

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [BBA (B&I)] Nov- DEC 2019

Paper Code: BBA (B&I) -205

Subject: Regulatory Framework of Insurance Sector

(2017 Onwards)

Maximum Marks: 75

Time: 3 Hours

Note: Attempt any five questions. all questions carry equal marks.

- Q1 "Insurance sector in India is now more open and liberal", justify it and highlight the growth of insurance industry in India in post liberalisation era.
- Q2 How does insurance sector contribute to the economic growth and social growth of a country? Give examples to prove.
- Q3 Explain the IRDA Regulations (2000) with regard to obligations of insurance companies to rural and social sectors. Why do you think these obligations are important?
- Q4 How does IRDA protect the interests of Policy holders? What are the different malpractices used by companies to exploit the interests of buyers? How IRDA guidelines have reduced such practices
- Q5 Explain the IRDA guidelines pertaining to:  
a) Issuance of E-insurance policy  
b) Registration of new insurance companies.
- Q6 What is CRM? Why is it important in insurance sector? Discuss the prominent CRM practices of companies to attract the customers?
- Q7a) Who is Insurance Ombudsman? How does it help the insurance policy holders/customers in exercising their rights?  
b) Discuss the salient provisions of consumer protection Act, 1986 with respect to insurance industry.
- Q8 Write short notes on the following:  
a) Unexpected risk valuation  
b) Grievance Redressal system in insurance  
c) Important functions of Lokayukta.

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER- 2019

Paper Code: BBA-201

Subject: Organizational Behaviour

BBA (B&I)-201

(Upto-2016 Batch)

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1 What do you understand by Organisational Behaviour? Discuss the different OB models that are used to explain the concept of Organisational Behaviour.
- Q2 Why there is a need to understand the Human Behaviour at work? What is the relationship between Attitude and Behaviour? Discuss different theories of Attitude formation. Explain them in brief with example.
- Q3 Why is it important to study Interpersonal Behaviour? Discuss the use of Johari Window and Transactional Analysis in studying Interpersonal Behaviour. Explain these techniques with examples.
- Q4 How individual Learning takes place? Discuss the different learning theories that explain the learning process followed by individuals. Explain these theories in brief.
- Q5 What are Groups? Explain the different types of Groups with examples. How Group formation takes place? Discuss the stages involved.
- Q6 How Team is different from groups? What are the different types of Teams and how they are build in organizations? What approaches are used for managing the Teams effectively? Discuss with examples.
- Q7 Write short notes on:-  
(a) Different types of Organizational Culture  
(b) Approaches used for Managing Change
- Q8 What are Conflicts? What are its different types? Explain the process involved in resolution of Conflicts. Give examples to illustrate your answer.

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2019

Paper Code: BBA (B&I)-209

Subject: Personality Development and  
Communication Skills-I

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What are the common mistakes Indians make while writing English language? Elaborate with examples.
- Q2 Change the following into Active Voice.  
(a) Ramesh is loved by his wife.  
(b) The building was painted by the painter.  
(c) The work will be finished by him in a month  
(d) The complaint was made by the customers.  
(e) The glass was broken by him.
- Q3 "Communication is a two way process and it gets complete once the receiver gives the feedback". Comment on the statement.
- Q4 What is the role of Communication in business? Discuss bottom-up communication in an organization.
- Q5 Discuss the role of Grapevine as a channel of communication and its role and importance in maintaining health of the organization.
- Q6 What kind of news is covered in newsletters of an organization? Are newsletters meant for external communication? Discuss.
- Q7 What are various barriers to communication? How can you overcome them?
- Q8 Write short notes on:-  
(a) Office Memorandums  
(b) Importance of Public speaking

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER –DECEMBER 2019

**Paper Code: BBA 209**

**Subject: Indian Economy**

**Time : 3 Hours**

**Maximum Marks :75**

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1. Economic development, in contrast to economic growth i.e comprehensive and implies progressive changes in the socio-economic structure of a country. Elucidate.
- Q2. Give a macro economic overview of National Income of India.
- Q3. Discuss the highlight of latest India Human Development Report.
- Q4. Critically examine major schemes and programmes being implemented by Government of India for alleviating poverty.
- Q5. What are the major issues relating to management of balance of payments in India?
- Q6. Critically evaluate the current policy of small scale Industries.
- Q7. Give the recent trend in inflations. Analyse the reasons for the trend observed and discuss its implications.
- Q8. Comment on the following:
- a) Economic planning has lost its relevance.
  - b) Targets and achievements of 12<sup>th</sup> five year plan
  - c) Demonetization has no significant impact on parallel economy.

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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER –DECEMBER 2019

Paper Code: BBA 205

Subject: Marketing Management

BBA(B&I) 205

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q. No. 1 which is compulsory.

- Qs. 1 Briefly explain any five of the following: 3x5= 15
- (a) Distinguish between consumer needs, wants and demand
  - (b) Briefly explain the elements of the marketing mix using the example of motorcycles.
  - (c) What is meant by product mix width, length and consistency?
  - (d) Mention any two conditions which must be kept in mind while selecting a suitable market for test marketing a new product
  - (e) Explain two major objectives that must be kept in mind while planning the logistics function.
  - (f) Distinguish between skimming and penetration pricing strategies.
  - (g) Differentiate between Pull versus Push promotional strategies.
- Qs. 2 Identify any three emerging trends in the marketing environment in India and discuss how they are influencing marketing strategies. Give suitable examples. 15
- Qs. 3 Distinguish between segmentation, targeting and positioning and explain how a marketer for mobile phones would carry out these steps. 15
- Qs. 4 Explain the different levels of a product using the example of a hotel services to illustrate your answer. 15
- Qs.5 Describe in detail how the product and distribution strategies are likely to vary in the different stages of the product lifecycle. Give examples of firms in your knowledge that have adopted these strategies.. 15
- Qs. 6 (a) Explain four major functions performed by channel intermediaries 7 ½+  
(b) What is channel conflict? Describe two reasons that may lead to channel conflict. 7 ½=15
- Qs. 7 (a) What advice would you give regarding designing channel length to the manufacturer of heavy industrial equipment? Justify your answer. 7 ½+  
(b) Explain three factors that a marketer must consider while deciding the promotion mix. 7 ½=15
- Qs. 8 Write short notes on any two: 7 ½ x 2 =15
- (a) Print versus Television as advertising media
  - (b) Personal Selling as a promotion tool
  - (c) Advantages and drawbacks of Sales Promotions aimed at consumers.

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# END TERM EXAMINATION

THIRD SEMESTER [BBA (B&I)] Nov- DEC 2019

Paper Code: BBA (B&I) -201

Subject: Quantitative Techniques

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

Q1 The marks obtained out of 25 by 30 students of a class in the examination are given below:

20,6,23,19,9,14,15,3,1,12,10,20,13,3,17,10,11,6,21,9,6,10,9,4,5,1,5,11,7,24

- a) Represent the above data as a grouped data taking the class interval 0-5
- b) Draw histogram.

Q2 Consider the following distribution

Class Interval	Frequency
0-10	20
10-20	28
20-30	40
30-40	25
40-50	20
50-60	10
60-70	08

- a) complete mean, median and mode of the distribution
- b) compute standard deviation and P60.

Q3 The data given below present marks

- a) Obtained by 10 studnets in Maths and Stats.

Student	Maths	Stats
A	20	20
B	23	35
C	08	21
D	29	33
E	14	33
F	11	26
G	11	22
H	20	31
I	17	33
J	17	36

Compute the persons product moment correlation of above data set.

- b) What are limitation of correlations.

Q4 In a decathlon held over two days the following performances were recorded in the high jump and long jump. All distances are in meters.

Competitor	A	B	C	D	E	F	G
High Jump (x)	1.90	1.85	1.96	1.88	1.88	Abs	1.92
Long Jump (y)	6.22	6.24	6.50	6.36	6.32	6.44	Abs

What performances might have been expected from F in the high jump and G in the long jump if they had competed?

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER-2019

Paper Code: BBA-205

Subject: Business Ethics and Corporate Social Responsibility

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.

- Q1 Write short notes on **any three**:- (3x5=15)  
(a) Wisdom worker  
(b) Social Audit  
(c) Consumerism  
(d) Quality of Life
- Q2 Explain the process of ethical decision making with suitable illustrations.(15)
- Q3 A corporate body is made up of varying categories of personnel, operating at various levels with different responsibilities and rights. Describe ten points you will take into consideration while drafting the code of ethics to be implemented in your organization. (15)
- Q4 How Ethos from Bhagwad Gita can be implemented in present day business organizations? Explain. (15)
- Q5 What are the various sources of stress in organization and what can be the potential consequences of such stress? Explain with suitable examples. (15)
- Q6 What are the principles of competitive success? What prerequisites you must consider while preparing blue print of your organization's success explain. (15)
- Q7 What are the various unethical issues in business? How code of corporate governance can help deal with these unethical practices? (15)
- Q8 Write a short notes on **any one**:- (15)  
(a) Success story of a Business Guru  
(b) Concept of Karma

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOV- DEC 2019

**Paper Code: BBA (B&I) -209**

**Subject: Business Environment**

**Time: 3 Hours**

**Maximum Marks: 75**

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1 Define the concept of business environment. Explain with suitable examples the main technique of environment analysis.
- Q2 What do you understand by the circular flow of income. Discuss the circular flow of income in a three sector economy.
- Q3 Discuss the various problems in the measurement of national income. What precautions should be taken in the estimation of national income in India.
- Q4 Discuss critically the Friedmans approach to the demand for money.
- Q5 Define the concept of consumption function. On what factors does it depends.
- Q6 Discuss the functions of a stock exchange. How is business transacted on a stock exchange. Explain with example.
- Q7 a) What are the functions of WTO.  
b) Explain the features of TRIPS.
- Q8 Write notes on any two of the following:  
a) Measures of money supply in India  
b) Socio-cultural environment  
c) Concept of economic growth.

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2019

Paper Code: BBA-201

Subject: Business Laws

[BATCH 2017 ONWARDS]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write short notes on **any three**:- (5x3=15)  
(a) Essentials of a valid contract  
(b) Meaning of 'Offer' in a contract and legal rules regarding offer  
(c) Effects of Minor's agreement  
(d) Essential of 'Consideration' in a contract.
- Q2 What is the difference between sale ad agreements to sell? What legislations can be enforced if there is breach of agreement to sell? (15)
- Q3 What are the rights of an unpaid seller against the goods and the buyer? Are these rights same in case of perishable and non-perishable goods? Explain. (15)
- Q4 What is memorandum under Companies Act 2013? What are the major differences in memorandum in different types of companies? (15)
- Q5 What are the rights and responsibilities of Directors and Independent Directors according to Companies Act? Explain. (15)
- Q6 Write short notes on **any three**:- (3x5=15)  
(a) Bill of Exchange  
(b) Bouncing of cheque  
(c) Promissory note  
(d) Importance of crossing of cheque
- Q7 Explain different types of endorsements with examples. (15)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOV.-DEC.-2019

Paper Code: BBA-207  
BBA [B&J]-207

Time: 3 Hours

Subject: Management Accounting

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

Q1. "Cost accounting is a system of foresight like pre-natal care, but financial accounting is just a post-mortem examination." Critically examine this statement.

Q2. Draw up a flexible budget for overhead expenses on the basis of the following data and determine the overhead rates at 70%, 80% and 90% plant capacity.

Capacity Level	70%	80%	90%
<b>Variable overheads:</b>			
Indirect labour		12,000	
Indirect materials		4,000	
<b>Semi-variable overheads</b>			
Power (30% fixed)		20,000	
Repairs and maintenance (60% fixed)		2,000	
<b>Fixed overhead:</b>			
Depreciation		11,000	
Insurance		3,000	
Salaries		10,000	
<b>Total overheads</b>		<b>62,000</b>	
Estimated direct labour hours		1,20,000	

Q3. The standard cost of a certain chemical mixture was:

40% Materials A at Rs.200 per ton

60% Materials B at Rs.300 per ton

A standard loss of 10% is expected in production. During the period the following materials were used:

90 tons. Materials A at the cost of Rs.180 per ton.

110 tons. Materials B at the cost of Rs.340 per ton.

The weight produced was 182 tons of good production.

Calculate:

- Material price variance
- Material usage variance
- Material mix variance
- Material yield variance

Q4. X Ltd. manufactures and markets a single product. The following information is available:

	Rs. per unit
Materials-----	8.00
Conversion Costs (variable)-----	6.00
Dealers margin-----	2.00
Selling price-----	20.00
Fixed cost Rs.2,50,000	
Present sales 80,000 units	
Capacity utilization 60 percent	

[P.T.O.]

There is a fierce competition. Extra efforts are necessary to sell. Suggestio... has been made for increasing sales:

- By reducing sales price by 5%
- By increasing dealers margin by 25% over the existing rate.

Which of the two suggestions you would recommend if the company desires to maintain the profit? Give reasons.

Q5. A Ltd. maintains, a margin of safety of 37.5% with an overall contribution to sales ratio of 40%. Its fixed costs amount to Rs.5 Lakhs.

Calculate the following:

- Break-even sales.
- Total sales.
- Total variable costs.
- Current profit.
- New margin of safety if the sales value is increased by 7 1/2 %.

Q6. Define Management Accounting. How does it help in effective decision making? Discuss the role and responsibilities of a management accountant in a modern organisation.

Q7. From the following balance sheets of Exe. Ltd. prepare the statement of sources and use of cash:

Liabilities	2016 (Rs.)	2017 (Rs.)	Assets	2016 (Rs.)	2017 (Rs.)
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Red. Pref. Share Capital	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit and Loss A/c	30,000	46,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	50,000	50,000	Sales Receivable	20,000	30,000
Bills payable	20,000	10,000	Debtors in Hand	15,000	10,000
Provision for Taxation	40,000	50,000	Cash at Bank	10,000	8,000
<b>Total</b>	<b>6,77,000</b>	<b>6,77,000</b>		<b>6,77,000</b>	<b>6,77,000</b>

Additional Information:

- Depreciation of Rs.10,000 and Rs.20,000 have been charged on plant and land and buildings, respectively, in 2017.
- An interim dividend of Rs.20,000 has been paid in 2017.
- Rs.35,000 income tax was paid during the year 2017.

Q8. From the following information relating to Wise Limited, you are required to prepare its summarized balance sheet:

- Current Ratio----- 2.5
- Acid test Ratio----- 1.5
- Gross profit/ Sales Ratio----- 0.2
- Net Working Capital/ Net Worth Ratio----- 0.3
- Sales/ Net fixed Assets Ratio----- 2.0
- Sales/ Net Worth Ratio----- 1.5
- Debtors/ Capital Ratio----- 6.0
- Reserves/ Capital Ratio----- 1.0
- Net Worth/ Long term Loan Ratio----- 20.0
- Stock Velocity----- 2 Months
- Paid up Share Capital----- Rs. 10 lakh

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA (GEN)-207  
BBA (B&I)-207  
BBA (TTM)-207

Subject: Management Accounting

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. "Management accounting is an extension of managerial aspects of financial accounting and cost accounting". Discuss.
- Q2. From the following ratios and information relating to DCM Ltd; find out
- (a) Sales for the year ending 31-03-2017
  - (b) Sundry debtors on 31-3-2017
  - (c) Sundry creditors on 31-3-2017
  - (d) Closing stock.

**Given:-**

Debtors velocity	3 months
Stock velocity	6 Months
Creditors' Velocity	2 Months
Gross Profit Ratio	20%

Gross Profit for the year ended 31<sup>st</sup> March 2017 was Rs. 5,00,000. Stock as on 31<sup>st</sup> March 2017 was Rs. 20,000 higher than that of the opening stock. Bills receivable and Bills Payable were Rs. 60,000 and Rs. 36,667 respectively at the end of the year.

- Q3. What is the purpose of preparing a Cash Flow Statement? How is it prepared? Explain the difference between direct and indirect method of preparation of cash Flow statement.
- Q4. A gang of workers usually consists of 10 men, 5 women and 5 boys in a factory. They are paid at standard hourly rates of Rs. 1.25, Rs. 0.80 and Rs. 0.70 respectively. In a normal working week of 40 hours, the gang is expected to produce 1000 units of output.

In a certain week, the gang consisted of 13 men, 4 women and 3 boys. Actual wage were paid at the rate of Rs. 1.20, Rs. 0.85 and Rs. 0.65 respectively. Two hours in the week were lost due to abnormal idle time and 960 units of output were produced.

Calculate various labour variances.

- Q5. A firm can purchase 20000 units p.a. of a spare part from an outside source @ Rs. 11 per unit. There is a proposal that the spare part be produced in the factory itself. For this purpose a machine costing Rs. 1,00,000 with annual capacity of 20,000 units will be required. A foreman with a monthly salary of Rs. 500 will also have to be engaged. Materials required will be Rs. 4.00 per unit and wages Rs. 2.00 per unit. Variable overheads are 150% of direct labour. The firm can easily raise funds @10% p.a.

Advise the firm whether the proposal should be accepted or not.

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA(B&I) 209

Subject: Personality Development and  
Communication Skills-I

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. What steps can be taken by students to improve their communication skills both oral and written in order to enhance their self-confidence? Discuss by giving some workable examples.
- Q2. What is Business Communication and its characteristics? Explain the types of communication done in business organization and a brief explanation of each with suitable examples.
- Q3. a) What are Business Letters? Discuss their different types and relevance to business.  
b) Write a request letter to the Head of your department where you are studying to exempt the Library fine by giving a suitable reason. What will be its format with details? Discuss.
- Q4. What are Office Memorandums? How are they different from notices and Circulars? Make specimens of all three documents i.e. Memorandum; Notice and Circular by assuming the Information to be used in writing them.
- Q5. What are Business Meetings? How to issue Notice for the same? Give a specimen of the same. Once meeting is over, explain the procedure involved in recording minutes of the meeting. Make a specimen minutes of the meeting assuming any information not given.
- Q6. What are Business Etiquettes? What is their importance in business? Discuss ways to develop them. Differentiate between Net Etiquettes and Etiquettes on the Telephone.
- Q7. Write notes on:  
a) 7C's of Business Communications  
b) Role of Punctuation in written communication.
- Q8. a) What are Model speeches? How are they made?  
b) A public rally is to be addressed by a Politician to address the gathering highlighting the work done by their party in the year 2018. What all is to be included? Discuss.

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA-209

Subject: Indian Economy

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. India has emerged as one of the major economic powers. Does it imply that India's economic development is on par with other major economic powers like USA and China? Justify your answer with facts and figures.
- Q2. NITI Aayog is conceived to play a role distinct from planning commission that it has replaced. Elucidate referring to the functions and role of NITIs Aayog.
- Q3. Explain the current demographic features of Indian population and discuss the concomitant economics opportunities and challenges.
- Q4. Economic reforms initiated after 1991 have resulted in unprecedented economic growth but they have not adequately the problems of unemployment and poverty. Comment.
- Q5. Discuss the problems faced by Micro, Small and Medium Enterprises (MSMEs) in India and the recent initiatives taken by Government of India to address them.
- Q6. Give a brief account of current state of India's Foreign Trade and Balance of Payment Position and discuss how recent international developments are likely to affect India's foreign trade.
- Q7. What do you understand by inflationary pressures? What are measures adopted for controlling inflation and how do they impact growth?
- Q8. Write short note on:
  - a) Regional imbalances in growth.
  - b) Human Development Index
  - c) Economic Planning

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA(B&I) 205 Subject: Regulatory Framework of Insurance Sector

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All question carry equal marks.

- Q1. Discuss how the components of external environment of insurance sector have changed in the last decade. Also explain the threats and opportunities provided by these changes in the insurance industry.
- Q2. Explain the importance of insurance sector in the economic development of the country. Also state the reasons for slow growth of general insurance vis-à-vis life insurance.
- Q3. What are the different elements of insurance marketing and what are the different modes of channels for selling insurance?
- Q4. a) What are the regulations of IRDA for issuing E-insurance policies in India?  
b) Explain the IRDA regulations for registration of new insurance company in India.
- Q5. What are the requirements for becoming an insurance agent? What are the different types of insurance agent? Explain their role in insurance business.
- Q6. What are the obligations of insurance companies to rural and social sectors as per guidelines of IRDA?
- Q7. Explain the regulations of IRDA for advertising by insurance companies. How these regulations are helpful in bringing transparency and controlling misrepresentation by companies?
- Q8. What is unexpired risk? How the valuation of liability with regard to unexpired risk is made?

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA-205

Subject: Business Ethics and Corporate  
Social Responsibility

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five Questions.

- Q1 (a) Explain types and formation of values (7)  
(b) Write a note on ethical decision making (8)
- Q2 What is the relevance of ethics and values in modern day business? Also explain the consequences of adopting unethical behaviour. (15)
- Q3 (a) Explain difference between knowledge and Wisdom worker (7)  
(b) What are the consequences of stress and how stress can be managed?(8)
- Q4 Write notes on (7)  
(a) Total Quality Management (8)  
(b) Work Life Balance
- Q5 Explain needs process and challenges of transformation. (15)
- Q6 Discuss the success story of business gurus by taking suitable examples from the corporate world. (15)
- Q7 Discuss salient features of Consumer Protection Act, 1986. (15)
- Q8 Why corporate social responsibility is gaining greater significance in present context? (15)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

**Paper Code: BBA-203**

**Subject: Indian Economy**

**BBA (B&I)-203**

**BBA (TMM)-203**

**Time: 3 Hours**

**Maximum Marks: 75**

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1 Do you agree with the criticism that the India's emergence as one of the global economic powers has not substantially addressed the problem of social and economic inequalities? Substantiate your position.
- Q2 The crisis in agrarian sector currently witnessed in India is partially due to inadequate transformation in occupational structure of Indian Economy. Examine the statement.
- Q3 Critically evaluate the progress achieved in terms of disinvestment of public sector enterprises during the past decade.
- Q4 Discuss the causes and consequences of Parallel Economy in any nation. Do you think that the recent initiatives of Government of India to address the problem have achieved desired results? Justify your answer with facts and figures.
- Q5 Explain the salient features of Foreign Exchange Management Act (FEMA) and analyse its impact on foreign trade.
- Q6 Discuss the significance of export promotion in strengthening Indian economy and briefly explain India's Export Promotion Policy.
- Q7 'Make in India' Programme of Government of India has given impetus to the efforts of enhancing foreign direction investment in India. Comment.
- Q8 Write a short note on the following:-  
(a) NITI Aayog.  
(b) Poverty Alleviation in India  
(c) TRIPS.

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER- DECEMBER 2018

Paper Code: BBA-201

Subject: Business Law

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All question carry equal marks.

- Q1 What are essential elements of a valid acceptance? Can an offer be withdrawn after acceptance?
- Q2 What is the difference between Bailment and Pledge? Describe the duties of finder of goods.
- Q3 What are the circumstances under which a banker is bound to refuse the payment of a cheque?
- Q4 When can a 'condition' be treated as 'warranty'? What are implied conditions and warranties in case of an agreement to sell?
- Q5 What are the provisions of law applicable for performance in case of contract of sale.
- Q6 Who decides about remuneration payable to the Managing Director of a large public limited company? Whether there exist any kind of restrictions?
- Q7 State the provisions relating to bouncing of cheques as given in the Negotiable Instrument Act. What are the benefits of this provision?
- Q8 Discuss the procedure for conversion of private company into One Person Company.

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA(B&I) 201

Subject: Quantitative Techniques

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

Q1. "Statistics is the science of estimates and probabilities". Elucidate the above statement and a more comprehensive definition of the science of statistics.

Q2. a) Based on the frequency distribution given below, compute the following statistical measures to characterise distribution.  
i) Co-efficient of variation  
ii) Inter-quartile range  
iii) Modal value

<u>Annual tax paid</u> <u>(Rs. thousand)</u>	<u>No. of Mangers</u>	<u>Annual tax paid</u> <u>(Rs. thousand)</u>	<u>No. of Managers</u>
5-10	18	25-30	20
10-15	30	30-35	12
15-20	46	35-40	6
20-25	28		

b) What are averages? Calculate the mean and median for the following frequency distribution:

<u>Monthly Wages (Rs.)</u>	<u>No. of Workers</u>
Less than 200	78
200-400	165
400-600	93
600-800	42
800-1000	12

Q3. a) The following data relate to the price and supplies of a commodity during a period of eight years:

Price (Rs./kg)	10	12	18	16	15	19	18	17
Supply (100 kg):	30	35	45	44	42	48	47	46

Calculate the coefficient of correlation between the two series;

b) What is regression? Why are there, in general, two regression lines? Under what conditions can there be only one regression line?

Q4. a) Does the correlation coefficient imply 'causation' between two variables?

b) What is Rank Correlation? State merits and demerits of Spearman's Rank Correlation method.

P.T.O.

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P<sub>1/2</sub>

[2]

Q5. An animal feed company must produce 200 kg of mixture consisting of ingredient  $X_1$  and  $X_2$  daily.  $X_1$  costs Rs. 3 per kg and  $X_2$  costs Rs. 8 per kg. Not more than 80 kg of  $X_1$  can be used and at least 60 kg of  $X_2$  must be used. Find out how much of each ingredient should be used if the company wants to minimize the cost.

Q6. a) Find the dual of  
 Maximize  $Z=4x_1+x_2+7x_3$   
 Subject to the constraints  
 $x_1+x_2+x_3 = 10$   
 $5x_1-x_2+x_3 \geq 12$   
 $x_1+7x_2-3x_3 \leq 4$   
 $x_1, x_2, x_3 \geq 0$ .

b) Explain the following in brief:  
 i) Slack variable  
 ii) Surplus variables  
 iii) Shadow prices

Q7. Four Operators  $O_1, O_2, O_3$  and  $O_4$  are available to a manager who has to match four jobs  $J_1, J_2, J_3, J_4$  done by assigning one job to each operator. The time needed by different operators for different jobs is given below.

	$J_1$	$J_2$	$J_3$	$J_4$
$O_1$	12	10	10	8
$O_2$	14	12	15	11
$O_3$	6	10	16	4
$O_4$	8	10	9	7

i) How should the manager assign the jobs so that the total time needed for all jobs is minimum?  
 ii) If job  $J_2$  is not to be assigned to operator  $O_2$ . What should be the assignment and how much additional total time will be required?

Q8. A company has three factories at A, B and C which supply to warehouses at D, E, F and G respectively. Monthly production capacities of these factories are 250, 300 and 450 units respectively. The current warehouse requirements are 200, 225, 275 and 300 units, respectively. Unit transportation costs (in Rupees) from factories to warehouses are as follows:

From	To			
	D	E	F	G
A	11	13	17	14
B	16	18	14	10
C	21	24	13	10

Determine the optimum distribution for this company, to minimize cost.

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BBA(B&I)-201  
 P<sub>2/2</sub>

(Please write your Exam Roll No.)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER-2018

Paper Code: BBA-205

Subject: Marketing Management

BBA (TTM)-205

BBA (MOM)-205

BBA(B&I)-205

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Attempt **any five**:-
- (a) List the important kinds of demand states, which exist in markets.
  - (b) Distinguish between Needs, wants and demand.
  - (c) Compare down market and up market stretch of a product line.
  - (d) Write a note on importance of marketing logistics.
  - (e) Challenges for traditional TV channels with the rise in popularity of online entertainment channels and applications.
  - (f) List and briefly explain the steps in new product development.
  - (g) What are the issues and challenges in rural marketing in India?
- Q2 What are the various basis on which market may be segmented? Explain the steps in the segmentation process. Also list the effective segmentation criteria.
- Q3 What are the product levels? What are the methods used by marketers to differentiate their product and service offerings, from the competitor's offerings.
- Q4
- (a) What strategies may be used by a marketer when increasing price, so as to ensure minimal impact on consumer?
  - (b) List and explain the steps in setting price.
- Q5
- (a) What are the steps in designing a marketing channel system?
  - (b) List and explain the kinds of channel powers.
- Q6 What are the major types of retailers? What are the issues and challenges in retail sector in India? Explain using examples.
- Q7
- (a) List and explain the five Ms of advertising.
  - (b) Distinguish between Consumer Promotion and trade promotion tools. Give examples.
- Q8 Write short notes on **any three**:-
- (a) Holistic Marketing
  - (b) Pricing Mistakes
  - (c) Need for public relations
  - (d) Objectives of communications
  - (e) Personal selling vs. word of mouth marketing.

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA/BBA(B&I)-203

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain Marketing Process? What are different marketing Philosophies and which one is the latest out of these? Do you agree with that philosophy of marketing? (15)
- Q2 (a) Explain the concept of marketing mix? (7.5)  
(b) Explain the steps in consumer decision making. (7.5)
- Q3 (a) Explain product life cycle? (7.5)  
(b) What factors are taken into consideration at the time of taking pricing decisions? (7.5)
- Q4 (a) What do you mean by Product Mix Decisions? What steps are involved in New Product Development Process? (7.5)  
(b) What branding alternatives are available to the firm? (7.5)
- Q5 What factors are taken into consideration at the time of designing the marketing channel Discuss them. How levels of channel differ for industrial vs Consumer goods. Give examples. (15)
- Q6 (a) What are the Challenges and issues involved in motivation and evaluation of Channel Intermediaries? (7.5)  
(b) Write a short note on importance of logistics and supply chain Management in marketing. (7.5)
- Q7 Differentiate between:- (7.5)  
(a) Push Vs Pull strategy (7.5)  
(b) Transaction Vs Relationship selling
- Q8 Explain types, advantages and challenges in digital marketing. Give examples. (15)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2015

Paper Code: [BBA/TTM/B&I/MOM] 201

Subject: Organizational Behaviour

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1. How individual behavior is different from group behavior? Which factors characterize the individual behavior? (15)
- Q2. Explain the concept of Johari Window in details with suitable examples. (15)
- Q3. Explain the contribution of other disciplines to the understanding of organizational behavior. What challenges are faced by managers in managing organizational behavior today? (15)
- Q4. Explain the attribution theory of perception. What are the perceptual errors made by individuals? (15)
- Q5. Differentiate between group and team. What role do group norms and group cohesiveness play in sustaining the groups? (15)
- Q6. Explain Hofstade's theory of understanding and managing across cultures with suitable examples. (15)
- Q7. What are conflicts? Explain its types, process and resolution techniques briefly. (15)

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# END TERM EXAMINATION

THIRD SEMESTER [MCA] DECEMBER-2015

Paper Code: MDD-207

Subject: Web Technologies-I

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions.

- Q1 (a) What is internet? What are web addresses? Explain the general syntax of web address. (4)  
(b) State different guidelines to create a website. (4)  
(c) What are different advantages and disadvantages of using frames in our websites? (4)
- Q2 What is HTML form? How will you create it? Explain how data can be sent, decoded and used from it. Also explain the difference between GET and POST options. Take at least seven separate elements/objects to create a form. (12)
- Q3 (a) Compare DHTML and JAVA script (3)  
(b) What are the advantages and disadvantages of DHTML? (3)  
(c) What is the Document Object Model? List any four objects, HTML elements and their properties. (6)
- Q4 (a) How do you create layers in DHTML? Explain with code. (4)  
(b) What are transitions in DHTML? Explain the role of transitions and filters in DHTML? Explain the role of transitions and filters in DHTML? Explain four types of filter. (8)
- Q5 (a) Explain three features of Dreamweaver. (2)  
(b) What is web publishing? What is required to publish web content? Explain two web publishing tools. (5)  
(c) What are various issues related to web security? Explain in detail. (5)
- Q6 What do you understand by dynamic WEB pages? How does CGI help in generating dynamic WEB pages? Explain how will you use animation and graphics while development of a website? (12)
- Q7 (a) What are the different ways to develop a web application in ASP.NET? Explain with an example. (7)  
(b) What are request and response subjects in ASP? Name two objects of each. (2)  
(c) Explain different aspects of error handling in ASP. NET. (3)
- Q8 (a) Write code to connect our web page to company database and also write code to read, insert, update and delete from "employee" table in SQL Server. (7)  
(b) Explain briefly the uses of different validation controls in ASP.NET. (2)  
(c) What are the latest trends in web technologies? (3)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2015

Paper Code: [BBA/TTM/B&I/MOM] 201

Subject: Organizational Behaviour

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. How individual behavior is different from group behavior? Which factors characterize the individual behavior? (15)
- Q2. Explain the concept of Johari Window in details with suitable examples. (15)
- Q3. Explain the contribution of other disciplines to the understanding of organizational behavior. What challenges are faced by managers in managing organizational behavior today? (15)
- Q4. Explain the attribution theory of perception. What are the perceptual errors made by individuals? (15)
- Q5. Differentiate between group and team. What role do group norms and group cohesiveness play in sustaining the groups? (15)
- Q6. Explain Hofstade's theory of understanding and managing across cultures with suitable examples. (15)
- Q7. What are conflicts? Explain its types, process and resolution techniques briefly. (15)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA (B&I) 209

Subject: Business Environment

Time : 3 Hours

Maximum Marks : 75

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1. Environmental analysis is a prerequisite to business strategy formulation. Elucidate the statement and discuss the steps involved in environmental analysis.
- Q2. "Economic growth only reflects quantitative aspects of well-being but not its qualitative aspects". Discuss the statement in the light of growing emphasis on economic development rather than mere economic growth.
- Q3. Expansion and contraction in the circular flow of an economy are attributable to the mismatch between total leakages and total injections. Depict circular flow of open economy with government and analyse the statement.
- Q4. What do you mean by double counting in estimation of National Income? Explain the adjustments required to address this problem.
- Q5. Explain the Keynesian theory of income determination in a three sector economy model. Use graphical representations as may be required.
- Q6. Give an overview of Indian money market and briefly discuss the features of various money market instruments.
- Q7. What are various instruments of monetary policy? Discuss the highlights of recent review of monetary policy by Reserve Bank of India.
- Q8. Write a short note on:  
a) Capital Markets instruments  
b) Foreign Direct Investment  
c) Measures of money supply

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-205

Subject: Marketing Management

BBA(TTM)-205

BBA(B&I)-205

BBA(MOM)-205

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What is Marketing Concept? Discuss the pillars of Marketing Concept. Is it different from Marketing Myopia? Justify your answer. How is it different from Selling Concept? Discuss. (15)
- Q2 Marketing starts with STP. Do you agree? Explain in brief STP taking an example of any product under focus. (15)
- Q3 What are the Micro and Macro Environmental variable of Marketing Environment? How these environmental factors influence Marketing Mix of any Company? (15)
- Q4 What is Product Mix? Illustrate with the help of flow diagram taking the case HUL. How product innovation, diffusion takes place in the market place. Illustrate with an example of CFL. (15)
- Q5 What factors are taken into consideration at the time of designing Marketing Channels? Discuss them. How levels of channel differ in case of consumer v/s Industrial products? Give examples. (15)
- Q6 What is Promotion Mix? What promotion mix you suggest for detergent manufacturer when marketing in Urban area vis-a-vis in rural areas? Which strategy Push v/s full is recommended in case of urban areas vis-à-vis rural areas? Justify your answer with examples. (15)
- Q7 What are the pricing Techniques used by marketers of Retail products to remain competitive in market. What are Price and Non Price factors of Competition? Discuss with examples. (15)
- Q8 Write notes on the following:- (2x7.5=15)  
(a) Contemporary Methods of Distribution of Products and Services.  
(b) How to extend maturity phase of Products Life Cycle Strategies used

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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-205

Subject: Marketing Management

BBA(TTM)-205

BBA(B&I)-205

BBA(MOM)-205

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What is Marketing Concept? Discuss the pillars of Marketing Concept. Is it different from Marketing Myopia? Justify your answer. How is it different from Selling Concept? Discuss. (15)
- Q2 Marketing starts with STP. Do you agree? Explain in brief STP taking an example of any product under focus. (15)
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(a) Contemporary Methods of Distribution of Products and Services.  
(b) How to extend maturity phase of Products Life Cycle Strategies used

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(Please write your Exam Roll No.)

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2015

Paper Code: BBA(B&J) 211

Subject: Marketing Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. What are the emerging trends and issues in marketing? Give suitable examples. (15)
- Q2. Explain the concept of marketing mix taking an example each from the product and service marketing firms. (15)
- Q3. Specify and explain the macro-environment forces affecting marketing program of: (15)
- a) Birla Sun Life Insurance
  - b) Yes Bank
- Q4. Briefly explain the concept of positioning. Illustrate your answer with suitable examples. (15)
- Q5. What is meant by breadth, depth, and consistency of product mix? Explain giving answer with suitable example. (15)
- Q6. Briefly explain the factors that influence the choice of a distribution channel. Illustrate your answer with suitable examples. (15)
- Q7. What are the factors that affect the pricing decisions of firms? Give examples. (15)
- Q8. Write short notes on **any two** of the following: (2x7.5=15)
- a) Market segmentation
  - b) Product Life Cycle
  - c) Diffusion of Innovations
  - d) Challenges in Supply Chain Management
  - e) Direct Marketing

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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2015

Paper Code: BBA(B&I) 211

Subject: Marketing Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. What are the emerging trends and issues in marketing? Give suitable examples. (15)
- Q2. Explain the concept of marketing mix taking an example each from the product and service marketing firms. (15)
- Q3. Specify and explain the macro-environment forces affecting marketing program of: (15)
- a) Birla Sun Life Insurance
  - b) Yes Bank
- Q4. Briefly explain the concept of positioning. Illustrate your answer with suitable examples. (15)
- Q5. What is meant by breadth, depth, and consistency of product mix? Explain giving answer with suitable example. (15)
- Q6. Briefly explain the factors that influence the choice of a distribution channel. Illustrate your answer with suitable examples. (15)
- Q7. What are the factors that affect the pricing decisions of firms? Give examples. (15)
- Q8. Write short notes on **any two** of the following: (2x7.5=15)
- a) Market segmentation
  - b) Product Life Cycle
  - c) Diffusion of Innovations
  - d) Challenges in Supply Chain Management
  - e) Direct Marketing

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-205

Subject: Marketing Management

BBA(TTM)-205

BBA(B&I)-205

BBA(MOM)-205

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What is Marketing Concept? Discuss the pillars of Marketing Concept. Is it different from Marketing Myopia? Justify your answer. How is it different from Selling Concept? Discuss. (15)
- Q2 Marketing starts with STP. Do you agree? Explain in brief STP taking an example of any product under focus. (15)
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- Q5 What factors are taken into consideration at the time of designing Marketing Channels? Discuss them. How levels of channel differ in case of consumer v/s Industrial products? Give examples. (15)
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- Q7 What are the pricing Techniques used by marketers of Retail products to remain competitive in market. What are Price and Non Price factors of Competition? Discuss with examples. (15)
- Q8 Write notes on the following: (2x7.5=15)  
(a) Contemporary Methods of Distribution of Products and Services.  
(b) How to extend maturity phase of Products Life Cycle Strategies used

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# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2015

Subject: Management Accounting

Paper Code: BBA- 207

BBA(B&A)-207

BBATTM/207

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions including Q.No. 1 which is compulsory.

[4]

Q8. a) Explain the concept of Relevant Costs. (5)

b) A company purchased a machine two years ago at a cost of Rs. 60,000. The equipment has no salvage value at the end of its six years. Useful life and the company is charging depreciation according to straight-line method. The company learns that a new equipment can be purchased at a cost of Rs. 80,000 to do the same job and having an expected economic life of 4 years without any salvage value. The advantage of the new machine lies in its greater operating efficiency which will reduce the variable operating expenses from the present level of Rs. 1,65,000 to Rs. 1,30,000 per annum. The sales volume is expected to continue at Rs. 2 lacs per annum for the next four years.

You are required to evaluate the usefulness of the proposal. (10)

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Q1. Comment on ANY FIVE of the following statements. Your answer should not exceed 50 words each. (5x3=15)

- a) Depreciation is an "out of pocket" cost.
- b) Low gearing is preferable to high gearing.
- c) Decrease in current liabilities will increase working capital.
- d) The term "Funds" means "Current Assets" in case of a cash flow analysis.
- e) There is no difference between a Forecast and a Budget.
- f) Standard costing aids management in planning and control.
- g) A cost variance is said to be favourable if the standard cost is more than the actual cost.
- h) The valuation of stock is at higher price in absorption costing as compared to marginal costing.

Q2. a) Distinguish between Management Accounting and Cost Accounting. (5)

b) Explain the meaning of the term "Financial Statements". State their nature and limitations. (10)

Q3. a) State the limitations of Ratio Analysis. (5)

b) With the help of the following ratios regarding Indu Films, draw the Balance Sheet of the "Company for the year 2015: (10)

Current Ratio	2.5
Liquidity Ratio	1.5
Net Working Capital	3,00,000
Stock Turnover Ratio (Cost of Sales/ Closing Stock)	6 times
Gross Profit Ratio	20%
Fixed Assets Turnover Ratio (on cost of sales)	2 times
Debt Collection Period	2 months
Fixed Assets to Shareholders Net Worth	0.80
Reserve and Surplus to Capital	0.50

Q4. a) Differentiate between a Cash Flow Statement and a Funds Flow Statement. (5)

b) The following are the summarized Balance Sheets of a company as on 31st December, 2014 and 2015:

[2]

	2014 (Rs.)	2015 (Rs.)
<b>Liabilities:</b>		
Share Capital	2,00,000	2,50,000
General Reserve	50,000	60,000
Profit & Loss	30,500	30,600
Mortgage Loan (Long Term)	70,000	-
Sundry Creditors	1,50,000	1,35,200
Provision for Taxation	30,000	35,000
	<b>5,30,500</b>	<b>5,10,800</b>
<b>Assets:</b>		
Land and Building	2,00,000	1,90,000
Machinery	1,50,000	1,69,000
Stock	1,00,000	74,000
Sundry Debtors	80,000	64,200
Cash	500	600
Bank	-	8,000
Goodwill	-	5,000
	<b>5,30,500</b>	<b>5,10,800</b>

Additional Information: During the year ended 31<sup>st</sup> December 2015:

- Dividend of Rs. 23,000 was paid.
- Assets of another company were purchased for a consideration of Rs. 50,000 payable in shares. Assets acquired : Stock Rs. 20,000; Machinery Rs. 25,000.
- Machinery was further purchased for Rs. 8,000.
- Depreciation written off on machinery Rs. 12,000.
- Income-tax provided during the year Rs. 33,000.
- Loss on sale of machinery Rs. 200 was written off to general reserve.

You are required to prepare the Cash Flow Statement as per AS 3(Revised) (10)

- Q5. a) Explain the meaning of Budgetary Control. (5)
- b) The Good City Police Department traditionally has prepared a functional Budget and now there is discussion about using a programme budget in an effort to control activities better and do a better job of securing resources from the state government. Below are the proposed functional budget for the next year and estimated data concerning the percentage of functional item costs assignable to each of the four major programmes of the police department?

	Rs.
Salaries	5,25,000
Vehicle Costs	2,50,000
Supplies	1,25,000
Utilities	50,000
Miscellaneous	44,000
<b>Total</b>	<b>9,94,000</b>

**GOOD CITY POLICE DEPARTMENT PROPOSED FUNCTIONAL BUDGET**

P.T.O.

**PERCENTAGE OF COSTS ASSIGNABLE TO EACH PROGRAMME** [3]

	Crime Prevention	Criminal Investigation	Criminal Proceeding	Traffic Movement
Salaries	60%	20%	10%	10%
Vehicle Costs	70%	30%	2%	8%
Supplies	20%	60%	20%	30%
Utilities	10%	25%	20%	10%
Misc.	30%	25%	20%	25%

Required: Prepare a Programme Budget for the year. (10)

- Q6. a) Differentiate between Standard Costing and Historical Costing. (5)

b) A company manufactures a particular product. The standard direct materials cost of which is Rs. 10 per unit. The following information is obtained from the costing records:

	Quantity (Units)	Rate (Rs.)	Amount (Rs.)
<b>Standard Mix Material</b>			
A	70	10	700
B	30	5	150
Normal Loss (15%)	100	-	850
	15	-	
	85	-	850

ii) Actual Results for June, 2014:

Material	Quantity (Units)	Rate (Rs.)	Amount (Rs.)
A	400	11	4,400
B	200	6	1,200
	600	-	5,600
Loss (10%)	60	-	
	540	-	5,600

Compute: (10)

- Material Price Variance
- Material Mix Variance
- Material Yield Variance
- Material usage Variance; and
- Total Material Cost Variance

Q7. Differentiate between Marginal Costing and Absorption Costing. (5)

a) A firm has Rs. 10,00,000 invested in its plant and sets a goal of 15% annual return on investment. Fixed costs in the factory presently amount to Rs. 4,00,000 per year and variable costs amount to Rs. 15 per unit produced. In the last year the firm produced and sold 50,000 units at Rs. 25 each and earned a profit of Rs. 1,00,000. How can management achieve their target profit goal by varying different variables like fixed costs, variable costs, variable costs, quantity sold or increasing the selling price per unit? (10)

P.T.O.

BBA 207