

2nd Year (Sem-III) BBA, University Examination, 2022
(1st/2nd 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.****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.

Answer script has to be sent as attachment (as a pdf/scanned file) after collating all sheets of paper used in one single file along with a screenshot of the timestamp as a second attachment. Students must use their full name and class roll no to name the pdf/scanned file (answer script) and the timestamp. The pdf/scanned file (answer script) must be sent from the students' registered mail only to their departmental mail only (the latter is same as the mail from which the question paper was sent).

1.

Define Gross Domestic Product (GDP) of an economy. Define and explain the concept of GDP Deflator. Explain in this connection how you can obtain the National Income of an economy from GDP at market price. Why per capita income of India cannot be taken as a measure of Welfare? Explain. What is marginal propensity to consume (MPC)? If MPC of country A is 0.4 and that for country B is 0.7 what conclusion can you draw about the economic affair of the two countries?

(2+2+7+4+2+3=20)

2.

Define autonomous expenditure multiplier. Find the value of autonomous Investment expenditure multiplier under simple Keynesian model for closed economy. Explain with a suitable diagram the shape and slope of money market equilibrium schedule (LM curve). Explain the effect of an expansionary monetary policy on the national income using IS-LM model.

(2+6+5+7=20)

3.

a) Explain the concept of liquidity trap. Derive the value of balanced budget multiplier in a closed economy under Simple Keynesian model.
b) 'An increase in money supply reduces the value of money'. Give arguments in favour of this statement. What is high powered money? Differentiate between M_1 & M_3 .

[(3+7)+(7+1+2)=20]

4.

a) Explain stagflation with the help of an appropriate diagram. Discuss some of measures that may help in controlling inflation.
b) 'Wage rigidity is a cause of unemployment'. Justify the statement.
c) With the help of a diagram discuss the impact of an increase in minimum wage on unemployment.

[(4+6)+5+5=20]

5.

- a) 'An expansionary fiscal policy will increase 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 agreement against, if you disagree.
- b) Explain the impact of an expansionary fiscal policy in the Mundell Fleming Model with perfect capital mobility and fixed exchange rate.

(10+10=20)

2nd Year (Sem-III) BBA, University Examination, 2022
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: PRINCIPLES OF MARKETING
Paper Code: MAN 302 (CBCS Syllabus)

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

IMPORTANT INSTRUCTIONS

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1.

Describe the marketing mixes used by each of the organization listed below specifically how each company approach to Product, Price, Place ,and Promotion.

- a) Burger King
- b) Disneyland

(10+10=20)

2.

Planter's is preparing to introduce honey coated, fat free nuts that retain the original flavor of nuts. Being a part of management team analyze the marketing environment and decide which target markets most viable for the product introduction and why?

(10+10=20)

3.

A new company is planning to introduce a line of pre-cooked food items .It will be quite convenient and far less time consuming to prepare meals within minutes. Being the marketing consultant of the company suggest how the company should segment the market. What are the most common types of channels industrial marketers use? Describe the products and situation that prompt manufacturer to use this channels.

(10+5+5=20)

4.

Often after a brand begins to slip in the marketplace or disappear altogether, commentators observe, "All brands have their day", implying that brands have a finite life and cannot be expected to be leaders forever. Other experts contend that brands can live forever and that long-term success depends on marketers' insight and skill. Justify your position regarding either of the experts with appropriate examples.

(20)

5.

Brand extensions can endanger brands and can also aid brand growth. Justify the statement with appropriate examples in each case, citing the reasons for failure or growth of the brand.

(20)

2nd Year (Sem-III) BBA, University Examination, 2022
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: MANAGEMENT ACCOUNTING
Paper Code: MAN 303 (CBCS Syllabus)

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

A factory produces and sells 1,000 units of a product in August 2019, for which the following particulars are available:

| | |
|---|-----------------|
| Opening Stock of Materials | Rs.5,000 |
| Purchase and Receipt of Direct Material in August 2019 | Rs.140,000 |
| Direct Wages paid in Cash (in August 2019) (it includes Rs.3,000 on account of August 2017 and an advance of Rs.1,000) | Rs.50,000 |
| Works Overhead Charges for the month | Rs.60,000 |
| Closing stock of material | Rs.9,000 |
| Administrative and Selling Overhead | Rs.20 per unit |
| Sales Price | Rs.400 per unit |

- a) Prepare a Cost Sheet for August 2019.
- b) Estimate the selling price of a unit of the product in September 2019 with the following assumptions:
- a 10% increase in Direct Material cost;
 - a 5% increase in Direct wages;
 - a 15% increase in works overhead
 - a 10% reduction in Administrative and selling charges
 - The same percentage of profit on cost has to be maintained as in August 2019.

(10+10=20)

- 2.
- a) Critically examine the need and importance of cost accounting with reference to the inadequacies of financial accounts.
- b) From the following Balance Sheet of X Ltd, prepare a Cash Flow Statement for 2019:

| Liabilities | 2018 | 2019 | Assets | 2018 | 2019 |
|--------------------------|---------------|---------------|-----------------------|---------------|---------------|
| Equity Capital | 150000 | 200000 | Goodwill | 36000 | 20000 |
| Preference Capital (12%) | 75000 | 50000 | Building | 80000 | 60000 |
| General Reserve | 20000 | 35000 | Plant | 40000 | 100000 |
| P&L A/C | 15000 | 24000 | Debtors | 119000 | 154500 |
| Creditors | 37500 | 49500 | Stock | 10000 | 15000 |
| | | | Cash | 12500 | 9000 |
| Total (Rupees) | 297500 | 358500 | Total (Rupees) | 297500 | 358500 |

Additional Information:

- Depreciation charged on Plant was Rs.10000 and on Building was Rs.60000.
- Interim Dividend paid during the year was Rs.20000.

(10+10=20)

- 3.
- a) 'Marginal Costing is one of the important techniques of Management Accounting'. Critically examine the above statement with special reference to CVP (Cost, Volume and Profit) analysis.
- b) A company budgets for a production of 150000 units. The variable cost per unit is Rs.14 and the fixed cost is Rs.2 per unit. The company fixes its selling price to fetch a profit of 15% on cost.
- i. If it reduces selling price by 5% how does the revised selling price affect the break-even point and the profit volume ratio.
 - ii. If a profit increase of 10% more than the budget is desired, what should be the sales (units) at the reduced price?

[10+(5+5)=20]

- 4.
- Prepare a cash budget for the four months starting November 1, 2022 from the forecast.

| <i>Rupees Lakhs</i> | Credit Sales | Credit Purchases | Manufacturing Expenses | Other Expenses |
|---------------------|--------------|------------------|------------------------|----------------|
| October 2022 | 2800 | 1920 | 290 | 980 |
| November 2022 | 2960 | 2000 | 240 | 860 |
| December 2022 | 3040 | 1760 | 340 | 1080 |
| January 2023 | 2720 | 1840 | 220 | 790 |
| February 2023 | 2560 | 1880 | 240 | 860 |
| March 2023 | 2880 | 1800 | 190 | 860 |

Additional information:

- Expected cash sales per month Rs.800 lakhs
- Expected cash purchases per month Rs.500 lakhs
- Credit period granted to customers: 1 month
- Credit period allowed by suppliers: 1 month
- Lag in payment of other expenses: 1 month

- Lag in payment of manufacturing expenses: ½ month
- Lag in payment of selling commission (5% of credit sales only): 1 month
- Cash in hand on November 1, 2022 is Rs.400 lakhs

(20)

5.

- a) A firm manufactures a certain product. Units expected to be sold in the first seven months is forecast below:

| | | | | | | |
|------|------|------|------|------|------|------|
| Jan | Feb | Mar | Apr | May | Jun | Jul |
| 2800 | 2800 | 2400 | 2000 | 1600 | 1600 | 1800 |

It is assumed that the closing stock of finished units for each month would equal 40% of the sales (units) of the following month, including December of the previous year. Prepare a production budget for the six months ending 30th June.

- b) To produce 100 kgs of a particular fabric, the standard requirement is as follows:

| | | | |
|------------|---------|---|--------------|
| Material P | 160 kgs | @ | Rs.12 per kg |
| Material Q | 80 kgs | @ | Rs.10 per kg |

1,000 kgs of fabric was produced during a particular month, whose actual material consumption is given below. Calculate the material cost variances.

| Material | Quantity (kgs) | Rs. per kg |
|----------|----------------|------------|
| P | 1500 | 13 |
| Q | 900 | 9 |

(10+10=20)

2nd Year (Sem-III) BBA, University Examination, 2022
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: PROJECT & OPERATIONS MANAGEMENT
Paper Code: MAN 304 (CBCS Syllabus)

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

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1.

- a) With reference to strategies of Operations Management explain what do you understand by order qualifying and order winning attribute? Substantiate the statement 'Today's order winner becomes tomorrow's order qualifier' with proper example.
- b) With reference to Maintenance Management explain what do you mean by Equipment Life Cycle? With the help of a neat diagram explain the different phases of equipment life cycle along with at least two maintenance strategies of each phase.
- c) Explain the terms MTBF, MTTR and Availability. Also mention how availability can be expressed in terms of MTBF and MTTR.

$$[(4+3)+(2+6)+(3+2)=20]$$

2.

- a) With reference to Lean Production System explain the Demand Pull Logic. Mention its two advantages.
- b) In any production process what is categorised as a waste? Name the eight categories of wastes or MUDA that the Lean manufacturing System aims to remove.
- c) What do you mean by Lean Kanban Scheduling System? What is the management principle underlying the Kanban Production System? What are the two major Kanban Scheduling systems? With a neat diagram explain the 2-Card Kanban Production Control System.

$$[(2+2)+(2+4)+(2+2+2+4)=20]$$

3.

- a) Define Forecasting. Name and explain different qualitative techniques of forecasting.
- b) Name three measures of forecast error. Find the Mean Absolute Deviation for the data given in the following table.

| Period | Actual Demand | Forecast |
|--------|---------------|----------|
| 1 | 60 | 63 |
| 2 | 57 | 64 |
| 3 | 58 | 66 |
| 4 | 64 | 56 |

- c) What is a Product-Process Matrix? Mention at least one advantage of it. Name the three key factors of a Service Design Matrix.

[(2+6)+(3+4)+(1+1+3)=20]

4.

- a) With reference to Layout Decisions of Operations Management what do you mean by Assembly Line Balancing?
- b) The desired daily output of an assembly line is 375 units per day. The assembly line operates for a period of 600 minutes a day. The process involves the tasks A, B, C, D, E, F, G and, H. Balance the assembly line and calculate the idle time and efficiency of the assembly line.

| Task | Predecessor | Task Time (Sec) |
|------|-------------|-----------------|
| A | ----- | 60 |
| B | A | 30 |
| C | B | 35 |
| D | C | 25 |
| E | C | 35 |
| F | C | 22 |
| G | D, E, F | 15 |
| H | G | 23 |

- c) With Reference to Statistical Process Control what are the two components of variations in any process. Explain with example.
- d) What do you mean by Control Charts? What are the types of control charts? Give two examples for each type of Control Chart.

[2+8+4+(2+2+2)=20]

5.

- a) With reference to Total Quality Management explain the ten key principles of it.
- b) The Kano model represents three major areas of customer satisfaction - Explain with the help of a diagram.
- c) Explain with a diagram different phases of Continuous Process Improvement cycle using the framework of problem solving method.
- d) Discuss the usefulness of Balanced Score Card as a Performance Measurement Tool.
- e) Explain how an organisation is benefitted by Benchmarking? Mention the basic steps of a Benchmarking Process.

(4+4+4+4+4=20)

2nd Year (Sem-III) BBA, University Examination, 2022
(1st/2nd 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 the steps to create a table in MS Word containing emp_id,emp_name,prod1_rev,prod2_rev,prod3_rev . Write the steps to calculate the sum and average of the different revenues using functions.
 - b) Write the steps to insert graphics in a table. Explain the resize option in this context.
 - c) As the Principal of a School, write a letter to the parents using Mail Merge instructing them to attend a meeting on a particular date(Steps should be mentioned clearly). Copies should be served to 10 parents.
 - d) Write the steps to insert an index in a word document in modern format.
[6+(2+2)+5+5=20]
2.
 - a) Use absolute and relative cell referencing techniques to calculate the total sales amount in the case of variable price of products and constant price of products for four different regions assuming a dataset of your choice.
 - b) Explain the difference between sumifs and dsum with an example. Why is dsum more convenient way to get the sum from a database?
 - c) Write the steps to protect and unprotect a worksheet in a given workbook. How are pivot tables used to filter data?
 - d) Differentiate among count, countif and countifs with an example.
[4+(4+2)+(2+2)+6=20]
3.
 - a) Create a database in MS Excel which contains the fields Particulars_of_item, Quantity, Cost, Total_amount. Populate the database with relevant data. The grand total amount should be there at the bottom of the database. Give indicative steps using solver to satisfy the following constraints:
 - I. Grand total amount should be equal to 5000.
 - II. Quantity should be non-negative integer.

III. Cost should be non-negative.

- b) Explain the concepts of various types of “what if analysis” with example.
- c) Draw and also explain briefly an ER Diagram to represent a Library Information System. [(3x2)+4+10=20]

4.

- a) Write down the steps to create a PowerPoint presentation to illustrate the importance of IT in society. The slides should include animation and transition. Minimum 5 slides should be done.
- b) Write down the steps to create a custom show in Microsoft Power Point.
- c) Illustrate the importance of Notes in Microsoft PowerPoint.

(10+5+5=20)

5.

- a) Write SQL query to create a table with the following details:

TABLE NAME: STUDENT

| FIELD | DATATYPE |
|-------------|-----------|
| ROLLNUMBER | TEXT (30) |
| SEM | TEXT (1) |
| STUDENTNAME | TEXT (50) |
| MARKS | INTEGER |

PRIMARY KEY: ROLLNUMBER AND SEM

- b) Write SQL query to create a table with the following details:

TABLE NAME: TEACHER

| FIELD | DATATYPE |
|-----------------------|-----------|
| TEACHERID | TEXT (30) |
| QUALIFICATION | TEXT (10) |
| TEACHERNAME | TEXT (50) |
| EXPERIENCE (IN YEARS) | INTEGER |

PRIMARY KEY: TEACHERID

- c) Write down the steps to add a field TEACHERID which is of TEXT (30) type in STUDENT TABLE in design view.
- d) Write down the steps to find out the details of the student whose name ends with “A” using advanced filter.
- e) Write SQL query to find out the teacher name who is teaching Semester 3.
- f) Write steps to delete student “A” from Student table using query design.
- g) Write steps to update the qualification of teacher “ABC” to MBA using query design.

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