

(Please write your Exam Roll No.)

Exam Roll No. 132244017R

# 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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Exam Roll No. 01824401718

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOV- DEC 2019

Paper Code: BBA -203

Subject: Marketing Management

BBA (B&I)-203

(Batch 2017 onwards)

Time: 3 Hours

Maximum Marks: 75

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

~~Q1~~ Differentiate between marketing and selling. Explain the concept of social marketing for a consumer durable company in India.

~~Q2~~ What is positioning? Why it is important part of marketing strategy? explain any five basis that can be used by marketers for positioning of brands.

~~Q3~~ Distinguish between the following:

- a) Optional product pricing and Captive product pricing
- b) Product line pricing and Product bundle pricing

~~Q4~~ Summarize various implications of PLC on marketing strategies. What are the risks associated with test marketing?

~~Q5~~ a) How do you manage channel conflict?

b) What is distribution mix? How is it related to promotion mix?

~~Q6~~ Write a detail note on supply chain management.

~~Q7~~ "Marketers use an array of tools for the purpose of communicating and promoting their products and services." In the light of the above statement, explain the concept of promotion mix and its various components.

~~Q8~~ You are a marketing expert. A new company asked for your advice as to whether they should go in or for family branding strategy or individual branding strategy. Give your advise with proper reasons.

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## 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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## END TERM EXAMINATION

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

Paper Code: BBA-207

Subject: Management Accounting

BBA (B&I)-207

Time: 3 Hours

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:  
(i) Material price variance  
(ii) Material usage variance  
(iii) Material mix variance  
(iv) 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	

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There is acute competition. Extra efforts are necessary to sell. Suggestions have been made for increasing sales:

- i) By reducing sales price by 5%
- ii) 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:

- (i) Break-even sales.
  - (ii) Total sales.
  - (iii) Total variable costs.
  - (iv) Current profit.
  - (v) New margin of safety if the sales value is increased by 7½ %.
- 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	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills payable	20,000	16,000	Cash 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>8,17,000</b>		<b>6,77,000</b>	<b>8,17,000</b>

Additional Information:

- (1) Depreciation of Rs.10,000 and Rs.20,000 have been charged on plant and land and buildings, respectively, in 2017.
  - (2) An interim dividend of Rs.20,000 has been paid in 2017.
  - (3) 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:

- (i) Current Ratio----- 2.5
- (ii) Acid test Ratio----- 1.5
- (iii) Gross profit/ Sales Ratio----- 0.2
- (iv) Net Working Capital/ Net Worth Ratio---- 0.3
- (v) Sales/ Net fixed Assets Ratio ----- 2.0
- (vi) Sales/ Net Worth Ratio----- 1.5
- (vii) Sales/ Debtors Ratio----- 6.0
- (viii) Reserves/ Capital Ratio----- 1.0
- (ix) Net Worth/ Long term Loan Ratio----- 20.0
- (x) Stock Velocity ----- 2 Months
- (xi) Paid up Share Capital----- Rs. 10 lakh

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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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