of rupees per year on single item.

Questions :

- (1) What would be the cause of thinking of a change in packing cases ?
- (2) Does it affect the :
 - (a) Profitability of the company
 - (b) Price at which they can market the product
 - (c) Marketing volume and hence volume of turnover
 - (d) Again, overall profitability to a higher value.
- (3) What should be done to ensure that no such unknown loss happens in future ?

Total No. of Questions—4]

[Total No. of Printed Pages—5

Seat No.	
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[5516]-612

B.B.A. (VI Semester) EXAMINATION, 2019

606-C : CASES IN HUMAN RESOURCE MANAGEMENT

(Specialisation-IV) (HRM)

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

- N.B. :—** (i) Question No. 1 is compulsory.
(ii) Solve any *two* cases from Question Nos. 2, 3 and 4.

1. What is 'Case Study' ? Explain the advantages of case study. [10]
2. **Case No 1 :**

Mr. Jaggi, Human Resource Manager of ABC Group of Companies approached the CEO on 30th March, 2007 and appraised him of the absence of Mr. Pradeep Assistant Accountant in the Corporate Finance Department, for the past one month and requested him to send the show-cause notice to Mr. Pradeep as per the Labour Laws in force. The CEO told Mr. Oberoi "When Mr. Pradeep has been absent for the last one month, your duty is to go to his house and find out the reason and solve his problem rather than reporting the absence. Go immediately to Mr. Pradeep's house and

P.T.O.

find the reason and report it to me before 5.00 p.m. today.” Mr. Jaggi immediately left for Mr. Pradeep’s house and came to know from Mr. Pradeep’s wife that Mr. Pradeep has been in grief as he has been trying to collect ₹ 1,00,000 for the surgery of his sick wife in a reputed hospital in Mumbai. Mr. Oberoi could meet Mr. Pradeep around 3 p.m. and both of them then met the CEO. Both of them told the CEO the reason for the absence and suffering of Mr. Pradeep.

The CEO immediately contacted the hospital and informed them that the company will pay ₹ 1,00,000 tomorrow i.e., 31st March, 2007 and requested the doctor to carry out the surgery for Pradeep’s wife tomorrow itself. The CEO ordered Mr. Oberoi to issue a cheque for ₹ 1,00,000 in favour of hospital and also pay ₹ 10,000 in cash to Mr. Pradeep to meet subsidiary expenses as a grant. Mr. Pradeep as well as Mr. Oberoi were amazed at the decision of the CEO. Mr. Pradeep became emotional and touched the feet of the CEO. The CEO told Mr. Oberoi “The problems of our employees are the companies problems. We treat the employees as a part of our family”. This news spread in the entire company within no time and the employees felt highly secured. The productivity level increased by 100% in the next quarter itself and continued over the years to come.

Questions :

- (1) Why did Mr. Oberoi favour to follow legal approach to the problem ?
- (2) Why did CEO provide ₹ 1,10,000 as just a grant to Mr. Pradeep ?

- (3) What would be the morale of employee's family members after this event ?
- (4) Suggest a suitable title for the above case and justify that title. [20]

3. Case No. 2 :

Shri Fashions Pvt. Ltd. is a garment manufacturing company and employs nearly 2000 workers. The workers are organised under the flag of 'Swaraj' trade union. Last year irrespective of competitive market conditions, the company earned huge profits. The personnel manager met and urged the Managing Director to consider substantially higher percentage of bonus in order to better industrial relations. The MD pointed out a number of difficulties—claims from shareholders for higher dividends, replacement of machinery, allocation of funds for future expansion etc. He also said that labour alone has not been responsible for such a higher increase in bonus. The personnel manager got disturbed and expressed fear about the likely serious unrest among workers over the issue.

Questions :

- (a) Analyse the case. [5]
- (b) Is the demand from personnel manager regarding higher bonus appropriate ? [5]
- (c) Why is MD not ready to increase the bonus ? [5]
- (d) Assuming that you are a Management Consultant, hired by the MD, suggest proper solution. [5]

4. Case No. 3 :

Smt. Prachi Ketkar joined Vikas Bank in 1995 as a clerk after graduation. She completed her bank examination (CAITB) in 1999 and became eligible for promotion. She was expecting promotion and applied for the post of officer but could not get promotion due to low score in the written test. She was transferred to her native place in 2002. Again she applied for the post of officer (from promotion quota) but could not succeed. She started union activities and elected as a President of local unit. She solved number of problems of the members and naturally almost all the employees of the branch joined her union. Since then she has become a problem to the management.

In 2005 again she was not given promotion though her score was more than minimum in the written test stating that her score of personal interview was less. In fact, promotion was denied on the basis of confidential report of the Branch Manager regarding her trade union activities.

Smt. Ketkar decided later not to make any application for promotion and devoted more time to union activities. She also started her own business as well as she diverted deposits of business community to other banks. In 2006 Vikas Bank's management decided to promote Smt. Ketkar as an officer as per the recommendation of new branch manager and accordingly appointment order was given. But unfortunately she refused to accept the order.

Questions :

- (1) Analyse the above case. [5]
- (2) Why did Smt. Ketkar refused the promotion ? [5]
- (3) What is your opinion regarding management of bank ? [5]
- (4) Your opinion regarding Smt. Prachi Ketkar. [5]

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Total No. of Cases—4]

[Total No. of Printed Pages—3

Seat No.	
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[5516]-613

B.B.A. (Sem. VI) EXAMINATION, 2019
CASES IN SERVICE SECTOR MANAGEMENT (606-D)
(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

N.B. :— (i) Case No. 1 is compulsory.

(ii) Choose any *two* Cases out of the remaining three.

Case-1

High speed internet has become a necessity for many people in today's era. Many people have their private Wi-Fi connections installed in their offices and residence. There is a lot of competition as new players have entered the Internet service providing industry.

Ms. Ranjana was using the Wi-Fi services of ABC Infonet Pvt. Ltd. She used their services for 2 years without any issues. However after her son moved to another city for further studies, she did not want to continue with the service anymore. Hence she paid all the remaining money due to the company and applied for cancellation of the service. She received a SMS confirming the payment of dues and cancellation of service. The management of ABC Infonet changed after the existing management sold the brand to another company. Ms. Ranjana was shocked when she started receiving calls from the company telling her to pay the bills due for the Wi-Fi service, not only that she was also informed that her connection was not deactivated. Ms. Ranjana stated that she would not pay any amount as she had deactivated her account. However the company did not pay

P.T.O.

any heed to her claim. Penalties kept accumulating on the pending amount, which made the outstanding money due Rs. 85,000. To add to the dissatisfaction of Ms. Ranjana, the company filled a case against her to recover the dues. The only proof Ms. Ranjana has is the SMS she received from the company when she applied for the cancellation of the service. [20]

Questions :

- (1) What do you think went wrong ?
- (2) What should Ms. Ranjana do ?
- (3) What should have ABC Infonet done to resolve the issue ?

Case-2 :

An airline meal, airline food or in-flight meal is a meal served to passengers on board a commercial airliner. These meals are prepared by airline catering services. These meals vary widely in quality and quantity across different airline companies and classes of travel. In a reputed airline, the cabin crew reported that on a particular route 48% of passengers did not finish their meals and expressed dissatisfaction about the same. The passengers only rated the meal quality and no further investigation was conducted in this regard. Food the service quality are the primary means by which airlines differentiate themselves in the market. [15]

Questions :

- (a) Suggest a strategy for research to find out the reasons for passenger dissatisfaction regarding meals.
- (b) Design a suitable questionnaire.

Case-3 :

The EFGH Bank has two senior marketing personnel with widely different views as to the future. Mr. Rajesh believes that a bank is similar to a 'Retail Outlet'. He says "like you go to shop to buy any other commodity, you go to a bank to buy financial service". However his colleague Ms. Suvarna does not agree with him and advocated that his approach is wrong and pointless. According to her the mantra of successful marketing is the relationships we build and foster with the customers. [15]

Questions :

- (a) In your opinion whose viewpoint is appropriate ? Why so ?
- (b) Does it mean the other viewpoint is wrong ?

Case-4 :

Construct an effective service marketing strategy profile for each of the following with reasoning behind the same :

- (a) A Sports Club
- (b) A Competitive Exam Coaching Class.
- (c) A Travel and Tourism Company. [15]

Total No. of Questions—4]

[Total No. of Printed Pages—2

Seat No.	
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[5516]-614

B.B.A. (VI Semester) EXAMINATION, 2019

606-E : CASES IN AGRIBUSINESS MANAGEMENT

(Specialisation-IV : Agriculture Business Management)

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

- N.B. :—**
- (i) Case No. 1 is compulsory.
 - (ii) Attempt any *two* from the remaining.
 - (iii) Figures to the right indicate full marks.

1. Case No. 1 :

Hari is a farmer from Marathwada. He is interested in saving every drop of water and in favour of removal of scarcity of water. Maharashtra government has also launched the project “Jalyukt Shivar Abhiyan in a bid to make Maharashtra a drought-free state. [20]

Give suggestions to Hari on :

- (1) Water Conservation Methods
- (2) Rain Harvesting
- (3) Maximum yield with minimum use of water.

P.T.O.

2. Case No. 2 :

Pesticides and fertilizers are the most important tools used to boost agricultural production in recent years. Pesticides and fertilizers have been used indiscriminately and in an unbalanced manner, leading to public cry for stoppage of the usage of the inputs. [15]

- (1) Suggest suitable measures to overcome excess utilisation of pesticides and fertilizers.
- (2) What are the various harmful effects of excess use of pesticides and fertilizers.

3. Case No 3 :

‘Ayush’ is in Retail Marketing business since last 5 years. Now he decides to develop a dairy plant on co-operative basis, give advice on the following points : [15]

- (a) Procedure to establish co-operative dairy
- (b) Resource required for development
- (c) Various avenues of business except milk.

4. Case No. 4 :

Commercialisation and diversification in agriculture has bring attention towards rapid development of rural infrastructure and larger flow of credit to the farming community. Regional Rural Banks, Land Development Bank are the major providers of credit to the agricultural sector. Most of the farmers are not aware of the government schemes. Advise them on : [15]

- (i) Rural credit systems
- (ii) Commercialisation and diversification of Agribusiness.