

B.B.A. – Ist Year
SEM – I & II
Previous Year
Question Papers
Academic Year:
(2011-12 to 2017-18)



Please Note: This set has been prepared based on the papers received to us from the Examination Cell. It may have missing papers on non-availability of the same.



Seat
No.

--

SHIVAJI UNIVERSITY.



B.B.A. (Part – I) (Semester – I) Examination, 2011
Principles of Management (Paper – I)

Day and Date : Thursday, 28-4-2011
 Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions: 1) *All questions are compulsory.*
 2) *Figures to the right indicate marks.*

1. Explain the Nature and Importance of Management.

OR

What is meant by decision-making ? Explain the process of decision-making. **14**

2. Write short answers (**any two**) : **(8×2=16)**

- Explain the F.W. Taylor's scientific management.
- Important steps in planning process.
- Explain the basic functions of management.
- What is organisation ? Explain its objectives.

3. Write short notes (**any two**) : **(5×2=10)**

- Contributions by Max-Weber.
- Discuss whether management is a science or an art.
- What is authority ? Explain the sources of authority.
- Middle level of management.



Seat
No.



A - 40

B.B.A. (Part - I) (Semester - I) Examination, 2011
FINANCIAL ACCOUNTING (Paper - I)

Day and Date : Friday, 29-04-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

1. From the following Trial Balance of Mr. Ashok. Prepare Trading and Profit and Loss Account for the year ended 31st March, 2008 and Balance Sheet as on that date.

Trial Balance as on 31st March, 2008

Particulars	Debit Rs.	Credit Rs.
Opening Stock	1,20,000	—
Salaries	4,000	—
Wages	8,000	—
Freight on Purchases	5,000	—
Purchases	1,20,000	—
Bills Receivable	1,200	—
Rent	7,500	—
Sales	—	2,53,000
Bills Payable	—	1,000
Sundry Creditors	—	32,600
Returns outward	—	1,500
Plant and Machinery	20,000	—

P.T.O.




Travelling Expenses	5,300	
Repairs	1,600	
Cash at Bank	2,000	
Buildings	50,000	
Sundry Debtors	35,000	
Returns Inward	1,000	
Office expenses	5,000	
Drawings	6,500	
Capital	—	50,000
Loan from Bank	—	54,000
	3,92,100	3,92,100

Consider the following adjustments :

- 1) Closing stock Rs. 35,000.
- 2) Depreciate Plant and Machinery at 5% and Building at 2½ %.
- 3) Outstanding Expenses-Wages Rs. 1,000 and Salaries Rs. 500.
- 4) Prepaid rent is Rs. 500.

OR

Explain in brief the main Accounting Concepts.

14

14

2. Attempt **any two** of the following :

A) Journalise the following transactions in the books of Mr. Dhanwan.

2008 Jan.

- 1 Mr. Dhanwan started business with Cash Rs. 50,000 and Plant and Machinery worth Rs. 85,000.
- 5 Deposited Rs. 5,000/- into the Bank of Maharashtra.
- 8 Purchased goods worth Rs. 20,000/- at 2% Trade Discount.
- 15 Sold goods worth Rs. 10,000 to Kamallesh at 5% cash discount.
- 18 Paid printing charges Rs. 200/- to Mahesh Printers.



- 20 Purchased goods worth Rs. 5,000/- from Hemant and only half of the amount paid on the spot.
- 25 Purchased Furniture worth Rs. 4,900/- and paid Rs. 100 for its transportation charges.
- 31 Paid commission of Rs. 250 on behalf of Mr. Ramesh.

8

B) On 31st March, 2008, the Bank balance of Rajesh Patil's Cash Book was Rs. 17,280. On comparing the Cash Book with the Pass Book, following differences were found :

- 1) If cheque of Rs. 8,400 sent for collection, have not been cleared by the bank.
- 2) Cheque issued but not yet presented for payment Rs. 5,600.
- 3) Bank made debit entry of Rs. 80 for bank charges but it is not recorded in the cash book.
- 4) Bank has credited Rs. 240 for interest on deposits but it is not recorded in the cash book.
- 5) A direct deposit by customer Rs. 2,000 in the bank, it is recorded only in the Pass-Book.
- 6) As per standing instructions of Mr. Rajesh, the bank had made the following payments by debiting his account
 - a) Club fees Rs. 500 and
 - b) Life Insurance Premium Rs. 2,500. These were not recorded in the Cash Book.

Prepare a Bank Reconciliation Statement as on 31st March 2008.

8

C) What are the objects of Accounting ? How does book-keeping differ from accounting ?

8

D) What are the accounting conventions ? Explain any one of them.

8

3. Write short notes (**any two**) :

10

- 1) Double Entry System
- 2) Subsidiary Books
- 3) Contra Entry
- 4) Types of Errors.



A - 41

Seat
No.

B.B.A. (Part – I) (Semester – I) Examination, 2011
MARKETING MANAGEMENT (Paper – I)

Day and Date: Saturday, 30-4-2011
Time: 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.



1. What is 'Marketing' ? Give the importance of marketing.

14

OR

1. What is 'Marketing Research' ? State the various areas of marketing research.

14

2. Write short answers (any two) :

16

a) Basis of Market segmentation.

b) Explain the various steps in marketing research.

c) Briefly explain the factors affecting consumer behaviour.

d) Explain the core concepts of marketing.

3. Write short notes (any two) :

10

a) Distinction between selling and marketing.

b) Importance of marketing research

c) Product

d) Importance of consumer behaviour.



Seat
No.

B.B.A. (Part -I) (Semester - I) Examination, 2011
ECONOMICS (Paper - I)
Business Economics (Micro)

Day and Date : Monday, 2-5-2011

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the **right** indicate **full** marks.

✓ 1. What is indifference curve ? Explain its characteristics.

14

OR

Critically examine the Law of Demand.

2. Write short answers (any two) :

16

a) State the nature and scope of Economics.

b) Explain the concept of consumer's surplus.

c) What are the basic economic problems ?

✓ d) State the concept of production function.

3. Write short notes (any two) :

10

a) Difference between Micro and Macro Economics.

b) Concept of consumer behaviour.

c) Determinants of elasticity of demand.

d) Market supply curve.





A - 43

Seat No.	
-------------	--

B.B.A. (Part - I) (Semester - I) Examination, 2011
BUSINESS COMMUNICATION (Paper - I)

Day and Date : Tuesday, 3-5-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate marks.*

1. Define communication and mention the basic types of communication. Also explain the need and importance of communication skills. 14

OR

1. Define communication and write in detail the steps involved in the communication process. 14
2. Write short answers of the following (**any four**) : 16
- a) What are the qualities of good writing ?
 - b) What is the importance of body language in communication ?
 - c) What are the barriers of communication ?
 - d) Draft a memo to an employee asking for an explanation for going on leave without prior permission.
3. Write short notes (**any two**) : 10
- a) Non-verbal communication
 - b) Your attitude
 - c) Circulars
 - d) Principles of writing report.



A - 44

Seat
No.

B.B.A. (Part – I) (Semester – I) Examination, 2011
COMPUTER APPLICATIONS IN BUSINESS (Paper – I)

Day and Date: Wednesday, 4-5-2011

Total Marks: 40

Time: 3.00 p.m. to 5.00 p.m.

Instructions : i) *All questions are compulsory.*
ii) *Figures to **right** indicate **full** marks.*

1. What do you mean by memory ? Explain different internal and external memory. **14**

OR

What is computer ? Explain different types and characteristics of computer. **14**

2. Write the answers of following questions (**any two**) : **16**

- a) What is Software ? Explain the concept of system software and application software with example.
- b) Explain different pointing devices.
- c) Explain different factor influencing on PC performance.
- d) Write advantages of HLL over lower level language.

3. Write short notes on (**any two**) : **10**

- a) Mail-merge
- b) MS-Office components
- c) Operating system
- d) Output devices.



Seat
No.



A - 45

B.B.A. (Part – I) (Semester – I) Examination, 2011
HUMAN RESOURCE MANAGEMENT

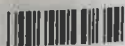
Day and Date : Thursday, 5-5-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions: 1) All questions are compulsory.
2) Figures to the **right** indicate marks.

1. Define HRM. Explain different factors affecting Human Resource Planning. 14
- OR
1. Explain the concept and methods of Management Development program. 14
2. Write short answers (**any two**) : 16
 - a) Explain the importance of Human Resource Management.
 - b) What are the different sources of Recruitment process ?
 - c) Explain the concept of Training program ?
 - d) What do you mean by Job evaluation and Job specifications ?
3. Write short notes on (**any two**) : 10
 - a) Role of HR Manager
 - b) Job Analysis
 - c) Steps in selection procedure
 - d) Advantages of Training.





X - 6

Seat
No.

B.B.A. (Part – I) (Semester – I) Examination, 2012
HUMAN RESOURCE MANAGEMENT (Paper – I) (New)
Sub. Code : 22927

Day and Date : Saturday, 20-10-2012
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 50

Instructions : 1) **All** questions are **compulsory**.
2) Figures to the **right** indicate marks.

1. Explain the various methods of Training of workers.

15

OR

Define Human Resource Planning. Explain the process of Human Resource Planning.

2. Write short answer (**any two**) :

(10×2=20)

- What is Human Resource Management ? Explain the importance of Human Resource Management.
- Describe briefly the selection procedure adopted in Small Scale Enterprise.
- Define Training. Explain the needs and objectives of Training.
- Explain the factors affecting Human Resource Planning.

3. Write short note (**any three**) :

(5×3=15)

- What are the qualities of HR Managers ?
- Concept of Job Analysis and Job-Evaluation.
- Management Development.
- Difference between recruitment and selection.
- Explain the role of HR-Manager.



Seat
No.

000555



X - 102

B.B.A. (Part - I) (Semester - I) Examination 2012
COMPUTER APPLICATIONS IN BUSINESS (Paper - I) (New)
Sub. Code : 22926

Day and Date: Friday, 19-10-2012

Total Marks: 50

Time: 2.30 p.m. to 4.30 p.m.

Note : 1) **All** questions are **compulsory**.
2) Figures in **right** indicate marks.

1. Discuss atleast 4 Input and 4 Output devices used in computer.

15

OR

Explain various characteristics of good language and various types of language.

15

2. Attempt **any two** long questions :

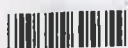
(10+10=20)

- a) Discuss evolution of computer.
- b) Differentiate between application software and system software.
- c) Explain various operations performed through MS-Word.

3. Attempt **any three** short notes :

(5+5+5=15)

- a) Optical drive
- b) Operating system
- c) Mail-merge use
- d) Permanent Internal Memory.



X - 4

Seat
No.

000555

B.B.A. (Part – I) (Semester – I) (New) Examination, 2012
BUSINESS ECONOMICS (Paper – I) (Micro – I)
Sub. Code : 22924

Day and Date : Wednesday, 17-10-2012
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 50

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate marks.**

1. What is Economics ? State the difference between micro and macro economics. 15

OR

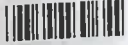
Critically explain the Law of Diminishing Marginal Utility.

2. Write short answers (**any two**) : 20

- a) Explain the characteristic features of Indifference curve.
- b) State the Law of Demand.
- c) Explain the short-run cost curves.
- d) What are the basic economic problems before the economy ?

3. Write short answers (**any three** out of five) : 15

- a) State the concept of production function.
 - b) Explain the concept of Consumer's surplus.
 - c) State the types of Price elasticity of demand.
 - d) State the nature and scope of Economics.
 - e) State the concept and types of utility.
-



X - 5

Seat No. 000555

B.B.A. (Part – I) (Semester – I) (New) Examination, 2012
BUSINESS COMMUNICATION (Paper – I)
Sub. Code : 22925

Day and Date : Thursday, 18-10-2012
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 50

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. Define Communication and explain the process of communication. 15
OR
 1. What are the various forms of communication ? Explain in detail. 15
 2. Write short answers of **any two** of the following : 20
 - a) What are the qualities of good writing ?
 - b) Explain various barriers of communication.
 - c) What are the different types of reports ? Explain in brief.
 - d) What are the ways of interdepartmental communication ?
 3. Write short notes on **any three** of the following : 15
 - a) Importance of body language
 - b) You attitude
 - c) Structure of report
 - d) Common errors in business writing
 - e) Advantages of written communication.
-



X - 1

Seat No.	000555
----------	--------

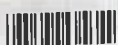
B.B.A. (Part – I) (Semester – I) Examination, 2012
PRINCIPLES OF MANAGEMENT (New) (Paper – I)
Subject Code : 22921

Day and Date : Saturday, 13-10-2012
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 50

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate marks.**

1. What is management ? Explain the functions of management. 15
- OR
- What is decision-making ? Discuss the decision-making process. 15
2. Write short answers (**any two**) : (10×2=20)
- a) What do you mean by scientific management ? State the principles of scientific management.
 - b) Define planning. Explain the important steps in planning process.
 - c) What is organization ? Explain its importance.
 - d) Explain the characteristics of management.
3. Write short notes (**any three**) : (5×3=15)
- a) What is decentralization ? Explain the advantages of decentralization.
 - b) Contributions by Max-Weber.
 - c) Effective decision-making.
 - d) What is meant by lower level management ? Explain its functions.
 - e) Difference between management and administration.



X - 2

Seat
No.

B.B.A. (Part – I) (Semester – I) Examination, 2012
FINANCIAL ACCOUNTING (Paper – I) (New)
Subject Code : 22922

Day and Date : Monday, 15-10-2012
 Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 50

Instructions : 1) **All questions are compulsory.**
 2) **Figures to the right indicate marks.**

1. From the following information, prepare trading and profit and loss accounts of Mr. Sunil on 31st March, 2011 taking into consideration the adjustments.

Trial Balance as on 31st March, 2011

Debit Balances	Amt. Rs.	Credit Balances	Amt. Rs.
Land and Building	55,000	✓ Capital accounts	1,20,000
✓ Plant and machinery	30,000	* Sundry creditors	24,700
Opening stock	28,000	Unpaid wages	3,500
Purchases	59,000	Sales	1,02,000
Royalties	2,800	Rent received	4,800
✓ Sundry debtors	42,000	Loan account	25,000
Carriage	2,450		
✓ Salaries and wages	1,700		
✓ Bad debts	1,250		
✓ Furniture	20,000		
Cash in hand	1,500		
Cash at bank	18,000		
Advertisement (For 3 years)	7,500		
Printing and stationery	1,800		
Rent	2,400		
Prepaid rent	600		
Drawings	6,000		
	2,80,000		2,80,000

P.T.O.

**Adjustments :**

- 1) Closing stock is valued at Rs. 52,000.
- 2) Goods worth Rs. 2,000 taken by Sunil for his personal use not entered in the books of accounts.
- 3) Write off Rs. 2,000 for bad debts and create reserve for doubtful debts at 5% on Sundry Debtors.
- 4) Allow 5% interest on capital.
- 5) Depreciate plant and machinery at 10% P.A. and furniture at 5% P.a.
- 6) Salary for the month of March, 2011, is still payable Rs. 500.

15

OR

Why subsidiary books are introduced in the business ? Explain the various subsidiary books.

15

2. Attempt **any two** of the following :

A) Journalise the following transactions in the books of x

March 2011

- 1 Mr. X started business with cash Rs. 1,00,000 and building Rs. 2,00,000
- 3 Opened a bank account, by depositing Rs. 5,000 in Dena Bank
- 5 Purchased goods worth Rs. 20,000 at 10% Trade Discount from Mahesh
- 8 Sold goods worth Rs. 10,000 to Kamalesh at 10% cash discount
- 10 Paid Rs. 500 for proprietors insurance premium
- 15 Paid octroi to Municipal Corporation of Rs. 700
- 18 Received interest Rs. 300
- 20 Sold goods worth Rs. 5,000 to Mr. Dinesh and only Rs. 2,000 received on the spot
- 25 Paid commission to Mahesh worth Rs. 700
- 31 Paid legal charges to Adv. Rokade Rs. 1,000

10

B) On 30th Sept., 2011, the bank column of the cash book of Mr. Bipin showed a debit balance of Rs. 460. On comparing his cash book with the pass-book he finds that –

- 1) Two cheques of Rs. 640 and Rs. 820 paid into bank were not credited till 4th Oct. 2011.
- 2) A cheque of Rs. 1,050 issued to Mr. Contractor was recorded in the cash book as Rs. 105. The cheque was presented to the bank before 30th Sept. 2011.



- 3) Bank charges Rs. 15 were debited in pass book only.
- 4) Bank credited Rs. 60 for interest but it is not recorded in the cash book.
- 5) Bank credited Rs. 250 for the collection of dividend on shares but it is not entered in cash book.
- 6) Receipt side on the bank column of the cash book is overcast by Rs. 10.

Prepare a Bank Reconciliation statement showing the bank balance as per pass book as on 30th Sept. 2011.

10

C) What is a 'Bank Reconciliation Statement' ? Explain the causes of disagreement between cash book balance with pass book balance.

10

D) Explain any five accounting concepts with illustration.

10

3. Write short answer (**any three**) :

15

- a) Trial balance
- b) Double entry system
- c) Balance sheet
- d) Accounting conventions
- e) Three columner cash-book.



Seat
No.



C - 79

B.B.A. (Part - I) (Semester - I) Examination, 2011
PRINCIPLES OF MANAGEMENT (Paper - I)
Sub. Code : 43921

Day and Date : Tuesday, 1-11-2011
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 40

Instructions : 1) All questions are compulsory.
2) Figures to the right indicate marks.

1. Define the term 'Management' and explain the basic features of Management. **14**

OR

What is meant by Management ? Explain the contribution of Henry Fayol -
14 Principles of Management.

2. Write short answers (any two) : **(8×2=16)**

- Explain the basic functions of Management.
- Explain the important steps in Planning process.
- What is Organisation ? Explain its importance.
- Explain the F.W. Taylor's Scientific Management approach.

3. Write short notes (any two) : **(5×2=10)**

- Contributions by Max-Weber.
- Decision-making process.
- What is authority ? What are its features ?
- Decentralisation.



C - 80

Seat No.	000445
----------	--------

B.B.A. (Part - I) (Semester - I) Examination, 2011
*** FINANCIAL ACCOUNTING (Paper - I)**
Sub. Code : 43922

Day and Date : Wednesday, 2-11-2011
 Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 40

Instructions : 1) All questions are compulsory.
 2) Figures to the right indicate marks.

1. Prepare Trial Balance from the following information :

	Rs.		Rs.
Capital	50,000	Bank Overdraft	4,000
Drawings	5,000	Purchases	35,000
Opening Stock	20,000	Discount Allowed	2,500
Sundry Creditors	49,000	Carriage Inward	1,300
Machinery	22,000	Return Outwards	1,000
Furniture	1,500	Insurance	1,400
Sundry Debtors	40,000	Printing and Stationery	675
Sales	60,575	Rent and Taxes	1,450
Cash at Bank	17,200	Office Salaries	8,000
Cash in Hand	4,900	Return Inwards	4,650
Discount Received	1,000		

OR

1. Define Financial Accounting.

Explain any five subsidiary books of Accounting System.

4

10

P.T.O.



2. Write short answers (any two) :

16

- a) Explain any four accounting concepts.
- b) What is Bank Reconciliation Statement ? Write its procedure to find out difference in balance between Passbook and Cashbook.
- c) Discuss about history and development of accounting.
- d) State the various objectives of accounting.

3. Write short notes (any two) :

10

- a) Rectification of Errors.
- b) Journal Book.
- c) Rules of Accounting.
- d) Balance Sheet.





C - 81

Seat No.	000445
----------	--------

B.B.A. (Part - I) (Semester - I) Examination, 2011
MARKETING MANAGEMENT (Paper - I)
Sub. Code : 43923

Day and Date : Thursday, 3-11-2011
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 40

Instructions : 1) All questions are compulsory.
2) Figures to the right indicate marks.

1. What is Marketing ? Explain the different approaches of Marketing.

14

OR

Define Consumer Behaviour. Explain the factors affecting consumer behaviour.

2. Write short answers (any two) :

(8×2=16)

- Briefly explain the steps in marketing research.
- Explain basis for market segmentation.
- Areas of marketing research.
- Requisites of sound market segmentation.

3. Write short notes (any two) :

10

- Importance of marketing.
- Explain the terms Needs, Wants and Demands.
- Importance of market segmentation.
- Explain the different roles that persons can play in buying decision.



Seat
No.

000445



C - 82

B.B.A. (Part - I) (Semester - I) Examination, 2011
BUSINESS ECONOMICS (Macro - I) (Paper - I)
Sub. Code : 43924

Day and Date : Friday, 4-11-2011

Total Marks : 40

Time : 2.30 p.m. to 4.30 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

3) Draw neat diagrams wherever necessary.

✓ 1. Explain the difference between Micro and Macro Economics.

14

OR

Critically explain the Law of Demand.

2. Write short answers (any two) :

16

A) Explain the nature and scope of economics.

B) State the concept of consumer's surplus.

✓ C) Explain the basic economic problems.

✓ D) Explain the types of price elasticity of demand.

3. Write short notes (any two) :

10

A) Features of indifference curve.

✓ B) Law of Equi-Marginal Utility.

✓ C) Opportunity cost.

D) Short run cost curves.



C - 83

Seat No.	000445
----------	--------

B.B.A. (Part - I) (Semester - I) Examination, 2011
BUSINESS COMMUNICATION (Paper - I)
Sub. Code : 43925

Day and Date : Saturday, 5-11-2011
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 40

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate marks.

- ✓ 1. What are the basic forms of communication ? Write in brief about the importance of communication skills. 14

OR

Explain in brief the various principles of effective business communication. 14

2. Write short answers of **any two** of the following : 16

1) What is the process of formal written communication ?

✓ 2) What are the qualities and requirements of good writing ?

✓ 3) What are the barriers of communication ?

4) Define report and explain its various types and importance in business world.

Write short notes on **any two** of the following : 10

1) Inter departmental communication

2) Non-verbal communication

✓ 3) Advantages and disadvantages of written communication

✓ 4) Use of your attitude.



C - 84

Seat No. 000445

B.B.A. (Semester - I) (Part - I) Examination, 2011
COMPUTER APPLICATIONS IN BUSINESS (Paper - I)
Subject Code : 43926

Day and Date : Tuesday, 8-11-2011
Time : 2.30 p.m. to 4.30 p.m.

Total Marks : 40

Instructions : i) All questions are compulsory.

ii) Figures to right indicate full marks.

1. Define computer. Explain organization of computer with suitable block diagram.

14

OR

What do you mean by operating system ? Explain various functions and types of operating system.

14

2. Write short answers (any two) :

16

- a) What is compiler ? Write difference between compiler and interpreter.
b) Explain Mail-Merge feature of MS-Word.
c) What do you mean by internal memory ? Explain different internal memory used in computer system.
d) Explain formatting feature of MS-Word.

3. Write short notes on (any two) :

10

- a) Windows O.S.
b) Input Devices
c) Printer
d) Hard Disk.



C - 57

Total No. of Pages : 3

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, 2013**FINANCIAL ACCOUNTING (Paper - I)****Sub. Code : 22922****Day and Date : Tuesday, 02 - 04 - 2013****Total Marks : 50****Time : 3.00 p.m. to 5.00 p.m.**

- Instructions : 1) All questions are compulsory.**
2) Figures to the right indicate marks.

**Q1) Prepare final accounts as on 31.03.2010 from the following information: [15]****Trial Balance :-**

Particulars	Debit (Rs.)	Credit (Rs.)
Sundry Creditors	—	46,000
Rent	1,200	—
Cash at Bank	3,000	—
Cash in Hand	1,400	—
Stock on 01.04.2009	16,000	—
Bad debts	1,000	—
Discount	400	—
Discount	—	1,000
Purchases	1,10,000	—
Sales	—	1,68,000
Carriage on sales	3,600	—
Plant and Machinery	20,000	—
Sales returns	8,000	—
Purchases returns	—	4,000
Carriage on purchases	1,000	—
Furniture & fixture	12,000	—
Insurance and office expenses	3,000	—

P.T.O.

• Total

Adjustments:—

- 1) Closing stock Rs. 20,000.

Q2) Write short answers (any two): [20]

[20]

- What is "Journal book"? Write the necessity of writing Journal book.
- Write the objectives of book-keeping and accountancy.
- What is subsidiary books? Write in brief about any four subsidiary books.

- d) On 31-12-2011, the passbook of Mr. Premchand showed a credit balance of Rs. 1,000. On comparing it with cash book, the following differences were discovered.
- i) Cheques deposited with Bank before 31-12-2011, but not yet collected Rs. 400.
 - ii) Cheques issued upto 31-12-2011 but yet not presented for payment Rs. 150.
 - iii) The bank has collected dividend Rs. 25 and has charged Rs. 5 as collection charges. Entries of these transactions do not appear in cash book.
 - iv) The bank has paid electricity bill of Mr. Premchand Rs. 18 for the month of November 2011. This transaction appears only in the Passbook.
 - v) The debit column of Bank A/C in cash book is added short by Rs. 10. Prepare Bank Reconciliation statement.

Q3) Write short notes (any three):

- a) Trial balance.
- b) Ledger book.
- c) Classification of accounts.
- d) Rectification of errors.
- e) Financial Accounting Process.



[15]





C - 58

Total No. of Page : 1

Seat
No.

B.B.A. (Part - I) (Semester - I) Examination, 2013

MARKETING MANAGEMENT (Paper - I)

Sub. Code : 22923



Day and Date : Wednesday, 03 - 04 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.



Q1) What are Core Concepts of marketing? Explain each of them. [15]

OR

What do you mean by marketing research? Describe its objectives and importances.

Q2) Write short answers (Any Two): [2 x 10 = 20]

- Explain steps in marketing research.
- Explain the various factors which affect the consumer's behaviour.
- What are the bases for market segmentation? Describe people-oriented approach in segmentation.
- Explain significance of marketing in the modern economy.

Q3) Write short note (Any Three): [3 x 5 = 15]

- Area's of marketing research.
- Requisites of sound market segmentation.
- Importance of consumer behaviour.
- Production & Selling approach.
- Societal marketing.



Business Co. Pvt. [Somen]

**C - 59**

Total No. of Page : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, 2013**BUSINESS ECONOMICS (Micro - I) (Paper - I)****Sub. Code : 22924**

Day and Date : Thursday, 04 - 04 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.



Q1) What is Indifference curve? State the character features of Indifference curve. [15]

OR

Explain the nature and scope of Economics.

Q2) Write short answers (Any Two): [20]

- State the concept of consumer's surplus.
- Explain the Law of Demand.
- Explain the concepts of Real, opportunity and social cost.
- What are the basic economic problems?

Q3) Write short answers (Any Three out of five): [15]

- Explain the types of Income elasticity of demand.
- What are the factors determining demand?
- Explain the Law of Equi-Marginal Utility.
- What is the difference between Micro and Macro economics?
- State the concept of Scale of Preference.





H - 73

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, 2013**ECONOMICS****Business Economics (Micro - 1) (Paper - I)****Sub. Code : 43924****Day and Date : Thursday, 04 - 04 - 2013****Total Marks : 40****Time : 3.00 p.m. to 5.00 p.m.**

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) Draw neat diagrams wherever necessary.

**Q1) Explain the nature and scope of Economics.****[14]****OR****State the features of Indifference curve.****Q2) Write short answers (Any Two):****[16]**

- What are the Basic Economic problems?
- Critically explain the law of Demand.
- State the concept of Production Function.
- Explain the total, average and marginal revenue curve.

Q3) Write short notes (Any Two):**[10]**

- Consumer's surplus.
- Difference between Micro and Macro Economics.
- Income elasticity of demand.
- Law of Diminishing Marginal Utility.





C - 60

Total No. of Page : 1

Seat
No.

B.B.A. (Part - I) (Semester - I) Examination, 2013

BUSINESS COMMUNICATION (Paper - I)

Sub. Code : 22925

Day and Date : Friday, 05 - 04 - 2013

Time : 3.00 p.m. to 5.00 p.m.



Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is Communication? Mention the basic types of communication and also explain the need and importance of communication skills in real life situations. [15]

OR

What are the salient features of written communication? Write in short about the advantages and disadvantages of written communication.

Q2) Answer the following questions in short (Any Two): [20]

- a) What is the importance of Business Letters in the modern world?
- b) What is meant by barriers to communication? What are they and why do they occur?
- c) What is the process of formal written communication?
- d) What is report? Explain its various types and importance in the business world.

Q3) Write short notes on Any Three of the following: [15]

- a) Inter Departmental Communication.
- b) The qualities of Good Writing.
- c) Your Attitude.
- d) The principles of effective business communication.
- e) Non-Verbal Communication.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, 2013
COMPUTER APPLICATIONS IN BUSINESS (Paper - I)
Sub. Code : 43926

Day and Date : Saturday, 06 - 04 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions : 1) All questions are compulsory.**
2) Figures to the right indicate full marks.



Q1) What do you mean by computer ? Explain different types and characteristics of computer. [14]

OR

What do you mean by computer language ? Explain lower level languages with their advantage and limitations. [14]

Q2) Write answers of following questions in short (Any Two) [16]

- a) What do you mean by Input device ? Explain any one Input device in detail.**
- b) Explain Formatting feature of MS-Word.**
- c) What do you mean by OS ? Write function of OS ?**
- d) Explain different types of External Memory.**

Q3) Write short notes on (any two):

- a) Factors influencing on PC performance.
- b) Higher Level Language
- c) Output devices
- d) Evolution of computer
- e) Compiler and Interpreter



~~~~~

Seat  
No.

**B.B.A. (Part - I) (Semester - I) Examination, 2013**  
**COMPUTER APPLICATION IN BUSINESS (Paper - I)**  
**Sub. Code : 22926**

**Day and Date : Saturday, 06 - 04 - 2013**  
**Time : 3.00 p.m. to 5.00 p.m.**

**Total Marks : 50**

- Instructions :** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q1)** Discuss in detail types, generation of computer and also draw a block diagram of computer. **[15]**

OR

Explain in detail various types of memories used in computer.

**Q2)** Attempt any two long questions: **[2 × 10 = 20]**

- Discuss various factors influencing performance of computer.
- Explain characteristics of computer.
- Discuss functions & types of operating system.

**Q3)** Attempt any three short notes: **[3 × 5 = 15]**

- High level language.
- Basic windows file operation.
- Table formatting in MS-Word.
- Mouse & Monitor types.



|          |  |
|----------|--|
| Seat No. |  |
|----------|--|

**B.B.A. (Part - I) (Semester - I) Examination, 2013****HUMAN RESOURCE MANAGEMENT (Paper - I)****Sub. Code : 22927****Day and Date : Monday, 08 - 04 - 2013****Total Marks : 50****Time : 3.00 p.m. to 5.00 p.m.**

- Instructions :** 1) All questions are compulsory.  
2) Figures to the right indicates marks.

**Q1) What is Recruitment? Explain the various sources of Recruitment. [15]****OR**

What is Human Resource Planning? Describe the process of Human Resource Planning.

**Q2) Write short answer (Any Two): [2 x 10 = 20]**

- What do you understand by the term Human Resource Management? Explain its nature.
- Explain the concepts of Job Analysis, Job Description, Job Evaluation & Job specification.
- What are the characteristics & qualities of HR-Manager?
- Explain the methods of Management development.

**Q3) Write short note (Any Three): [3 x 5 = 15]**

- Needs of Training programme.
- Significances of selection.
- Role of HR-Manager.
- Distinguish between recruitment & selection.
- Blank Application forms.



21  
4  
3  
3

H - 76

Total No. of Pages : 1

|          |  |
|----------|--|
| Seat No. |  |
|----------|--|

**B.B.A. (Part - I) (Semester - I) Examination, 2013**

**HUMAN RESOURCE MANAGEMENT (Paper - I)**

**Sub. Code : 43927**

**Day and Date : Monday, 08 - 04 - 2013**

**Total Marks : 40**

**Time : 3.00 p.m. to 5.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
  - 2) Figures to the right indicates full marks.



**Q1) What is recruitment? Explain the various sources of recruitment. [14]**

**OR**

**Define Training and Explain the various methods of Training of workers?**

**Q2) Write short answer (Any Two): [2 x 8 = 16]**

- a) Define HRM and Explain the importance of HRM.
- b) Explain the factors affecting Human Resource Planning.
- c) Explain the Needs and objectives of Training.
- d) What are the characteristics & Qualities of HR-Manager.

**Q3) Write short note (Any Two): [2 x 5 = 10]**

- a) Role of HR-Manager.
- b) Job analysis & Job description.
- c) Blank Application form & Interview.
- d) Distinguish between recruitment and selection.

~~~~~

Seat
No.

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - I) Examination, 2013**PRINCIPLES OF MANAGEMENT (Paper - II)****Sub. Code : 22921****Day and Date : Monday, 01 - 04 - 2013****Total Marks : 50****Time : 3.00 p.m. to 5.00 p.m.**

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is meant by Management ? Explain the contribution of Henry Fayol
14 principles of management ? [15]

OR

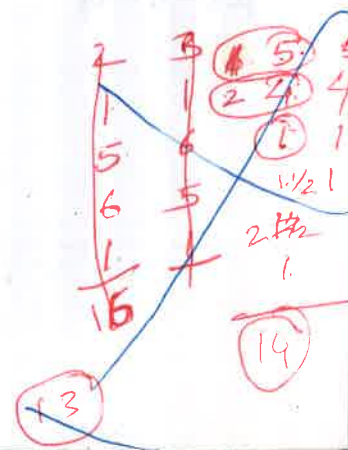
What is meant by decision-making ? Explain the process of decision-making .

Q2) Write short answer (Any Two) : [2 × 10 = 20]

- Important steps in planning process.
- Importance of decision making.
- Explain the basic functions of management.
- What is organisation ? Explain its importance.

Q3) Write short answer (Any Three) : [3 × 5 = 15]

- Middle level of management.
- Contributions by Max - Weber.
- Decentralisation.
- What is authority ? What are its features?
- Different between management and administration.





F - 169

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013

PRINCIPLES OF MANAGEMENT (Paper - I)

Sub. Code: 22921

Day and Date : Thursday, 7 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) What is management? Explain the functions of management. [15]

OR

What is meant by Management? Explain contribution of Henry fayol 14 Principles of management?

Q2) Write short answer (any two) : [2 × 10 = 20]

- a) What is organisation? Explain its objectives?
- b) Define planning. Explain the important steps in planning process.
- c) Explain the F.W. Taylor's scientific management.
- d) What is centralization? Explain the advantage of centralization?

Q3) Write short answer (any three) : [3 × 5 = 15]

- a) Difference between management and administration.
- b) Contribution by Max - weber.
- c) What is authority? Explain the sources of authority?
- d) Lower level management?
- e) Process of decision making.



**F – 170****Total No. of Pages : 3**

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013
FINANCIAL ACCOUNTING (Paper - I) (New)
Sub. Code : 22922

Day and Date : Friday, 08 - 11 - 2013**Total Marks : 50****Time : 3.00 p.m. to 5.00 p.m.**

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) From the following Trial Balance of Mr. Rajkumar. You are required to prepare Trading and Profit and Loss Account for the year ended 31st March, 2009 and Balance-Sheet as on that date. [15]

Trial Balance as on 31st March, 2009

Debit Balances	Amount Rs.	Credit Balances	Amount Rs.
Opening stock	21,000	Capital Account	80,000
Purchases	38,000	Sales	75,000
Wages	3,500	Sundry creditors	32,000
Salaries and wages	5,200	Bills Payable	8,000
Land and Building	60,000	Bank loan	22,500
Plant and Machinery	35,000	Discount received	1,800
Sundry Debtors	28,000		
Cash in hand	3,400		
Discount allowed	1,200		
Carriage Inward	1,500		
Bills Receivable	8,000		
Travelling exp.	900		
Insurance	1,800		
Printing & Stationery	1,400		
Interest	800		
Bad debts	600		
Drawings	9,000		
	2,19,300		2,19,300

P.T.O.



F – 170

Adjustments :

- a) The stock on hand on 31st March 2009 was valued Rs 28,000.
- b) Outstanding salary was Rs. 1000.
- c) Wages payable to workers was Rs. 800.
- d) Depreciate Land and Building at 5% p.a.
- e) Depreciate Plant and Machinery at 10% p.a.

Explain the Accounting concepts with examples.

Q2) Attempt any two of the following :

[10]

a) Journalise the following transactions in the books of Mr. Dinesh.

March, 2009

- 1 Mr. Dinesh Started business with cash Rs. 50,000 and Machinery worth Rs. 75,000.
- 2 Deposited Rs. 10,000 into the Canara Bank.
- 5 Purchased goods worth Rs. 25,000 at 10% Trade Discount from Rajesh.
- 8 Sold goods worth Rs. 10,000 at 5% Cash Discount.
- 10 Goods worth Rs. 500 burnt by fire.
- 15 Paid printing charges Rs. 300 to Mahesh Printers.
- 18 Purchased goods worth Rs. 5,000 from Hitesh and only half of the amount paid on the spot.
- 20 Purchased Furniture worth Rs. 11,500 and paid Rs. 100 for its transportation charges.
- 25 Paid wages to Ram Rs. 450/-
- 31 Withdrawn Rs. 1,000 from the bank.



F – 170

- b) M/s Ramesh and Co's pass book showed a credit balance of Rs. 8,400 on 30th June 2011. From the following particulars, prepare a Bank Reconciliation Statement showing the balance as per cash book as on that date. [10]
- i) Out of the Cheques of Rs. 3,500 deposited into bank till 30th June 2011, Cheques worth Rs. 2,000 only were realised up to 30th June 2011.
 - ii) Cheques issued prior to 30th June, 2011, but presented after that date amounted to Rs. 1,470.
 - iii) Pass book shows that a Bill Receivable of Rs. 1,800 has been collected by the bank, but it remains unrecorded in the cash book.
 - iv) Municipal Taxes paid amounted to Rs. 580, Recorded in the Pass Book but not recorded in the cash book.
 - v) Bank has debited Rs. 30 for bank charges and credited Rs. 400 for interest. These are not recorded in the cash book.
- c) What are the objects of Accounting? How does book-keeping differs from accounting? [10]
- d) Explain the convention of conservations with illustrations. [10]

Q3) Write short answer (Any three) :

[15]

- a) Double Entry System.
- b) Trial Balance.
- c) Rectification of Errors.
- d) Dishonour of Cheque.
- e) Subsidiary Books.





F - 171

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013

Marketing Management

Sub. Code : 22923

Day and Date : Saturday, 9 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is consumer behaviour? Explain the factors affecting consumers behaviour. [15]

OR

What is meant by marketing research? Explain the Important steps in marketing research.

Q2) Write Short Answers (Any Two) [2×10=20]

- a) What is traditional concept & modern concept of marketing? Explain the distinguish between them.
- b) Define Market segmentation. Discuss the Basis for market segmentation.
- c) Discuss different approaches to the study of marketing.
- d) Explain different area's of marketing research.

Q3) Write short note (Any three) [3×5=15]

- a) Marketing and Markets.
- b) Benefits of market - segmentation.
- c) Importance of consumer behaviour.
- d) Exchange transactions and their relation.
- e) Difference between marketing & selling.





F – 172

Total No. of Pages : 1

Seat No.	
----------	--

BBA (Part - I) (Semester - I) Examination, Nov. - 2013
BUSINESS ECONOMICS (Micro) (Paper - I)

Sub. Code: 22924

Day and Date : Monday, 11-11-2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain the basic Economic Problems. [15]

OR

Explain the consumer's equilibrium with the help of Indifference curve.

Q2) Write short answers (any two) : [20]

- a) State the types of Income Elasticity of demand.
- b) Explain the short run cost curves.
- c) Critically evaluate the law of Demand.

Q3) Write short notes (any three) : [15]

- a) Consumer's surplus.
- b) Scope of economics.
- c) Determinants of elasticity of demand.
- d) Concept of production function.
- e) Social cost.

☆☆☆



F – 175

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013
Human Resource Management (Paper - I)
Sub. Code : 22927

Day and Date : Friday, 15 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is Human Resource Management? Explain the role and Qualification & Qualities of HR Managers. [15]

OR

Explain the training methods of workers.

Q2) Write short Answer (Any two) : [2 × 10 = 20]

- Explain the external sources of recruitment.
- Explain the steps involved in selection procedure.
- Explain the Human Resource planning process.
- What is meant by training? Explain the advantages of training.

Q3) Write short note (Any three) : [3 × 5 = 15]

- Importance of Human Resource Management.
- Job Analysis and Job description.
- Factors affecting recruitment.
- Concept of Management development.
- Objectives of training.





E - 109

Total No. of Pages : 1

Seat No.	
----------	--

BBA (Part - I) (Semester - I) Examination, March - 2014
Principles of Management (Paper - I)
Sub. Code : 22921

Day and Date : Saturday, 15 - 03 - 2014
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) What is Planning ? Discuss the steps involved in Planning process. [15]

OR

What is Management ? Explain Contribution of Henry Fayol 14 Principles of Management.

Q2) Write short Answers (any two) [2×10=20]

- a) What is organisation ? Explain its importance.
- b) Explain Decision Making Process.
- c) Explain the F.W. Taylor's scientific management.
- d) What is Decentralization ? Explain the merit of decentralization?

Q3) Write short notes (any Three) [3×5=15]

- a) Middle level Management
- b) What is Authority? Explain the sources of Authority.
- c) Effective Decision Making.
- d) Difference between Management and Administration
- e) Management as a science.



**E - 110****Total No. of Pages :2**

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, March - 2014
FINANCIAL ACCOUNTING (Paper -I)

Sub. Code : 22922

Day and Date : Tuesday, 18 - 03 - 2014**Total Marks : 50****Time :3.00 p.m. to 5.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Prepare Trading, and profit and loss account, and Balance sheet as on 31-12-2013, from the information given below:- **[15]**

Trial Balance as on 31-12-2013 Shri Bose

Particulars	Debit (Rs)	Particulars	Credit (Rs)
Purchases	1,62,505	Capital	28,000
Debtors	40,200	Sales	2,52,400
Stock(1-1-2012)	26,725	Commission	5,200
Wages	20,137	Creditors	25,526
Salaries	8,575	Bills payable	11,950
Furniture	7,250	Outstanding wages	2,019
Machinery	4,500	Rent accrued but not paid	750
Postage, stationery &		Dividend from investments	825
Insurance	3,576		
Trade Expenses	2,314		
Rent, Rates & Taxes	3,517		
Bad debits	525		
Loan at 5% to Mr.S			
1-12-12	3,000		
Investments	11,500		
Prepaid Insurance	524		
Cash at bank	5,752		
Bills Receivable	20,070		
Drawings	6,000		
Total	3,26,670		3,26,670

P.T.O.



Adjustments:-

- a) Stock on 31.12.2013 was Rs. 10,520.
- b) Depreciate furniture at 10% and machinery at 7%.
- c) Write off further bad debts of Rs. 200 and make a provision for reserve for doubtful debts at 5% on debtors.
- d) Furniture includes additional furniture purchased on 31.12.2013.
- e) Salaries include advance for next year Rs 575.
- f) Commission due but not received Rs. 400.

OR

What do you mean by subsidiary books? Explain any four subsidiary books.

[15]

Q2) Write short answers (any two):

[20]

- a) Write and explain any four accounting concepts.
- b) What are the different types of accounts? Write the debit and credit rule of these accounts.
- c) What is financial accounting? Write the difference between book-keeping and accountancy.
- d) Journalise the following transactions in the books of ABC Ltd:-
 - i) On 1st March, 2013 ABC company started business with Rs.10,00,000.
 - ii) Purchased furniture worth Rs. 25,000 on 4th March, 2013.
 - iii) Sold goods on credit to Mr. Suresh Rs. 10,000 on 6th March, 2013.
 - iv) Received cash from Shri Rakesh Rs.5,000 on 8th March, 2013.

Q3) Write short notes (any three):

[15]

- a) Rectification of errors.
- b) Trial balance .
- c) Ledger book.
- d) Cash book.
- e) Bank Reconciliation statement.

EEE



E-111

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part-I) (Semester-I) Examination, March - 2014
MARKETING MANAGEMENT
Sub. Code : 22923

Day and Date : Wednesday, 19 - 03 - 2014
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What are the core marketing concepts? And explain.

[15]

OR

What is marketing research? Explain the steps in marketing research.

Q2) Write Short answers (Any Two):

[20]

- a) What is market segmentation? Explain the Basis for market segmentation.
- b) Explain the factors influencing buying behaviour.
- c) Discuss the various areas of marketing research.
- d) Marketing is the creation and delivery of standard of living. Do you agree with this statement?

Q3) Write Short note (Any Three):

[15]

- a) Requisites of sound market segmentation.
- b) Importance of consumer behaviour.
- c) Societal marketing.
- d) Distinguish market and marketing.
- e) Importance of marketing research.

•••••



E-112

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part-I) (Semester-I) Examination, March - 2014
BUSINESS ECONOMICS (Micro) (Paper-I)
Sub. Code : 22924

Day and Date : Thursday, 20-03-2014
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Critically evaluate the Law of Equi-Marginal utility. [15]

OR

State the nature, scope and significance of Economics.

Q2) Write short answers (Any Two): [20]

- a) Explain the types of price elasticity of demand.
- b) Explain the Total, Average and Marginal Revenue.
- c) Discuss the concept of consumer's surplus.

Q3) Write short notes (Any Three): [15]

- a) Business Economics and Business Decisions.
- b) Concept of utility.
- c) Features of Macro Economics.
- d) Budget Line.
- e) Significance of elasticity of demand.





E - 114

Total No. of Pages : 1

Seat No.	
-----------------	--

B.B.A. (Part - I) (Semester -I) Examination, March - 2014
COMPUTER APPLICATIONS IN BUSINESS (Paper - I)
Sub. Code : 22926

Day and Date : Saturday, 22 - 03 - 2014

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to right indicate full marks.

Q1) What do you mean by Input device? Explain different types of Input devices.
[16]

OR

What do you mean by word processing? Explain the features of MS. office.

Q2) Write the Answers of following questions in brief. (Any Three):
[24]

- a) What is compiler? Write difference between compiler and Interpreter.
- b) State and explain different types of internal memory.
- c) Explain the different generations of Computer.
- d) What do you mean by software? Explain the types of software.
- e) Explain the need and significance of external memory.

Q3) Write short notes on (Any Two):
[10]

- a) Types of Computers
- b) Operating system.
- c) Mail-merge.
- d) Printers.
- e) Compact Disk.

EEE



E-115

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, March - 2014
HUMAN RESOURCE MANAGEMENT
Sub. Code : 22927

Day and Date : Monday, 24 - 03 - 2014
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to right indicate full marks.

Q1) What do you mean by Human Resource Management? Explain its nature and objectives of Human Resource Management. [15]

OR

Describe the Human Resource planning process.

Q2) Write short answers (Any - Two) [20]

- a) What is Recruitment? Explain the External sources of recruitment.
- b) Explain the Training methods for workers.
- c) Define Human Resource planning? Explain the Importance of Human Resource planning.
- d) Explain the Characteristics & Qualities of HR- Manager.

Q3) Write short note (Any - three) [15]

- a) Job description & Job Specification.
- b) Checking References & Medical Examination.
- c) Factors affecting selection Decisions.
- d) Concept of Management Development.
- e) Objectives of Recruitment.





O - 62

Total No. of Pages : 1

Seat No.	
----------	--

BBA (Part - I) (Semester - I) Examination, April - 2015

Principles of Management - I (Paper - I)

Sub. Code: 22921

Day and Date : Monday, 06-04-2015

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) What is Management? Explain the function of management. [15]

OR

What is Decision Making? Discuss the Decision-making process.

Q2) Write short answers (any two) : [2 × 10 = 20]

- a) What is centralization? Explain the advantages of centralization?**
- b) Define planning. Explain important step in planning process.**
- c) What is organization? Explain organizing process.**
- d) Explain the F.W. Taylor's scientific management.**

Q3) Write short notes (any three) : [3 × 5 = 15]

- a) Contribution by Max-Weber.**
- b) Lower level Management.**
- c) Difference between management and Administration.**
- d) Principle of Division of work.**
- e) What is responsibility? Explain its features.**



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2015**FINANCIAL ACCOUNTING (Paper - I)**

Sub. Code: 22922

Day and Date : Tuesday, 07-04-2015

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to right indicate full marks.



Q1) From the following trial Balance prepare Trading Account, Profit/Loss Account and Balance sheet.

Trial Balanceas on 31st March 2014

<u>Particulars</u>	<u>Debit</u>	<u>Particulars</u>	<u>Credit</u>
	(Rs.)		(Rs.)
Sundry Debtors	15,000	Bills payable	45,000
Building	40,000	Sundry creditors	25,000
Goodwill	30,000	Sales	1,40,000
Plant & Machinery	60,000		
Opening stock	35,000	Bank overdraft	1,25,000
Bills Receivable	40,000	Purchase Return	1,500
Purchases	1,25,000	Capital A/c	90,000
Sales Return	1,000		
Wages	45,000		
Carriage Inward	600		
Carriage outward	300		

P.T.O.

Salaries	12,000	
Rent	500	
Commission	600	
Postage & Telegram	100	
Depreciation	500	
Printing & Stationery	45	
Bad debts	200	
Prepaid Insurance	150	
Cash in hand	6,000	
Cash at Bank	9,000	
Income Receivable	400	
Drawings	5,105	
	<u>4,26,500</u>	<u>4,26,500</u>

Additional Information :

Closing stock is valued at Rs. 80,000/-

[15]

Q2) Attempt any two of the following :

[20]

a) Journalise the following transactions in the books of Mr. Ravi for May 2014.

- 1 Mr. Ravi started business with cash Rs. 1,00,000 and Machinery Rs. 75,000.
- 5 Deposited Rs. 50,000 in State Bank.
- 9 Purchased Goods worth Rs. 80,000 at 10% Trade discount from Mahesh.
- 10 Sold Goods worth Rs. 50,000 at 5% cash discount.
- 12 Goods worth Rs. 5,000 burnt by fire.
- 15 Paid printing charges to Amol Rs. 15,000.
- 18 Purchased Goods of Rs. 20,000 from Minal and paid half the amount immediately.
- 21 Withdrew Rs. 10,000 for personal use.
- 25 Distributed free samples worth Rs. 5,000.

- b) What do you mean by financial Accounting? Explain in brief the concepts of Accounting.
- c) What do you mean by Cash Book? Explain in Brief the various types of cash Book.
- d) Prepare a Bank Reconciliation Statement from the following details :
- 1) Bank balance as per cash book, as on 31st Dec. 12 Rs. 6,000.
 - 2) Cheques received and deposited into the bank but not cleared Rs. 2,000.
 - 3) Cheques issued but not presented for payment Rs. 1,500.
 - 4) Bank debited our account for bank charges Rs. 30 but it is not recorded in the cash book.
 - 5) Rs. 900 directly deposited in our account by our customer Rajesh.
 - 6) Bank credited our account by collecting interest Rs. 150 but it is not entered in the cash book.

Q3) Write short notes (any three) :

[15]

- a) Objectives of financial Accounting.
- b) Convention of Disclosure.
- c) Process of Accounting.
- d) Types of Errors.
- e) Trial Balance.



☆☆☆

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2015**Marketing Management (Paper - I)****Sub. Code: 22923****Day and Date : Wednesday, 08-04-2015****Total Marks : 50****Time : 3.00 p.m. to 5.00 p.m.****Instructions : 1) All questions are compulsory.****2) Figures to the right indicate full marks.****Q1) Define marketing and explain different approaches of marketing? [15]****OR****Marketing research is a systematic process-explain.****Q2) Write short answers (any two) : [20]**

- Explain the basis for market segmentation.
- Distinguish between needs and wants with relevant examples.
- Discuss the various areas of marketing research.
- Explain the factors affecting consumer behavior.

Q3) Write short notes (any three) : [15]

- Importance of Marketing.
- Values and Satisfaction.
- Importance of Consumer Behavior.
- Requisites of Sound Market Segmentation.
- Importance of Marketing Research.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2015

Computer Applications in Business (Paper - I)

Sub. Code: 22926

Day and Date : Saturday, 11-04-2015

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

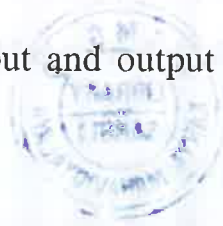
2) Figures to right indicate full marks.



Total Marks : 50

Q1) What do you mean by input and output device? Explain following I/O devices in detail **[15]**

- a) Scanner
- b) Character printer.



OR

What are components of MS-office? Explain the various features of MS-word.

Q2) Write the answers of following questions (Any Two) : **[20]**

- a) What is language? Explain the characteristics of good language.
- b) What is O.S.? Explain various functions of O.S.
- c) Discuss the evolution of computer in detail.
- d) Explain the various factors affecting on PC performance.

Q3) Write notes on (Any Three) :

- a) Types of computer.
- b) Mail merge.
- c) System software.
- d) Internal memory.
- e) Floppy disk.



☆☆☆



OR

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2015

Human Resource Management (Paper - I)

Sub. Code: 22927

Day and Date : Monday, 13-04-2015

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.



Total Marks : 50

Q1) What is Human Resource Management? Explain the importance of Human Resource Management. **[15]**

OR

What is Recruitment? Explain various sources of Recruitment.

Q2) Write short answers (any two) : **[20]**

- a) Explain in brief Human Resource Planning Process.
- b) Discuss the characteristics and qualities of HR manager.
- c) Write down the steps in Selection Procedure.
- d) Explain methods of Management Development.

Q3) Short Notes (any three) :

- a) Job Analysis.
- b) Role of HR manager in the organization.
- c) Advantages of training.
- d) Significance of selection.
- e) Job Evaluation.

☆☆☆





O - 78

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2015

BUSINESS ECONOMICS (Micro) (Paper - II)

Sub. Code : 22924

Day and Date : Thursday, 09- 04 - 2015

Total Marks :50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain the features and price determination under perfect competition. [15]

OR

Critically explain the Marginal Productivity Theory of Distribution.

Q2) Write short answer (Any two): [20]

- a) State the price determination under monopoly.
- b) Explain the modern theory of Rent.
- c) State the concept and determinants of welfare.
- d) State the price determination under monopolistic competition.

Q3) Write short notes (Any three): [15]

- a) Classification of markets.
- b) Features of oligopoly.
- c) Innovation theory of profit.
- d) A.C. Pigou's views of welfare.
- e) Minimum and Living wages.

XXXX



O - 79

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2015

BUSINESS COMMUNICATION (Paper - I)

Sub. Code : 22925

Day and Date : Friday, 10- 04 - 2015

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) Define Communication and write the process of communication. [15]

OR

Mention the basic types of communication used by organizations to carry out their business.

Q2) Answer in brief: (any 2) [20]

- Explain forms of communication in detail.**
- What are the barriers of communication ?**
- What are the 7C's of good writing ?**
- Explain the need and importance of communication skills ?**

Q3) Write short notes on: (any 3) [15]

- Body language.**
- Characteristics of face to face communication.**
- Importance of listening.**
- Eye contact.**
- Memorandum.**

XXXX



C - 04

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2015

BUSINESS COMMUNICATION (Paper - I)

Sub. Code : 22925

Day and Date : Saturday, 07 - 11 - 2015

Total Marks :50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) What is communication? Explain the needs and importance of communication skills. **[15]**

OR

Explain the qualities of good writing.

Q2) Write short answers (Any two) : **[2 × 10 = 20]**

- a) Discuss the inter departmental communication.
- b) Explain the principles of writing reports.
- c) Explain the basic types of communication.
- d) Discuss the business correspondence in organisation.

Q3) Write short notes (Any three): **[3 × 5 = 15]**

- a) Verbal and non verbal communication.
- b) Your attitude.
- c) Write a letter Vishal cycles Ltd., Kolhapur to Hero cycle Ltd., Gandhinagar enquiring about the latest prices of these cycles and other terms of sale.
- d) Structure of report.
- e) Write any five barriers of communication.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2015

PRINCIPLES OF MANAGEMENT (Paper - I)

Sub. Code : 22921

Day and Date : Tuesday, 03 - 11 - 2015

Time : 12.00 noon. to 2.00 p.m.



Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is decision making? Explain various steps involved in decision making process. **[15]**

OR

What is management? Explain the nature and importance of management.

Q2) Write short answers (Any two) **[20]**

- a) Explain the scientific management techniques developed by F.W. Taylor.
- b) Explain various steps involved in the organizing process.
- c) Explain the meaning and importance of planning.
- d) Explain any ten principles of management contributed by Henry Fayol.

Q3) Write short notes (Any Three). **[15]**

- a) Merits of decentralisation.
- b) Top level management functions.
- c) Management as an Art.
- d) Features of Bureaucracy / bureaucratic organisation.
- e) Importance of organizing / organisation as a function of management.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2015**FINANCIAL ACCOUNTING (Paper - I)****Sub. Code : 22922****Day and Date : Wednesday, 04 - 11 - 2015****Time : 12.00 noon. to 02.00 p.m.****Total Marks : 50**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) From the following trial Balance and additional information. Prepare trading and profit and loss A/C for the year ended 31st march 14 and Balance sheet as on that date. [15]

trial Balance
as on 31st march 2014

Cash inhand	2400	Capital	200000
Sales Return	200	Bills payable	40000
Purchases	240000	Sundry creditors	48000
Stock (1/4/13)	25000	Sales	300200
Sundry Debtors	110000	Bad debts recovered	800
Plant & Machinery	120000	Bank overdraft	2500
Furniture	40000	O/S Rent	2000
Bill Receivable	30000	Commission	4000
Rent and taxes	4000	Interest	1500
Insurance	3000	Interest Received	
O/S Commission	2000	in advance	1000
Prepaid Insurance	1500		
Wages	21000		
Carriage Inward	900		
	<u>6,00,000</u>		<u>6,00,000</u>

Additional Information:

- a) Closing stock. on 31st march 2014 Rs 1,25,000.
- b) Purchases include goods Rs 5000 withdrawn by proprietor for personal use.

P.T.O.

- c) Depreciation to be charged at 10% on plant and machinery.
- d) Further bad debts of Rs 5000 to be written off.
- e) Reserve for discount on debtors and creditors to be created at 2%.

OR

What are the main Accounting concepts? Narrate them briefly.

Q2) Attempt any two of the following:

[20]

a) Prepare Bank Reconciliation statement from the following details as on 30th June 2014.

- i) Cheque of Rs 800 issued but not presented for payment till 6th July 2014.
- ii) Cheque of Rs 3000 received from customer were deposited into the Bank, but out of these cheque of Rs 1300 only were collected upto 30/6/14
- iii) Interest on bank deposit Rs 50 was credited in the pass book.
- iv) The transfer of Rs 2000 from fixed deposit to the current account was not entered in cash book.
- v) Transfer from current to saving A/C Rs 2000 not recorded in cash book.
- vi) Transfer from saving to fixed deposit A/C Rs 10,000.
- vii) The Bank balance as per cash book as on 30th June 2014 was Rs 3000.

b) Enter the following transactions in cash Book of Mr. Ashok

- Jan 1 Started business with cash Rs 26000/- Goods worth Rs 24000/- machinery Rs 30000/-
- Jan 2 Obtained loan from the SBI and invested same in the business Rs 40000.
- Jan 3 Goods purchased for Rs 40000 at 10% trade discount.
- Jan 4 Withdrawn cash for personal use Rs 4100/-.
- Jan 5 Received Rs 1450 as interest from the Bank, due on fixed deposit.





C - 06

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2015
HUMAN RESOURCE MANAGEMENT

Sub. Code : 22927

Day and Date : Tuesday, 17 - 11 - 2015

Total Marks :50

Time : 12.00 noon. to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What are the objectives of training? Describe various training methods [15]

OR

Discuss importance of Human Resource Management and role of HR Manager.

Q2) Write short answers (Any Two) [20]

- a) Explain the factors affecting human resource planning.
- b) Describe objectives and significance of recruitment and selection.
- c) Discuss the concept of management development in detail.
- d) Illustrate characteristics and qualities of HR Manager.

Q3) Write short notes (Any Three) [15]

- a) Job Evaluation
- b) Factors affecting Recruitment and Selection
- c) Methods of Management Development
- d) Process of Human Resource Planning
- e) Sources of Recruitment





C - 05

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2015
COMPUTER APPLICATIONS IN BUSINESS (Paper - I)

Sub. Code : 22926

Day and Date : Monday, 16 - 11 - 2015

Total Marks :50

Time : 12.00 noon. to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What do you mean by computer memory? Explain different types of RAM and ROM. **[15]**

OR

What is operating system? Explain various features and basic commands in windows O.S.

Q2) Write answers of following questions (Any two) **[20]**

- a) What is system software ? Explain the functions of O.S.
- b) Write the various steps in mail merge.
- c) Explain lower level languages with their advantages and limitations.
- d) What is computer? Explain any two input devices in detail.

Q3) Write notes on (Any Three). **[15]**

- a) Drum printer.
- b) Types of computer.
- c) External memory.
- d) Characteristics of computer.
- e) High level language.





C - 03

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2015

BUSINESS ECONOMICS (Micro) (Paper - I)

Sub. Code : 22924

Day and Date : Firday, 06 - 11 - 2015

Total Marks :50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.
 - 3) Draw neat diagrams wherever necessary.

- Q1) a)** What are the properties of Indifference curve? Explain in detail. **[15]**
b) What is budget line? Explain fully.

OR

What is meant by demand? Explain the important determinants of demand.

- Q2) Write short answers (Any two):** **[20]**

- a) Explain basic economic problems of an economy.
- b) Discuss the importance of business economics a bridge between theory and practice.
- c) What is elasticity of demand? On what factors does elasticity of demand depend?
- d) Explain the concepts of average, marginal and total revenue.

- Q3) Write short notes (Any Three):** **[15]**

- a) Difference between micro and macro economics.
- b) Law of diminishing marginal utility.
- c) Consumer's surplus.
- d) Supply function.
- e) Opportunity cost.





C - 09

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, October - 2015
MARKETING MANAGEMENT (Paper - II)

Sub. Code : 22930

Day and Date : Wednesday, 28 - 10 - 2015

Total Marks :50

Time : 3.00 pm. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define Marketing Mix? Explain the elements of marketing mix. [15]

OR

What is product? Explain the product line decision.

Q2) Write short answers (Any Two) [20]

- a) Explain with example the different levels of product.
- b) What are the factors that affect on choice of distribution channel?
- c) Pricing decision has involved various steps - comment
- d) Describe the elements of promotion mix.

Q3) Write Short note (Any Three) [15]

- a) Branding
- b) Pricing Objectives
- c) Importance of sales promotion
- d) Product mix decision
- e) Importance of distribution channel





N - 523

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2016

PRINCIPLES OF MANAGEMENT (Paper - I)

Sub. Code : 22921

Day and Date : Monday, 11 - 04 - 2016

Time : 03.00 p.m. to 05.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is management? Explain the nature of management. [15]

OR

Explain the elements or techniques of F.W. Taylor's scientific management.

Q2) Write short answer (Any two) : [2 × 10 = 20]

- a) Explain the term planning and write the steps in planning process.
- b) Define decision making and explain the importance of decision making.
- c) Define organising. Write the objectives of organising.
- d) Distinguish between administration and management

Q3) Write short Note (Any three) : [3 × 5 = 15]

- a) Henry Fayol's principles of management
- b) Levels of management
- c) Authority and Responsibility
- d) Process of organising
- e) Importance of planning





N - 524

Total No. of Pages :3

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2016
FINANCIAL ACCOUNTING (Paper - I)

Sub. Code : 22922

Day and Date : Tuesday, 12 - 04 - 2016

Time : 03.00 p.m. to 05.00 p.m.

Total Marks : 50

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) From the following Trial Balance of Mr. Rajan you are required to prepare Trading and Profit and Loss Account for the year ended 31st March 2015 and Balance Sheet as on that date. [15]

Trial Balance as on 31st March 2015

Debit Balances	Amount (Rs)	Credit Balances	Amount (Rs)
Opening stock	21,000	Capital (Rajan)	90,000
Purchases	40,000	Sales	80,000
Wages	4,000	Sundry Creditors	30,000
Salaries & wages	5,400	Bills payable	10,000
Land and Building	65,000	Bank loan	21,000
Plant and Machinery	40,000	Discount Received	400
Sundry Debtors	30,000		
Cash in hand	3,500		
Discount allowed	1,400		
Carriage Inward	1,500		
Bills Receivable	8,000		
Travelling Expenses	1,000		
Insurance	2,000		
Printing & stationery	1,500		
Interest	500		
Bad debts	600		
Drawings	6,000		
	<u>2,31,400</u>		<u>2,31,400</u>

Additional Information :

- a) The stock on hand as on 31st March 2015 was valued at Rs 30,000.
- b) Outstanding salary was Rs 1,000.
- c) Wages payable to workers was Rs 1,000.
- d) Depreciate land and Building at 5% pa.
- e) Depreciate Plant and Machinery at 10% pa.



OR

Explain the Accounting Concepts and Conventions.

Q2) Attempt any 2 of the following :

[20]

- a) Journalise the following transaction:
 - i) Started business with cash Rs 50,000 and Machinery Rs 1,00,000.
 - ii) Deposited Rs 20,000 in Dena Bank.
 - iii) Purchased goods worth Rs 10,000 at 5% Trade Discount.
 - iv) Sold goods to Mr. Rajesh Rs 15,000
 - v) Paid Printing charges Rs 500
 - vi) Goods worth Rs 1,000 burnt by fire
 - vii) Purchased furniture of Rs 50,000 and paid half the amount immediately.
 - viii) Withdrawn Rs 10,000 from Dena Bank.
 - ix) Paid by cheque Rs 10,000 to Mr. Mahesh.
 - x) Sold goods worth Rs 20,000 at 5% cash discount.
- b) Explain the different types of subsidiary Books.
- c) Define the term 'Error' and state the different types of errors.
- d) M/s Radhika Trader's Pass Book showed a Credit Balance of Rs 9,000 as on 30th June 2014. From the following particulars prepare a Bank Reconciliation Statement showing the balance as per Cash Book as on that date.

- i) Out of cheques of Rs 5,000 deposited into Bank till 30th June' 14, cheques worth Rs 3,500 only were realised upto 30th June' 14.
- ii) Cheque issued but not presented for payment prior to 30th June' 14 amounted to Rs 1,470.
- iii) Passbook shows a credit of Rs 1,800, a bill collected by Bank but not recorded in Cash Book.
- iv) Insurance premium paid by Bank Rs 600 but not recorded in cash book.
- v) Bank debited Rs 50 for Bank charges and credited Rs 450 towards interest, the intimation was received on 5th July' 14

Q3) Write short Answers (Any 3) :

[15]

- a) Objectives of Accounting.
- b) Trial Balance.
- c) Accounting V/s Book keeping
- d) Cash Books.
- e) Types of Accounts.

ॐ ॐ ॐ





N - 525

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2016

MARKETING MANAGEMENT (Paper - I)

Sub. Code : 22923

Day and Date : Wednesday, 13 - 04 - 2016

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All Questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) Explain the concept of value and satisfaction? [15]

OR

What is the meaning and importance of Research? Explain the various areas of Marketing Research.

Q2) Write short answers (Any two) : [20]

- a) Explain the importance and significance of Marketing?
- b) What are the requisites for sound Marketing segmentation?
- c) What is the difference between Need, Want and Demand?
- d) Explain are the stages of Consumer Buying Behaviour process?

Q3) Write short notes (Any three) : [15]

- a) Societal marketing
- b) Scope of marketing research
- c) Basis for Market segmentation
- d) Customer satisfaction
- e) Steps in marketing research





N - 525

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2016

MARKETING MANAGEMENT (Paper - I)

Sub. Code : 22923

Day and Date : Wednesday, 13 - 04 - 2016

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All Questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) Explain the concept of value and satisfaction? [15]

OR

What is the meaning and importance of Research? Explain the various areas of Marketing Research.

Q2) Write short answers (Any two) : [20]

- a) Explain the importance and significance of Marketing?
- b) What are the requisites for sound Marketing segmentation?
- c) What is the difference between Need, Want and Demand?
- d) Explain are the stages of Consumer Buying Behaviour process?

Q3) Write short notes (Any three) : [15]

- a) Societal marketing
- b) Scope of marketing research
- c) Basis for Market segmentation
- d) Customer satisfaction
- e) Steps in marketing research





N - 526

Total No. of Pages :1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2016

BUSINESS ECONOMICS (Micro) (Paper - I)

Sub. Code : 22924

Day and Date : Saturday, 16 - 04 - 2016

Time : 03.00 p.m. to 05.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Define Business economics. Explain the significance of business economics. [15]

OR

What is demand? Explain the Law of demand and point out the circumstances in which the law does not operate.

Q2) Write short answers (Any two) : [20]

- a) Explain various types of business decision that managers of firms have to make.
- b) Explain consumer's equilibrium with the help of indifference curve approach.
- c) Define price elasticity of demand. Explain the methods for its measurement.
- d) Explain the concept of production function. State the law of diminishing returns.

Q3) Write short Notes (Any three) : [15]

- a) Law of diminishing marginal utility
- b) Consumer's surplus
- c) Significance of elasticity of demand
- d) Supply schedule and supply curve
- e) Opportunity cost



Seat No.	
----------	--



N - 527

Total No. of Pages : 2

B.B. A. (Part - I) (Semester - I) Examination, April - 2016

ENGLISH

Business Communication (Paper - I)

Sub. Code : 22925

Day and Date : Monday, 18 - 04 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What are the salient features of written communication? Write in brief about the advantages and disadvantages of written communication. **[15]**

OR

Define the term communication. Explain the basic types and forms of communication.

Q2) Write short answers of the following (Any Two) **[2 x 10 = 20]**

- a) What are the different types of reports? Explain the structure and purpose of each type.
- b) What are the qualities of good writing?
- c) What are the barriers of communication?
- d) What is the importance of business letters in modern world?

P.T.O.

Q3) Write Short notes (Any Three):

- a) Inter Departmental Communication.
- b) Non - verbal Communication.
- c) Office circulars.
- d) The process of Communication.
- e) Your attitude.



Seat No.	
----------	--

BBA (Part - I) (Semester - I) Examination, April - 2016
COMPUTER APPLICATION IN BUSINESS

(Paper - I)

Sub. Code : 22926

Day and Date : Wednesday, 20 - 04 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions : 1) All questions are compulsory.**
2) Figures to the right indicates full marks.



Q1) What is computer? Explain the characteristics and evolution of computer.[15]

OR

What do you mean by input output devices? Explain following I/O device in detail.

- a) Scanner
- b) Printers

Q2) Write the answer of the following questions (any two) : [20]

- a) Explain different types of primary memories used in computer.
- b) Define software. Describe different types of software's.
- c) What are the characteristics of good languages?
- d) What do you mean by secondary storage? Explain any one secondary storage device in detail.

Q3) Write a short notes on (any three) :

[15]

- a) Windows OS
- b) OMR
- c) Monitor
- d) Digitizer





N - 529

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2016
HUMAN RESOURCE MANAGEMENT (Paper - I)

Sub. Code : 22927

Day and Date : Thursday, 21 - 04 - 2016

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What do you mean by HRM? Explain the importance of HRM. [15]

OR

Define the term recruitment? Explain the various sources of recruitment.

Q2) Write short answers (Any Two) [2 × 10 = 20]

- a) What factors affecting on HRP?
- b) Explain the different methods of training.
- c) Explain the process of selection
- d) Write the qualifications and qualities of HR manager.

Q3) Write short note (Any Three) [3 × 5 = 15]

- a) Job specification and Job Description.
- b) Management development.
- c) Significance of selection.
- d) Process of HRP
- e) Factors affecting recruitment





E- 290

Total No. of Pages :1

Seat No.	
-----------------	--

B.B.A.(Part -I) (Semester -I)
Examination, November - 2016
PRINCIPLES OF MANAGEMENT(Paper-I)
Sub. Code: 22921

Day and Date :Monday, 07- 11 - 2016
Time :12.00 Noon to 2.00 p.m.

Total Marks :50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Explain the scientific management by F.W.Taylor. [15]

OR

What is management? Explain the nature and importance of management.

Q2) Write short answers (Any two) [20]

- a) Explain the process of decision making.
- b) Explain various steps involved in the organizing process.
- c) Explain the meaning and importance of planning
- d) Contribution by Max-weber in the field of management.

Q3) Write short notes (Any three). [15]

- a) Levels of Management.
- b) Authority and Responsibility.
- c) Importance of decision making
- d) Distinction between Management and Administration.
- e) Importance of organizing.



Seat No.	
----------	--

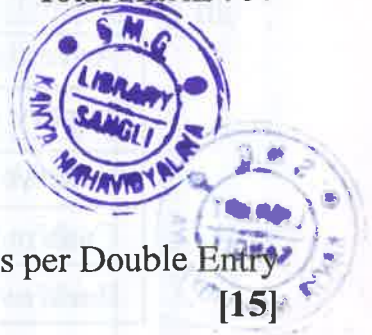
B.B.A. (Part - I) (Semester - I) Examination, November - 2016
FINANCIAL ACCOUNTING (Paper - I)
Sub. Code : 22922

Day and Date : Tuesday, 08-11-2016

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) Explain the types of Accounts & rules of debit & credit as per Double Entry System. **[15]**

OR

From the following trial balance prepare Trading a/c, Profit & loss a/c for the year ended & Balance sheet as on 31st March 2009.

Particulars	Rs.
Dianath's capital a/c	88,000
Dianath's drawing a/c	1,000
Plant & machinery	50,000
Furniture & fixture	6,000
Loose tools	10,000
Motor car (cost Rs. 15,000)	5,000
Stock (1.4.2008)	10,000
Purchases	1,51,000
Return inward	4,000
Return outward	2,000
Sales	2,04,000
Discount received	3,000
Wages	5,000
Carriage outward	6,000

P.T.O.

Salaries	20,800
General expenses & insurance	6,000
Rent & taxes	7,200
Postage & telegram	2,000
Packing & selling expenses	4,000
Sundry debtors	24,000
Advertisement	1,000
Sundry creditors	12,000
Reserve for bad & doubtful debts	1,000
Cash in hand	7,000
Bank overdraft	10,000

Adjustments:

- Depreciate motor car at 15% on original cost. Loose tools are valued at Rs. 8,000.
- Stock on 31st March 2009 was valued at Rs. 12,400.
- Reserve for Bad & doubtful debts are to be maintained at 5% on debtors, Maintain reserve for discount on creditors at 2%.
- Unexpired insurance Rs. 200.
- Provide for interest on capital at 6% p.a.
- Drawing of shri Dinanath of Rs. 1,000 stand debited to salaries a/c & the same to be corrected.

Q2) Attempt any Two of the following:

[20]

- The cash book of Shri Vishal showed a debit balance of Rs. 3,000 on 31st Dec 2008. But the pass book shows the difference balance & comparing the pass book & cash book they find the following reasons.
 - Two cheques of Rs. 1,500 & Rs. 2,100 issued but the cheque of Rs. 2,100 presented for payment on 5th Jan 2009.
 - Cheque deposited into bank of Rs. 3,600 & Rs. 2,580 but out of which a cheque worth of Rs. 2,580 is cleared before 31st Dec 2008.
 - Bank credited the interest to account Rs. 524.

- iv) Bank charges of Rs. 124 debited in the pass book did not appear in the cash book.
- v) Electricity bill of Rs. 900 paid by bank as per the instruction.
- vi) The debit side total of cash book is under cast by Rs. 1,000.
- vii) Mr. Sudhir deposited Rs. 2,000 in the account of Mr. Vishal.

Prepare a bank reconciliation statement as on 31st Dec 2008.

- b) Enter the following transactions in the single column cash book in the books of Kiran.

Date		Rs.
January 1	Cash at hand	5,000
3	Received from Mr.B	500
6	Received from Nandu	370
8	Paid to Mahesh on account	750
10	Made cash purchases	1,500
17	Sold goods to Shirish for cash	350
22	Purchased furniture for office use	300
25	Received for interest on debentures	75
27	Paid electricity charges	25
29	Paid rent	150
31	Paid salaries to staff	570



- c) What is Accounting? Differentiate between Book - keeping & Accounting.
- d) What is Subsidiary Book? Explain the different types of subsidiary books.

Q3) Write short Notes (Any Three):

[15]

- a) Accounting Concepts.
- b) Journal.
- c) Trial Balance.
- d) Objectives of Accounting.
- e) Rectification of errors.





E-292

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I)
Examination, November - 2016
MARKETING MANAGEMENT (Paper - I)
Sub. Code : 22923

Day and Date : Wednesday, 09 - 11 - 2016

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define Marketing? Explain the different approaches in marketing. [15]

OR

What is the scope for Marketing Research? Explain the steps in Marketing Research?

Q2) Write short answers (Any Two): [20]

- a) What is the basis for market Segmentation?
- b) Explain the meaning and importance of consumer behaviour.
- c) Explain the various methods of data collection in Marketing Research.
- d) With appropriate example explain Need, Wants and Demand?

Q3) Write short notes (Any Three): [15]

- a) Exchange and Transaction.
- b) Post purchase Evaluation.
- c) Customer satisfaction.
- d) Requisites of sound market segmentation.
- e) Areas of Marketing Research.



E-293

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, November - 2016
BUSINESS ECONOMICS (Micro) (Paper - I)

Sub. Code : 22924

Day and Date : Thursday, 10-11-2016

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain basic economic problems of an economy. [15]

OR

Explain consumer's equilibrium with the help of indifference curve approach.

Q2) Write short answers (any two): [20]

- a) Distinguish between Microeconomics and Macro-economics. What subjects are studied in each of them.
- b) State and explain the law of diminishing marginal utility.
- c) Define elasticity of demand. Explain the significance of elasticity of demand.
- d) Explain the Law of Supply with the help of a suitable schedule and a curve.

Q3) Write short notes (any three): [15]

- a) Meaning of business economics.
- b) Law of equi-marginal utility.
- c) Demand function.
- d) Factors influencing elasticity of demand.
- e) Concept of production function.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I)
Examination, November - 2016
BUSINESS COMMUNICATION (Paper - I)
Sub. Code : 22925

Day and Date : Friday, 11 - 11 - 2016

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define communication and explain in detail the need and importance of communication skills. [15]

OR

What are the prominent features of written communication? Write in brief about the advantages and disadvantages of written communication.

Q2) Write short answers of the following: (Any Two) [2 × 10 = 20]

- a) What are the barriers of communication?
- b) Define report and explain its various types, importance and purpose of each type.
- c) Write in detail the process of communication.
- d) Write a letter of enquiry to New India Electronics Company Ltd. Mumbai regarding the supply of Computers, Printers and L.C.D. Projectors for an educational institution. Imagine the necessary details.

Q3) Write Short Notes on any three of the following: [3 × 5 = 15]

- a) Non-verbal communication.
- b) Your attitude.
- c) Common Errors in business writing.
- d) Office circulars.
- e) Qualities of good writing.

X X X



E - 295

Seat No.	
----------	--

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - I) Examination, November - 2016
COMPUTER APPLICATIONS IN BUSINESS (Paper - 1)
Sub. Code : 22926

Day and Date : Saturday, 12 - 11 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to right indicate full marks.

Q1) What are components of MS-office? Explain mail merge feature of MS-word in detail. **[15]**

OR

What is computer? Explain the organization of computer with neat block diagram.

Q2) Write the answer of the following questions (any two): **[20]**

- a) Explain the generation of computer and types of computer.
- b) Explain the various factor affecting on PC performance.
- c) Define operating system. Write the functions of OS.
- d) What is language? What are the different types of computer languages?

Q3) Write a short notes on (any three): **[15]**

- a) Application software.
- b) Printers.
- c) Primary Memory.
- d) System Software





E – 296

Seat No.	
----------	--

Total No. of Pages : 1

B.B.A (Part - I) (Semester - I) Examination, November -2016

HUMAN RESOURCE MANAGEMENT

Sub. Code : 22927

Day and Date : Tuesday, 15 - 11 - 2016

Total Marks : 50

Time : 12.00 noon. to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory
 - 2) Figures to the right indicate full marks.

Q1) What is Human Resource Planning? Describe Human Resource Planning process. [15]

OR

Describe different training methods with appropriate example.

Q2) Write short answers (Any two): [20]

- i) Explain objectives and significance of recruitment and selection.
- ii) Describe concepts of job evaluation and job specification.
- iii) Discuss concept and methods of management development.
- iv) Elaborate characteristics and qualities of HR Manager.

Q3) Write short notes on (any three) [15]

- i) Job analysis and Job description.
- ii) Selection Procedure
- iii) Advantages of Training.
- iv) Factors affecting Human Resource Planning.
- v) Importance of HRM.




 Seat
No.

B.B.A.(Part - I)(Semester - I) Examination, April -2017
Financial Accounting (Paper-I)
Sub. Code : 22922

Day and Date : Tuesday, 11 - 4 - 2017

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions : 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q1) What is Accounting? Explain Accounting Concepts & Convention in detail.[15]

OR

From the following trial balance prepare Trading a/c, Profit & loss a/c for the year ended & Balance sheet as on 31st March 2009.

Particulars	Dr. Rs.	Cr.Rs.
Capital account		2,03,000
Drawings account	15,000	
Freehold land & premises	90,000	
Plant & Machinery	40,000	
Loose Tools	3,000	
Bills receivables	3,000	
Stock	40,000	
Purchases	51,000	
Wages	20,000	
Carriage inward	1,000	
Carriage outward	500	
Coal & coke	5,000	
Salaries	5,000	
Rent, Rates & Taxes	2,800	
Discount & Allowances	1,500	
Bills Payable		3,800

P.T.O.

National bank	20,000	
Cash in hand	400	
Sundry debtors	45,000	
Sundry creditors		40,000
Repairs & replacement	1,800	
Purchase return		2,650
Extension to premises	7,500	
Bad debts	1,200	
Advertisement	500	
Goods sold		1,15,000
Sales. returns	2,000	
Gas & water	200	
Oil, grease & waste	600	
Furniture & Fixtures	1,200	
General Expenses	800	
Printing & Stationery	450	
Income tax	5,000	
Total	3,64,450	3,64,450

Adjustments :-



- i) Write depreciation of Plant & Machinery at 5%, of Loose Tools at 15% & Furniture at 5%.
- ii) The stock in hand on 31st March 2009 is Rs.60,000.
- iii) Provide 2½% for discount on sundry debtors & 5% for doubtful debts.
- iv) Rs. 1,500 was due for wages & Rs.450 for salaries for the month of March 2009.
- v) The last bill of Rs.400 for taxes was for the half year ending 30.06.2009.



Q2) Attempt Any Two of the following

[20]

- a) Journalize the following transactions in the books of Shravan for May 2014.

1 May	Shravan started business with cash Rs. 28,000, Machinery Rs.15,000 & Furniture Rs.4,500.
2	Purchased goods from Abhay Rs. 6,000 @ 10% trade discount.
4	Deposited in Bank of India Rs. 19,800.
7	Sold goods to Mahesh Rs. 4,000 @ 5% trade discount & 2% cash discount.
9	Purchased Machinery of Rs. 3,300 for cash & spent Rs. 150 for transport for machinery.
11	Paid Rs. 800 as rent, out of which Rs. 600 were for office rent & remaining for house rent.
14	Paid electricity charges for office Rs. 125.
22	Received commission from Sudhir Rs.270.
27	Withdraw from Bank Rs. 500 for office use.

- b) From the following particulars prepare Bank Reconciliation as on 30.06.2008

- Three cheques of Rs.1,500, Rs. 1,700 & Rs.2,100 issued on 25-06-2008, out of these first cheques was presented & cleared by bank on 29-06-2008. Second cheque was presented & cleared on 3-07-2008 & third cheque was not presented at all.
- Our customer Akshay deposited directly (in our a/c) in the bank Rs. 700.
- Bank collected dividend from outsider directly on our behalf Rs. 1,100.
- Bank paid us interest Rs. 450
- Cheque received from Bharati Rs. 1,150 & deposited into bank but cleared by bank on 05-07-2008.

- c) Explain the concept Rectification of Errors & types of errors.
- d) Explain the types of Accounts & rules of debit & credit as per Double Entry System.

Q3) Write short notes (Any Three)

- a) Trial Balance
- b) Cash Book
- c) Objectives of Accounting
- d) Subsidiary Book
- e) Ledger





P - 509

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A.(Part - I)(Semester - I) Examination, April -2017
Marketing Management (Paper-I)
Sub. Code : 22923

Day and Date : Wednesday, 12 - 4 - 2017

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define market segmentation. Describe the basis for market segmentation.[15]

OR

Draw a suitable diagram and explain the various steps involved in marketing research.

Q2) Write short Answers (Any Two) [2×10=20]

- a) What do you mean by marketing? Explain the Importance of Marketing.
- b) Which are the factors responsible to change the customers buying behaviour.
- c) Explain the different approaches to the study of marketing.
- d) Elaborate the Requisites of sound market segmentation.

Q3) Write note on (Any Three) [3×5=15]

- a) Needs, Wants & Demand
- b) Core concepts of marketing
- c) Marketing research
- d) Societal Marketing
- e) Importance of consumer satisfaction





P - 510

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A.(Part - I)(Semester - I) Examination, April -2017
Business Economics (Micro) (Paper-I)
Sub. Code : 22924

Day and Date : Thursday, 13 - 4 - 2017

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain various types of business decisions that managers of firms have to make? **[15]**

OR

Define elasticity of demand. Explain the methods for its measurement.

Q2) Write short Answers (Any Two) **[20]**

- a) Explain the significance of business economics.
- b) Explain the Law of Equi-marginal utility? How does it explain consumer's equilibrium?
- c) What is meant by demand? Explain the important determinants of demand.
- d) What is production function? State the Law of Returns to scale.

Q3) Write short notes on (Any Three) **[15]**

- a) Basic economic problems
- b) Consumer's surplus
- c) Budget line
- d) Determinants of supply
- e) Opportunity cost.





P - 511

Total No. of Pages : 1

Seat No.	
-------------	--

B.B.A.(Part - I)(Semester - I) Examination, April -2017
Business Communication (Paper-I)
Sub. Code : 22925

Day and Date : Monday, 17 - 4 - 2017

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define Report and explain its various types, importance and purpose. [15]

OR

Define Communication and explain its importance in the business world.

Q2) Answers in brief : (Any Two) [20]

- a) Write the process of communication in detail
- b) What are the barriers to communication?
- c) Write in short the importance of body language.
- d) What are the qualities of good writing?

Q3) Write short notes on : (Any Three) [15]

- a) Facial Expressions
- b) Eye Contact
- c) Ways of overcoming the barriers
- d) Upward communication.





P - 512

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A.(Part - I)(Semester - I) Examination, April -2017
Computer Applications in Business (Paper-I)
Sub. Code : 22926

Day and Date : Tuesday, 18 - 4 - 2017

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is Computer? Describe evolution of computer system. [15]

OR

What is an Operating system? Explain its functions in detail.

Q2) Attempt any Two from the following: [20]

- a) What is compiler and interpreter? Explain its difference.
- b) Describe various Characteristics of Good Language.
- c) Explain various text formatting options used in Me-Word.
- d) What is RAM and ROM? Explain types of ROM.

Q3) Write notes on (Any Three) [15]

- a) Mouse.
- b) Hard Disk.
- c) Use of table option in MS-Word.
- d) Basic commands in Windows.
- e) Floppy disk.



Seat No.	
-------------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2017

HUMAN RESOURCE MANAGEMENT

Sub. Code : 22927

Day and Date : Wednesday, 19 - 04 - 2017

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Explain why Human Resource Management is Important? Elaborate qualities of HR manager. [15]

OR

Describe selection procedure in detail.

Q2) Write short answers (any two) : [20]

- a) Explain factors affecting human resource planning.
- b) Describe factors affecting recruitment and selection.
- c) What is management development? Discuss methods of management development.
- d) 'HR Manager has to play different roles'. Comment.

Q3) Write short notes (any three) : [15]

- a) Job Evaluation
- b) Sources of Recruitment
- c) Needs and objectives of Training
- d) Human Resource Planning Process
- e) Training Methods.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2018

MARKETING MANAGEMENT (Paper - I)

Sub. Code : 22923

Day and Date : Wednesday, 18 - 04 - 2018

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

Instructions : 1) All Questions are compulsory.

2) Figures to the right indicate marks.

Q1) What is the meaning and importance of Marketing? What is the difference between Need, Want and Demand? [15]

OR

Explain in detail the different steps in Marketing Research?



Q2) Write short answers (Any two) :

[20]

- What is the meaning of Societal Marketing?
- What are the factors affecting Consumer Buying Behaviour?
- Explain the bases for Market segmentation?
- What are the various areas of Marketing Research?

Q3) Write short notes (Any three) :

[15]

- Exchange and Transaction.
- Selling approach.
- Requisites for sound market segmentation.
- Primary and secondary data.
- Importance of Marketing Research.

▽▽▽▽

Seat No.	
----------	--

**B.B.A. (Part - I) (Semester - I) Examination, April - 2018****BUSINESS ECONOMICS (MICRO) (Paper - I)****Sub. Code : 22924****Day and Date : Thursday, 19 - 04 - 2018****Total Marks : 50****Time : 03.00 p.m. to 05.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) What is Business Economics. Discuss its nature and scope. [15]

OR

Explain the concept of average revenue, marginal revenue and total revenue. Show how they are related to each other.

Q2) Write short answers (any two) [20]

- a) Explain various types of business decisions that managers of firms have to make?
- b) What are the properties of indifference curves? Explain fully.
- c) Define elasticity of demand. On what factors does it depend?
- d) Explain the concept of production function. State the Law of Variable Proportions.

Q3) Write short notes (any three) [15]

- a) Difference between micro and macro economics
- b) Law of Equi-marginal utility
- c) Consumer's surplus
- d) Exceptions to the Law of demand
- e) Supply function

▽▽▽▽

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, April - 2018**BUSINESS COMMUNICATION (Paper - I)****Sub. Code : 22925****Day and Date : Friday, 20 - 04 - 2018****Total Marks : 50****Time : 03.00 p.m. to 05.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) a) Define communication and write in detail the process of communication. [15]

OR

b) Why is communication said to be a social activity?

Q2) Write answers in short: (any two) [20]

- a) Explain in detail the basic types of communication (Reading, writing, speaking, listening)
- b) What are the barriers in communication process?
- c) What are the qualities of good writing?
- d) Explain the importance of non - verbal communication

Q3) Write short notes on (any three) [15]

- a) You Attitude
- b) Facial Expressions
- c) Dress code
- d) Ways of overcoming barriers in communication





Seat
No.



A - 137

B.B.A. (Part - I) (Semester - II) Examination, 2011
PRINCIPLES OF MANAGEMENT (Paper - II)

Day and Date : Monday, 18-4-2011

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the **right** indicate marks.

1. What is motivation ? Critically examine Fredrick Herzberg's motivation hygenic theory.

14

OR

State the reasons for organisation's resistance to change and overcoming resistance for change.

14

2. Write short answers (**any two**) :

(8×2=16)

- What is leadership ? Explain the essential qualities of a successful leader.
- State in brief techniques of controlling.
- Explain the Likert's four systems of leadership.
- Nature of control.

3. Write short notes (**any two**) :

(5×2=10)

- Discuss the importance of control.
- Explain non-financial incentives.
- Discuss the emerging horizons of management.
- Need for change.

Seat
No.**B.B.A. (Part - I) (Semester - II) Examination, 2011**
FINANCIAL ACCOUNTING (Paper - II)Day and Date : Tuesday, 19-4-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate marks.*

1. Given below is the trail balance of M/s D. M. Traders on 31st March, 2005. Partners share profits and losses equally.

From the following trail balance and additional information, prepare trading and profit and loss account for the year ended 31st March 2005 and the balance sheet as on that date.

Trail Balance as on 31st March, 2005

Particulars	Dr. Rs.	Cr. Rs.
Dinesh's Capital A/c	—	50,000
Mahesh's Capital A/c	—	50,000
Sales on 1 st April 2004	40,000	—
Bills Receivable	10,000	—
Machinery	50,000	—
Purchases	80,000	—
Sales	—	1,18,000
Furniture	26,000	—
Return outwards	—	1,000
Mahesh's Drawings	4,000	—
Sundry Debtors	37,000	—
Sundry Creditors	—	54,000
Salaries	4,000	—
Wages	8,000	—
Insurance	5,000	—
General Expenses	8,000	—
Advertisements (For 3 year W. E. F. 1 st Oct. 2004)	3,000	—
Interest and Commission	—	3,000
Prepaid Taxes	2,000	—
Reserve for Doubtful Debts	—	1,000
	2,77,000	2,77,000

P.T.O.



14

14

16

- d) Define Bill of Exchange. Explain the pontier to the bill of exchange with illustration.

10

- a) Accommodation bill b) Causes of depreciation
c) Accounting Information System d) Reducing Balance Method.



A - 139

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, 2011
BUSINESS ECONOMICS (Micro) (Paper - II)

Day and Date : Thursday, 21-4-2011

Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

- Instructions :** 1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw neat diagrams wherever necessary.*

1. State the features and short-run price determination in monopoly.

14

OR

Critically examine the modern theory of Rent.

2. Write short answers (**any two**) :

16

- A) Explain the short-run price determination in perfect competition.
B) State the Marginal Productivity Theory of Distribution.
C) Explain the views of Prof. A. C. Pigou towards welfare.
D) Explain the Uncertainty Theory of Profit.

3. Write short notes (**any two**) :

10

- A) Features of oligopoly
B) Trade union and wages
C) Selling cost
D) Quasi rent.



A - 140

Seat No.	
----------	--

B.B.A. (Part – I) (Semester – II) Examination, 2011
BUSINESS COMMUNICATION (Paper – II)

Day and Date : Saturday, 23-4-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions : 1) *All questions are compulsory.*
2) *Figures to the **right** indicate marks.*

1. What is an oral presentation ? How to make it effective ? 14

OR

What is an interview ? Explain the various kinds of interview ? 14

2. Write short answers of **any two** of the following : 16

1) What are the various channels of organisational communication ?

2) What is a group discussion ? How to succeed in it ?

3) What is the conference ?

4) What is an agenda of meeting ? What are the features of agenda ?

3. Write short notes on **any two** of the following : 10

1) The workshops.

2) Modern means of communication.

3) Downward Communication.

4) Notice.



A - 141

Seat
No.

B.B.A. (Part – I) (Sem. – II) Examination, 2011
COMPUTER APPLICATIONS IN BUSINESS (Paper – II)

Day and Date : Tuesday, 26-4-2011

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1) *All questions are compulsory.*
2) *Figures to right indicate full marks.*

1. What do you mean by Network topology ? Explain different network topologies with their key advantages and limitations. 14

OR

Discuss importance and features of accounting software – 'Tally'. 14

2. Write short answers (**any two**) : 16

- a) Explain any four Excel functions with its syntax and example.
- b) Define computer Network. Explain LAN and WAN.
- c) Differentiate between Internet and Intranet.
- d) Write different steps for creating Power Point Presentation.

3. Write short notes on (**any two**) : 10

- a) Power Point Presentation
 - b) Charts in Excel
 - c) Web utilities
 - d) Financial reports in Tally.
-



A - 142

Seat
No.

--

B.B.A. (Part – I) (Semester – II) Examination, 2011
MARKETING MANAGEMENT (Paper – II)

Day and Date : Wednesday, 20-4-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions : 1) *All questions are compulsory.*
2) *Figures to the right indicate marks.*

1. What is promotion mix ? Explain the elements of promotion mix.

14

OR

What is product decision ? Explain the product line decisions.

14

2. Write short answers (any two) :

(8×2=16)

a) Explain any two methods of pricing based on cost.

b) Explain the elements of promotion mix.

c) What is advertising ? Explain the objectives and advantages of advertisement.

d) What is channels of distribution ? Explain the role and importance of channels of distribution.

3. Write short note (any two) :

(5×2=10)

a) Branding and Trade mark

b) Importance of pricing

c) Explain the external factors influencing pricing decision

d) Objectives of pricing.



A - 143

Seat
No.

B.B.A. (Part – I) (Semester – II) Examination, 2011
HUMAN RESOURCE MANAGEMENT (Paper – II)

Day and Date : Wednesday, 27-4-2011
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

Instructions : 1) *All questions are compulsory.*

2) *Figures to the right indicates marks.*

1. Define the term Performance Appraisal. Explain need and importance of Performance Appraisal.

14

OR

Discuss the term compensation Management. Elaborate factors affecting wage and salary levels.

14

2. Write short answers (**any two**) :

16

a) What is meaning and importance of employee transfer ?

b) What is employee separation ?

c) What is fringe benefits ?

d) What are the components of Remuneration ?

3. Write short notes (**any two**) :

10

a) Past oriented methods of Performance Appraisal

b) Employees Demotion

c) Employees Retrenchment

d) Incentives schemes.



Seat No.	
----------	--



C- 197

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, 2013

PRINCIPLES OF MANAGEMENT (Paper - II)

Sub. Code : 22928

Day and Date : 29/12/2013

Time : 3 HS

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is meant by Motivation? Explain the various Motivation significance /Importance of Motivation. [15]

OR

What is control? Explain the different importance of control.

Q2) Write short answer (any two) : [2 × 10 = 20]

- a) Explain Mc Greger's theory 'X' and theory 'Y'.
- b) Discuss Likert's four system of leadership.
- c) Explain the control process.
- d) Why do the individuals resits change.

Q3) Write short notes (any three): [3 × 5 = 15]

- a) Explain financial and non financial incentives.
- b) Good qualities of leader.
- c) Moder techniques of control.
- d) Explain the unfreezing, changing and refreezing.
- e) Functions of control and introduction explain planning as the basis, Action as the Essence, Delegation as the key, Information as the Guide.

++++++

Seat No.	
----------	--

B.BA (Part - I)(Semester - II) Examination, 2013**Financial Accounting (Paper - II)****Sub. Code : 22929****Day and Date :****Total Marks : 50****Time :**

- Instructions :** 1) All the questions are compulsory.
2) Figures to the right indicates full marks.



Q1) From the following Trial Balance of Rahul and Ketan - you are required to prepare Trading and profit and loss Account for the year ended 31st March 2012 and Balance sheet as on that date; after taking into account the following adjustments. The partners share profits and Losses equally. [15]

Trial Balance as on 31st March, 2012

Particulars	Debit Balances Rs.	credit Balances Rs.
Capital - Rahul	-	1,00,000
Ketan	-	60,000
Bills Receivable and payable	20,000	25,000
Opening Stock	35,000	-
Purchases and Sales	97,000	1,81,500
Returns	1500	2,000
Salaries	7,800	-
Wages	14,200	-
Conveyance	1,100	-
Commission	-	3000
Miscellaneous Expenses	1,600	-
Warehouse Rent	4,500	-
Brokerage	1,500	-
Dock Charges	2,100	-

P.T.O.

Insurance	2,400	-
Good will	38,000	-
Land and Building	90,000	-
Shares in Bajaj Ltd.	25,000	-
Cash in hand	1800	-
Sundry Debtors and Creditors	28,000	30,000
Motor Van	30,000	
	4,01,500	4,01,500

Adjustments

- 1) Closing stock was valued at Rs. 37,500
- 2) Depreciate Land and Building and Motar van at 5% p.a.
- 3) Insurance is paid for the year ended 31st may, 2012
- 4) Rahul has taken goods of Rs. 1500 for his personal use.
- 5) Goods of Rs. 4000 destroyed by fire and Insurance company admitted a claim of Rs. 3200 only
- 6) Commission due but not received Rs. 800

OR

What is accounting information system? Explain the concept and Nature of Accounting system.

Q2) Short Answer Questions (Any Two 10×2)

[20]

- a) Ravindra Trading Company Nasik purchased a machinery worth Rs. 36,000 on 1 - 4 - 2010 and spent Rs. 4000 towards installation charges. The company depreciated the machinery at the machinery at the rate of 10% p.a. on original cost.

On 1 - 10 - 2012 the company sold out a part of machinery for Rs. 3200, the original cost of the machinery on 1 - 4 - 2010 was Rs. 6000. On 1 - 10 - 2012 the company purchased a machinery for Rs. 10,000. As the company closes the financial year on 31st March every year.

Prepare Machinery Account and the depreciation Account for the year 2010 - 2011, 2011 - 2012 and 2012 - 2013

- b) On 1st April, 2012, Pawar draws a bill for RS. 6000. On Mr Sathe for 4

months. The bill is duly accepted by sathe on 5th April. Pawar endorsed the bill in favor of Mr. Lohakare, on 20th July Sathe requests Pawar that the bill to be renewed for a further period of 4 months at 12% interest p.a. Pawar agrees and paid the required money to Lohakare. The new bill is accepted and paid by Sathe. Pass necessary Journal entries in the books of Mr. Pawar.

- c) Explain the concept and Nature of management Information system.
- d) What is computerised accounting system? Describe its Features.

Q3) Write short Note (Any Three) ($5 \times 3 = 15$)

[15]

- a) Explain the need and causes of Depreciation.
- b) Explain the parties to the Bill of Exchange
- c) Electronic Data processing
- d) Methods of Depreciation
- e) Need of Bill of Exchange

)()()(





C- 199

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, 2013

MARKETING MANAGEMENT

Sub. Code : 22930

Day and Date :

Time :

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is marketing mix? Explain the elements of Marketingmix. [15]

OR

What is a product concept? Explain the levels of product and various dimensions of a product concept.

Q2) Write short answers (any two) [2 × 10 = 20]

- a) Explain the demand based and competition based pricing.
- b) Define branding. Explain purpose and significance of branding.
- c) Explain the factors affecting choice of distribution channels.
- d) What is advertisement? Explain its objectives and Importance of advertisement.

Q3) Write short note (any three) [3 × 5 = 15]

- a) Trade mark.
- b) Public Relations (PR)
- c) Importance of personal selling
- d) External factors influencing pricing decisions.
- e) Importance of distribution channels.

+++++++



C - 200

Total No. of Pages : 1

Seat No.	
----------	--

BBA (Part - I) (Semester - II) Examination, 2013

Business Economics (Micro) (Paper - II)

Sub. Code : 22931

Day and Date :

Time :

Total Marks : 50

- Instructions :**
- 1) All the questions are compulsory
 - 2) Figures to the Right indicate full marks.
 - 3) If necessary draw the diagram.

Q.1) What is perfect competition? Explain the price determination under perfect competition. [15]

OR

Critically evaluate the marginal productivity theory of distribution.

Q.2) Write short answers (Any Two) [20]

- a) Explain the short run and long run equilibrium under monopolistic competition.
- b) What is interest ? Explain the liquidity preference theory of interest.
- c) What is price Discrimination? Discuss when price discrimination is possible .
- d) Discuss welfare state and the role of Government.

Q.3) Write short notes (any three) [15]

- a) Features of monopoly
- b) Product differentiation and selling cost.
- c) Risk and uncertainty theory of profit.
- d) Oligopoly
- e) Views of proof A.C.Pigou on welfare.

+++++++



C- 201

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, 2013

BUSINESS COMMUNICATION (Paper - II)

Sub. Code : 22932

Day and Date :

Time : 2 Hours

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is interview ? Explain the guidelines for conducting the interview by the interviewes. [15]

OR

What do you mean by modern office communication? Explain the different means of electronics communication.

Q2) Write short answers (any two) [2 × 10 = 20]

- a) Explain the internal channels of communication.
- b) Discuss the characteristics of oral communication.
- c) Explain the concept of work-shop and group-discussion.
- d) Explain the down-word and up-word communication.

Q3) Write short note (any three) [3 × 5 = 15]

- a) Conference
- b) Agenda of meeting
- c) Fax
- d) Seminar
- e) Minutes of meeting.

+++++++



C – 202

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A.(Part - I) (Semester - II) Examination, 2013

HUMAN RESOURCE MANAGEMENT

Sub. Code : 22934

Day and Date :

Total Marks : 50

Time :

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate marks.

Q1) What is employee remuneration? Explain the factors influencing wage and salary levels. **[15]**

OR

What is employee Benefits and Services? Discuss factors influencing Benefits and Services.

Q2) Write short answers (any two) : **[20]**

- a) Give modes of Employee separation.
- b) What is Transfer? Explain importance and uses of Transfer.
- c) What is variable compensation?
- d) Discuss Employee Health and Safety.

Q3) Write short notes on (Any three) : **[15]**

- a) Modified methods of performance Appraisal.
- b) Incentive schemes.
- c) Traditional method of Performance Appraisal.
- d) Accident Prevention
- e) Safety Engineering

)()()(

Seat No.	
-------------	--

BBA (Part - I) (Semester - II) Examination, 2013**Computer Appliⁿ. in Business - II (Paper - II)****Sub. Code : 22933****Day and Date :****Time :****Total Marks : 50****Instruction :** All questions are compulsory.**Q.1)** Explain in detail use of M.S. office purchase in Business.**[15]****OR**

Explain various topology with it's advantage and disadvantage and Area of application.

Q.2) Write short answers (Any Two)**[2 × 10 = 20]**

- a) Explain various types of charts in excel.
- b) Discuss benefits of Internet in day to day Business work.
- c) Explain advantage of power point presentation over Manual Presentation in old days.

Q.3) Write short note (any three) :**[3 × 5 = 15]**

- a) E-mail
- b) LAN
- c) Inventory control
- d) Animation effects.



+++++

**H - 78**

Total No. of Pages : 3

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, 2013
FINANCIAL ACCOUNTING (Paper - II)
Sub. Code : 43929

Day and Date : Wednesday, 10 - 04 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate marks.

Q1) From the following Trial Balance of M/s Chavan and Deshpande. You are required to prepare Trading, Profit and Loss Account for the year ended 31st March 2008. And Balance-Sheet as on that date after taking into account the necessary adjustments. **[14]**

Trial Balance

Particulars	Debit Rs.	Credit Rs.
Chavan's capital	—	1,80,000
Deshpande's capital	—	1,50,000
Chavan's Drawings	14,450	—
Deshpande's Drawings	10,000	—
Stock on 1 st April 2007	2,00,000	—
Bills Receivable	25,000	—
Purchases	2,75,000	—
Sales	—	4,00,000
Bills payable	—	60,000
Returns	5,000	4,500
Plant and Machinery	1,00,000	—
Loose Tools	25,000	—

P.T.O.



H - 78

Patents	25,000	-
Sundry Debtors	1,25,000	-
Sundry Creditors	-	1,40,000
Cash at bank	77,550	
Wages	19,000	
Salaries	17,500	
Rates and Taxes	7,500	
Insurance	3,000	
Printing and Stationery	2,000	
Power and Fuel	3,500	
	<u>9,34,500</u>	<u>9,34,500</u>

Adjustments :

- 1) Depreciate plant and machinery by 5% and patents by 15%.
- 2) Provide for bad and doubtful debts at 5% on Sundry debtors.
- 3) Prepaid insurance Rs.750/-.
- 4) Outstanding Expenses -
 - a) Salaries Rs.2,500
 - b) Wages Rs.1,000
 - c) Printing and stationery Rs.500.
- 5) Stock as on 31st March 2008 was Rs.1,30,000
- 6) Chavan and Deshpande have taken goods worth Rs.2,000 and Rs.3,000 respectively for their personal use. No entry has been made in the books.

OR

Explain the concept and meaning of the term Electronic Data processing and its significance in management information system.



H - 78

Q2) Write short answers (Any Two) :

[16]

- a) Pankaj draws a bill on Anil worth Rs.8000 for three months which was accepted by Anil. On the same date Pankaj discounted the bill with his bank @ 10% p.a. On the due date, Anil dishonoured his acceptance, Anil paid Rs.4000 to Pankaj and accepted a fresh bill for two months for the balance including interest of Rs.40. Anil became insolvent, before the maturity of the bill and 50 paise in a rupee were received as first and final dividend from his estate.

Pass necessary journal entries in the Books of Pankaj.

- b) On 1st Jan, 2005; Sunil Traders purchased machinery for Rs.20,000. On 1st July 2005, they purchased another machinery costing Rs.10,000. On 1st July 2007, the machine purchased on 1st Jan 2005 was sold for Rs.6000 and brought another machine for Rs.12,000 on the same date. Depreciation was provided on machinery @ 10% p.a. On the diminishing Balance method and the financial year closes on every 31st December. Prepare the machinery A/c and the depreciation A/c for the year 2005, 2006, 2007 and 2008.
- c) Define Bills of Exchange. Explain the parties of the bill of exchange with illustration.
- d) Define depreciation. Explain the different methods of depreciation.

Q3) Write short notes (any two) :

[10]

- a) Causes of Depreciation.
- b) Accounting information system.
- c) Accommodation bill.
- d) Necessity of preparation of final accounts.

XXXXX



Seat No.	
----------	--

H - 80

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, 2013

BUSINESS ECONOMICS (Micro - I) (Paper - II)

Sub. Code : 43931

Day and Date : Saturday, 13 - 04 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) What is Perfect Competition? State the Price determination of firm in short run. [14]

OR

Explain the Marginal Productivity Theory of Distribution.

Q2) Write short answers (Any Two) [16]

- a) State the Concept of price discrimination.
- b) Explain the features of oligopoly.
- c) Explain the Innovation theory of profit.
- d) State the determinants of welfare.

Q3) Write short notes (Any Two) [10]

- a) Classification of markets.
- b) Features of monopoly.
- c) Quasi rent.
- d) Amartya Sen's view on welfare.

--	--	--	--



Seat No.	
----------	--

H-81

Total No. of Pages :1

B. B. A. (Part - I) (Semester - II) Examination, 2013
BUSINESS COMMUNICATION

Paper - II

Sub. Code : 43932

Day and Date : Monday, 15 - 04 - 2013

Total Marks :40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What preparations would you make to conduct interviews. [14]

OR

Write in detail the various modern means of communication used in business communication.

Q2) Write short answers of any two of the following : [16]

- What are the different elements of effective public speech.
- What are the principles of effective group discussion?
- What are the disadvantages of oral communication?
- What is agenda? What is its importance in meetings?

Q3) Write short notes on any Two of the following. [10]

- Notice.
- EPBAX System.
- Conferences.
- Horizontal communication.

--	--	--	--

P.T.O.



Seat No.	
----------	--

H - 82

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, 2013
COMPUTER APPLICATIONS IN BUSINESS (Paper - II)
Sub. Code : 43933

Day and Date : Tuesday, 16 - 04 - 2013

Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 40

- Instructions : 1) All questions are compulsory
2) Figures to the right indicate full marks

Q1) What is computer Network ? Explain LAN and WAN with their characteristics.

[14]

OR

Explain different Functions in MS-Excel with their syntax and example.

Q2) Write the answers of the following questions (Any two)

[16]

- Explain star topology and ring topology with their advantages
- Explain different types of charts in Ms-Excel
- State and Explain different financial reports in tally.
- Explain requirements of Internet connection.

Q3) Write short notes on (Any two)

[10]

- Intranet
- Features of Tally
- Bus topology
- E-mail.





Seat No.	
----------	--

H - 368

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, 2013
HUMAN RESOURCE MANAGEMENT (Paper - II)
Sub. Code : 43934

Day and Date : Wednesday, 17 - 04 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is Compensation management? Explain the factors affecting wage and salary levels. **[14]**

OR

What is mean by promotion, transfer and demotion? Explain the purpose of promotion, reasons of transfer and causes of demotion.

Q2) Write short answers (any two):

[2 × 8 = 16]

- a) Explain any four methods of performance appraisal.
- b) Explain the various types of Incentive scheme.
- c) What is employee separation? Explain the various types of employee separation.
- d) Explain the performance Appraisal process.

Q3) Write short notes (any two):

[2 × 5 = 10]

- a) Need & purpose of performance Appraisal.
- b) Accident prevention.
- c) Executive Remuneration.
- d) Exit Policy.





F – 169

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013

PRINCIPLES OF MANAGEMENT (Paper - I)

Sub. Code: 22921

Day and Date : Thursday, 7 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) What is management? Explain the functions of management. [15]

OR

What is meant by Management? Explain contribution of Henry fayol 14 Principles of management?

Q2) Write short answer (any two) : [2 × 10 = 20]

- a) What is organisation? Explain its objectives?
- b) Define planning. Explain the important steps in planning process.
- c) Explain the F.W. Taylor's scientific management.
- d) What is centralization? Explain the advantage of centralization?

Q3) Write short answer (any three) : [3 × 5 = 15]

- a) Difference between management and administration.
- b) Contribution by Max - weber.
- c) What is authority? Explain the sources of authority?
- d) Lower level management?
- e) Process of decision making.



F - 178

Total No. of Pages : 1

Seat No.	
-----------------	--

BBA (Part - I) (Semester - II) Examination, Nov. - 2013

MARKETING MANAGEMENT

Sub. Code: 22930

Day and Date : Tuesday, 19 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) What is meant by marketing mix? How marketing mix influences the organisation's growth. [15]

OR

What is pricing? Explain the various methods of pricing.

Q2) Write short Answers (any two) : [2 × 10 = 20]

- a) What is Product Mix Decision? Explain the organisational goals and structure of product mix.
- b) What is sales promotion? Explain the sales promotional activities.
- c) Define personal selling. Explain steps in personal selling process.
- d) What is distribution channels? Explain the factors affecting choice of distribution channels.

Q3) Write short notes (any three) : [3 × 5 = 15]

- a) Role and Importance of Distribution channels.
- b) Levels of product.
- c) Role of promotion in marketing.
- d) Objectives of pricing
- e) Branding.



F - 179

Seat No.	
----------	--

Total No. of Pages : 1

BBA (Part - I) (Semester - II) Examination, Nov. - 2013

BUSINESS ECONOMICS (Micro) (Paper - II)

Sub. Code : 22931

Day and Date : Wednesday, 20 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) If necessary draw the diagram.

Q1) What is monopolistic competition? Discuss Price determination under monopolistic competition. [15]

OR

Critically Examine marginal productivity theory of Distribution.

Q2) Write short answers (any two) [2×10=20]

- a) What is wages? Explain minimum wage and living wage.
- b) Explain price discrimination.
- c) Explain Risk and uncertainty theory of profit.
- d) Explain concept of welfare and its determinants.

Q3) Write short notes (Any three) [3×5=15]

- a) Oligopoly
- b) Selling cost
- c) Features of monopoly
- d) Prof: Dr. H. Dalton views on welfare.
- e) Quasi Rent.





F – 180

Total No. of Pages : 1

Seat No.	
----------	--

BBA (Part - I) (Semester - II) Examination, Nov. - 2013

BUSINESS COMMUNICATION

(Paper - II)

Sub. Code: 22932

Day and Date : Thursday, 21-11-2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is oral communication? Explain nature and characteristics of oral communication. [15]

OR

What do you mean by group discussions? Discuss the process and guidelines of group discussions.

Q2) Write short answer (any two) : [2 × 10 = 20]

- a) Explain the formal channels of communication used in organisation.
- b) Explain the types of interviews.
- c) What is E-mail and explain the advantages of E-mail.
- d) Write a note on seminars and conferences.

Q3) Write short note (any three) [3 × 5 = 15]

- a) Types of resolutions.
- b) Grapevine
- c) Work-shops
- d) Internet.
- e) Minutes of the meeting.

☆☆☆



Seat No.	
----------	--

F-181

Total No. of Pages : 1

BBA (Part - I) (Semester - II) Examination, Nov. - 2013
COMPUTER APPLICATIONS IN BUSINESS (Paper - II)
Sub. Code : 22933

Day and Date : Friday, 22- 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What do you mean by computer network? Explain the features of LAN and WAN. [16]

OR

Explain the need and significance of tally software for business with its features.

Q2) Write the answers of following questions in brief (any three) : [24]

- Explain the formatting features of Ms-Excel
- What do you mean by network topology? Explain star topology with its advantages and limitations.
- What do you mean by Internet? Explain the basic requirements of Internet connection.
- Explain the different types of charts in Ms-Excel.
- Explain the report feature of tally in detail.

Q3) Write short notes on (any two) :

- Power Point Presentation
- Intranet
- Sound Effects
- Functions in Excel

[10]





Seat No.	
----------	--

F-182

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, Nov. - 2013
HUMAN RESOURCE MANAGEMENT
Sub. Code : 22934

Day and Date : Saturday, 23- 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is Employee separations? Explain various types of Employee Separations. [15]

OR

Define performance Appraisal. Explain the various methods of performance appraisal.

Q2) Write short answer (Any Two) : [2 × 10 = 20]

- a) Explain the process of performance Appraisal.
- b) Explain the important incentive schemes.
- c) Explain Employee Security & Safety and Health.
- d) What is Promotion & Demotion? Explain the purposes for promotion and Reasons for Demotions.

Q3) Write short notes (any three) : [3 × 5 = 15]

- a) Components of Remuneration.
- b) Concepts of wage and salary levels.
- c) Accident prevention.
- d) Safety Engineering.
- e) Transfer.





E-116

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, March - 2014
PRINCIPLES OF MANAGEMENT (Paper - II)
Sub. Code : 22928

Day and Date : Tuesday, 25 - 03 - 2014
Time : 12.00 noon to 2.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.**
 - 2) Figures to the right indicate full marks.**

Q1) What is meant by Leadership? Explain the various leadership styles? [15]

OR

What is Motivation? Critically examine Fredrick Herzberg's motivation hygienic theory.

Q2) Write short answer (any - two) [20]

- a) Explain Financial and non financial incentives.
- b) Display the Emerging horizons of management.
- c) Give the nature and significance of management control.
- d) Importance of motivation.

Q3) Write short notes (any - three) [15]

- a) Functions of Leader (Qualities).
- b) Discuss the Maslow's need priority model.
- c) Explain control process.
- d) Need for change.
- e) Functions of control.



Seat
No.

B.B.A. (Part - I) (Semester - II) Examination, March - 2014
FINANCIAL ACCOUNTING (Paper - II)
Sub. Code : 22929

Day and Date : Wednesday, 26-03-2014

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions : 1) All questions are compulsory.
 2) Figures to the right indicate full marks.



Q1) Broad Answer Questions (1 out of 2)

[15]

- a) Deepak and Jyoti are partners sharing profit and losses in the ratio 3:2. From the following Trial Balance and Adjustments you are required to prepare Trading and Profit and Loss Account for the year ended 31st March, 2012 and Balance Sheet as on that date.

Trial Balance as on 31st March, 2012.

Debit Balances	Amt(Rs)	Credit Balances	Amt(Rs)
Deepak's Drawings	3,000	Deepak's Capital	60,000
Jyoti's Drawings	2,000	Jyoti's Capital	40,000
Stock on 1-4-2011	12,000	Sundry creditors	45,200
Purchases	45,700	Bank overdraft	40,000
Return Inward	1,400	Return outward	1,700
Wages and salaries	4,800	Sales	71,400
Salaries	3,100	Commission	2,200
Cash in hand	4,200		
Sundry Debtors	25,000		
Furniture & Fixture	70,000		
Insurance	2,400		
Rent and Taxes	1,800		
Postage	600		
Freight	1,100		
Carriage outward	500		
Audit fees	1,500		
Repairs and Renewals	1,400		
Premises	80,000		
	2,60,500		2,60,500

P.T.O.

Adjustments:-

- 1) Closing stock on 31st March, 2012 was valued at cost Rs. 45,000 and its Market price was Rs. 50,000.
- 2) Depreciate furniture at 10% and premises at 5% p.a.
- 3) Prepaid insurance was Rs. 600.
- 4) Create Reserve for Doubtful Debts at 5% on sundry debtors.
- 5) Uninsured goods worth Rs. 3000 were destroyed by fire.
- 6) Audit fees payable to Auditor was Rs. 500.

OR

- b) What is computerised accounting system? Describe its features.

Q2) Write short Answer (2 out of 4)

[20]

- a) Shri Samarth Trading company, Aurangabad purchased furniture for Rs.30,000 on 1-4-2010. On 1-10-2012 Company sold out a part of furniture for Rs. 3000. The original cost of which on 1-4-2010 was Rs.6000. The company charges depreciation at the rate of 10% p.a. On the Reducing Balance Method. The Financial year of company ends on 31st March every year.

Prepare Furniture Account and Depreciation Account for the year 2010-11, 2011-12, 2012-13.

- b) On 1st June, 2012 Suresh Jagtap purchased goods worth Rs. 3000/- from Mr.Sharma and gave his acceptance on 3rd June for a period of three months. On 15th June Sharma discounted the bill for Rs.2,980/- with his bank on 6th sept. When the bill was presented for payment Jagtap dishonoured the same noting charges were paid Rs.20/- Jagtap accepted a bill for half the amount including noting charges and paid half the amount in cash including interest Rs. 50, for a period of one month.

On due date new bill was honoured. Give Journal entries in the books of Mr. Sharma.

- c) What is meant by Management Information System? Explain the concept and Nature of Management Information System.
- d) Briefly Explain the methods of Depreciation.

Q3) Write short note (3 out of 5)

[15]

- a) Data processing in Accounting System.
- b) Causes for Depreciation.
- c) Parties to Bill of Exchange.
- d) Renewal and Retirement of Bill.
- e) Fixed and Fluctuating Capital Method.





Seat No.	
-----------------	--

B.B.A. (Part - I) (Semester - II) Examination, March - 2014
MARKETING MANAGEMENT (Paper - II)
Sub. Code : 22930

Day and Date : Thursday, 27 - 03 - 2014
Time : 12.00 noon to 2.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is Promotion mix? Explain the elements of Promotion mix? [15]

OR

What do you understand Marketing mix? Explain the 4P's of marketing mix.

Q2) Write short answers (any - two) [20]

- a) What is meant by product line? What are the major product line decision.
- b) Discuss in detail the various factors influencing the choice of distribution channels.
- c) Explain the various factors influencing pricing decisions?
- d) What is branding? Explain the various advantages and benefits of branding.

Q3) Write short notes (any - three) [15]

- a) Penetration pricing.
- b) Trade marks
- c) Importance of channels of distribution.
- d) Importance of pricing.
- e) Concept of product.



Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, March - 2014
BUSINESS ECONOMICS (Micro) (Paper - II)

Sub. Code : 22931

Day and Date : Friday, 28 - 03 - 2014

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.



Q1) Explain the short run Price determination of firm in perfect competition. [15]

OR

Critically evaluate the Modern Theory of Rent.

Q2) Write short Answers (any two)

[20]

- a) Explain the Liquidity theory of Interest.
- b) Evaluate the uncertainty theory of Profit.
- c) State the features of Oligopoly.

Q3) Write short Notes (any three):

[15]

- a) Concept of welfare state.
- b) Selling cost
- c) Quasi Rent.
- d) Features of Monopoly.
- e) Minimum and Living Wages.

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, March - 2014**BUSINESS COMMUNICATION (Paper - II)****Sub. Code : 22932****Day and Date : Saturday, 29 - 03 - 2014****Total Marks : 50****Time : 12.00 noon to 2.00 p.m.**

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) What is electronic communication? Explain the means of communication used in modern offices? [15]

OR

What is oral communication? Explain the nature and characteristics of oral communication.

Q2) Write short answers (Any - Two) [2 × 10 = 20]

- a) Explain upward and horizontal communication in organisation.
- b) Explain the concept of seminar and conference.
- c) How to prepare for appearing an interview?
- d) Prepare the notice and agenda for a meeting of management committee of star departmental stores.

Q3) Write short notes (Any Three): [3 × 5 = 15]

- a) Minutes of meeting
- b) Work-shops
- c) Group-discussion
- d) Public speech
- e) Grapevine.

Seat No.	
----------	--



E-121

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, April - 2014
COMPUTER APPLICATIONS IN BUSINESS (Paper - II)
Sub. Code : 22933

Day and Date : Tuesday, 01 - 04 - 2014

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is Computer Network? Explain the LAN & WAN with their features. [16]

OR

Explain the different features of tally accounting package.

Q2) Write the answers of following questions in brief. (Any Three) [24]

- a) What is Internet? Explain the basic requirements of Internet connection.
- b) Write procedure for creating powerpoint presentation with various features.
- c) What do you mean by network topology? Explain mesh topology with its advantages & limitations.
- d) Explain the report feature of Tally.
- e) Explain the formatting feature of MS-Excel.

Q3) Write short notes on (Any Two) [10]

- a) Discussion Groups
- b) Animation effects
- c) E-Mail
- d) Intranet
- e) Excel-Functions.





E-122

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2014
HUMAN RESOURCE MANAGEMENT (Paper - II)
Sub. Code : 22934

Day and Date : Wednesday, 02 - 04 - 2014
Time : 12.00 noon to 2.00 p.m.

Total Marks : 50

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What do you mean by Performance Appraisal? Bringout the methods of appraisal in brief. [15]

OR

What is Employee health and safety? Discuss remedial measures for it. (Accident prevention and safety engineering).

Q2) Write short answers (any two) [20]

- a) What is Performance Appraisal? Give it's need and purpose.
- b) What is VRS? Give it's importance and uses.
- c) Explain the factors affecting wage and salary levels.
- d) Discuss the factors influencing Benefits and services.

Q3) Write short notes (any three) [15]

- a) Employee Lay-off.
- b) Components of remuneration.
- c) Employee Demotion.
- d) Employee Benefits and services.
- e) Employee promotion.





O - 178

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A (Part - I) (Semester - II) Examination, April - 2015
BUSINESS COMMUNICATION (Paper - II)
Sub. Code : 22932

Day and Date : Monday, 20 - 04 - 2015

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Explain the educational value of conferences, Seminars and workshops. How do they strengthen an organisation. **[15]**

OR

Draft a speech on 'Swacha Bharat Abhiyan' (Cleanliness Drive).

Q2) Write answers in brief (any two) : **[20]**

- a) Discuss in detail the various formal channels of communication in organization.
- b) What are the different modern tools of communication used in an office.
- c) Draft an agenda of the meeting of the students council of your college to plan and arrange 'Annual Sports Day'.

Q3) Write short notes on (any three) : **[15]**

- a) Fax machine.
 - b) Uses of internet.
 - c) Telephone.
 - d) Grapevine.
 - e) Answering machine.
- ● ●

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2015

HUMAN RESOURCE MANAGEMENT

Sub. Code : 22934

Day and Date : Wednesday, 22 - 04 - 2015

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) What is Employee Separations? Explain various types of Employee Separations. [15]

OR

What do you mean by Compensation Management? Being an HRM manager for wage fixation, which factors would you consider.

Q2) Write short answers (Any Two) : [2 × 10 = 20]

- a) Explain the modern methods of Performance Appraisal.
- b) Explain the different types of employee benefits.
- c) Mention the main components of employee remuneration.
- d) Explain the concepts of 'Retrenchment' and 'Lay off'.

Q3) Write short note (Any Three) : [3 × 5 = 15]

- a) Accident Prevention.
- b) Incentives.
- c) Purpose of Transfer.
- d) Purpose of Performance Appraisal.
- e) Employee Health and Safety.



Seat No.	
----------	--

**B.B.A (Part - I) (Semester - II) (External) Examination,
April - 2015**

MARKETING MANAGEMENT (Paper - II)

Sub. Code : 22930

Day and Date : Friday, 17 - 04 - 2015

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) What is pricing? What are the various methods of pricing? [14]

OR

Explain the importance of Advertising and Sales promotion?

Q2) Write short answer (Any two) : [16]

- a) Explain the 4 P's of Marketing Mix?
- b) What are the different product mix decisions?
- c) What is the meaning and importance of Channels of distribution?
- d) Explain the meaning and importance of Branding?

Q3) Write short notes (Any two) : [10]

- a) Trade mark
- b) Concept of product
- c) Publicity
- d) Public relations





O - 175

Total No. of Pages : 3

Seat No.	
----------	--

B.B.A (Part - I) (Semester - II) Examination, April - 2015
FINANCIAL ACCOUNTING (Paper - II)

Sub. Code : 22929

Day and Date : Thursday, 16 - 04 - 2015

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) The following is the Trial Balance of Mr. Soham and Mr. Rohan. They share profit and losses in the proportion of 2 : 1. From the following information. Prepare Trading, Profit & Loss A/c, for the year ending 31-3-2014 and Balance sheet as on that date. [15]

Trial Balance
as on 31 - 3 - 2014

Particulars	Debit (Rs.)	Credit (Rs.)
Stock (1 - 04 - 2013)	4,5000	-
Purchases	1,12,500	-
Sales	-	1,87,500
Drawings of Soham	16,500	-
Drawings of Rohan	15,000	-
Return Inward	3,600	-
Return Outward	-	1,500
Wages Productive	5,250	-
Wages un-productive	900	-

P.T.O.



Salaries	9,300	—
Rent, Rates and Insurance	5,100	—
Bad Debts	600	—
Discount Allowed	1,950	—
Discount Received	—	1,500
Machinery	22,500	—
Building	54,300	—
Sundry Debtors	76,500	—
Sundry Creditors	—	45,000
Cash	1,500	—
Capital of Soham	—	52,500
Capital of Rohan	—	67,500
Bank overdraft	—	15,000
Total →	<u>3,70,500</u>	<u>3,70,500</u>

Additional Information.

- 1) On 31 - 3 - 2014, the stock was valued at Rs. 28,000.
- 2) Outstanding productive wages Rs. 300.
- 3) Rent, Rates and Insurance include insurance Rs. 800 paid for one year ending on 30 - 6 - 2014.
- 4) Provide for doubtful debts on debtors at 5%.
- 5) Depreciate Building by 5% and Machinery by 10%.
- 6) Goods worth Rs. 1,250 were distributed as free samples for which no record has been made in the books.

OR

What do you understand by Management Information System? Explain the concept and nature of Accounting System.



O - 175
[20]

Q2) Attempt Any Two :

- a) On 1st January 2012 Mr. Varun draws a bill for Rs. 10,000 for 2 months period on Mr. Arun. Arun duly accepted the bill on 4th Jan. 2012, Varun discounted the bill with his Bank for Rs. 9,850. However, on due date the bill was dishonoured. Arun had agreed to accept a new bill with interest of Rs. 100 for one month period. This bill was duly met on the due date. Give Journal entries in the books of Varun.
- b) A company purchased a machine worth Rs. 2,00,000/- on 1st April 2011. On 1st April 2012, the company purchased another machine for Rs. 80,000. On 1st Oct. 2013 the company sold the machine purchased on 1st April 2012 for Rs. 64,000. The company writes off depreciation at the rate of 10% on original cost method. Accounts are closed every year on 31st March. Show machinery A/c for 3 years.
- c) Define Depreciation and explain in brief the different methods of Depreciation?
- d) Explain the term Bill of exchange and Bills of collection.

Q3) Write short notes (any three) :

[15]

- a) Electronic Data Processing.
- b) Change of Depreciation Method.
- c) Renewal and Retirement of Bill.
- d) Features of Bill of Exchange.
- e) Fixed and fluctuating capital method.



Seat No.	
----------	--

B.B.A (Part - I) (Semester - II) Examination, April - 2015**PRINCIPLES OF MANAGEMENT****Sub. Code : 22928****Day and Date : Wednesday, 15 - 04 - 2015****Total Marks : 50****Time : 12.00 noon to 2.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) What is Motivation? Evaluate Mc. Gregor's X and Y theories. [15]

OR

What is a leadership style? Explain the leadership styles disclosed by Likert.

Q2) Write Short Answer (Any Two) : [2 × 10 = 20]

- a) Explain the different steps in control process.
- b) What are the individual factors accounting for resistance to change? Discuss.
- c) Explain Maslow's 'Need Hierarchy' theory of motivation.
- d) Explain the process of planned change.

Q3) Write short notes (Any Three) : [3 × 5 = 15]

- a) Charismatic leadership.
- b) Non Financial Incentives.
- c) Importance of Controlling.
- d) Need for change.
- e) Qualities of leader.

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2015
COMPUTER APPLICATION IN BUSINESS - II (Paper - II)
Sub. Code : 22933

Day and Date : Tuesday, 21 - 04 - 2015

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) Explain use of Internet in Business application. Also explain it's merits & demerits. **[15]**

OR

Discuss in detail Advantages of Tally purchase over traditional. Accounting system.

Q2) Write short Answer (Any Two) : **[2 × 10 = 20]**

- a) Discuss use of excel in Business application.
- b) Explain various requirements for Internet.
- c) Explain various types of computer Network.

Q3) Write short note (Any Three) : **[3 × 5 = 15]**

- a) Intranet.
 - b) Effects in power point presentation.
 - c) Search engine.
 - d) Excel charts.
- ● ●

Seat No.	
----------	--



C - 11

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, October - 2015
BUSINESS COMMUNICATION (Paper - II)
Sub. Code : 22932

Day and Date : Friday, 30 - 10 - 2015

Total Marks : 50

Time : 3.00 pm. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is oral communication? Explain the characteristics and nature of oral communication. **[15]**

OR

What is electronic communication? Explain the means of communication used in the modern offices.

Q2) Write short answers (Any Two) **[2 × 10 = 20]**

- a) What is E-mail? And explain the advantages of E-mail in business world.
- b) Write a note on importance of notice, agenda and minutes.
- c) Explain the formal channels of communication used in organisation.
- d) What kind of preparations would you make before appearing in an interview? How would you conduct yourself in the interview?

Q3) Write Short notes (Any Three) **[3 × 5 = 15]**

- a) Upward communication.
- b) Preparation of a public speech.
- c) Seminars and conferences.
- d) Importance of workshops.
- e) Group Discussion.





C - 07

Total No. of Pages : 1

Seat No.	
-------------	--

B.B.A. (Part - I) (Semester - II) Examination, October - 2015

PRINCIPLES OF MANAGEMENT

Sub. Code : 22928

Day and Date : Monday, 26 - 10 - 2015

Total Marks :50

Time : 3.00 pm. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define the term motivation. Explain the importance of motivation. [15]

OR

Define the term leadership. Write the various leadership styles.

Q2) Write short answers (Any Two) [2 × 10 = 20]

- a) Explain the steps in control process.
- b) Why do the individuals resist change in organisation? How such resistance can be over come?
- c) Enumerate the financial and non - financial incentives for employee motivation.
- d) Explain the techniques of controlling.

Q3) Write short notes (Any Three) [3 × 5 = 15]

- a) Theory X and Y
- b) Charismatic leadership
- c) Qualities of a leader
- d) Emerging horizons of management.
- e) Need for change.





C - 12

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, November - 2015
HUMAN RESOURCE MANAGEMENT
Sub. Code : 22934

Day and Date : Monday, 02 - 11 - 2015

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define Performance Appraisal. Explain the various methods of performance appraisal [15]

OR

What do you mean by compensation management? Bring an HR manager for wage fixation, which factors would you consider.

Q2) Write short answer (any two) : [2 × 10 = 20]

- a) Explain the various types of employee separations.
- b) What is Transfer? Explain the importance of transfer.
- c) Explain the factors influencing employee benefits and services.
- d) Explain the various components of remuneration.

Q3) Write short notes (any three) : [3 × 5 = 15]

- a) Incentive schemes.
- b) Accident prevention.
- c) VRS.
- d) Purpose of Performance Appraisal.
- e) Old age and retirement benefits.

XXXX



C - 10

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, October - 2015
BUSINESS ECONOMICS (Micro) (Paper - II)

Sub. Code : 22931

Day and Date : Thursday, 29 - 10 - 2015

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain the features and short run price determination of the firm in monopoly. [15]

OR

Critically Evaluate the modern theory of Rent.

Q2) Write short answers (Any Two) : [20]

- a) Discuss the Marginal Productivity theory of Distribution.
- b) State the features of Oligopoly.
- c) Explain the concept and determinants of welfare.

Q3) Write short notes (Any Three) : [15]

- a) Features of perfect competition.
- b) Product differentiation.
- c) Minimum and living wages.
- d) Uncertainty theory of profit.
- e) Dr. Amartya Sen's view on welfare.





C - 09

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, October - 2015
MARKETING MANAGEMENT (Paper - II)

Sub. Code : 22930

Day and Date : Wednesday, 28 - 10 - 2015

Total Marks : 50

Time : 3.00 pm. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define Marketing Mix? Explain the elements of marketing mix. [15]

OR

What is product? Explain the product line decision.

Q2) Write short answers (Any Two) [20]

- a) Explain with example the different levels of product.
- b) What are the factors that affect on choice of distribution channel?
- c) Pricing decision has involved various steps - comment
- d) Describe the elements of promotion mix.

Q3) Write Short note (Any Three) [15]

- a) Branding
- b) Pricing Objectives
- c) Importance of sales promotion
- d) Product mix decision
- e) Importance of distribution channel



**C - 08****Total No. of Pages : 3**

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, October - 2015**FINANCIAL ACCOUNTING (Paper - II)****Sub. Code : 22929****Day and Date : Tuesday, 27 - 10 - 2015****Total Marks : 50****Time : 03.00 pm. to 05.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Following is the Trial Balance of Amit and Sumit who share the profits in the ratio 3:2. **[15]**

Trial Balance as on 31st March 14

Drawings - Amit	3,000	Capital - Amit	60,000
- Sumit	1,500	- Sumit	40,000
Opening Stock	61,500	Sales	1,98,000
Purchases	98,500	Discount reed.	2,700
Wages	17,000	Sundry Creditors	55,000
Factory Rent	4,000	15% Bank loan	
Work Manager Fees	6,000	(taken on 1 st Jan.)	60,000
Rent	2,000	Bills payable	17,000
Salaries & Wages	18,000		
Audit Fees	2,000		
Discount Alld.	3,000		
Bank Charges	500		
General Expenses	1,200		
Land & Building	90,000		
Plant & Machinery	60,000		
Goodwill	15,000		
Sundry Debtors	42,000		
Cash in Hand	7,500		
	<u>4,32,700</u>		<u>4,32,700</u>

P.T.O.

Additional Information:

- a) Closing stock valued at Rs. 65,000/-
- b) Interest on partners capital @ 10 % p.a. was to be provided.
- c) Depreciate Plant and Machinery @ 10% and Land and Building @ 5%.
- d) O/S Wages is Rs. 2,000 and Salaries Rs. 3,000.
- e) Goods worth Rs. 5,000 destroyed by fire and insurance company admitted a claim of Rs. 3,500/-
- f) Provide 5% RDD on Sundry Debtors.

Prepare Final Accounts.

OR

Explain the Concept and Nature of Management Information System.

Q2) Attempt Any Two:

[20]

- a) Goodluck Manufactures Co. Ltd., Mumbai purchased a machine for Rs. 45,000/- on the same date Rs. 5,000/- were spend for fixation and erection of the machine on 1st April 2010. In the same year on 1st Oct. 2010 another machine costing Rs. 25,000 was purchased.

On 1st Oct. 2012 the machine purchased on 1st April 2010 became obsolete and was sold for Rs. 30,000/- Depreciation was provided annually on 31st march every year at 10% p. a. under fixed installment Method. Prepare machinery A/c from 1st April 2010 to 31st March 2013.

- b) Mukund draws a bill for Rs. 14,000, on Mishra payable after 3 months. On 1st Jan. 2014 Mishra accepts the bill. The bill is sent to the bank for collection. On the due date Mishra finds himself unable to make payment and request Mukund to renew the bill. Mukund accepts the proposal on the condition that Mishra should pay Rs. 7,100 in cash including Noting charges of Rs. 100. A new bill is drawn for the balance amount, on 15th after renewal Mishra retires the bill by paying Rs. 6,950. Pass journal entries in the books of Mukund.
- c) Define Depreciation. Explain the causes of Depreciation.
- d) State the various Parties to the Bill of Exchange.

Q3) Write short notes (Any Three) :

- a) Electronic Data Processing.
- b) Change of Depreciation Method.
- c) Bill of Accommodation.
- d) Fixed and fluctuating Capital Method.





N - 536

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2016
HUMAN RESOURCE MANAGEMENT (Paper - II)
Sub. Code : 22934

Day and Date : Friday, 29 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is meant by health and safety? Explain measures to be implemented for health and safety of employees. [15]

OR

Describe different approaches involved in 'employee separation'.

Q2) Write short answers (Any Two) [20]

- Explain different factors affecting employee benefits.
- Describe factors influencing wage and salary levels.
- Discuss importance of employee promotion and demotion.
- Elaborate methods of performance appraisal.

Q3) Write short notes (Any Three) [15]

- Old age and Retirement Benefits
- Variable Compensation
- Employee Transfer
- Incentive Schemes
- Safety Engineering





N - 530

Seat No.	
----------	--

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, April - 2016

PRINCIPLES OF MANAGEMENT(Paper - II)

Sub. Code : 22928

Day and Date : Friday, 22 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define the term motivation. Explain Maslow's Need Hierarchy theory. [15]

OR

Define the term leadership. Write the functions of leaders.

Q2) Write Short Answer (Any two): [2×10=20]

- a) What is control? Explain the different steps in control process.
- b) Describe the process of planned change.
- c) What are the individual and organisational factors accounting for resistance to change. ?
- d) What is a leadership style? Explain the leadership styles disclosed by Likert.

Q3) Write Short Note (Any three): [3×5=15]

- a) Herzberg's Two factory theory of motivation
- b) Importance of motivation
- c) Techniques of control
- d) Emerging horizons of management
- e) Charismatic leadership





N - 531

Total No. of Pages : 2

Seat
No. **B.B.A. (Part - I) (Semester - II) Examination, April - 2016**
FINANCIAL ACCOUNTING (Paper - II)

Sub. Code : 22929

Day and Date : Saturday, 23 - 04 - 2016

Time : 12.00 noon to 02.00 p.m.

Total Marks : 50

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) Following is the Trial Balance of M/S Ram and Gopal as on 31st March 2015. [15]

Debit Balances	Amount (Rs.)	Credit Balances	Amount (Rs.)
Sundry Debtors	28,000	Ram's Capital A/c	50,000
Postage and Telegram	1,000	Gopal's Capital A/c	40,000
Machinery	30,000	Bills Payable	4,000
Opening Stock	32,000	Sundry Creditors	15,000
Furniture	25,000	Sales	1,18,700
Purchases	76,500	Bank Loan	15,000
Wages	12,000	Outstanding Wages	3,000
Salaries	7,000		
Carriage Inward	1,000		
Carriage Outward	2,000		
Rent Paid	1,500		
Bad debts	1,700		
Cash in hand	8,000		
Motor Car	20,000		
	<u>2,45,700</u>		<u>2,45,700</u>

Profit sharing Ratio of Ram and Gopal is 3 : 2. Prepare Trading and Profit/Loss A/c and Balance Sheet as on 31st March 2015, after considering the following-

P.T.O.

- i) Closing stock is valued at cost price Rs. 45,000 while its market price is Rs. 50,000/-.
- ii) Outstanding expenses were salaries Rs. 800 and Rent Rs. 500.
- iii) Depreciate Machinery at 15% and furniture at 10% p.a.
- iv) Goods costing Rs. 3,000 distributed as free samples.
- v) Interest on Bank loan is payable Rs. 1,500.

OR

Explain in detail the concept and nature of Management Information System.

Q2) Attempt any Two of the following :

[20]

- a) SS Traders, Pune., purchased furniture worth Rs. 80,000/- on 1st April 2012 and additional furniture on 1st Oct 2012 worth Rs. 60,000/-. They charge depreciation at 15% p.a. on fixed installment basis on 1st Oct 2014, furniture purchased on 1st April 2012 was sold out for Rs. 60,000/-.

Show Furniture A/c and Depreciation A/c for 3 Years assuming that the financial year closes on 31st March every year.

- b) Suresh sold goods to Ramesh worth Rs. 50,000/- on 1st March 2014. Ramesh accepted a bill for three months drawn on him by Suresh on 1st March 2014. On 21st May, Ramesh requested that the bill be renewed for a further period of two months. Suresh agreed provided 10% interest p.a. would be charged Suresh then drew a new bill for the amount of original plus interest at 10% p.a. for two months. Ramesh accepted the new bill, on the due date the new bill was honoured.
- c) Explain the concept and nature of Accounting Information system.
- d) State the various causes of Depreciation.

Q3) Write Short Notes (Any 3) :

[15]

- a) Electronic Data Processing.
- b) Methods of Depreciation.
- c) Retirement of Bill.
- d) Fixed and Fluctuating Capital Method.



Seat No.	
----------	--

BBA (Part - I) (Semester - II) Examination, April - 2016**MARKETING MANAGEMENT (Paper - II)****Sub. Code : 22930****Day and Date : Monday, 25 - 04 - 2016****Total Marks : 50****Time : 12.00 noon to 02.00 p.m.**

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) Explain in detail the marketing mix elements?

[15]

OR

Explain in detail the elements of promotion mix?

Q2) Write short answers (any two) :

[20]

- Explain the importance of Channels of distribution.
- What are the different product line decisions?
- What is the meaning and importance of Branding?
- What are the various methods of pricing?

Q3) Write short notes (any three) :

[15]

- Trade mark
- Levels of product.
- Importance of pricing.
- Factors affecting choice of distribution channels.
- Product mix decisions.





Seat No.	
----------	--

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, April - 2016**PRINCIPLES OF MANAGEMENT (Paper - II)****Sub. Code : 22928****Day and Date : Friday, 22 - 04 - 2016****Total Marks : 50****Time : 12.00 noon to 02.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define the term motivation. Explain Maslow's Need Hierarchy theory. [15]
OR

Define the term leadership. Write the functions of leaders.

Q2) Write Short Answer (Any two): [2×10=20]

- a) What is control? Explain the different steps in control process.
- b) Describe the process of planned change.
- c) What are the individual and organisational factors accounting for resistance to change. ?
- d) What is a leadership style? Explain the leadership styles disclosed by Likert.

Q3) Write Short Note (Any three): [3×5=15]

- a) Herzberg's Two factory theory of motivation
- b) Importance of motivation
- c) Techniques of control
- d) Emerging horizons of management
- e) Charismatic leadership





N – 533

Total No. of Pages : 1

Seat No.	S
----------	---

B.B.A. (Part - I) (Semester - II) Examination, April - 2016

BUSINESS ECONOMICS (Micro) (Paper - II)

Sub. Code : 22931

Day and Date : Tuesday, 26 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) What is monopoly? How are price and output determined under monopoly? [15]

OR

Critically examine schumpeter's Innovation theory of profit.

Q2) Write short answers (any two) [20]

- a) What is perfect competition? Mention the features of perfect competition.
- b) Explain sweezy's kinked demand curve model of oligopoly.
- c) Explain Keynes' liquidity preference theory of interest.
- d) State the role of government in welfare state.

Q3) Write short notes (any three) [15]

- a) Classification of markets.
- b) Features to monopolistic competition
- c) Price leadership
- d) Quasi - rent
- e) A.C. pigou's views on welfare.





N - 534

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2016

BUSINESS COMMUNICATION (Paper - II)

Sub. Code : 22932

Day and Date : Wednesday, 27 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All Questions are compulsory.
 - 2) Figures on the right indicate full marks.

Q1) Write in detail about different modern office communication and its importance in business world. [15]

OR

Define communication and mention the channels of communication used in an organisation.

Q2) Write short answers of the following (any 2) : [20]

- a) Write the importance of oral communication in detail.
- b) What is a interview and write the types of interview.
- c) Explain seminars, conferences, workshops in detail and write their educational importance.
- d) Draft an agenda of the meeting of students council to plan the youth festival programme.

Q3) Write short notes (Any 3) : [15]

- a) Grapnine
- b) Group Discussions
- c) Interviewing skills
- d) Tele - conferencing
- e) Internet



Seat No.	s
----------	---

N - 535
Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, April - 2016
COMPUTER APPLICATIONS IN BUSINESS (Paper - II)
Sub. Code : 22933

Day and Date : Thursday, 28 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What do you mean by computer network? Explain the features of LAN and LAN topologies with their advantages and limitations. **[16]**

OR

Explain different function in MS - Excel with their syntax and example.

Q2) Write the answer of the following question (Any three) **[24]**

- What is internet? Explain different types search engines.
- Explain different types of graphs in MS - Excel.
- Explain various reports generated by tally application software.
- Explain different steps in creation of Power Point presentation and animation tools in power point presentation.
- Explain different applications of internet in business.

Q3) Write a short notes on (any two) **[10]**

- E - mail
- WAN
- Intranet
- MAN



Seat No.	
----------	--



N - 536

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, April - 2016

HUMAN RESOURCE MANAGEMENT (Paper - II)

Sub. Code : 22934

Day and Date : Friday, 29 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is meant by health and safety? Explain measures to be implemented for health and safety of employees. [15]

OR

Describe different approaches involved in 'employee separation'.

Q2) Write short answers (Any Two) [20]

- a) Explain different factors affecting employee benefits.
- b) Describe factors influencing wage and salary levels.
- c) Discuss importance of employee promotion and demotion.
- d) Elaborate methods of performance appraisal.

Q3) Write short notes (Any Three) [15]

- a) Old age and Retirement Benefits
- b) Variable Compensation
- c) Employee Transfer
- d) Incentive Schemes
- e) Safety Engineering



HR 19.
P. 10. 19. 17

Seat No.	☒
----------	-------------------------------------



~~2016-17~~
E - 301

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, November - 2016

COMPUTER APPLICATIONS IN BUSINESS (Paper - II)

Sub. Code : 22933

Day and Date : Wednesday, 23 - 11 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is network? Explain LAN and WAN.

[15]

OR

Discuss various types of charts used in MS-Excel.

Q2) Attempt any Two from the following:

[20]

- a) How to insert images on slide?
- b) Explain various statistical functions used in MS-Excel.
- c) How to create company using tally? How to prepare invoice in it?
- d) Explain various features of MS-Excel.

Q3) Write notes on (Any Three):

[15]

- a) Internet access.
- b) E-mail.
- c) Animation effects in presentation.
- d) Features of Tally.
- e) Star and ring topology.





E - 300

Seat No.	
----------	--

Total No. of Pages : 1

B.B.A (Part - I) (Semester - II) Examination, November -2016

BUSINESS COMMUNICATION

(Paper -II)

Sub. Code : 22932

Day and Date : Tuesday, 22 - 11 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory
 - 2) Figures to the right indicate full marks.

Q1) What are the principles of good oral presentation? Mention the factors that affect oral presentation. **[15]**

OR

What is electronic Communication? Explain the means of communication used in the modern offices.

Q2) Write short answers (Any two): **[20]**

- i) What are various situations in business World?
- ii) Explain the formal channels of communication used in organisation.
- iii) Write a note on importance of notice, agenda and minutes.
- iv) What kind of preparation would you make before appearing an interview?

Q3) Write short notes (any three) **[15]**

- i) Preparation of a public speech
- ii) Upward Communication
- iii) Importance of workshops
- iv) Seminars and conferences
- v) Group discussion





E - 299

Seat No.	
----------	--

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, November -2016

BUSINESS ECONOMICS (MICRO) (PAPER - II)

Sub. Code : 22931

Day and Date : Monday, 21 - 11 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain the characteristics of perfect competition How is price determined under perfect competition? [15]

OR

What is meant by liquidity preference? Explain keynes, liquidity Preference theory of interest.

Q2) Write short answers (Any two): [20]

- i) What do you mean by monopoly? Explain its characteristics.
- ii) Explain the important features of monopolistic competition.
- iii) Explain modern theory of rent.
- iv) State the role of government in welfare state.

Q3) Write a short notes (any three) [15]

- i) Classification of markets
- ii) Product differentiation
- iii) Features of oligopoly
- iv) Trade union and wages
- vi) Determinants of welfare





E - 298

Seat No.	
----------	--

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, November -2016

MARKETING MANAGEMENT (Paper - II)

Sub. Code : 22930

Day and Date : Saturday, 19 - 11 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What are the different levels of Products? Explain the product mix decisions? [15]

OR

Explain the importance of Channels of distribution? What are the factors affecting choice of distribution channels?

Q2) Write short answers (Any two): [20]

- a) Explain the 4 P's of marketing?
- b) Explain the importance of pricing?
- c) What is the meaning and importance of Branding?
- d) What are the different product line decisions?

Q3) Write short notes (Any two) [15]

- a) Sales Promotion
- b) Methods of pricing
- c) Public relations
- d) Trade mark
- e) Factors influencing pricing decisions





Seat No.	
----------	--

Total No. of Pages : 3

B.B.A. (Part - I) (Semester - II) Examination, November - 2016

FINANCIAL ACCOUNTING (Paper -II)

Sub. Code : 22929

Day and Date : Thursday, 17 - 11 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Raja and Rani are partners of 'Maharaja Traders'. They decided to share profit and losses in the ratio 3:2. From the following Trial Balance and additional information. You are required to prepare Trading and Profit loss Account for the year ended 31st March 2014 and Balance Sheet as on that date. [15]

Trial Balance as on 31.03.2014

Particulars	Debit Amt.	Credit Amt.
Purchases and sales	90,500	1,20,300
Debtors and Creditors	34,000	45,500
Bills receivable and payable	35,000	32,000
Opening Stock	34,600	-
Land and Building	1,20,000	-
Works Manager Salary	4,700	-
Motive Power	5,500	-
Plant and Machinery	80,000	-
Audit fees	3,400	-
Salaries and wages	14,500	-
Trade expenses	2,100	-
General expenses	1,800	-
Wages and Salaries	20,700	-
Loose Tools	10,000	-
Prepaid Rent	4,500	-
Capital A/C - Raja	-	1,50,000
- Rani	-	1,00,000
Raja's loan A/C	-	11,000
Commission received	-	2,500
	<u>4,61,300</u>	<u>4,61,300</u>

P.T.O.

Additional Information:

- a) Stock on hand as on 31-3-2014 was cost Rs. 42,000 and its market price was Rs. 45,000.
 - b) Audit fees paid in advance of Rs. 1,500.
 - c) Motive power includes Rs. 3,000 paid for deposit of power meter.
 - d) Goods worth Rs. 2,500 taken by Raja for his personal use are not entered in the books of account.
 - e) Depreciate Plant and Machinery at 5% p.a. and loose tools at 10% p.a.
- Commission includes pre-received amount Rs. 1,000.

OR

Explain the Concept and Nature of Accounting Information System.

Q2) Attempt any two :

[20]

- a) New Trading Company, Mumbai purchased Machinery for Rs. 90,000 on 1st April 2010. On 1st October 2010 additional Machinery was purchased for Rs. 60,000. On 1st October 2012 the company sold the Machinery purchased on 1st October 2010 for Rs. 40,000.

Depreciation is to be charged at 10% p.a. under straight line Method on 31st March every year .

Prepare Machinery Account and Depreciation Account for three years.

- b) Soham sold goods to Rohan worth Rs. 30,000 on 1st March 2012. Rohan accepted a bill for three months drawn on him by Soham on 1st March 2012. On 21st May, Rohan requested that the bill be renewed for a further period of two months. Soham agreed provided 10% interest p.a. would be charged. Soham then drew a new bill for the amount of original plus interest at 10% p.a. for two months. Rohan accepted the new bill. On the due date the new bill was honoured.
- c) Define Depreciation and state the basis for depreciation.
- d) Explain the various parties to the bill of exchange.

Q3) Write short notes (Any three):

[15]

- a) Electronic Data Processing.
- b) Change of Depreciation Method.
- c) Renewal and Retirement of Bill.
- d) Fixed and fluctuating capital Method.





Seat No.	
----------	--

P - 514

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, April - 2017
PRINCIPLES OF MANAGEMENT (Paper - II)
Sub. Code : 22928

Day and Date : Thursday, 20 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Define Motivation. Explain the significance of Motivation.

[15]

OR

Define Leadership and explain the functions of leader.

Q2) Write short answers (any two) :

[20]

- a) Evaluate Mc Gregor's Theory X and Theory Y of motivation.
- b) Explain Likert's four systems of leadership.
- c) Explain the importance of controlling.
- d) Describe the process of planned change

Q3) Write short notes (any three) :

[15]

- a) Traditional Techniques of controlling
- b) Concept of controlling
- c) Need for change
- d) Refreezing
- e) Resistance to change





P - 515

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2017
MARKETING MANAGEMENT (Paper - II)
Sub. Code : 22930

Day and Date : Saturday, 22 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is marketing mix? Explain the elements of marketing mix? [15]

OR

What is promotion mix? Explain the elements of promotion mix.

Q2) Write Short Answers (Any Two) : [20]

- What are the different product line decisions?
- What are the factors that affect in choice of distribution channel?
- What are the various methods of pricing?
- What is the meaning and importance of Branding?

Q3) Write short notes (any three) : [15]

- Importance of pricing.
- Importance of distribution channels.
- Levels of product.
- Trade mark.





P - 516

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2017

Business Economics (Micro) (Paper - II)

Sub. Code : 22931

Day and Date : Monday, 24 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain the various features of a perfectly competitive market. How is price of a commodity determined under it? [15]

OR

Explain the marginal Productivity Theory of Distribution.

Q2) Write short answers (any two) : [20]

- a) Define price discrimination. Explain the various forms of price discrimination.
- b) What is oligopoly? Explain the important features of oligopoly.
- c) Explain the risk and uncertainty theory of profit.
- d) State the concept and determinants of welfare.

Q3) Write short notes (any three) [15]

- a) Features of monopoly
- b) Monoplistic competition
- c) Price leadership
- d) modern theory of Rent
- e) Views of Dr. Amartya sen on welfare

▽▽▽▽



P - 517

Total No. of Pages : 1

Seat No.	
----------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2017

ENGLISH (Paper - II)

Business Communication

Sub. Code : 22932

Day and Date : Tuesday, 25 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What are the principles of good oral presentation? Mention the factors that affect oral presentation. **[15]**

OR

What do you mean by a group discussion? Discuss the process and guidelines of a group discussion.

Q2) Write short answers of the following (any two) **[2 × 10 = 20]**

- a) What is E-mail? Explain the advantages of E-mail.
- b) What kind of preparation would you make before appearing an interview?
- c) What is a notice? What are the essential features of a notice of meeting.
- d) Explain the formal channels of communication used in organisation.

Q3) Write short notes (any three) **[3 × 5 = 15]**

- a) Importance of workshops
- b) Downward communication
- c) Grapevine communication
- d) The modern means of communication
- e) Conferences and seminars

Seat No.	
----------	--



P - 518

Total No. of Pages : 2

B.B.A. (Part-I) (Semester - II) Examination, April-2017
COMPUTER APPLICATIONS IN BUSINESS (Paper - II)
Sub. Code : 22933

Day and Date : Wednesday, 26 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

Instructions : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) How to prepare presentation? How to apply animation and sound effect to presentation? **[15]**

OR

Write features of tally and Describe gate-way of tally.

Q2) Attempt any two from the following. **[20]**

- a) What are the basic requirements for internet connection?
- b) Explain various mathematical functions used in MS-Excel.
- c) What is topology? Explain bus and ring topology with neat diagram.
- d) How to use graphics in MS-Excel.

Q3) Write notes on (Any Three) **[15]**

- a) Discussion groups
- b) Intranet and internet

P.T.O.

- c) Wide Area Networks
- d) Internet Access
- e) Financial report generation using Tally



Seat No.	
-------------	--

B.B.A. (Part - I) (Semester - II) Examination, April - 2017

HUMAN RESOURCE MANAGEMENT

Sub. Code : 22934

Day and Date : Thursday, 27 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.



Q1) Explain the concept and methods of performance appraisal. [15]

OR

Describe components of remuneration and state the factors affecting wage and salary levels.

Q2) Write short answers: (any two) [20]

- a) Explain factors influencing benefits and services.
- b) Describe importance of promotion, transfer and demotion.
- c) Elaborate concept of incentive schemes with respect to compensation management.
- d) Discuss the need of performance appraisal in detail.

Q3) Write short notes: (any three) [15]

- a) Safety Engineering.
- b) Variable Compensation.
- c) V.R.S.
- d) Employee Security Benefits.
- e) Retrenchment.



Seat No.	
----------	--



P - 616

Total No. of Pages : 3

B.B.A. (Part - I) (Semester - II) Examination, April - 2017

FINANCIAL ACCOUNTING (Paper - II)

Sub. Code : 22929

Day and Date : Friday, 21 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Given below is the Trial Balance of M/S M.N. Traders on 31st March, 2016. Partners share profit and losses equally. From the trial balance and the additional information prepare trading and profit / loss A/c for the year ended 31st March 16 and the Balance Sheet as on that date.

Trial Balance as on 31/3/16

Particulars	Amt.(Rs)	Particulars	Amt.(Rs)
Stock 1/4/15	40,000	Tina's capital	50,000
Bills Receivable	10,000	Meena's capital	50,000
Machinery	50,000	Sales	1,18,000
Purchases	80,000	Return outward	1,000
Furniture	26,000	Sundry Creditors	54,000
Tina's Drawings	4,000	Commission	3,000
Sundry Debtors	37,000	Reserve for doubtful debts	1,000
Salaries	4,000		
Wages	8,000		
Insurance	5,000		
General expenses	8,000		
Advertisement	3,000		
Prepaid taxes	2,000		
	<u>2,77,000</u>		<u>2,77,000</u>

P.T.O

additional Information :

- i) Stock as on 31-3-2016 was Rs 35,000 at cost and Rs. 45,000 at market value.
- ii) Depreciate machinery and furniture by 10%.
- iii) The Reserve at 5% to be created on sundry Debtors.
- iv) Outstanding expenses - salaries Rs 2,000/- wages Rs 500/-.
- v) Credit sales of Rs 5,000/- had not been recorded in the books of Accounts.
- vi) Comission to be received Rs 1,000/-

[15]

OR

Explain Nature and concept of Accounting Information System (AIS).

Q2) Write Short Answers (Any Two) :

[20]

- a) Dhiraj draws a bill on Rajesh for Rs 10,000/- for 3 months, Rajesh accepts the bill. Dhiraj then discounts the bill at 15% p.a. with his bank. On the due date Rajesh finds himself unable to make payment of the bill and request Dhiraj to renew the bill. Dhiraj accepts the proposal on the condition that Rajesh should pay Rs 4,000/- in cash and accept a new bill at one month along with interest of Rs 600/-.

These arrangements are carried through and Rajesh honours the new bill on the due date pass Journal entries in the books of Dhiraj.

- b) On 1st Jan. 2012, Mohan Traders pruchased furniture for Rs 30,000/-. On 1st July 2012 additional furniture was purchased for Rs 20,000/-. On 30th June 2013, the furniture purchased on 1st Jan. 2012 was sold for Rs 20,000/- and on 1st July 2013 new furniture was purchased for Rs 25,000.

The firm charged depreciation at 10% p.a. under straight line method of depreciation prepare furniture A/c for 4 years assuming that accounting year of the firm is calender year.

- c) Define depreciation explain the various causes of depreciation.
- d) Define Bill of exchange explain the different parties to the bill of exchange.

Q3) Write Short Notes (Any Three) :

[15]

- a) Management Information System (MIS).
- b) Reducing Balance Method.
- c) Accommodation Bill.
- d) Fixed and Fluctuating Capital Method.



Seat No.	
----------	--



P - 518

Total No. of Pages : 2

B.B.A. (Part -I) (Semester - II) Examination, April-2017
COMPUTER APPLICATIONS IN BUSINESS (Paper - II)
Sub. Code : 22933

Day and Date : Wednesday, 26 - 04 - 2017

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.,

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) How to prepare presentation? How to apply animation and sound effect to presentation? **[15]**

OR

Write features of tally and Describe gate-way of tally.

Q2) Attempt any two from the following. **[20]**

- a) What are the basic requirements for internet connection?
- b) Explain various mathematical functions used in MS-Excel.
- c) What is topology? Explain bus and ring topology with neat diagram.
- d) How to use graphics in MS-Excel.

Q3) Write notes on (Any Three) **[15]**

- a) Discussion groups
- b) Intranet and internet

P.T.O.

- c) Wide Area Networks
- d) Internet Access
- e) Financial report generation using Tally



Seat No.	
-------------	--

B.B.A. (Part - I) (Semester - II) Examination, October - 2017**PRINCIPLES OF MANAGEMENT (Paper - II)****Sub. Code : 22928****Day and Date : Saturday, 07 - 10 - 2017****Total Marks : 50****Time : 03.00 p.m. to 05.00 p.m.**

- Instructions :** 1) All questions are compulsory.
2) Figures to the right indicate full marks.



Q1) What is Motivation? Evaluate Fredrick Herzberg's Two-factor Theory. [15]

OR

What is meant by Leadership? Explain the various leadership styles?

Q2) Write short answer (Any Two) : [20]

- Explain Maslow's 'Need Hierarchy' theory of Motivation.
- What is control? Explain the different steps in control process.
- Display the Emerging horizons of management.
- Explain different qualities of leader.

Q3) Write short notes (Any Three) : [15]

- Importance of controlling.
- Need for change.
- Charismatic Leadership.
- Nonfinancial Incentives.
- Importance of Motivation.



Seat No.	
----------	--

Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, October - 2017

MARKETING

Marketing Management (Paper - II)

Sub. Code : 22930

Day and Date : Tuesday, 10 - 10 - 2017

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions : 1) All questions are compulsory.**
2) Figures to the right indicate full marks.



Q1) What do you mean by marketing mix? Explain the 4P's of marketing mix.

[15]

OR

What is Pricing? Explain the different methods of pricing.

Q2) Write short answers (Any Two) :

[2 × 10 = 20]

- Explain the various elements of promotion mix.
- Which are the factors influencing pricing decisions?
- Describe the affecting factors to distribution channel.
- Discuss on marketing managers' need to take various product line decisions.

Q3) Write note on (Any Three) :

[3 × 5 = 15]

- Publicity
- Personal selling
- Branding
- Trade mark
- Place





B - 265

Seat No.	
----------	--

Total No. of Pages : 2

B.B.A. (Part - I) (Semester - II) Examination, October - 2017
BUSINESS ECONOMICS (Micro) (Paper - II)

Sub. Code : 22931

Day and Date : Wednesday, 11 - 10 - 2017

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.
 - 3) Draw neat diagrams wherever necessary.

Q1) Explain the characteristics of perfect competition. Explain the price-output determination under perfect competition in short-run and long-run. [15]

OR

What is Oligopoly? Explain Sweezy's kinked demand curve model of Oligopoly.

Q2) Write short answers (any two): [20]

- a) Define Market. Classify markets on the basis of competition.
- b) What is monopolistic competition? Explain the important features of monopolistic competition.
- c) Explain the risk and uncertainty theory of profit.
- d) State the role of Government in welfare state.

P.T.O.

Q3) Write short notes (any three):

- a) Product differentiation.
- b) Price leadership.
- c) Quasi rent.
- d) Liquidity preference theory of interest.
- e) Determinants of welfare.





B – 267

Seat No.	
----------	--

Total No. of Pages : 2

B.B.A. (Part - I) (Semester - II) Examination, October - 2017
Computer Applications in Business (Paper - II)

Sub. Code : 22933

Day and Date : Friday, 13 - 10 - 2017

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to right indicate full marks.

Q1) What is computer network? Explain the need of network and types of network in detail. **[16]**

OR

Explain the need and significance of tally software for business with its feature. **[16]**

Q2) Write the answer of the following question (Any Three): **[24]**

- a) Explain the formatting features of MS-Excel.
- b) What is PowerPoint presentation? Explain the formatting features in PowerPoint presentation.
- c) Explain the Mesh topology and bus topology with their advantages.
- d) State and explain different financial report in tally.
- e) Explain different search tools used in internet.

P.T.O.

Q3) Write a short notes on (any two):

- a) Sound Effects.
- b) Intranet.
- c) Discussion group.
- d) Functions in Excel.

