

(Please write your Exam Roll No.)

Exam Roll No. 0889030177

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER- DECEMBER 2018

Paper Code: BBA-201

Subject: Business Law

Time : 3 Hours

Maximum Marks :75

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

- Q1 What are essential elements of a valid acceptance? Can an offer be withdrawn after acceptance?
- Q2 What is the difference between Bailment and Pledge? Describe the duties of finder of goods.
- Q3 What are the circumstances under which a banker is bound to refuse the payment of a cheque?
- Q4 When can a 'condition' be treated as 'warranty'? What are implied conditions and warranties in case of an agreement to sell?
- Q5 What are the provisions of law applicable for performance in case of contract of sale.
- Q6 Who decides about remuneration payable to the Managing Director of a large public limited company? Whether there exist any kind of restrictions?
- Q7 State the provisions relating to bouncing of cheques as given in the Negotiable Instrument Act. What are the benefits of this provision?
- Q8 Discuss the procedure for conversion of private company into One Person Company.

\*\*\*\*\*

P

(Please write your Exam Roll No.)

Exam Roll No. 08890301717

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA/BBA(B&I)-203

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain Marketing Process? What are different marketing Philosophies and which one is the latest out of these? Do you agree with that philosophy of marketing? (15)
- Q2 (a) Explain the concept of marketing mix? (7.5)  
(b) Explain the steps in consumer decision making. (7.5)
- Q3 (a) Explain product life cycle? (7.5)  
(b) What factors are taken into consideration at the time of taking pricing decisions? (7.5)
- Q4 (a) What do you mean by Product Mix Decisions? What steps are involved in New Product Development Process? (7.5)  
(b) What branding alternatives are available to the firm? (7.5)
- Q5 What factors are taken into consideration at the time of designing the marketing channel Discuss them. How levels of channel differ for industrial vs Consumer goods. Give examples. (15)
- Q6 (a) What are the Challenges and issues involved in motivation and evaluation of Channel Intermediaries? (7.5)  
(b) Write a short note on importance of logistics and supply chain Management in marketing. (7.5)
- Q7 Differentiate between:-  
(a) Push Vs Pull strategy (7.5)  
(b) Transaction Vs Relationship selling (7.5)
- Q8 Explain types, advantages and challenges in digital marketing. Give examples. (15)

\*\*\*\*\*

P



(Please write your Exam Roll No.)

Exam Roll No. 08890301717

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA-205

Subject: Business Ethics and Corporate  
Social Responsibility

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five Questions.

- Q1 (a) Explain types and formation of values (7)  
(b) Write a note on ethical decision making (8)
- Q2 What is the relevance of ethics and values in modern day business? Also explain the consequences of adopting unethical behaviour. (15)
- Q3 (a) Explain difference between knowledge and Wisdom worker (7)  
(b) What are the consequences of stress and how stress can be managed?(8)
- Q4 Write notes on  
(a) Total Quality Management (7)  
(b) Work Life Balance (8)
- Q5 Explain needs process and challenges of transformation. (15)
- Q6 Discuss the success story of business gurus by taking suitable examples from the corporate world. (15)
- Q7 Discuss salient features of Consumer Protection Act, 1986. (15)
- Q8 Why corporate social responsibility is gaining greater significance in present context? (15)

\*\*\*\*\*

P



(Please write your Exam Roll No.)

Exam Roll No. 08890301717

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA (GEN)-207  
BBA (B&I)-207  
BBA (TMM)-207

Subject: Management Accounting

Time : 3 Hours

Maximum Marks : 75

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

Q1. "Management accounting is an extension of managerial aspects of financial accounting and cost accounting". Discuss.

Q2. From the following ratios and information relating to DCM Ltd; find out  
(a) Sales for the year ending 31-03-2017  
(b) Sundry debtors on 31-3-2017  
(c) Sundry creditors on 31-3-2017  
(d) Closing stock.

Given:-

|                     |          |
|---------------------|----------|
| Debtors velocity    | 3 months |
| Stock velocity      | 6 Months |
| Creditors' Velocity | 2 Months |
| Gross Profit Ratio  | 20%      |

Gross Profit for the year ended 31<sup>st</sup> March 2017 was Rs. 5,00,000. Stock as on 31<sup>st</sup> March 2017 was Rs. 20,000 higher than that of the opening stock. Bills receivable and Bills Payable were Rs. 60,000 and Rs. 36,667 respectively at the end of the year.

Q3. What is the purpose of preparing a Cash Flow Statement? How is it prepared? Explain the difference between direct and indirect method of preparation of cash Flow statement.

Q4. A gang of workers usually consists of 10 men, 5 women and 5 boys in a factory. They are paid at standard hourly rates of Rs. 1.25, Rs. 0.80 and Rs. 0.70 respectively. In a normal working week of 40 hours, the gang is expected to produce 1000 units of output.

In a certain week, the gang consisted of 13 men, 4 women and 3 boys. Actual wage were paid at the rate of Rs. 1.20, Rs. 0.85 and Rs. 0.65 respectively. Two hours in the week were lost due to abnormal idle time and 960 units of output were produced.  
Calculate various labour variances.

Q5. A firm can purchase 20000 units p.a. of a spare part from an outside source @ Rs. 11 per unit. There is a proposal that the spare part be produced in the factory itself. For this purpose a machine costing Rs. 1,00,000 with annual capacity of 20,000 units will be required. A foreman with a monthly salary of Rs. 500 will also have to be engaged. Materials required will be Rs. 4.00 per unit and wages Rs. 2.00 per unit. Variable overheads are 150% of direct labour. The firm can easily raise funds @10% p.a.

Advise the firm whether the proposal should be accepted or not.

Q6. What do you mean by 'Flexible Budget'? How is it drawn up and what difficulties would you expect to face in its compilation?

P.T.O.

BBA-207

[2]

Q7. You are given the following data:

|        | 2017 (Rs.) | 2018 (Rs.) |
|--------|------------|------------|
| Sales  | 40,00,000  | 50,00,000  |
| Profit | 5,00,000   | 7,00,000   |

Compute:

- i) Profit volume ratio (P/V Ratio)
- ii) Break even point
- iii) Fixed Cost
- iv) If sales for the year 2019 is projected to be Rs. 65,00,000 find out the corresponding profit.

Q8. Write short notes on:

- a) Common size financial statements
- b) Zero base budgeting
- c) Difference between marginal costing and absorption costing.

\*\*\*\*\*

BBA-207  
P2/2



(Please write your Exam Roll No.)

Exam Roll No. 08890301717

# END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Subject: Indian Economy

Paper Code: BBA-209

Time : 3 Hours

Maximum Marks : 75

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

- Q1. India has emerged as one of the major economic powers. Does it imply that India's economic development is on par with other major economic powers like USA and China? Justify your answer with facts and figures.
- Q2. NITI Aayog is conceived to play a role distinct from planning commission that it has replaced. Elucidate referring to the functions and role of NITIs Aayog.
- Q3. Explain the current demographic features of Indian population and discuss the concomitant economics opportunities and challenges.
- Q4. Economic reforms initiated after 1991 have resulted in unprecedented economic growth but they have not adequately the problems of unemployment and poverty. Comment.
- Q5. Discuss the problems faced by Micro, Small and Medium Enterprises (MSMEs) in India and the recent initiatives taken by Government of India to address them.
- Q6. Give a brief account of current state of India's Foreign Trade and Balance of Payment Position and discuss how recent international developments are likely to affect India's foreign trade.
- Q7. What do you understand by inflationary pressures? What are measures adopted for controlling inflation and how do they impact growth?
- Q8. Write short note on:  
a) Regional imbalances in growth.  
b) Human Development Index  
c) Economic Planning

\*\*\*\*\*

P