

**2<sup>nd</sup> Year (Sem-III) BBA, University Examination, 2021**  
(1<sup>st</sup>/2<sup>nd</sup> Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)  
**SUBJECT: MACRO ECONOMICS**  
**Paper Code: MAN 301 (CBCS Syllabus)**

**TIME: 2hrs****FULL MARKS: 100****Attempt all questions; each question carries equal marks.**

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**IMPORTANT INSTRUCTIONS**

Total time of exam is 3 hours, and this includes the submission of the answer script. Students will have to hand write the answers using plain A-4 paper and a blue/black pen. Student's Name, Class roll number (as mentioned in the list uploaded on the website) and Page numbers has to be mentioned on each page of the answer script.

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1. Explain the different methods of measuring National Income. Explain the different tools of monetary and fiscal policy with proper example of your choice. (10+10=20)
2. Use the theory of liquidity preference to explain how a decrease in the money supply affects the aggregate demand curve. Discuss an example of a government policy and its effect that act as an automatic stabilizer. (10+10=20)
3.
  - a) Explain the type of inflation that will occur due to the following:
    - i. Increase in wages due to effective bargaining by trade Unions
    - ii. Expansionary Monetary Policy of the Central Bank.
  - b)
    - i. Discuss the impact of an increase in minimum wages on unemployment.
    - ii. Every month 2% of employed workers lose job in an economy, while 18% of the unemployed workers find jobs in an economy. Calculate the natural rate of unemployment for this economy. [(5+5)+(7+3)=10]
4.
  - a) 'A restriction on Imports does not change the net exports for a small open economy with perfect capital mobility'. Give arguments in favour of the statement if you agree with it or give arguments against the statement if you disagree with it.

[P.T.O]

- b) Explain the impact of an expansionary fiscal policy in the Mundell Fleming Model with perfect capital mobility and floating exchange rate.

(10+10=20)

5.

- a) "Government purchases are said to have a multiplier effect on aggregate demand"  
Explain multiplier effect with relation to the statement. Explain Crowding Out Effect with proper example.
- b) Compare the impact of an increase in money supply based on Fisher's quantity theory of money and Keynesian quantity theory of money.

[(5+5)+10=20]



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**SUBJECT: PRINCIPLES OF MARKETING**  
**Paper Code: MAN 302 (CBCS Syllabus)**

**TIME: 2hrs****FULL MARKS: 100****Attempt all questions; each question carries equal marks.**

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- 1.
- A. 'Advertising Spiral follows the ever-evolving nature of Product Life Cycle (Staircase phenomenon), unless the product has been sold off or withdrawn from the market place.'- Elucidate the statement with proper examples and justifications.
- B. 'Buy one get one free' and '50% off on a product' generally brings same meaning to a consumer but from loyalty building point of view, one is completely beneficial to the company and have a different level of connotation to the marketing process. Identify the element and justify the reasons behind it.

[10+(2+8)=20]

2.

- A. If Zenith Corporation has a Product Mix where,

Width=3,

Depth of Product line 1=5; Depth of Product line 2=4; Depth of Product line 3=8

i) Draw the Product Mix.

ii) Also decide on the length of the Product Mix of Zenith Corporation.

- B. 'Volkswagen, Toyota, Dove, Samsung all have gone through two way line stretching for product line extension and for capturing all market segments' - Explain any two of the above brands with proper examples.

[(5+5)+(5+5)=20]

[P.T.O]

3.

A.

- i. 'Milk, Eggs and other perishable, confectionery food items require a specialized type of channel of distribution.'- Identify the type and explain it with proper justification.
- ii. Pepsico, Maggi and other FMCG items follow a specialized type of channel of distribution.- Identify the type and explain it with proper justification.

B.

Why is Market orientation of an organization considered to be a long-term commitment?  
[(5+5)+10=20]

4.

A.

A marketer's task is to devise marketing activities that create, communicate and deliver value to customers. How, according to you, is this achieved?

B.

In the global scenario, marketers must monitor and respond to the socio-cultural environment. Explain with the statement with the example of any global brand.

(10+10=20)

5.

A.

A national chain of hotels is considering segmenting its market in an attempt to deal with increasing competition.

i. How can segmentation prove to be helpful in this case?

ii. What should be the bases of segmenting the market in this context?

B.

Describe the positioning process that a magazine publisher should go through when launching a new magazine.

[(5+5)+10=20]



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**SUBJECT: MANAGEMENT ACCOUNTING**  
**Paper Code: MAN 303 (CBCS Syllabus)**

**TIME: 2hrs****FULL MARKS: 100****Attempt all questions; each question carries equal marks.****IMPORTANT INSTRUCTIONS**

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1.
  - a) Compare management accounting with cost accounting and financial accounting with respect to techniques employed and purpose for which it is used.
  - b) Cost can be classified on different basis. Classify cost on the basis of elements with appropriate examples.

(10+10=20)
2.
  - a) XYZ Company Limited provided the following information from its record for the Month of December 2020.

Particulars	Amount (Rs.)
Opening Stock of Raw Material	50000
Closing Stock of Raw Material	60000
Direct Wages	40000
Sales	250000
Purchase Raw Material	150000
Factory Rent	15000
Depreciation of Plant and Machinery	5000
Taxes	2500
Warehouse Expenses	1500
Opening Stock of Finished Goods	40000
Closing Stock of Finished Goods	50000

[P.T.O]

Prepare Cost Sheet showing various components of Total Cost and cost per unit considering the number of units produced as 150 units.

b) The following data of ABC company Ltd. are given:

Fixed Cost = Rs. 80000

Selling Price = Rs. 20 per unit

Variable Cost = Rs. 10 per unit

Calculate profit when sales value is Rs. 200000 and Rs. 250000

(10+10=20)

3.

a) The size of margin of safety indicates soundness of a business. When margin of safety is large the business stands better chance of survival in times of depression. Explain the statement with reasons.

b) From the following information explain with reason whether it will be beneficial for the company to continue with its production or not.

Fixed Cost Rs. 300000

Variable Cost Rs. 7 per unit

Market Price Rs. 9 per unit

Output 100000 units

(10+10=20)

4.

a) From the forecasts for the period March to August, 2021 given below, prepare a cash budget for the three months beginning May 1, 2021.

<i>Rupees</i>	Sales (all credit)	Purchases (all credit)	Wages	Other Exp	Mfg Exp
March	14000	9600	2400	1700	1200
April	14800	10000	2000	1600	1000
May	15200	8800	2800	1700	1400
June	13600	9200	1800	1500	900
July	12800	9400	2200	1400	1000
August	14400	9000	2000	1600	800

Additional information:

- Credit period granted to customers: 1 month
- Credit period allowed by suppliers: 2 months
- Lag in payment of wages & other expenses: 1 month
- Lag in payment of manufacturing expenses: ½ month
- Equipment costing Rs.4,000 is due for delivery in July. 10% is payable on delivery and the balance after three months
- Tax of Rs.2,000 each is payable in March and June
- Cash in hand on May 1, 2021 is Rs.2,000

- b) Prepare a Raw Materials Purchase budget for April 2021 from the data given below:

Materials (units)	P	Q	R	S
Estimated stock on Apr-1	800	300	1200	100
Estimated stock on Apr-30	1000	400	1400	200
Estimated consumption	6000	2200	6600	1800
Standard price (Rs. per unit)	50	10	30	20

(10+10=20)

5.

- a) The budgeted and actual sales for two products A and B are listed below. Calculate the various sales variances for each of the products, and the total overall variances.

	Budgeted sales		Actual sales	
	Units	Rs./unit	Units	Rs./unit
A	800	60	760	64
B	600	50	630	44

- b) Calculate the Variable, Fixed and Total overhead cost variances from the given data:

<i>For December 2020</i>	Budgeted	Actual
Output (units)	50,000	55,000
Variable overheads (Rs.)	1,000,000	1,075,000
Fixed overheads (Rs.)	1,500,000	1,550,000

(10+10=20)



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**SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT**  
**Paper Code: MAN 304 (CBCS Syllabus)**

**TIME: 2hrs****FULL MARKS: 100****Attempt all questions; each question carries equal marks.**

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1.
  - a) "The 5 Ps of operation management are interrelated". Explain the statement with examples.
  - b) Explain the difference between Order qualifier and Order winner attributes with help of examples?
  - c) Explain the tradeoff between holding cost and ordering cost in Economic Order Quantity (EOQ) with help of an example?
  - d) Calculate the Economic Order Quantity from the following information. Also state the number of orders to be placed in a year.  
Consumption of materials per annum: 20,000 kg  
Order placing cost per order: Rs 50  
Cost per kg. of raw materials: Rs 4  
Storage costs: 10% on average inventory

(5+5+5+5=20)

2.
  - a) "Quantitative methods of forecasting give more accurate results than Qualitative methods of forecasting". Do you agree with the statement and why?
  - b) Forecast the sales for the next four years from the following time series data:

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Sales (in 000 units)	120	135	140	145	160	150	170	180	190

[P.T.O]



- c) A specific forecasting model was used to forecast demand for a product. The forecast and the corresponding demand that subsequently occurred are shown below:

Month	October	November	December	January	February	March
Actual	700	760	780	790	850	950
Forecast	660	840	750	835	910	890

Estimate the forecasting error using MAD (Mean absolute deviation), MSE (Mean squared Error) and MAPE (Mean absolute percentage error)?

(4+6+10=20)

3.

- a) What are the two main types of control charts? Give two examples for each type.  
 b) Ten samples of 100 feet of wallpapers were inspected and counted for the number of printing defects which are given in the table below. Suggest a suitable control chart to measure the performance of the printing process, draw it and comment on the result.

Wallpaper sample	1	2	3	4	5	6	7	8	9	10
No of defects	4	2	5	3	2	3	1	3	4	3

- c) Past actual sales (in units) for a company are given below:

Month	January	February	March	April	May	June	July	August	September
Actual	700	645	660	648	655	760	682	670	756

Make a forecast of the sales on the following basis:

- i. Using 3 months simple moving average forecast for period from July to September.  
 ii. Using weighted moving average (with weights of 0.50,0.30 and 0.20) forecast for period from July to September.  
 iii. Using single exponential smoothing method forecast for period from June to September using alpha value to be 0.30.

(4+6+10=20)

4.

- a) Just meeting a customer's need is not enough. The organisations must exceed the customer's needs. With respect to this explain with the help of a diagram how Kano model can be used in conceptualising the customer requirements into dissatisfiers, satisfiers and delighters.  
 b) Process improvement achieves the greatest results when it operates within the framework of the problem-solving method. Explain the framework of the problem-solving method with the help of a diagram  
 c) The philosophy of Total Quality Management emphasises on building quality into the products and processes by improving the factors that affect quality right from marketing, through design to manufacturing. In this respect explain the key principles of TQM implementation.

- d) Benchmarking measures performance against that of best-in-class organisations and determines how they achieve that and uses the information as the basis for adaptive creativity and breakthrough performance. In this context elucidate the basic steps involved in a benchmarking exercise.

(5+5+5+5=20)

- 5.
- a) What do you mean by a Product-Process Matrix? State its importance.
- b) The Service Design Matrix demonstrates the relationship between three key factors of service, and how these factors relate to the service delivery. Name the three factors of service delivery.
- c) Variety versus volume requirement is one of the key criteria for selecting a suitable process for production. With respect to this requirement identify a suitable production process for the following items - (i) Tailormade suit (ii) Petrol and Diesel (iii) Cakes and Patties (iv) Two-wheelers and (v) Centralised banking software. Give reasons to justify your answers.
- d) What do you mean by design capacity and effective capacity? A car manufacturing company with their available resources can manufacture 80 cars per month. For a particular month, considering all breaks and schedule maintenance the production engineer estimates the production of 65 cars in that month. However due to some unforeseen causes the production was hampered and the company could manufacture only 52 cars in that month. Identify the design capacity and effective capacity of the production unit. Also calculate the efficiency of the production process and percentage resource utilisation.
- e) When measuring capacity for any production process the unit of measurement can be based either on input or on output depending on the convenience of measurement clarity about the measured quantity. In this context identify suitable capacity measures for the following cases - (i) Automobile Manufacturing (ii) Steel Production (iii) Power Generation and Transmission (iv) Airlines Operations and (v) Hospital Operations. Give reasons to justify your answer in each case.

(2+3+5+5+5=20)



**2<sup>nd</sup> Year (Sem-III) BBA, University Examination, 2021**(1<sup>st</sup>/2<sup>nd</sup> Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)**SUBJECT: IT TOOLS FOR BUSINESS****Paper Code: MAN 305 (CBCS Syllabus)****TIME: 2hrs****FULL MARKS: 100****Attempt all questions; each question carries equal marks.****IMPORTANT INSTRUCTIONS**

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1.
  - a) Write steps to create a table in MS Word containing roll,name,sub1\_marks, sub2\_marks, sub3\_marks. Write the steps to calculate the sum and average of the marks using functions.
  - b) In short, describe how can newspaper like formatting be done in a MS Word document to create the front page of a modern day newspaper?
  - c) As the Sales manager of a company, write a letter to the junior employees using Mail Merge requesting them to join a meeting on a specified date(Steps should be clearly mentioned). Copies should be served to 5 employees.
  - d) Write the steps to insert a table of contents in a word document in classic format.  
(6+4+5+5=20)
2.
  - a) In MS Excel, show the differences among absolute, relative and mixed cell referencing.
  - b) A customer of ABC Bank has taken a loan of Rs. X. Howcan PMT, IPMT and PPMT functions be used to calculate the EMI, interest and the principal component respectively. Consider the rate to be 'r' and tenure to be 't' years.
  - c) Differentiate among sum, sumif and sumifs with an example.
  - d) Write the steps to change the type of calculation the user wants to use to summarize the data from the selected field in Pivot Table settings.  
(6+4+6+4=20)
3.
  - a) How does solver help in solving a particular goal seek problem in Excel?
  - b) Explain the role of Scenario Manager in a modern day business with example.
  - c) When should you use Custom Animation and when should you use Slide Transition? Explain with proper examples for doing Custom Animation and Slide Transition.
  - d) How to stop loop of slides in Power Point Show?  
[6+4+(2+6)+2=20]  
[P.T.O]



- 4.
- a) When should you use Slide Design and when should you use Slide Layout? Explain with proper examples for doing Slide Design and Slide Layout.
  - b) Illustrate the use of Hyperlink in Power Point Presentation with proper examples.
  - c) Draw an ER Diagram for Train Reservation System (at least 3 entities should be done) and also explain it.
  - d) Illustrate the types of Database users in a database environment.

[(2+3)+5+8+2=20]

5.  
a)

- i. Using SQL create a EMPLOYEE table with following fields:  
Employee\_Id: Text(10) Primary Key  
Employee\_Name: Text(30)  
Department: Text(30)
  - ii. Using SQL add another field to the EMPLOYEE table called Salary of type Number
- b) Why should you use Primary Key while designing a database?
  - c) Illustrate the use of "\*" and "?" in MS ACCESS with examples.
  - d) From the EMPLOYEE TABLE with following fields:  
Employee\_Id: Text(10) Primary Key  
Employee\_Name: Text(30)  
Department: Text(30)  
Salary: Number
    - i. Using Advanced Filters find out the details of the employee who gets between 10000 to 20000 but not 16000.
    - ii. Using Query Design find out the name of the employee who works in "HR" Department or "IR" Department.
    - iii. Using Query Design update the salary of Employee ID 2 to 32000.
  - e) Illustrate the use of Cartesian Product Operator (x) in Database with proper example.

[(2+2)+2+4+(3x2)+4=20]