

**1<sup>st</sup> Year (Sem-I) BBA, University Examination, 2020**  
(1<sup>st</sup>/2<sup>nd</sup> Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)  
**SUBJECT: MANAGEMENT PRINCIPLES AND PRACTICE**  
**PAPER: Theory (BBA 101)**

**TIME: 2hrs****FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.

"Mental revolution on the part of management and workers is the foundation on which the building of scientific management is constructed. In the light of this statement, explain Taylor's Scientific Management theory.

(10)

2.

Gilbert Brown, the President of International machine Corporation (IMC), leaned back in his chair and reflected with well-deserved satisfaction on the success of his company which produces and distributes a line of farm machinery. That afternoon, at a meeting of distributors from various parts of the world, Mr. Brown had been urged to introduce new models to satisfy the changing demands of customers.

The President, who had an Engineering background, recognized the implications of the distributors' suggestions. It would require greater investments in research and development. Furthermore, the changes in the highly automated production line would be very costly indeed. Also, having a greater variety of models would require stocking many more spare parts. Depending on the kinds of changes, mechanics might also need to be retrained.

Reflecting on previous staff meetings, the President realized that sales and marketing people always wanted a greater variety of models but never acknowledged the costs involved in changing models. After all, the company had been extremely successful with just a few models. Instead, he considered improving the current models and reducing the cost and price. He felt that what the customer really wants is value. Nevertheless, to test his judgment, the President asked a consultant for an option.

- a) How would you state the mission of the enterprise?
- b) What do you think are the opportunities and threats in the external environment?

(5+5=10)

3.

- a) Critically examine Maslow's need-hierarchy theory.
- b) Motivation is just one of the several factors that influence productivity. Do you agree?

(6+4=10)

4.

- a) Leaders can make a difference in end results such as performance, goal attainment and individual development. Do you agree?
- b) Feidler suggests that when leaders can recognize situations in which they are more successful, they can begin to modify their own situations. Do you agree with Fiedler?

(5+5=10)

5.

What guidelines would you suggest to ensure effective organization?

(10)

6.

"Centralization and decentralization are exactly opposite tendencies. Justify.

(10)

[P.T.O.]

7. "Planning and controlling are closely related in that both lead to the better of the other". Explain the ideology contained in this statement. (10)

8. "Motivation is the soul of the management process". Comment. In the light of this observation, define motivation and state its significance for management. (4+2+4=10)



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**SUBJECT: BUSINESS MATHEMATICS**  
**PAPER: Theory (BBA 102)**

TIME: 2hrs

FULL MARKS: 50

*Answer any five questions; each question carries equal marks.*

1.

- a) Explain with the help of a suitable diagram the difference between an optimum point and a point of inflection of a function.
- b) Find the maximum and minimum value of  $y$  and the coordinate of the point of inflection (if any) from the function:

$$3y = x^3 - 3x^2 - 9x + 11$$

(4+6=10)

2.

- a) If  $y = a \cos m \theta + b \sin m \theta$

then prove that,  $\frac{d^2 y}{d\theta^2} + m^2 y = 0$

- b) Find  $\frac{dy}{dx}$  when  $\sin y = x \sin (a+y)$

(4+6=10)

3.

- a) The first and the last terms of an AP are -4 and 146 respectively, and the sum of the AP is 7171. Find the number of terms of the AP and also its common difference.
- b) Three numbers whose sum is 15 are in AP. If 1, 4, and 19 are added to them respectively the result are in GP. Find the numbers.
- c) The sum of three numbers in GP is 35 and their product is 1000. Find the numbers.

(4+4+2=10)

4.

- a) Find the equation of the circle whose centre lies on the  $x$  axis and which passes through the points  $(-1, 0)$  and  $(5, 0)$ .

- b) Find the equation of the circle which is concentric with

$$x^2 + y^2 - 8x + 12y + 43 = 0 \text{ and}$$

- i. passes through  $(6, 2)$   
 ii. has its radius equal to 7

[4+(3+3)=10]

[P.T.O]

5.

a) Prove that:

$$\begin{vmatrix} a & b & c \\ a-b & b-c & c-a \\ b+c & c+a & a+b \end{vmatrix} = a^3 + b^3 + c^3 - 3abc$$

b) Find the values of x, y, z using Cramer's Rule:

$$2x + y - z = 3$$

$$x + y + z = 1$$

$$x - 2y - 3z = 4$$

$$(4+6=10)$$

6.

- a) There are 10 teams in a group. How many matches will be played if each team decides to play with each other (i) once among themselves (ii) twice among themselves?
- b) There are 5 boys and 3 girls standing in a row. In how many ways they can stand in a row so that no two girls are together?
- c) Find the value of r if  ${}^{18}C_{18-r} = {}^{18}C_{r+2}$

$$(4+3+3=10)$$

7.

- a) If  $\log_2 [\log_3 (\log_2 x)] = 1$ , find x
- b) If  $\alpha$  and  $\beta$  are the roots of  $x^2 - px + q = 0$  find the equation whose roots are  $(\alpha\beta + \alpha + \beta)$  and  $(\alpha\beta - \alpha - \beta)$ ?
- c) Show that

$$\left[ \frac{1}{(1+x^{a-b}+x^{a-c})} \right] + \left[ \frac{1}{(1+x^{b-c}+x^{b-a})} \right] + \left[ \frac{1}{(1+x^{c-a}+x^{c-b})} \right] = 1$$

$$(4+3+3=10)$$

8.

- a) A manufacturer produces two types of products X and Y. Each product is first processed in a machine  $M_1$  and then sent to another machine  $M_2$  for finishing. Each unit of X requires 20 minutes time on  $M_1$  and 10 minutes time on  $M_2$ . Each unit of Y requires 10 minutes time on  $M_1$  and 20 minutes time on  $M_2$ . The total time available on each machine is 600 minutes. Calculate the number of units of two types of products produced by using Matrix Method.
- b) A company has offices located in every division, every district and every taluka in a certain state in India. There are 5 divisions, 30 districts and 200 talukas in the State. Each office has 1 head clerk, 1 cashier, 1 clerk and 1 peon. A divisional office in addition 1 office superintendent, 2 clerks, 1 typist and 1 peon. A district office has in addition 1 clerk and 1 peon. The basic monthly salaries are as follows: Office Superintendent Rs. 500, Head Clerk Rs. 200, Cashier Rs. 175, Clerks and Typists Rs. 150 and Peons Rs. 100. Using Matrix notation Find:
- Total number of posts of each kind in all offices taken together
  - Total basic monthly salary bill of each kind of office
  - Total Basic monthly salary bill of all offices taken together.

$$[5+(1+2+2)=10]$$



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**SUBJECT: MANAGERIAL ECONOMICS (MICRO)**  
**PAPER: Theory (BBA 103) .**

**TIME: 2hrs**

**FULL MARKS: 50**

*Answer any five questions; each question carries equal marks.*

1.  
Define price elasticity, income elasticity and cross price elasticity of demand. Discuss the different methods of measuring price elasticity of demand. Differentiate between Inferior good and Giffen good.  
(3+5+2=10)
2.  
Discuss the derivation of the expansion path of a firm in long run.  
(10)
3.  
Give an example of Monopolistic Competition. Also give arguments in favour of your choice. Discuss the short run equilibrium under monopolistic competition.  
(4+6=10)
4.  
What are assumptions of the Cournot model. Discuss the Cournot equilibrium.  
(4+6=10)
5.  
What is excess capacity? With the help of a diagram show that there is no excess capacity in perfect competition in long run.  
(2+8=10)
6.  
Explain the concept of a consumer's bliss point.  
(10)
7.  
Discuss the derivation of Price Consumption Curve for commodity X.  
(10)
8.  
Derive the long run industry supply curve for a constant cost industry under perfect competition.  
(10)



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**SUBJECT: BUSINESS ACCOUNTING**  
**PAPER: Theory (BBA 104)**

TIME: 2hrs

FULL MARKS: 50

*Answer any five questions; each question carries equal marks.*

1.

On 1<sup>st</sup> March, 2018 Mr. Peter commenced business as a Computer Merchant, trading under the name Computer Tech. with the following Ledger balances.

Cash in hand Rs.150000, Cash with Bank Rs.200000 and Stock of Computers Rs.50000.  
Ascertain Capital.

Transactions during the month were.

2018: Mar.2 He purchased on credit from Hindustan Computers 10 Computers @ Rs. 50000 each.

- 4 He received an Invoice from TCI Ltd. for Rs. 9000 towards carriage of Computers.
- 14 He opened a Bank account by depositing Rs. 300000.
- 20 He sold 6 Computers on credit to ABC Ltd. @ Rs. 70000 each.
- 25 He paid by cheque the amount for Carriage.
- 28 He received cash Rs. 400000 from ABC Ltd.
- 31 He issued cheque to Hindustan Computers for Rs. 500000.

You are required to pass necessary Journal entries in the books of Computer Tech.

(10)

2.

- a) From the following particulars prepare a Bank Reconciliation statement of M/s. Reliance Ltd. as on 31<sup>st</sup> March 2019.
- i. Bank balance as per Cash Book (Overdraft) Rs.30000.
  - ii. A cheque paid for Rs.5000 had been entered in the cash book as Rs.500.
  - iii. Cheque issued amounting to Rs.10000 but not presented to bank for payment.
  - iv. Under the Letter of Credit terms the Bank received Rs.50000 from an Exporter.
  - v. Cheque deposited with the Bank amounting to Rs.6000. But on 31.03.2019 it was not credited in the Pass Book.
  - vi. Debit side of the cash book was wrongly overcast by Rs.900.
- b) State with reasons whether the following expenditure are Capital, Revenue or Deferred revenue in nature.
- i) Advertising expenditure of Rs.50000 incurred towards launching of company's New Product.
  - ii) Carriage of Rs.10000 spent on Machinery purchased and installed.
  - iii) An amount of Rs.30000 spent on repairs of a second hand car.
  - iv) Expenses incurred in connection with obtaining a license for starting the Factory was Rs.25000.
  - v) An old machine which stood in the book at Rs.30000 was sold for Rs.20000.

(5+5=10)

[P.T.O]



3.

Prepare Trading, Profit & Loss Account and Balance sheet as on 31.12.2016 of M/s. Krishna Company Ltd. from the following Trial Balance and adjustment entries.

Particulars	Dr.	Cr.
	Amount (Rs.)	Amount (Rs.)
Capital	-----	700000
Office Equipments	200000	-----
Furniture	150000	-----
Land & Building	400000	-----
Purchases	450000	-----
Sales	-----	1078750
Salaries	170000	-----
Sundry Creditors	-----	90000
Sundry Debtors	205000	-----
Return	10000	8000
Cash at Bank	136350	-----
Wages	40000	-----
Advertisement Expenses	25000	-----
Carriage Outwards	10400	-----
Stock	50000	-----
Telephone Expenditure	15000	-----
Electricity Charges	15000	-----
<b>TOTAL</b>	<b>1876750</b>	<b>1876750</b>

Additional Information:

- Closing Stock was valued at Rs.65000 on 31<sup>st</sup> December 2016.
- Reserve for Discount on creditors is to be maintained @2%
- Depreciate Office Equipments by 5%, Furniture by 7% & Appreciate Land & Building by 10%
- Outstanding Salaries was Rs.3000 & Prepaid Wages was Rs.2500.
- Goods worth Rs.5000 were distributed by salesmen as free samples.

(10)

4.

Write in Short on any two of the following:

- Distinguish between Cash Discount and Trade Discount.
- Discuss the features of Double Entry System of Accounting.
- Explain Traditional classification of Account with examples.
- Describe different types of Cash book.

(5x2=10)

5.

Bajaj and Company close their accounts on 31<sup>st</sup> March every year. They purchased the machineries as follows.

- Purchased the Machineries costing Rs.120000 on 01.07.12
  - On 01.01.13 some other machineries were purchased costing Rs.150000
  - On 01.10.13 some more machineries were purchased costing Rs.30000
  - On 01.01.14 another machinery was purchased for Rs.60000
  - Machinery costing Rs.60000 which was purchased on 01.07.12 was sold for Rs.15000 on 01.04.14
  - Depreciation to be charged @ 25% on the written down value method
- Prepare Machinery account in the books of Bajaj and Company for the three years 2012-13, 2013-14 and 2014-15.

(10)



6.

Pass rectification entries for the following transactions.

- i) A contractor's bill for Rs.4600 for the erection of shed was debited to repairs Account.
- ii) Repair to plant amounting to Rs.900 had been charged to Plant & Machinery Account.
- iii) A cheque for Rs.750 received from S Desai was credited to the account of Ram. but no entry was passed for the transaction.
- iv. Wages paid to workmen for the erection of Machinery Rs.2500 was debited to Wages Account.
- v. Goods worth Rs.700 returned by X were included in stock but no entry was passed.
- vi. Goods sold to Z for Rs.475 have been wrongly entered in the sales Book as Rs.745.
- vii. A sale of Rs. 2000 to X was entered in the sales book as Rs.200.
- viii. Machinery purchased for Rs.10000 was entered in the Purchase day book.

(10)

7.

- a) The receipt and Payment account of X charitable institution is given below:  
Receipt and Payment Account for the year ended March 31, 2018.

Receipt	Amount	Payment	Amount
Balance b/d		Furniture	3000
Cash at bank	22000	Investments	75000
Cash in Hand	8800	Salaries	10400
Donation	32000	Rent & Taxes	4000
Subscription	74200	Printing	1000
Interest on Investment	3800	Postage	300
Interest on deposit	800	Advertisement	1100
Sale of old newspaper	500	Insurance	4800
		Balance c/d	
		Cash at bank	32000
		Cash in Hand	10500
<b>Total</b>	<b>142100</b>	<b>Total</b>	<b>142100</b>

Prepare the Income and Expenditure Account for the year ended 31.03.2018 after considering the followings:

- i. It was decided to treat 50% of the donation as income.
  - ii. Outstanding are provided as follows:  
Rent: Rs 800; Salaries: Rs 1200; Advertisement: Rs200.
  - iii. Rs 2000 due for interest on Investment was not actually received.
- b) Explain any two differences between receipt and payment account and income and expenditure account.

(8+2=10)

8.

- a) Y Ltd issued 100000 shares of Rs 10 each on 01.04.2018. The amount payable on these shares was as under:

Rs 2 per share on Application

Rs 3 per share on Allotment

Rs 5 per share on Call

Pass the relevant journal entries.

- b) What do you understand by forfeiture of shares? Pass the relevant journal entries regarding the forfeiture of shares.

(5+5=10)



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**SUBJECT: FUNDAMENTALS OF MARKETING MANAGEMENT**  
**PAPER: Theory (BBA 105)**

**TIME: 2hrs**

**FULL MARKS: 50**

**Answer any five questions; each question carries equal marks.**

1.

Critically differentiate marketing and selling with proper example. Discuss Holistic Marketing with the help of example?

(4+6=10)

2.

Critically discuss Need, Want and Demand of consumer with proper example of your choice. Why has marketing concept acquired so much importance in modern day marketing?

(4+6=10)

3.

Why do companies believe in developing a sales forecast? Give your reason for their suitability.

(5+5=10)

4.

Critically discuss 7 O's frame work for understanding consumer behavior with proper example.

(10)

5.

Critically discuss different type of market segmentation with proper example of your choice.

(10)

6.

Explain the different strategies to manage product life cycle with proper example.

(10)

7.

Critically discuss different types of buying behaviour with proper example.

(10)

8.

Critically explain the factors influencing consumer behaviour and their impact on product selling.

(5+5=10)



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**SUBJECT: BUSINESS COMMUNICATION SKILLS**  
**PAPER: Theory (BBA 106)**

TIME: 2hrs

FULL MARKS: 50

*Answer any five questions; each question carries equal marks.*

1.
  - a) Discuss the process of development of language.
  - b) Briefly discuss the communication process with the help of a diagram. (5+5=10)
  
2.

What is meant by 'Grapevine Communication'? Following are some examples of Grapevine Communication. Identify the type of chain illustrated in each case giving reasons to support your answer:

  - (a) The Sarpanch calls few elderly people of the village and starts chatting about the local mill owner's nefarious activities.
  - (b) Hitesh shares "news" of his harassment by the supervisor selectively with some of his colleagues.
  - (c) The 'news' regarding the MD's divorce is passed on from the Department Manager to the Assistant Manager who in turn shares the same with a Junior Executive. (4+6=10)
  
3.
  - i. Distinguish between Hearing and Listening giving examples. What are the different types of Listening.
  - ii. Identify the type of Listening illustrated in each case
    - a) Sunil, a fan of Ustad Amjad Ali Khan watches his performance at Kalamandir
    - b) The Police Officer listened carefully to the version of the witness while investigating the case
    - c) The HR officer passionately listened to the employee's recent problems on the shop floor
    - d) The subordinate pretended to listen to the instructions of his supervisor
    - e) The Journalist listened to the Politician's speech before making his assessment (5+5=10)
  
4.

Is there a difference between language and communication? In this context, discuss the properties of language. (4+6=10)
  
5.

Critically discuss 'Social Media is a double-edged sword for modern businesses. (10)
  
6.

"Communication Technology has acted as a great leveller for Business"- Do you agree? Give reasons to support your answer. (10)



7.

Discuss group communication with suitable examples. Do you think, modern organizations should include group discussions during their selection process? If yes, why?

(5+5=10)

8.

For each of the underlined words, write down the different parts of speech :

- (a) Honesty is the best policy.
- (b) Read the passage thoroughly before answering the question.
- (c) This house is like a palace.
- (d) It is evident that Hari and Ravi were in this together.
- (e) Oh! I do not know what to do.
- (f) The cat is sitting on the table.
- (g) The children are playing in the rain.
- (h) They were too tired to go out.
- (i) We are not sure what goes on behind the scenes.
- (j) The kitchen is sparkling clean.

(10)



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**SUBJECT: COMPUTER FUNDAMENTAL LAB**  
**PAPER: Practical (BBA 107P)**

**TIME: 3hrs**

**FULL MARKS: 50**

**Answer All Questions.**

**NOTE: ALL QUESTIONS MUST BE EXECUTED IN THE MACHINE. THE STEPS OF EXECUTION OF ALL QUESTIONS MUST BE WRITTEN IN THE ANSWER SCRIPT PROVIDED.**

1.
  - a) Create a Word Document to send Invitation to 10 people regarding participation for Annual Seminar using Mail Merge.
  - b) Create a Power Point Presentation of at least 6 slides to highlight the course objectives of MS EXCEL. Use proper Animation and Slide Transition.

(8+7=15)

2.
  - a) Create a database in EXCEL with the following fields:  
EID, ENAME, SALARY, DESIGNATION  
Also fill in relevant data. Use data validation to ensure no employee(s) get zero salary.
  - b) Use filter to find the details of the employee who get a salary of 90000 to 120000 but not 100000 and names containing "K".
  - c) Use Pivot Chart to analyze employee salary designation wise.

(5+5+5=15)

3.  
Viva Voce

(10)

4.  
File Records

(10)