

B.B.A. – Ist Year

SEM – I & II

Previous Year

Question Papers

Academic Year:

(2018-19)



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.



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B.B.A (Part - I) (Semester - I) Examination, April - 2019**PRINCIPLES OF MANAGEMENT (Paper - I)****Sub. Code : 22921****Day and Date : Saturday, 20 - 04 - 2019****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 Management. Explain in brief the Nature and importance of Management. [15]

OR

What do you mean by planning? Explain in brief the steps in planning process.

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

- a) What do you mean by levels of management? Explain the Top level management and its functions.
- b) Explain in short the 14 principles of Management set by Henry Fayol.
- c) Explain in short the contribution towards Management thought given by F.W. Taylor.
- d) What do you mean by organizing? Illuminate in short importance of organizing.

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

- a) Administration and Management.
- b) Importance of planning.
- c) Objectives of organizing.
- d) Effective Decision making.
- e) Write note on centralization and Decentralization.





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BBA (Part - I) (Semester - I) Examination, April - 2019

FINANCIAL ACCOUNTING (Paper - I)

Sub. Code : 22922

Day and Date : Monday, 29 - 04 - 2019

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 the term Book Keeping and Financial Accounting. Distinguish between Book Keeping and Financial Accounting. **[15]**

OR

Following is the Trial Balance of M/s Shambhavi Traders, Kolhapur. Prepare Trading, Profit and Loss A/c for the year ended 31st March, 2017 and B/S as on that date. **[15]**

Trial Balance

Particulars	Debit (Rs.)	Credit (Rs.)
Stock 1 st April, 2016	4,50,000	
Purchases & Sales	11,25,000	18,75,000
Drawing	3,15,000	
Returns	36,000	15,000
<u>Wages :</u>		
Productive	52,500	
Unproductive	9,000	
Salaries	93,000	
Rent, Rates & Insurance	51,000	
Bad debts	6,000	
Discount	19,500	15,000
Machinery	2,25,000	
Building	5,43,000	
Debtors and Creditors	7,65,000	4,50,000
Cash	15,000	
Capital		12,00,000
Bank overdraft		1,50,000
Total	37,05,000	37,05,000

P.T.O.

Adjustments :

- a) On 31st March, 2017 the stock was valued at Rs. 2,80,000.
- b) Outstanding productive wages Rs. 3,000.
- c) Rent, rates and insurance include insurance Rs. 8,000 paid for one year ending on 30th June 2017.
- d) Provide for doubtful debts on debtors at 5%.
- e) Depreciate Building by 5% and Machinery by 10%.
- f) Goods worth Rs. 12,500 were distributed as free samples for which no record has been made in the books.

Q2) Attempt any Two questions :

[20]

- a) On March 31, 2017 the Cash book of Prakash showed a Bank balance of Rs. 48,500. While verifying with the Pass book, the following facts were noted -
 - i) Cheques sent in for collection before March 31, 2017 and not credited by the bank amounted in all to Rs. 8,450.
 - ii) Cheques issued before March 31, 2017 but not presented for payment amounted to Rs. 8,850.
 - iii) The banker has charged a sum of Rs. 1,000 towards incidental charges and credited interest Rs. 2,500.
 - iv) The banker has given a wrong credit for Rs. 2,500.
 - v) Mr. Nair has paid into bank directly a sum of Rs. 3,000 on March 28, 2017 which has not been entered in the cash book.
 - vi) A cheque for Rs. 2,000 sent for collection and returned unpaid has not been entered in the cash book

Prepare a Bank Reconciliation Statement.



- b) Enter the following transactions in the Journal and prepare only Cash Account in the books of Harish of Delhi.

March 2017	Transactions
1	Harish commenced business with cash Rs. 1,50,000.
	Purchased goods for cash Rs. 7,500.
4	Deposited in bank Rs. 1,05,000.
5	Withdrew from bank for office use Rs. 7,500.
6	Sold goods to Ram Rs. 7,500.
10	Purchased goods on credit from Kishan Rs. 3,400.
19	Received from Ram Rs. 7,350 and allowed discount Rs. 150.
20	Cash sales Rs. 12,000.
27	Paid to Kishan in full settlement Rs. 3,250.
28	Paid rent Rs. 750.
28	Paid salary Rs. 1,500
	Accounts are closed on 31 st March, 2017

- c) The under mentioned balances were extracted from the books of Mr. Dev as on 31.03.2017 you are asked to prepare a Trial Balance as on that date.

Particulars	Rs.
Capital	7,80,000
Opening stock	50,000
Premises	4,60,000
Furniture	1,85,000
Machinery	3,00,000
Purchases	7,49,000
Sales	12,66,200
Discount received	4,700



Discount allowed	5,400
Carriage outwards	1,800
Carriage inwards	1,700
Returns inwards	14,000
Returns outwards	2,800
Wages and salaries	1,76,800
Rent, rates and taxes	13,700
Rent received	5,300
Sundry expense	16,600
Bills receivable	19,200
Trade Creditors	2,27,600
Book debts	3,40,000
Drawings	30,000
Bills payable	28,000
Cash in hand	9,400
Bank loan	58,000
Closing stock	39,000

Q3) Write short note on (Any Three) :

[15]

- Accounting conventions.
- Steps in journalizing the transactions.
- Types of Subsidiary books.
- Types of Trial Balance.
- Rectification of errors.

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B.B.A. (Part - I) (Semester - I) Examination, April - 2019

Marketing Management (Paper - I)

Sub. Code : 22923

Day and Date : Tuesday, 30 - 04 - 2019

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 marketing. Explain the importance of marketing along with its core concepts? [15]

OR

Define marketing research. Explain the different steps in marketing research?

Q2) Write short notes on (Any 2) : [20]

- a) Explain in brief factors affecting consumer buying behavior.
- b) Elaborate the different areas of marketing research.
- c) Explain the basis for market segmentation.
- d) State the different approaches of marketing.

Q3) Write short notes on (Any 3) [15]

- a) Primary and Secondary data.
- b) Importance of marketing research.
- c) Exchange and transaction.
- d) Requisites of sound segmentation.
- e) Importance of consumer behavior.



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B.B.A. (Part - I) (Semester - I) Examination, April - 2019

Human Resource Management (Paper - I)

Sub. Code : 22927

Day and Date : Saturday, 27 - 04 - 2019

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 understand by selection? Explain in brief the steps involved in selection procedure. [15]

OR

What is Human Resource management? State in brief role of HR manager and also explain qualities of HR manager from the point of view of every organization in Human Resource Management.

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

- a) Define Human Resource planning. Explain in detail the importance of Human Resource planning.
- b) Define recruitment. Bring out the factors that influence recruitment.
- c) Discuss the procedure involved in the evaluation of jobs.
- d) .What is training. State in brief needs and advantages of training.

Q3) Write note on : [15]

- a) Job specification.
- b) Importance of HRM.
- c) Significance of selection.



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B.B.A. (Part - I) (Semester - I) Examination, May - 2019

Business Economics (Micro) (Paper - I)

Sub. Code : 22924

Day and Date : Thursday, 02 - 05 - 2019

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) Define business economics. Explain its nature and scope. [15]

OR

What is elasticity of demand? On what factors does elasticity of demand depend?

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

- a) Explain various types of business decisions that managers of firms have to make.
- b) Explain the law of Equi-marginal utility. How does it explain consumer's equilibrium?
- c) Explain the law of demand and point out the circumstances in which the law does not operate.
- d) Explain the law of supply with the help of a suitable schedule and a curve.

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

- a) Difference between micro and macro economics.
- b) Consumer's surplus
- c) Budget line
- d) Concept of production function
- e) Opportunity cost



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B.B.A. (Part - I) (Semester - I) Examination, April - 2019

COMMERCE (Paper - I)

Business Communication

Sub. Code : 22925

Day and Date : Thursday, 25 - 04 - 2019

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 a report? Explain structure of report. [15]

OR

Explain different types of business letters in detail.

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

- a) Explain different forms of non-verbal communication.
- b) Explain the process of formal written communication.
- c) Explain principles of writing report.
- d) Explain various physical factors as barriers of communication.

Q3) Write short note on (Any three) : [15]

- a) Oral communication
- b) Letter of reply
- c) Circulars
- d) Letter of collection
- e) Listening skill.



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B.B.A. (Part - I) (Semester - I) Examination, April - 2019

Computer Applications in Business (Paper - I)

Sub. Code : 22926

Day and Date : Friday, 26 - 04 - 2019

Total Marks : 50

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

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

Q1) What is Computer? Explain the computer organization with block diagram. [15]

OR

What do you mean by computer language? Explain different computer languages with their advantages and disadvantages.

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

- a) What is O.S.? Explain various functions of O.S.
- b) Explain the formatting feature of MS-word.
- c) What is compiler? Write difference between compiler and interpreter.
- d) What is Input device? Explain any two input devices.

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

- a) Primary Memory.
- b) Mail merge.
- c) Output Devices.
- d) Application software.



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

PRINCIPLES OF MANAGEMENT (Paper - I)

Sub. Code: 22921

Day and Date : Wednesday, 31 - 10 - 2018

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

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

Q1) Define management and explain in brief the contribution of F.W. Taylor to the growth of management thought. [15]

OR

What is planning? Evaluate the importance of planning in modern business.

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

- a) What do you mean by levels of management? Explain the middle level management and its functions.
- b) Give brief review of basic Functions of Management.
- c) Explain in short the 14 principles of management.
- d) What do you mean by organizing? Illuminate in short importance of organizing.

Q3) Write short notes (any three):

- a) Organizing Process
- b) Importance of management
- c) Process of Decision making
- d) Steps in planning process
- e) Authority and Responsibility



[15]



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B.B.A. (Part - I) (Semester - I) Examination, November - 2018
FINANCIAL ACCOUNTING (Paper-I)

Sub. Code: 22922

Day and Date : Thursday, 01 - 11 - 2018

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 Bank Reconciliation Statement. Write its procedure to find out differences in balance between Passbook & Cashbook. [15]

OR

The trial balance of Edward as on 30th September 2012 was as follows:

Particulars	Dr. Rs.	Cr. Rs.
Capital account		25,000
Drawings	750	
Investments	10,000	
Motor vehicles	8,000	
Office Furniture	2,000	
Office equipments	6,000	
Cash in hand	550	
Purchases	47,500	
Sales		75,500
Returns	1,500	1,000
Carriage	350	
Opening stock	14,000	
Customs, duties & clearing charges	3,000	
Debtors	17,600	
Salaries	2,500	
Trade expenses	300	
General expenses	600	
Bad debts	250	



P.T.O.

Reserve for bad debts		750
Discount	100	50
Creditors		12,600
Prepaid insurance	100	
Outstanding salaries		200
Total	1,15,100	1,15,100

Adjustments:-

- Closing stock was valued at Rs. 8,000.
- Depreciation on motor vehicle & office furniture at 5% & office equipments at 10%.
- Create 5% reserve for doubtful debts & debtors.
- Goods costing Rs. 100 was taken for personal use by Edward & it was included in debtors.
- Goods worth Rs. 1,000 were destroyed by fire & the insurance company admitted a claim Rs. 800.

Q2) Attempt any two of the following:

[20]

- Explain any six Accounting Concepts & four Accounting Convention.
- What is Accounting? Differentiate between Book-keeping & Accounting.
- From the following ledger balance of Chandan trading co. prepare trial balance as on 31.03.2012.

Particulars	Amount	Particulars	Amount
C's Capital	4,05,000	Land & building	2,37,000
C's Drawing	32,600	Debtors	41,200
Patents & Trade mark	18,000	Creditors	55,700
Opening stock	37,800	Bad debts	3,800
Salaries & wages	47,300	Discount received	2,500
Furniture	22,000	Interest paid on B's loan	10,300
Purchases	1,33,200	Insurance	4,200
Sales	2,78,300	Sundry expenses	600
Plant & machinery	2,25,700		
Return inward	5,100		
Return outward	4,700		
Loan from B	85,000		
Printing & stationary	12,400		





Reserve for bad debts		750
Discount	100	50
Creditors		12,600
Prepaid insurance	100	
Outstanding salaries		200
Total	1,15,100	1,15,100

Adjustments:-

- Closing stock was valued at Rs. 8,000.
- Depreciation on motor vehicle & office furniture at 5% & office equipments at 10%.
- Create 5% reserve for doubtful debts & debtors.
- Goods costing Rs. 100 was taken for personal use by Edward & it was included in debtors.
- Goods worth Rs. 1,000 were destroyed by fire & the insurance company admitted a claim Rs. 800.

Q2) Attempt any two of the following:

[20]

- Explain any six Accounting Concepts & four Accounting Convention.
- What is Accounting? Differentiate between Book-keeping & Accounting.
- From the following ledger balance of Chandan trading co. prepare trial balance as on 31.03.2012.

Particulars	Amount	Particulars	Amount
C's Capital	4,05,000	Land & building	2,37,000
C's Drawing	32,600	Debtors	41,200
Patents & Trade mark	18,000	Creditors	55,700
Opening stock	37,800	Bad debts	3,800
Salaries & wages	47,300	Discount received	2,500
Furniture	22,000	Interest paid on B's loan	10,300
Purchases	1,33,200	Insurance	4,200
Sales	2,78,300	Sundry expenses	600
Plant & machinery	2,25,700		
Return inward	5,100		
Return outward	4,700		
Loan from B	85,000		
Printing & stationary	12,400		

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

MARKETING

Marketing Management (Paper - I)

Sub. Code: 22923

Day and Date : Friday, 02 - 11 - 2018

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 do you mean by marketing research? Describe the scope of marketing research. [15]

OR

Elaborate the term marketing. Explicate the core concepts of marketing.

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

- a) What is the importance of marketing business?
- b) Draw a suitable diagram and explain the various steps involved in marketing research.
- c) Illustrate the factors responsible to change the customer's buying behaviour.
- d) Explain the requisites of sound market segmentation.

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

- a) Segmentation.
- b) Product Approach.
- c) Societal Marketing.
- d) Selling.
- e) Needs, Wants & Demand.



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

HUMAN RESOURCE MANAGEMENT (Paper - I)

Sub. Code : 22927

Day and Date : Wednesday, 14- 11 - 2018

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 Human Resource Management. State in brief importance of Human Factor in Human Resource Management? [15]

OR

What is Recruitment? Write in details source of Recruitment in Organization?

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

- a) Define Human Resource Planning. In state the Factors affecting human resource planning.
- b) State in brief role of human resource management in the organization for human resource management.
- c) What are the advantages of training?
- d) Discuss off the job management department method used in the organization for the employees develop executive development program?

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

- a) Qualities of HR manager.
- b) Job description.
- c) Significance of selector.
- d) Objective of training.
- e) Job specification.



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Total No. of Pages : 1

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B.B.A. (Part- I) (Semester - I) Examination, November - 2018
BUSINESS ECONOMICS (MICRO) (Paper-I)
Sub. Code : 22924

Day and Date : Saturday, 03- 11 - 2018
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.
 - 3) Draw neat diagrams wherever necessary.

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

OR

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

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

- a) Distinguish between microeconomics and macroeconomics.
- b) Explain the law of Equi-marginal utility? How does it explain consumer equilibrium?
- c) Explain the law of demand. Are there any exceptions to the law of demand?
- d) Define marginal revenue. How it is related to (a) average revenue, and (b) total revenue?

Q3) Write short notes (Any three)

- a) Consumer's surplus
- b) Features of indifference curve
- c) Factors influencing elasticity of demand
- d) Determinants of supply
- e) Concept of production function



[15]



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

COMMERCE

Business Communication (Paper-I)

Sub. Code: 22925

Day and Date : Monday, 12 - 11 - 2018

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. Explain importance of communication skill. [15]

OR

Explain the process of communication in detail.

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

- a) What are qualities of good writing?
- b) Explain the common errors in business writing.
- c) Explain different types of report.
- d) Explain barriers of effective communication.



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

- a) Verbal communication.
- b) You attitude.
- c) Inter-Departmental communication.
- d) Letter of enquiry.
- e) Presentation of report.



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Total No. of Pages : 1

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B.B.A (Part-I) (Semester - I)
Examination, November - 2018
COMPUTER APPLICATIONS IN BUSINESS (Paper-I)
Sub. Code : 22926

Day and Date : Tuesday, 13 - 11 - 2018

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) Describe evolution of Computer. [15]

OR

Explain RAM, ROM, PROM, EPROM and EEPROM as internal memory.

Q2) Attempt any two from the following. [20]

- What are the characteristics of good language?
- Draw diagram and explain working of floppy disk.
- Compare compiler and interpreter.
- Explain functions of an operating system.

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

- Factors influencing on PC performance.
- Printer as output device.
- Basic commands in Windows
- MS Office components
- Types of software



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B.B.A. (Part - I) (Semester - II) Examination, April - 2019**PRINCIPLES OF MANAGEMENT (Paper - II)****Sub. Code : 22928****Day and Date : Monday, 29 - 04 - 2019****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 Leadership? Explain in detail the functions and qualities of Leader. [15]

OR

What is resistance to change? Explain the factors responsible for resistance to change.

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

- a) Explain financial and non-financial incentives.
- b) Explain briefly the process of control.
- c) Explain leadership styles.
- d) State in brief techniques of controlling.



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

- a) Discuss the Maslow's Need Hierarchy Theory of Motivation.
- b) Importance of motivation.
- c) Importance of controlling.
- d) Steps in Planned change.
- e) Emerging Horizons of Management in a changing environment.

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B.B.A. (Part - I) (Semester - II) Examination, April - 2019

Financial Accounting (Paper - II)

Sub. Code : 22929



Day and Date : Tuesday, 30 - 04 - 2019

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) Following is the Trial Balance of M/s. Kale & Gore. You are required to prepare Trading, Profit and Loss A/C for the year ended 31st March 2016 and the Balance Sheet as on that date after taking into account the necessary adjustments. [15]

Trial Balance as on 31st March, 2016

Particulars	Debit Rs.	Particulars	Credit Rs.
Opening stock	20,000	Capital A/C- Kale	40,000
Purchases	30,000	Capital A/C- Gore	30,000
Debtors	12,000	Sundry Creditors	21,000
Wages	5,000	Sales	70,000
Salaries	10,000	Discount	5,000
Land and Building	30,000	Bills payable	20,000
Plant and Machinery	25,000	Outstanding Rent	1,500
Furniture	16,000		
Advertisement (for 2 years)	6,000		
Bills Receivable	8,000		
Insurance	2,000		
Drawings - Kale	2,000		
Drawings - Gore	3,000		
Cash in hand	5,500		
Rent	10,000		
Power and fuel	3,000		
Total Rs.	1,87,500	Total Rs.	1,87,500

P.T.O.

Profit sharing ratio of Kale & Gore is 3:2. Prepare Trading, Profit & Loss A/C and Balance Sheet as on 31st March 2015 after considering following adjustments

- i) Stock on hand on 31st March, 2010 was at Rs. 35,000.
- ii) Write off Rs. 2,000, for further Bad debts and maintain R.D.D. at 5% on debtors.
- iii) Depreciate Land and Building at 5% and Machinery at 10%.
- iv) Outstanding expenses were wages Rs. 2,000 and salary Rs. 1,000.
- v) Credit purchases amounted to Rs. 4,000 was not recorded in the books of account.
- vi) Provide interest on Partners Capital at 5% p.a.

OR

Describe Computerized Accounting System. Describe the features of Computerized Accounting System. [15]

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

- a) A receives three promissory notes from B, dated 1st January, 2012 for 3 months. One bill is for Rs.3,000, the second is for Rs 4,000 and the third is for Rs 5,000. The second bill is immediately endorsed in favour of C and on 4th January, 2012, the third bill is discounted with the bank for Rs.4,700. Pass the entries in A's journal assuming (i) the bills are met on maturity and (ii) they are dishonored.
- b) XYZ Traders 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 Account for three years assuming that financial year closes on 31st March every year.
- c) Discuss in detail about need and causes of Depreciation.
- d) Explain the term Bill of Exchange and Bill of Collection.

Q3) Write Short Notes (Any Three) : [15]

- a) Parties involved in Bill of Exchange.
- b) Advantages and Disadvantages of Straight Line Method.
- c) Renewal and Retirement of Bill.
- d) Management Information System.
- e) Electronic Data interchange.



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B.B.A. (Part - I) (Semester - II) Examination, May - 2019

Marketing Management (Paper - II)

Sub. Code : 22930

Day and Date : Thursday, 02 - 05 - 2019

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 promotion? Explain the different elements of promotion mix. [15]

OR

What is Pricing? Explain the importance of pricing.

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

- a) Elaborate the concept of marketing mix.
- b) Discuss on the importance of distribution channel.
- c) Give the details of product line decision.
- d) What is the importance of place in marketing mix?

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

- a) Sales Promotion
- b) Advertising
- c) Public relations
- d) Branding
- e) Pricing Methods



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B.B.A. (Part - I) (Semester - II) Examination, May - 2019

HUMAN RESOURCE MANAGEMENT (Paper - II)

Sub. Code : 22934

Day and Date : Tuesday, 07 - 05 - 2019

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 Performance Appraisal? Explain in brief the traditional methods of Performance Appraisal. [15]

OR

What is employee benefits and services? Explain Employee Security. Old-age and Safety benefits.

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

- a) Explain the meaning and importance of Promotion and Demotion.
- b) Discuss the factors influencing Benefits and Services.
- c) What are the components of Remuneration?
- d) What is Employee Separation? Explain Layoff, Retrenchment and Exit policy.

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

- a) Incentive schemes
- b) Need /purpose of Performance Appraisal
- c) Modern methods of Performance Appraisal.
- d) Factors influencing Wage and Salary Levels.
- e) VRS



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Total No. of Pages : 1

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B.B.A. (Part - I) (Semester - II) Examination, May - 2019

BUSINESS ECONOMICS (Micro-II) (Paper - II)

Sub. Code : 22931

Day and Date : Friday, 03 - 05 - 2019

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 characteristics of perfect competition. Explain the price-output determination under perfect competition in short-run and long-run. [15]

OR

Explain the role of Government in welfare state.

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

- a) Explain the important characteristics of monopoly.
- b) What is oligopoly? Explain the important features of oligopoly.
- c) Explain modern theory of rent.
- d) State the concept and determinants of welfare.

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

- a) Classification of markets.
- b) Monopolistic competition.
- c) Selling cost.
- d) Trade union and wages.
- e) A.C. pigou's views on welfare.



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Total No. of Pages : 1

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B.B.A. (Part - I) (Semester - II) Examination, May - 2019
BUSINESS COMMUNICATION (Paper - II)
Sub. Code : 22932

Day and Date : Saturday, 04 - 05 - 2019

Total Marks : 50

Time : 12.00 p.m. to 02.00 p.m.

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

Q1) What is interview? Discuss the different types of interview. [15]

OR

What is electronic communication? Explain its applications.

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

- What is workshop? Explain the advantages of workshop.
- What is group discussion? Explain the guidelines for opening of topic for group discussion.
- Explain notice, agenda and minutes of the meeting.
- Explain the formal channels of communication.

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

- Public speech.
- Concept of symposium.
- FAX.
- Grapevine communication.
- EPBAX system.



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Total No. of Pages : 1

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B.B.A. (Part - I) (Semester - II) Examination, May - 2019

COMPUTER APPLICATION IN BUSINESS (Paper - II)

Sub. Code : 22933

Day and Date : Monday, 06 - 05 - 2019

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 network topology? Explain different topologies with their advantages and limitations. [15]

OR

Explain the different excel functions with their syntax and example.

Q2) Write the answers of following question in detail (Any two) : [20]

- a) What is computer Network? Explain LAN and WAN in detail.
- b) Explain different types of charts in MS Excel.
- c) Explain the report features of tally in detail.
- d) Differentiate between Internet and Intranet.

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

- a) E mail
- b) Inventory feature in Tally
- c) Discussion groups
- d) Animation effect



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Total No. of Pages : 1

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B.B.A. (Part - I) (Semester - II) Examination, October - 2018
HUMAN RESOURCE MANAGEMENT (Paper - II)
Sub. Code: 22934

Day and Date : Tuesday, 30 - 10 - 2018

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 full marks.

Q1) What are the Components of Remuneration? Discuss the factors affecting wage and Salary levels. [15]

OR

Define the term Compensation. Illuminate the various incentive schemes.

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

- a) Define performance appraisal. Explain in brief the modern methods of Performance Appraisal.
- b) Write in detail Lay-off – retrenchment.
- c) Need /purpose of Performance Appraisal.
- d) Discuss the terms Promotion, Transfer and Demotion in brief.

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

- a) Write note on Safety Engineering.
- b) Variable compensation.
- c) Old-age and retirement Benefits.
- d) VRS
- e) Traditional methods of Performance Appraisal.



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Total No. of Pages : 1

B.B.A. (Part - I) (Semester - II) Examination, October - 2018
BUSINESS ECONOMICS (Micro-II) (Paper - II)
Sub. Code: 22931

Day and Date : Friday, 26 - 10 - 2018
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.
 - 3) Draw neat diagrams wherever necessary.

Q1) What do you mean by monopolistic competition? Explain its characteristics. [15]

OR

What is meant by liquidity preference? Explain keyne's liquidity preference theory of interest.

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

- a) What is monopoly? How are price and output determined under monopoly?
- b) Explain Sweezy's kinked demand curve model of oligopoly.
- c) Explain the risk and uncertainty theory of profit.
- d) State the role of Government in Welfare State.

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

- a) Features of perfect competition.
- b) Price leadership.
- c) @ uasi rent.
- d) Concept of welfare.
- e) Views of Dr. Amartya Sen on welfare.



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Total No. of Pages : 1

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

COMMERCE

Business Communication (Paper - II)

Sub. Code: 22932

Day and Date : Saturday, 27 - 10 - 2018

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) Explain the educational Value of conferences, Seminars and Workshops. How they strengthen an organization. [15]

OR

What are the principles of good oral presentation? Mention the factors that affect oral presentation.

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

- a) What are various situations in business world?
- b) Explain the formal channels of communication used in organization.
- c) What is oral communication? Explain nature and characteristics of oral communication.
- d) Explain in detail importance of notice.

Q3) Write short note on (Any three): [15]

- a) Preparation of the public speech.
- b) Importance of workshops.
- c) Agenda.
- d) Fax machine.
- e) Tele-conferencing.

