

**B.B.A. – I<sup>st</sup> Year**

**SEM – I & II**

**Previous Year**

**Question Papers**

**Academic Year:**

**(2019-20)**



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. This set does not have papers of the March/April for which exam was objective type.

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

**MICRO ECONOMICS (Paper - CC-A3) (CBCS)**

**Sub. Code : 73553**

**Day and Date : Monday, 04 - 11 - 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) Define Micro Economics. Discuss in detail the nature and significance of Economics.** [15]

OR

Define Price Elasticity of Demand. Explain the methods for its measurement.

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

- a) Distinguish between Micro and Macro Economics.
- b) State the various Determinants of Demand.
- c) Explain in detail the Innovation Theory of Profit.
- d) State the characteristics of perfect competitive Market.

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

- a) Basic Economic problems.
- b) Elasticity of Demand.
- c) Indifference curve.
- d) Consumer's Equilibrium
- e) Oligopoly Market.



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**B.B.A. (Part - I) (Semester - I) (CBCS) Examination, November - 2019**  
**PRINCIPLES OF MARKETING (CC-A2) (Paper - I)**  
**Sub. Code : 73552**

**Day and Date : Friday, 01 - 11 - 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 marks.

**Q1) Explain Marketing Environment in detail. What are Micro and Macro environmental factors? (PESTLE Analysis)?** [15]

OR

Elaborate the term Marketing and give its importance. Explain the core concepts of marketing.

**Q2) Write short answers (any two) :**

[20]

- a) Explain different approaches of Marketing.
- b) Illustrate factors affecting consumer behaviour.
- c) Give the market segmentation strategies.
- d) Explain different methods of pricing.



**Q3) Write short notes (any three):**

[15]

- a) 4 C's of Marketing
- b) Methods of promotion
- c) Targeting
- d) Levels of Product
- e) Place Mix



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

**Business Communication (Paper - I) (CBCS) (BC-1)**

**Sub. Code : 73555**

**Day and Date : Wednesday, 06 - 11 - 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 marks.**

**Q1)** Define communication and explain the barriers to effective communication in detail. **[15]**

OR

What is reading? Discuss the types of reading in detail. **[15]**

**Q2)** Attempt from the following (Any Two) : **[20]**

- a) Explain SQ3R technique of reading.
- b) Discuss the 7 C's of written communication.
- c) Write a sales letter to promote the sale of water filters.
- d) Name and discuss five oral communication situations.



**Q3)** Attempt from the following (Any Three) : **[15]**

- a) Facial expressions.
- b) Verbal communication.

**P.T.O.**

- c) Language of business writing.
- d) Reading Skill.
- e) i) He rejected all our proposals. (Use verb form of the underlined word)
- ii) In modern times, the concept of higher education has been changing rapidly.  
(Rewrite the sentence using the adjective form of the underlined word)
- iii) The words on the lips of the master had a spiritual significance.  
(Rewrite using 'Significant')
- iv) She performs her job with enthusiasm. (Use adverb form of the underlined word)
- v) Health and fitness centers are becoming increasingly popular.  
(Use noun form of the underlined word)



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**B.B.A. (Part - I) (Semester - I) (CBCS) Examination,  
November - 2019**

**INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT**

**Sub. Code : 73554**

**Day and Date : Tuesday, 05 - 11 - 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) Describe block diagram of computer with neat diagram. [15]**

OR

What is computer network? Explain different topologies with their advantages and limitations.

**Q2) Write Short Answers (Any Two) : [20]**

- a) What is computer? Explain characteristics of computer.
- b) Explain components and working of power point presentation.
- c) Define software. Explain its types.
- d) What is cell? Explain formatting features of worksheet.

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

- a) Storage Devices
- b) Primary Memory
- c) Types of charts
- d) Mathematical functions
- e) Internet



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**B.B.A. (Part - I) (Semester - I) (CBCS) Examination, October - 2019**

**FUNDAMENTAL OF BUSINESS MANAGEMENT**

**Sub. Code : 73551**

**Day and Date : Thursday, 31 - 10 - 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 Management? Explain in detail functions of Management. [15]**

OR

Explain contribution of Henri Fayol with 14 principles of management.

**Q2) Write short answers (ANY TWO) [2 × 10 = 20]**

- a) What is Social Responsibility and explain areas of Social Responsibility.
- b) What is a Business / Organizational Environment? Explain Internal and External factor of Environment.
- c) Explain F.W.Taylor's Scientific Management.
- d) What is Business Ethics? Explain Ethical issues in business.

**Q3) Write short notes (ANY TWO) [2 × 7.5 = 15]**

- a) Frank and Lillian Gilbreth's Contribution in Management
- b) Centralization and Decentralization
- c) Nature and Levels of Management
- d) Motivation



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**B.B.A. (Part - I) (Semester - I) Examination, October -2019**  
**PRINCIPLES OF MANAGEMENT (Paper - I)**

**Sub. Code : 22921**

**Day and Date : Thursday, 31 - 10 - 2019**

**Total Marks : 50**

**Time : 12.00 p.m. to 2.00 p.m.**

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

**Q1) Define Organizing. Discuss the objectives and process of Organizing. [15]**

**OR**

What do you mean by levels of management? Explain in detail the Top, Middle and lower level management functions.

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

- a) Illuminate in short the contribution towards Management Thought given by Henry Fayol.
- b) Explain in short the contribution towards Management Thought given by F.W. Taylor.
- c) What do you mean by planning? Explain in brief the steps in planning process.
- d) Discuss the Importance of planning.



**Q3) Write short notes (any Three).**

- a) Management as a Science and an Art.
- b) Basic Functions of Management.
- c) Importance of organizing.
- d) Authority and Responsibility.
- e) Decision making process.

**[3×5=15]**





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**B.B.A. (Part - I) (Semester - I) Examination, November - 2019**  
**COMMERCE AND MANAGEMENT**  
**Financial Accounting (Paper - I)**  
**Sub. Code : 22922**

Day and Date : Friday, 01 - 11 - 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)** From following trial balance, Prepare trading account, Profit and loss account and Balance sheet as 31<sup>st</sup> March 2011. [10]

Particulars	amt	Particulars	amt
Plant & Machinery	1,30,000	Sales	3,00,000
Debtors	50,000	Return outward	2,500
Interest	2,000	Creditors	2,50,000
Wages	1,200	Bills payable	70,000
Salary	2,500	Provision for bad debt	1,550
Carriage inward	500	Capital	2,20,000
Carriage outward	700	Rent received	10,380
Return inward	2,000	Commission received	16,000
Factory rent	1,450		
Office rent	2,300		
Insurance	780		
Furniture	22,500		
Building	2,80,000		
Bills receivable	3,000		
Cash in hand	22,500		
Cash at bank	35,000		
Commission	500		
Opening stock	60,000		
Purchases	2,50,000		
Bad debt	3,500		
Total	8,70,430		8,70,430

P.T.O.

Adjustments:

- a) Closing stock valued at Rs. 70,000.
- b) Provision for bad debt @5% on sundry debtors.
- c) Depreciation on furniture @5%, plant and machinery @6%, building @7%
- d) Closing stock Rs. 70,000
- e) Goods cost Rs. 1,000 were use by proprietor.



OR

Define accounting. Explain in brief accounting concepts.

**Q2) Write short answers (Any 2).**

**[20]**

- a) What is accounting? Difference between book keeping and accounting.
- b) Explain any 4 accounting concepts.
- c) From the following particulars prepare a bank reconciliation statement as on 31<sup>st</sup> dec. 2000
  - i) Balance as per cashbook Rs. 5,800
  - ii) Cheques issued but not presented for payment Rs. 2,000
  - iii) Cheques sent for collection but not collected upto 31<sup>st</sup> dec 2,000 Rs. 1,500
  - iv) The bank had wrongly debited the account of the firm by Rs.200 which was rectified by them after 31<sup>st</sup> dec.

Balance as per passbook is Rs. 6,100

d) Correct the following trial balance.

Particulars	Debit	Credit
Capital		4,400
Cash in hand	500	
Cash at bank		1,500
Bills payable		1,000
Sundry expenses	200	
Gain in exchange	400	
Wages	800	
Sales return		400
Sales	1,600	
Purchases	1,200	
Rent paid		200
Commission paid	100	
Loss on revaluation	100	
Income tax refunded	100	
Bills receivables	400	
Loss on sale of furniture	100	
Furniture		1,000
Debtors	600	
Creditors		400
Stock	800	
Total	6,900	6,900



Q3) Write short notes on any 3.

[20]

- Rectification of errors
- Steps in bank reconciliation statement
- Functions of accounting
- Ledger
- Types of cashbook



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

MARKETING

Marketing Management (Paper - I)

Sub. Code : 22923

Day and Date : Monday, 04 - 11 - 2019

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 market segmentation? Describe the basis for market segmentation. [15]

OR

Which are the factors responsible to change the customers buying behaviour.

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

- a) Explain the various steps involved in marketing research with suitable diagram.
- b) What do you mean by Marketing? Explain the Importance of Marketing.
- c) Discuss on the requisites of sound market segmentation.
- d) Clarify the different approaches to the study of marketing.

Q3) Write note on (Any Three)

[3×5=15]

- a) Production Approach
- b) Marketing Research
- c) Needs, Wants & Demand
- d) Core Concepts of Marketing
- e) Importance of consumer satisfaction



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**B.B.A. (Part-I) (Semester-I) (Revised) Examination, November - 2019**  
**BUSINESS ECONOMICS (Micro-I) (Paper-I)**

**Sub. Code: 22924**

**Day and Date : Tuesday, 05 - 11 - 2019**

**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 Micro Economics and what is Macro Economics? [15]**

**OR**

**Q2) What is Elasticity of Demand and what are its types?**

**Q3) Write short answers (any 2): [20]**

- a) What is the Demand function? State the Law of Demand.
- b) What is Production function?
- c) What are the basic economic problems?
- d) Explain the Law of diminishing marginal utility.

**Q4) Write short notes (any three): [15]**

- a) Consumers surplus.
- b) Analysis of Supply.
- c) Opportunity cost
- d) Business Economics.
- e) Short run cost curves.



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

**MANAGEMENT**

**Business Communication (Paper - I)**

**Sub. Code : 22925**

**Day and Date : Wednesday, 06 - 11 - 2019**

**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 a report? Explain structure of report. [15]**

**OR**

**Explain the process of formal written communication.**

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

- a) Explain various physical factors as barriers of communication.
- b) Explain different types of report.
- c) Explain importance of effective communication.
- d) Which are qualities of good writing?

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

- a) Letter of complaint
- b) Internal memo.
- c) Oral communication
- d) Letter of reply
- e) Circulars



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

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

**Sub. Code: 22927**

**Day and Date : Friday, 08 - 11 - 2019**

**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 training : Explain various methods of training the workers? [15]**

**OR**

**What is Human Resource Planning? Describe Human Resource Planning Process. [15]**

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

- a) Explain Objectives and significance of Recruitment and selection.
- b) Elaborate characteristics and qualities of HR Manager.
- c) Discuss various sources of recruitment.
- d) Define HRM and write down the importance of HRM.

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

- a) Job analysis & Job description.
- b) Management Development.
- c) Significance of Training.
- d) Selection procedure.
- e) Factors affecting HRP.



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

**PRINCIPLES OF MANAGEMENT (Paper - II)**

**Sub. Code : 22928**

**Day and Date : Thursday, 31 - 10 - 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 Motivation. Explain Maslow Need Hierarchy theory. [15]**

OR

Define Leadership. Explain leadership styles.

**Q2) Write Short Answers (any two) : [20]**

- a) Explain the techniques of controlling.
- b) Explain Importance of Motivation.
- c) Describe various steps in controlling process.
- d) What are individual factors accounting for resistance to change?

**Q3) Write Short notes (any three) :**

- a) Non Financial Incentives.
- b) Importance of controlling.
- c) Need for change.
- d) Qualities of leader.
- e) Charismatic leadership.



**[15]**



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**B.B.A. (Part - I) (Semester - II) Examination, October - 2019****FINANCIAL ACCOUNTING (Paper - II)**

Sub. Code : 22929

Day and Date : Tuesday, 15 - 10 - 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)** Following is the Trial Balance of M/s. Ajay & Vijay. You are required to prepare Trading, Profit and Loss A/C for the year ended 31<sup>st</sup> March 2009 and the Balance Sheet as on that date after taking into account the necessary adjustments. [15]

Trial Balance  
As on 31<sup>st</sup> March 2009

Particulars	Debit Rs.	Credit Rs.
Capital :		
Ajay		60,000
Vijay		35,000
Purchases & Sales	46,700	85,000
Debtors & Creditors	28,000	25,000
Bills Receivables & Payable	5,000	6,000
Commission	4,600	1,800
Opening Stock	18,000	-
Wages	9,900	-
Investment	13,500	-
Postage & Telegram	3,600	-
Insurance	1,200	-
Plant & Machinery	40,700	-
Furniture	18,000	-
Cash in Hand	2,500	-
Carriage	3,200	-
Bad Debts	400	-
Prepaid rent	7,000	-
Salaries	10,500	-
<b>Total</b>	<b>2,12,800</b>	<b>2,12,800</b>

**P.T.O.**

**Adjustments :**

- a) Closing Stock was valued at Rs. 31,000.
- b) Outstanding wages is Rs. 1,400 and Salaries Rs. 800.
- c) Depreciate Plant & Machinery at 10%.
- d) Prepaid Insurance is Rs. 500.
- e) Provide for further bad debt of Rs. 1,500.
- f) Commission due but not receivable Rs. 1,200.

OR

Explain meaning, concept and nature of MIS in detail.

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

- a) On 1<sup>st</sup> April, 2006, a machinery costing Rs. 40,000. On 1<sup>st</sup> October, 2006, Company purchased another Machinery costing Rs. 10,000. A Machinery purchased on 1<sup>st</sup> October, 2006 (Rs. 40,000) was sold for Rs. 28,000 on 1<sup>st</sup> October 2007 and on the same date, another machinery costing Rs. 20,500 was purchased. Depreciation is charged at 10% p.a. on Fixed Installment method but the company changed depreciation system to 15% p.a. on Written Down basis in April 2007.  
Prepare Machinery A/c for 4 years.
- b) Explain in detail Methods of Depreciation.
- c) Explain the term Bill of Exchange and Bill of Collection.
- d) Discuss Accounting Information System.

**Q3) Write Short Notes. (Any Three) [15]**

- a) Concept and need of Bill of Exchange.
- b) Accommodation of Bill
- c) Merits and Demerits of Straight Line Method.
- d) Need and causes of Depreciation.
- e) Electronic Data Interchange.

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**B.B.A. (Part - I) (Semester - II) Examination, October - 2019**  
**MARKETING MANAGEMENT (Paper - II)**

**Sub. Code : 22930**

**Day and Date : Wednesday, 16 - 10 - 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)** Explain the concept of product. How would you take decision concerned to product mix? **[15]**

OR

Elaborate channel of the distribution and explain the factors affecting on selection of proper distribution channel.

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

- a) Give the details of 4P's.
- b) Discuss on the importance of publicity.
- c) What are the different pricing methods?
- d) What do you mean by personal selling? Explain it with suitable example.

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

- a) Branding
- b) Promotion mix
- c) Product line decision
- d) Advertising
- e) Place





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

**COMPUTER APPLICATION IN BUSINESS (Paper - II)**

**Sub. Code : 22933**

**Day and Date : Saturday, 19 - 10 - 2019**

**Total Marks : 50**

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

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

**Q1)** What do you mean by Internet? What are the requirements of Internet? Explain the role of Internet in Business. **[15]**

OR

Explain the various features of Tally accounting software.

**Q2)** Write the answers of following question in details (any two) **[20]**

- a) Explain different types of Graphs in MS Excel.
- b) What is computer network? Explain LAN and WAN.
- c) How to create company in tally? How to prepare invoice in it?
- d) Explain the features and importance of power point presentation in business.

**Q3)** Write notes on (Any three) : **[15]**

- a) Search tool
- b) Animation effect
- c) Excel Functions
- d) Discussion Group

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

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

**Sub. Code : 22934**

**Day and Date : Wednesday, 23 - 10 - 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 mean by Performance Appraisal? Explain in brief the traditional and modern methods of Performance Appraisal. [15]**

**OR**

**Write in detail Employee Promotion, Demotion and transfer.**

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

- a) Illuminate the various incentive schemes.
- b) Explain the factors influencing benefits and services.
- c) Write in detail, Old-age and retirement Benefits.
- d) Discuss the factors affecting wage and Salary levels.

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

- a) Need/purpose of Performance Appraisal.
- b) Employee Health and Safety benefits.
- c) Employee retrenchment and Lay-off.
- d) Variable compensation.
- e) Exit policy.



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

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

**Sub. Code : 22931**

**Day and Date : Thursday, 17 - 10 - 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) Explain the concept Welfare. What are its determinants? [15]**

OR

Explain the Risk and Uncertainty theory of profit.

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

- a) What is Monopolistic competition? Explain its characteristics.
- b) Explain Keynes's Liquidity preference theory.
- c) Explain the price-output determination under perfect competition in the short run and in the long run.
- d) What is a Monopoly market? Explain the characteristics of a monopoly market.

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

- a) Amartya Sen's view on Welfare.
- b) Modern theory of rent.
- c) Trade union and wages.
- d) Perfect Competition and its characteristics.
- e) Product differentiation

