1ST YEAR (SEM-II) BBA UNIVERFSITY EXAMINATION, 2022

(1st Year, 2nd Semester)

SUBJECT: MANAGERIAL ECONOMICS

101		SUBJECT: MANAGER	IAI	ECONOMICS				
		PAPER CODE: MAN 20)1 (CBCS SYLLABUS	ting			
Time	e:3	hours		o notional noticebour marinal	ll Marks : 100			
		Answer any five	e qu	estions.	5×20=100			
1.	a)	State the law of Diminishing Marginal Uti	lity	and state the facts on which this	law depends.			
	b)	State the Law of Equi-Marginal Utility.						
	c)	What is indifference curve? Explain the p	rop	erties of an indifference curve.	2+4+4+2+8			
2.	a)	Explain the three stages of the process of	pro	duction.				
	b)	Among the three stages of the production production in Give reasons in support of your answer.	roc	ess, at which stage the production	on is efficient?			
	c)	Derive the relationship between AR, MR	and	elasticity of demand.				
	d)	What would happen when elasticity of de	mar	nd is equal to one?	6+4+6+4			
/3.	a)	The equation of a demand curve is $P = 0$ quantity increases from 5 to 6?	48 –	3Q. What is the elasticity of	demand if the			
	b)	The price elasticity of the supply is 2. A f what price will it supply 250 units?	irm	supplies 200 units of it for Rs.	8 per unit. At			
	c)	If $y = Ax^b$, find the elasticity of y with re	spec	et to x.	$5+7\frac{1}{2}+7\frac{1}{2}$			
4.	a)	Explain the concept of "excess capacity" under monopolistic competition.						
	b)	In a perfectly competitive market, why do marginal cost curve?	oes	equilibrium occur at the rising	portion of the			
	c)	State and describe the price and output det monopoly in the short-run.	erm	ination in perfectly competitive	market versus 5+5+10			
5.	Wr	Write short notes on any four:						
	a)	Necessary goods	b)	Giffin goods				
	c)	Expansion path	d)	Cross-price elasticity of dema	nd			
	e)	Prisoner's dilemma	f)	Welfer cost of monopoly.				
6.	a)	Define isoquant and iso-cost line and exp	lain	how production equilibrium is	obtained.			
	b)	What are ridge lines? Show diagrammatic	ally	the efficient zone of productio	n. 10+4+6			
7.	a)	Explain the relationship between Total Pr Product (MP).	odu	ct (TP), Average Product (AP),	and Marginal			
	b)	Why the minimum point of the Average C	ost	(AC) curve must lie above and	to the right of			

the minimum point of the Average Variable Cost (AVC) curve.

Define AC and MC. Explain the relationship between AC and MC.

10+3+2+5 [Turn over 8. a) The inverse demand and supply functions of a commodity, in a perfectly competitive market, are given by $p = \beta - \alpha x$ and p = b + ax respectively, where $a, b, \alpha, \beta > 0$ and $\beta < b$. Find the equilibrium values of p and x. If the government imposes a specific tax @ Rs t per unit, find post-tax equilibrium values. Also find the value of t for maximum tax revenue.

What is not florence curve? Explain the properties of an indifference curve.

Explain the concept of "excess capacity" under more reliade competition:

Give reasons in august of your answer.

- b) The short-run production function of a manufacturer is given as $x = 11L + 16L^2 L^3$
 - i) Find AP_L and MP_L , and show that $MP_L = AP_L$, where AP_L is maximum.

The equation of a density ourse is P - 18 - 10. What is the elasticity of demand if the

State and discribe the order adout determination in perfectly competitive market versus

What are ridge lines. Show quarantinally the efficient zone of production. -10+4 sc.

Exclain the relationable by west Total Product (TP); Average Product (AP), and Margin il

. Why the minimum point of the Average Cost (AC) curve must lie above and to the right of

c) Deline AC and MC. Explain the relationship between AC and MI

ii) Find the value of L for which output is maximum.

1ST YEAR (SEM-II) BBA UNIVERFSITY EXAMINATION, 2022

(1st Year, 2nd Semester)

SUBJECT: BUSINESS ACCOUNTING

PAPER CODE: MAN 202 CBCS SYLLABUS

Time: 3 hours

Full Marks: 100

Attempt any five questions, each question carries equal marks.

 a) From the following Trial Balance and adjustment entries prepare Trading, Profit & Loss Account and Balance sheet as on 31.03.2021 of M/s. MNC Company Ltd.

	Dr.	Cr.
Particulars	Amount (Rs.)	Amount (Rs.)
Purchases	5,50,000	
Wages	30,000	(70)s
Sales	ANGE DE LE	9,50,000
Return	5,000	.4,000
Furniture & Fixture	25,000	The state of
Plant & Machinery	3,00,000	Ballers I
Building	2,00,000	15 EST 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Stock	50,000	edstr Prs al s
Sundry Debtors	45,000	halfW in tri de s
Capital	signification of	3,00,000
Creditors	8 ja 1857, rízstr pa −ta lon	45,000
Salaries	40,000	e Light Chi c e o
Advertisement Expenses	15,000	maki ji Prade
Rent	9,000	
Cash & Bank	30,000	and the second
Commission		5,000
Carriage inward	5,000	* <u>-sl</u> g(
TOTAL	13,04,000	13,04,000

Adjustment Entries:

- i) Depreciate Plant & Machinery by 10% and Furniture & Fixture by 5%.
- ii) Appreciate Building by 15%.
- iii) Outstanding Salaries was Rs. 5,000 and Prepaid Wages was Rs. 4,000.
- iv) Goods worth Rs. 5,000 were distributed by salesmen as free sample.
- v) Goods withdrawn by Proprietor amounting to Rs. 3,000 for personal use.
- vi) Closing Stock was valued at Rs. 60,000.
- b) Balance sheet is a financial statement that reports a company's Assets, Liabilities and Shareholder's Equity. Elaborate different uses of Balance sheet. 15+5=20

2. a) From the following information calculate:

Sales i)

ii) Sundry Debtors

iii) Sundry Creditors

iv) Opening Stock and v) Closing Stock

Debtors Collection Period: 3 Months Creditors Collection Period: 2 Months

Stock Turnover: 8

Gross Profit Ratio: 25% Gross Profit: Rs. 80,000

Closing Stock of the year was Rs. 2,000 more than the Opening Stock. All the Sales and

Purchases were on Credit.

b) Prepare a Three column cash book from the following details:

Date	Particulars		
1/12/2021	Cash in Hand Rs. 2000		
1/12/2021	Cash at Bank Rs. 1800		
4/12/2021	Received Cash from Ram for Rs. 95; Allowed him discount of Rs. 5		
7/12/2021	Paid Shyam by cheque Rs. 330; Received discount of Rs. 10		
15/12/2021	Withdrew from Bank for Office cash Rs. 100		
16/12/2021	Withdrew from Bank for personal purpose Rs. 150		
20/12/2021	Bought goods by cheque Rs. 500		
25/12/2021	Sold goods on cash Rs. 600		
26/12/2021	Paid sundry expenses in cash Rs. 30		
30/12/2021	Deposited into bank from cash Rs. 30		

10+10=20

Journalize the following transaction in the books of X and draw up a Bank Account for the month of July, 2020:

Date	Particulars
1/07/2020	Started Business with Rs. 80000 in bank and Rs. 30000 in cash
5/07/2020	Bought goods on credit from Sengupta & Co Rs. 15000
6/07/2020	Paid cash in bank Rs. 1000
9/07/2020	Returned goods to Sengupta & Co Rs. 3000
15/07/2020	Paid by cheque to Sengupta & Co Rs. 10000 as full and final settlement
20/07/2020	Paid Telephone bill of Rs. 500 and Electricity bill of Rs. 200 by cheque
22/07/2020	Withdrew from Bank for personal purpose Rs. 200

On 1st January 2019 machinery was purchased by X for Rs. 50000. On 1st July 2020, additions were made to the extent of Rs. 10000. On 1st April 2021, a further addition was made to the extent of Rs. 6400. On 30th June 2022, machinery, the original value of which was Rs. 8000 on 1st January 2019, was sold Rs. 6000. Depreciation was charged @ 10% p.a. on the original cost.

Show the Machinery account for the years from 2019 to 2022 in the books of X. X closes his book on 31st December.

10+10=20

- 4. Write Short Notes on any four:
 - a) Advantages of preparing final account in a Vertical form.
 - b) Debtors Turnover and Debtors number of days.
 - c) Current ratio and Quick ratio.
 - d) Director's report as content of Corporate Annual report
 - e) Any two accounting concepts with examples
 - f) Cash and Accrual System of Accounting
 - g) Bank Reconciliation Statement

 $4 \times 5 = 20$

5. Convert the following Balance sheet of M/s. XYZ Ltd. into common size Balance sheet and give your comments on the changes in the sources and application of fund between the two years.

Balance sheet as on 31.03.2020 and 31.03.2021 of M/s. XYZ Ltd.

	Amount	Amount	received a series of	Amount	Amount
Liabilities	(Rs.)	(Rs.)	Assets	(Rs.)	(Rs.)
	31.03.20	31.03.21		31.03.20	31.03.21
Equity Capital	4,00,000	4,00,000	Machinery	8,00,000	8,50,000
Long Term Loan	6,00,000	9,00,000	Building	4,00,000	4,00,000
Reserve & Surplus	3,00,000	4,50,000	Furniture & Fixture	1,00,000	1,00,000
Debenture	5,00,000	6,00,000	Stock	3,50,000	6,00,000
Creditors	2,00,000	2,00,000	Debtors	3,00,000	5,50,000
Provision for Doubtful Debtors	20,000	40,000	Cash & Bank	70,000	90,000
	20,20,000	25,90,000	asci mori nworthday	20,20,000	25,90,000

20

6. a) Explain Accounting Cycle with suitable examples.

Define Accounting Equation. If Rs. 50,000 capital is introduced in Cash, show the impact on Accounting Equation.

5+5=10

b) The Balance Sheet of AT Ltd. is given below for the year ending 31/03/2022 -

Balance Sheet as at 31.03.2022

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Capital	1,70,000	Building	80,000
Sundry Creditors	22,000	Plant	30,000
Other Current Liabilities	1,000	Fumiture	15,000
		Stock	25,000
		Sundry Debtors	35,000
		Cash & Bank	8,000
	1,93,000		1,93,000

You are required to compute the following ratios and state their implications:

- i) Current Ratio
- ii) Liquid Ratio

10

7. a) The balance of ICICI bank as per Bank ledger of T Ltd. is Rs. 1,58,000 (Dr.) as on 31.03.2022.

The following transactions are given resulting in mismatch of balance of ICICI Bank A/c as per Passbook and as per Cash Book:-

- i) Cheque of Rs. 78,000 was paid to P Ltd. on 01.03.2022 and was cleared on 05.03.2022.
- ii) Bank had debited Rs. 230 on account of Debit Card Charges, but the same was not recorded in books of accounts.
- iii) Bank Charges of Rs. 117 debited by Bank was not intimated to T Ltd.
- iv) Rs. 2,800 was credited to Bank A/c as ECS on account of Savings Bank Interest, but not recorded in books of accounts.
- v) Cheque of Rs. 21,000 was received from T Ltd. on 28/03/2022, deposited into bank on 30/03/2022. The cheque cleared on 05/04/2022.

You are required to prepare Bank Reconciliation Statement as on 31/03/2022.

b) Discuss the types of errors with suitable examples for the purpose of Rectification of Errors.

10

10

8. a) The following are the transactions for the month of May 2022:

01/05/2022 - Cash deposited into Bank - Rs. 52,000.

08/05/2022 - Paid Rs. 18,000 in cash to ST Ltd. (creditor).

13/05/2022 - Cash Withdrawn from Bank for personal use Rs. 35,000.

21/05/2022 - Cash Received from QW Ltd. (Debtor) Rs. 98,000.

28/05/2022 - Cash withdrawn from Bank for office use Rs. 42,000.

Balance as on 01/05/2022: Cash – Rs. 1,25,000; ST Ltd. (Cr.) – Rs. 21,000; QW Ltd. (Dr.) – 1,05,000 and Bank – Rs. 1,12,000.

You are required to prepare following ledger accounts:

Cash A/c, Bank A/c, Drawings A/c, QW Ltd. A/c and ST Ltd. A/c.

10

b) Prepare a Trial Balance as on 31.03.22 from the following balances:-

Sales Rs. 96,690, Purchases Rs. 14,770, Rent Rs. 1,200, Salary Rs. 8,100, Fixed Assets Rs. 1,35,000, Discount on Purchases Rs. 3,600, Capital Rs. 67,480, Discount on Sales Rs. 3,600, Debtors Rs. 15,000, Creditors Rs. 7,500, Loan from A Ltd. Rs. 2,400, Drawings 20,000, Bank Overdraft – 10,000, Outstanding Expenses 10,000.

1ST YEAR (SEM-II) BBA UNIVERFSITY EXAMINATION, 2022

(1st Year, 2nd Semester)

SUBJECT: ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

PAPER: MAN 203 CBCS SYLLABUS

Full Marks: 100 Time: 3 hours Answer any ten questions. 10×10=100 "Profit maximisation v/s Social Responsibility" — Explain in detail. Briefly explain the importance of clause 49 of SEBI. 10 2. 3. Explain Corporate Social Responsibility. Also mention the need for implementation of Corporate 5+5=10 Social Responsibility in recent times. 10 List the ethical issues faced by business entities. Corporate nomads are individuals who, while maintaining a full-time employment relationship 5. with their organizations, will increasingly participate part-time in geographically dispersed initiatives and projects within their employer's global network. The benefits are many. It gives

- with their organizations, will increasingly participate part-time in geographically dispersed initiatives and projects within their employer's global network. The benefits are many. It gives individuals a sense of financial stability while also allowing them be exposed to new people, new geographies, new cultures, new values, and new work projects without having to leave their current organization (Excerpt from The Rise of the "Corporate Nomad", Harvard Business Review).
 - i) Based on the above, justify how the practice of the "Corporate Nomad" draws from ethics of care.
 - ii) Do you think the "Corporate Nomad" is high on social costs compared to social benefits?

 Give reasons to support your answer.

 5+5=10
- 6. Every domain of management in an organization may face ethical issues in its operations. Ethical issues might also be witnessed in the way one handles its workforce. Most often organizations are blamed on ethical grounds about how the offering of the organization is laid out to the customers.

Based on the above elaborate on the ethical issues commonly witnessed in the area of,

- i) marketing with examples of two brands
- ii) human resource with examples of two industries.

5+5=10

7. Environmental ethics is a branch of ethics that studies the relation of human beings and the environment and how ethics play a role in this. Why do you think environment has gained importance as a stakeholder in business? Mention an initiative undertaken by an organization as a part of environmental ethics.
6+4=10

- 8. Write Short Notes on any two:
 - a) Functions of Board of Directors
 - b) Critical issues in corporate governance
 - c) Evolution of CSR
- 9. Discuss the concept of Utilitarianism. State its relationship with justice.

7+3=10

10. What is Corporate Governance? List the needs for improving corporate governance standards.

4+6=10

- 11. Initially, compensatory preferential hiring may seem to be the obvious solution to a history of discriminatory hiring practices. Upon closer observations, one discovers that such preferential hiring may result in causing more problems than it solves.
 - i) State your arguments for/against preferential hiring, on the basis of Principle of Equal Opportunity.
 - ii) Is discrimination always dysfunctional?

5+5=10

- 12. Faber was certainly a leader who set his mark on Danone, particularly with his focus on creating long-term value for the company and a return to stakeholder capitalism. In June 2020, Faber proposed a change to Danone's articles of association, making it an "entreprise à mission" or a company with a purpose. His proposal received the approval of 99% of Danone's shareholders. With this change, Danone officially moved away from simply maximizing shareholder value by committing itself to look after its customers, suppliers, and employees. CEO duality was without a doubt a factor in helping Faber push ahead with this major strategic change.
 - i) With reference to the above situation, explain CEO Duality.
 - ii) Explain the dilemma that Faber had encountered, with respect to his dual role. 5+5=10

[Turn over

1ST YEAR (SEM-II) BBA UNIVERFSITY EXAMINATION, 2022

(1st Year, 2nd Semester)

SUBJECT: BUSINESS COMMUNICATION

PAPER CODE: MAN 204 CBCS SYLLABUS

		TAPER CODE. WAIN 204 CDCS STELABOS
Tim	e:3	hours Full Marks : 100
		Answer any five questions, each question carries equal marks.
1.	a)	Discuss 5 barriers to communicate with suitable examples.
	b)	What do you mean by grapevine communication?
	c)	When can grapevine communication be used? 15+3+2
2.	a)	Correct the punctuation in the following passage:
		winston is one of the most laid-back people i know he is tall and slim with black hair and he always wears a t-shirt and black jeans his jeans have holes in them and his baseball boots are scruffy too he usually sits at the back of the class and he often seems to be asleep however when the exam results are given out he always gets an "A" i don't think hes as lazy as he appears to be
	b)	Use the following pair of frequently confused words, in the sentences properly and fill in the blanks.
		i) I all your suggestions the last one. (accept / except).
		ii) We are all beings, but our decisions must be as well. (humane/human)
		iii) The cap of this bottle is, try not to it. (loose / lose)
	150	iv) We call our head of institution the, she is a woman of extraordinary (principle / principal).
		v) High cost of production will adversely profits. But higher sale price will
		have a positive on profits. (effect / affect) 10+10
3.	a)	Why do conflicts arise?
	b)	How can they be resolved?
	c)	Cite five points to explain the nature of business communication. 4+6+10
4.	a)	Draft the Notice and Agenda of a Board Meeting, as the Company secretary of XYZ Industries Ltd. This meeting will discuss annual increment to be given to employees and
		retirement of two board members. The members attending the meeting can do it electronically for which details must be given.
	b)	Discuss the meaning of agenda and its importance. 16+4
5.	a)	Draft a letter to the Insurance Company for Insurance cover against fire that occurred in the warehouse of your company.
	b)	'Feedback is the essence of communication' – Explain with proper example. 10+10

6. Read the following advertisement carefully:

Star Chemicals Pvt. Ltd is looking for lab technicians for their Haryana Division. Candidates with background in Chemistry at the Class 12 level and having at least 3 years' experience in the relevant field may apply. Good command over English is desirable. Excellent compensation package will be given. Interested candidates may apply within 15 days to the HR Manager, Star Chemicals Pvt. Ltd, Haryana, 122001.

Draft the Cover letter and Resume to apply for this job.

10+10

7. a) Draft the minutes of First Annual General Meeting of TBT Industries Ltd.

High sort of production will adversely profits. But higher sale price will

Industries Ltd. This meeting will discuss amount increment to be given to exployers and retingment of two board members. The members attending the meeting can do it

b) Briefly discuss the difference between oral communication, non-verbal communication and written communication with suitable examples.

14+6

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electronically for which details must be given.

- 8. Write short notes on any four:
 - a) Process of Communication
 - b) Formal vs. Informal communication
 - c) Wheel pattern of communication
 - d) Gestural communication
 - e) Electronic Mail
 - f) Planning a Power-Point Presentation
 - g) Essentials of a good business letter

 $5 \times 4 = 20$