

B.B.A. – IInd Year

SEM – III & IV

Previous Year

Question Papers

Academic Year

(2022-23)

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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SEM – III

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B.B.A. - II
Sem. - III



QP Code: 1079QP
Total No. of Pages: 1

January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (CBCS) 80329 Fundamental of Entrepreneurship_13.01.2023_10.30 AM To 12.30 PM

Subject Code: 80329

Day and Date: Friday, 13-01-2023
Time: 10:30 am to 12:30 pm

Total Marks: 50

Instructions: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q.1. What do you mean by the term entrepreneurship? Explain in detail John Kunkle's theory on entrepreneurial supply. [15]

OR
Explain its characteristics and role of entrepreneurship in economic development.

Q.2. Write short answers of the following questions. (Any Two) [20]

A. Define the term Woman Entrepreneur? Explain in detail remedial measures to overcome problems of Woman Entrepreneur in India.
B. Discuss in brief the role of Gramin Bank in rural Entrepreneurship Development.
C. Discuss in detail Schumpeter's Theory of Innovation.
D. What are the various factors affecting on entrepreneur growth.

Q.3. Write Short Notes on.(Any Three). [15]

1. Max Weber's Theory of Social Change.
2. Problems of Woman Entrepreneur.
3. Difference between Business Entrepreneur and Social Entrepreneur
4. Need of rural entrepreneurship
5. Mansukhbhai Prajapati's contribution in Entrepreneurship

B.B.A. (Part -II) (Semester -III) Examination (CBCS) March 2023
Fundamentals of Entrepreneurship

Sub Code-80329

Day & Date: - Tuesday 13/06/2023

Total Marks – 50

Time: 10:30 am to 12:30 pm

Instructions:-1) All questions are compulsory.

2) Figures to the right indicate full marks

Q.1 Explain the Concept Entrepreneur and Characteristics of Entrepreneurship.

OR

Q.1 Explain Problems of Woman Entrepreneur.

Q.2 Write Short Answers (Any 2) 20 Marks

1) Write Schumpeter's Theory of Innovation.

2) Role Of Entrepreneurship in economic development.

3) Problems of Rural Entrepreneurship.

4) Explain start up and Eco system with example.

Q.3 Write Short Notes (Any 2) 15 Marks

1) Types of Entrepreneurship.

2) Success story of any woman Entrepreneur.

3) Digital & Technological Entrepreneurship.

4) Difference between Business Entrepreneur & Social Entrepreneur.



QP Code: 1355QP
Total No. of Pages: 1



January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (CBCS) 80331 Service Marketing_16.01.2023_10.30 AM To
12.30 PM

Subject Code: 80331

Day and Date: Monday, 16-01-2023
Time: 10:30 am to 12:30 pm

Total Marks: 50

Instructions: 1) All questions are compulsory

1) All questions are compulsory

Q.1. Define services write in detail silent features of services. [15]

OR

Define services. state in brief how service mix apply 7 P's in hotel services?

Q.2. Write short answer (Any2) [20]

A. What is promotion mix? state tools of sales promotion in marketing mix.

B. Write in detail product mix of Banking sector.

C. Discuss product mix for tourism industry.

D. Define service. Elaborate the difference between goods and services

Q.3. Write Short - Notes (Any 2) [15]

a) Types of hotels.

b) Physical evidence in insurance services

c) Process in transportation services

d) Price, mix in healthcare, services.



Seat No.

BBA Part –II (Semester- III) Examination, March 2023

Subject: Service Marketing
Subject code: 80331 (CBCS)

Day & Date: Thursday 15/06/2023
Time: 10:30 am to 12:30pm

Total Marks: 50

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

Q1) Explain the Concept and Characteristics of service
Or
Explain 7 P's in service marketing
(15)

Q2) Write short answers (Any 2 out of 4)
(20)
1) State the difference between Goods & services
2) Explain the customer service in digital era
3) Explain the application of 7P's in Hotel
4) Describe the growth of service sector in India

Q3) Write short notes (Any 3 out of 5)
(15)
1) Concept service marketing triangle
2) Application of 7P's Transportation services
3) Classification of services
4) Application of 7P's Health care services
5) Product service grid

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January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (BCS)_80333_Statistical Techniques_18.01.2023_10.30 AM
To 12.30 PM

Subject Code: 80333

Day and Date: Wednesday, 18-01-2023
Time: 10:30 am to 12:30 pm

Instructions: 1) All questions are compulsory

- 1) All questions are compulsory
- 2) Figures to the right indicate full marks
- 3) Use of log table and calculator is allowed
- 4) Use of calculator and statistical table is allowed

Q.1.

a) Define "average" and discuss the types of averages with its merits and demerits. [6]

b) What is dispersion? State requirements of a good measures of dispersion. Explain various methods used for measurement of dispersion. [9]

OR

a) What is sampling? Explain types of sampling methods in brief. [6]

b) What is regression coefficient? Elaborate in brief the lines of regression equations. [9]

Q.2.

a) The number of employees, wages per employee and the variance of the wages per employee for two factories are given below:

	Factory A	Factory B
Number of employees	50	100
Average wages per employee per month in Rs	120	85
Variance of the wages per employee per month in Rs	9	16
In which factory is there greater variation in the distribution of wages per employee		

b) Run scored by two batsman A and B in ten Innings are as follows:

	Player A	Player B
10	115	45
5	73	76
7	120	42
36	37	50
84	48	37
29	13	48
19	0	13

Who is better run Getter? Who is more consistent?

c) Calculate Karl Pearson's coefficient of correlation between sales and expenses of the following ten firms:

Firms	1	2	3	4	5	6	7	8	9	10
Sales(000 Units)	50	50	55	60	65	65	65	60	60	50
Expenses(in Rs. 000)	11	13	14	16	16	15	15	14	13	13

d) From the following data, - i) Obtain the two regression equations ii) estimate the likely sales when the purchases equal 95; iii) estimate the likely purchases when the sales equal 115.

Sales(y)	91	97	108	121	67	124	51	73	111	57
Purchases(x)	71	75	67	76	91	39	61	61	80	47

- a) Primary data
- b) Construction of Histogram
- c) Merits of Arithmetic mean
- d) Mean Deviation
- e) Scatter Diagram method



Seat No. _____

B.B.A(CBBS), Part – II (Semester – III) Examination March – 2023
Subject Name : Statistical Techniques (ST- I)
Subject code : 80333

Day and Date : Saturday, 17/6/2023
Time : 10:30am to 12:30pm

Total - 50

Instructions : 1) All questions are compulsory

2) Figures to the right indicate full marks

3) Use of log table, statistical table and calculator is allowed

Q.1

- a) What are the advantages of sampling method over census method. **6**
- b) What are the requirements of good statistical averages? write the merits and demerits of arithmetic mean. **9**

- OR -

- a) Explain scatter diagram in brief. **6**
- b) Define regression and explain lines of regression equations. state the relation between correlation coefficient and regression coefficient. Find correlation coefficient when $b_{xy} = 1.5$, $b_{yx} = 0.5$. **9**

Q.2

Attempt any two

20

- a) Calculate mean, median, mode, quartiles for following data

x	10	20	30	40	50
f	9	13	19	7	6

b)

For a group of 100 observations the mean and variance are found to be 60 and 25 respectively. Calculate correlation coefficient between x and y and interpret the result

x	30	34	35	36	37	38	40	42	43	45
y	25	29	30	31	32	33	35	36	37	42

d)

Following are the runs scored by batsman A and batsman B in two innings. Find that i) who is reliable?

ii) Who is good run gathered?

Batsman A	10	30	16	58	75	42	62	35	70	28
Batsman B	6	15	90	120	85	94	76	100	95	100



- Q.3 Write short note (any three)
- a) Secondary data
 - b) Histogram
 - c) Simple random sampling method
 - d) Scope of statistics
 - e) ogives



QP Code: 1364QP
Total No. of Pages: 1



January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (BCS)_80332 Forms of Business
Organisation_17.01.2023_10.30 AM To 12.30 PM

Subject Code: 80332

Day and Date: Tuesday, 17-01-2023
Time: 10:30 am to 12:30 pm

Total Marks: 50

Instructions: 1

- 1) All questions are compulsory
- 2) Figures to the right indicate full marks
- 3) Use Sketches/Diagrams wherever necessary

Q.1.

Broad Question (Any One)

[15]

- a) Explain Meaning and definition of business and types of business.
- b) What are the features of Sole Proprietorship, Joint Hindu Family and Co-Operative Society?

Q.2.

Write Short Answers (Any Two)

[20]

- a) Explain in detail Advantages and Disadvantages of Mergers and Amalgamation.
- b) What are the essential requirements for successful implementation of Total Quality Management (TQM)?
- c) What are the different Types of Shares?
- d) Explain in detail Producer Company, Non-Banking Financial Company as per Companies Act, 2013.

Q.3.

Short Notes (Any Three)

- a) Event Management
- b) One Person Company
- c) Types of Partnership
- d) Public Deposit

[15]



Seat No.

BBA.Part-II (CBCS)(Semester-III) Examination March-2023
Subject Name: Forms of Business Organisation (FBORG I)
Subject Code- 80332

Day and Date – Friday, 16/06/2023
Time:- 10.30 am to 12.30 pm

Total Marks- 50

Instructions: 1) All Questions are compulsory.

2) Figures to the right indicate mark

Q1 Explain Sole Proprietorship business and give its advantages and disadvantages 15

OR

Q 1 What are Shares? Explain the types of Shares

Q2 Answer in brief. (Any Two)

20

a) What are the advantages of amalgamation?
b) Explain the features of Joint Hindu Family business
c) Explain the concept of Disaster management and give types of disaster.
d) Give the features of Co-operative society.

Q3 Write short notes (Any Three)

15

1) Event Management
2) Total Quality Management
3) Debentures
4) One person company
5) Professional Management







January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (BCS) - 80330 - Cost Accountancy - 14.01.2023 - 10.30 AM To

12.30 PM

Subject Code: 80330

Day and Date: Saturday, 14-01-2023

Time: 10:30 am to 12:30 pm

Total Marks: 50

Instructions:

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

Q.1.

Explain methods of pricing material issues (FIFO, LIFO, Simple Average method and Weighted Average Method)

OR

A manufacturer presents the following details about the various expenses incurred in manufacturing:

Particulars	Rs.	Rs.	
Particulars			
Raw Material consumed	70,000		Carriage Inward
Factory Rent	2,400		Bad Debts
Printing and Stationary	620		Legal Expenses
Carriage Outward	1,540		Indirect material
Power	4,600		Depreciation on furniture
Postage Expenses	465		Repairs to machinery
Salesman's Salary	3,400		Advertisement Expenses
Direct Wages	85,000		General Manager's Salary
Factory Manager's Salary	18,000		Depreciation on machinery
Audit Fees	350		

Q.2. Solve the following. (ANY TWO)

[20]

- a) Explain concept of Costing, Cost Accounting and Cost Accountancy. Write objectives of Cost Accounting.
- b) What is Standard Costing? What are objectives and advantages of Standard Costing?
- c) What are Types of Variances in standard costing
- d) Prepare a Stores Ledger on FIFO Method for the month of July 2018

Date	Particulars	Qty. in units	Rate per unit Rs.		
July 1	Opening Stock	300	9.70		
3	Purchases	250	9.50		
4	Issues	400	-		
15	Purchases	300	10.05		
20	Issues	210	-		
25	Purchases	150	10.30		
29	Issues	100	-		

Q.3. Write short notes. (ANY TWO)

- a) Classification of Cost
- b) ABC Analysis and EOQ Technique
- c) Types and techniques of Cost Audit
- d) Financial Accounting Vs. Cost Accounting.





15000	Direct wages
3000	Direct expenses
150	Oil
10000	Opening stock of raw material
70000	Purchase of raw material
5000	Carriage inward
25000	Closing stock of Raw material
1500	Wages to foremen
750	Storekeepers wages
300	Electric power
3000	Rent - Factory
1500	Office
750	Repairs and renewals Factory plant
1500	Machinery
300	Office premises
225	Carriage Outward

Prepare cost sheet from the following details

OR

Q.1 Write difference between Financial Accounting and Cost Accounting. 15

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

Time: 10:30 am to 12:30 pm

Day & Date: - Wednesday, 14/06/2023

Total Marks - 50

Subject Code: 80330

Subject Name: COST ACCOUNTING (CAC-1)

B.B.A. (Part -II) (Semester -III) Examination (CBCS) March 2023

Seat No.	
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- 1) Classification of costs
- 2) ABC Analysis
- 3) Types of Cost Audit
- 4) EOQ Techniques

Q.3 Write Short Notes (any Two)

Date	Particulars	Quantity	Rate per unit
July 1	Opening stock	200	9.70
3	Purchases	250	9.50
4	Issues	400	-
15	Purchases	300	10.05
20	Issues	210	-
25	Purchases	150	10.30
29	Issues	100	-

15

- A) Explain Objectives of Cost Accounting
- B) What is standard costing also write its Advantages
- C) Explain methods of pricing of material issue (LIFO, FIFO, Simple average method and weighted average method)
- D) Prepare Store Ledger Under FIFO Method

Q.2. Attempt any Two

750	Factory	Lighting
300	Office	
750	Depreciation - office premises	
300	Machinery	
200	Office furniture	
3000	Managers salary	
300	Printing and stationery	
300	Postage and telegram	
1000	Salesman's salary	
2000	Advertising	

20

B.B.A. – IInd Year

SEM – IV

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(2022-23)

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B.B.A. - II
SEM. - IV



QP Code: 1196QP
Total No. of Pages: 1

January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (CBCS)_80337_Entrepreneurship and Project Management_13.01.2023_02.30 PM To 04.30 PM

Subject Code: 80337

Day and Date: Friday, 13-01-2023
Time: 02:30 pm to 04:30 pm

Total Marks: 50

Instructions:

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

Q.1. Discuss in detail meaning and concept of project. Explain the criteria for selecting a project.
OR
What is Project Appraisal? Elaborate different methods of Project Appraisal.

[15]

Q.2. Write Short Answers (Any Two)

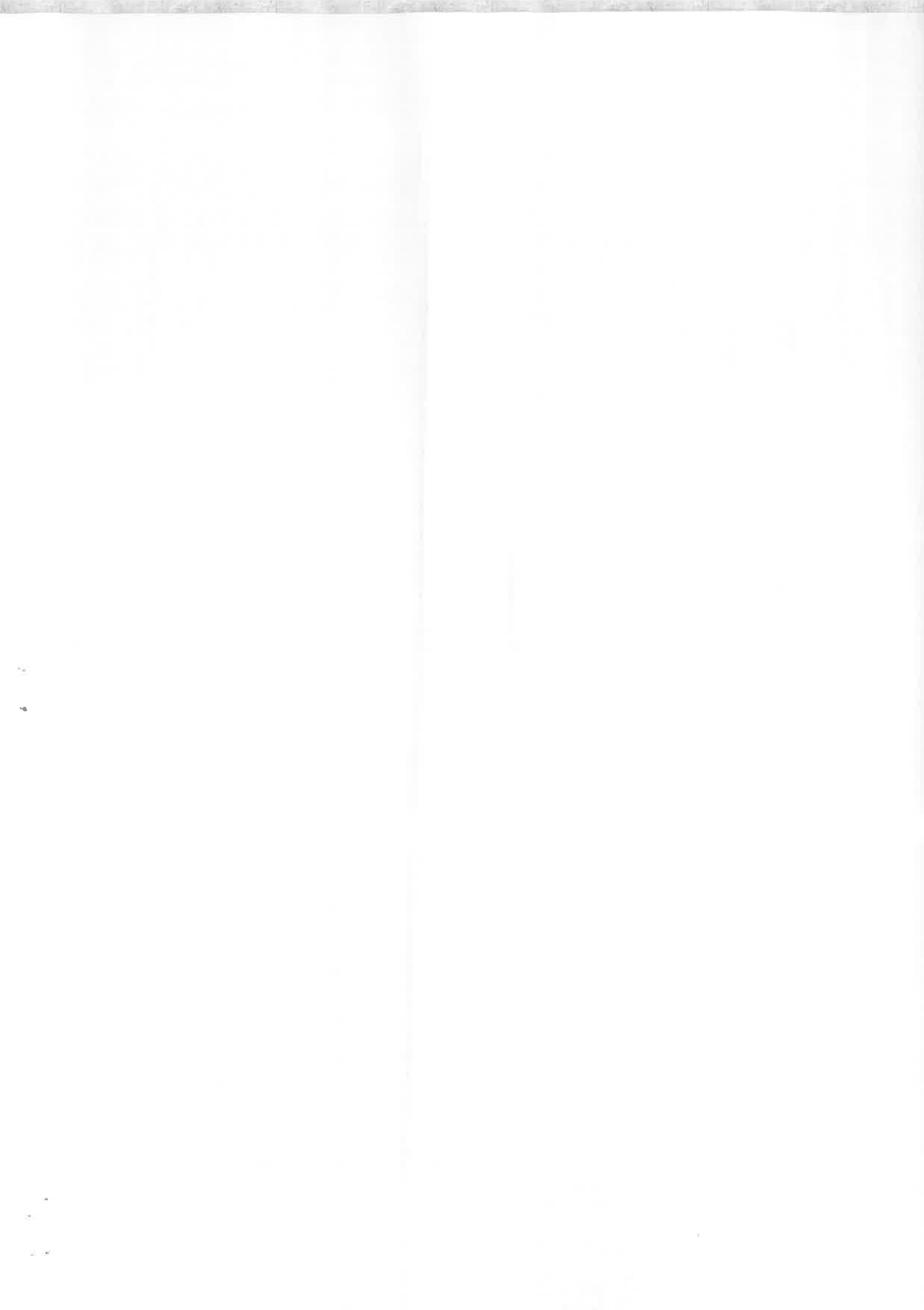
[20]

1. Maharashtra Industrial Development Corporation (MIDC)
2. Micro Units Development and Refinance Agency (MUDRA)
3. Role of District Industries Centre (DIC)
4. Importance of Project identification

Q.3. Write Short Answers (Any Two)

[15]

1. Contents of business plan
2. Maharashtra Centre for Entrepreneurship Development (MCED)
3. City and Industrial Development Corporation of Maharashtra (CIDCO)
4. Sources of business idea



B.B.A. (Part -II) (Semester -IV) Examination (CBCS) March 2023
Entrepreneurship and Project Management

Sub Code- 80337

Day & Date: - Tuesday 13/06/2023

Total Marks – 50

Time: 02:30 pm to 04:30 pm

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

Q.1 Explain the concept Of Project and Sources of Business Idea. 15 Marks

OR

Q.1 Explain Methods of Project Appraisal.

Q.2 Write Short Answers (Any 2)

1) Explain Contents of Business Plan.

2) Importance of Project Identification.

3) Significance of Business Plan.

4) Explain MIDD.

Q.3 Write Short Notes (Any 2)

1) SIDBI

2) Formulation of Business Plan

3) MUDRA

4) DIC



15 Marks

20 Marks

MARCH - 2022 (Summer session) Examination



Seat No.:

Subject Code: 80338

(विद्यार्थीने ही विषय कोड OMR पर लिखना / Student should fill this code on OMR sheet)

Subject Name: Bachelor of Business Administration (CBCS)_80338_80338/82875 - Management Accounting_22.08.2022_01.00 PM

Date: 22-08-2022

QP Code: 10153QP

Total Marks : 50 Each Question 2 Marks, Total 25 Ques, Duration 1 Hr

1. Management accounting can be viewed as _____.
 - a. Marketing-oriented Accounting
 - b. Management-oriented Accounting
 - c. Accounting-oriented Management
 - d. Manager-oriented Accounting
2. Managerial accounting information is generally prepared for _____.
 - a. Managers
 - b. stakeholders
 - c. Government agencies
 - d. competitors
3. _____ shows how the accounting function can be represented so as to fit it within the framework of Management activity.
 - a. Management accounting
 - b. Cost accounting
 - c. Financial accounting
 - d. Tax accounting cancer is Management accounting
4. Analytical reports are based on the _____ comparison of results.
 - a. Horizontal
 - b. Vertical
 - c. Symmetrical
 - d. None of the above
5. Sales budget shows the sales details as.....
 - a. Month wise
 - b. Product wise
 - c. Area wise
 - d. All of the above
6. Which one of the following is financial budget?
 - a. Cash budget
 - b. Working capital budget
 - c. Capital budget
 - d. All of the above
7. Cash budget is part of:
 - a. Functional budget
 - b. Financial budget
 - c. Master budget
 - d. None of the above

8. While preparing cash budget which of the following items would not be included?

- a. Depreciation
- b. Credit sales
- c. Loss on sale of assets
- d. All of the above

9. Which of the following is not true about Capital Budgeting?

- a. Capital Budgeting decisions have an influence on the future stability of an organisation
- b. Capital Budgeting decisions include investments to expand the business
- c. Capital Budgeting decisions are of an irreversible nature
- d. Sunk cost is a part of Capital Budgeting

10. Why is evaluating Capital Budgeting decisions based on cash flows?

- a. Cash is more important for an organisation than profits
- b. Cash flows are much easier to calculate compared to profits
- c. Both a and b are incorrect
- d. Both a and b are correct

11. Interpretation of Financial Statements includes:

- a. Criticisms and Analysis
- b. Drawing Conclusion
- c. Comparison and Trend Study
- d. All the above

12. Comparative Statements are also known as :

- a. Dynamic Analysis
- b. Horizontal Analysis
- c. Vertical Analysis
- d. External Analysis

13. Liquid assets is determined by

- a. Current assets - Prepaid expenses
- b. Current assets + stock + prepaid expenses
- c. Current assets + Prepaid expenses
- d. None of the above

14. Management accounting assists the management

- a. Only in control
- b. Only in direction
- c. Only in planning
- d. In planning, direction and control

15. Determine Debtors turnover ratio if, closing debtors is Rs 40,000, Cash sales is 25% of credit sales and excess of closing debtors over opening debtors is Rs 20,000.

- a. 4 times
- b. 2 times
- c. 6 times
- d. 8 times

16. Funds flow statement is prepared on the basis of _____

- a. Profit and loss account of the current year
- b. The balance sheet of the previous and current year
- c. Both a and b
- d. None of the above



17. Which of the following are sources of funds for an organisation?
- a. Conversion of debentures into shares
 - b. Conversion of loans into shares
 - c. Issue of shares against the purchase of fixed assets
 - d. None of the above

18. sales budget shows the sales details as.....
- a. Financing Activities
 - b. Operating Activities
 - c. Investing Activities
 - d. All of the Above

19. In cash flows, when a company invests in fixed assets and short-term financial investments results in
- a. Increased Equity
 - b. Increased Liabilities
 - c. Decreased Cash
 - d. Increased Cash

20. A company that issues stocks and bonds to raise funds results in

- a. Decrease in Cash
- b. Increase in Cash
- c. Increase in Equity
- d. Increase in Liabilities

21. The purchase value of assets over its serviceable life is categorised as

- a. Appreciated Liabilities
- b. Appreciated Assets
- c. Depreciation
- d. Appreciation

22. Which one of the following is not the role of a cost and management accountant?

- a. Providing information
- b. Measuring performance
- c. Motivating employees
- d. None of the above

23. Which of the following is not true?

- a. Managerial accounting need not conform to GAAP
- b. Financial accounting reports focus on sub-units of the organization
- c. Managerial accounting is not required
- d. Financial accounting is required

24. The use of management accounting is

- a. Optional
- b. Compulsory
- c. Legally obligatory
- d. Compulsory to some and optional to others

25. The management accounting can be stated an extension of (A) Cost Accounting (B) Financial Accounting (C) Responsibility Accounting

- a. Both A and B
- b. Both A and C
- c. Both B and C
- d. A, B, C





Seat No.

B.B.A. (Part -II) (Semester -IV) Examination (CBCS) March 2023
Subject Name: MANAGEMENT ACCOUNTING (MA-2)
Subject Code: 80338

Day & Date: - Wednesday, 14/06/2023
Total Marks – 50

Time: 2:30 pm to 4:30 pm

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

Q.1. X Ltd is considering purchasing a new Machine costing Rs 200,000/- each are

available. The following inflows during the five years. Life of both the machines is 5 years

Year	Machine A	Machine B
1	20000	60000
2	60000	80000
3	80000	100000
4	120000	60000
5	80000	40000

The company is expecting 10% return on its capital at Re 1 @ 10% are as under

1 st year	0.909
2 nd year	0.826
3 rd year	0.751
4 th year	0.683
5 th year	0.620

You are required to appraise two proposals using

1. Pay back method
2. Average rate of return method
3. Net present value method



Write difference between Financial Accounting and Management Accounting

Q.2. Attempt any Two

A) From the following calculate Ratios

Balance Sheet

As on 31st March 2020

Liabilities	Amt	Assets	Amt
Share Capital	500000	Land and Building	500000
General Reserve	400000	Plant and Machinery	200000
Creditors	200000	Debtors	250000
Profit and loss A/C	150000	Stock	150000
		Bank balance	150000
Total Rs	1250000	Total Rs	1250000

Additional Information:

Sales for the year	18,00,000
Less cost of goods sold	11,50,000
Gross profit	6,50,000
Less expenses	3,00,000
Net profit	3,50,000

Calculate:

1) Current Ratio

2) Liquid Ratio

3) Net Profit Ratio

4) Debt to equity Ratio

5) Return on Proprietors Fund Ratio



B) From the following Balance Sheet .Prepare Statement showing changes in working Capital

Balance Sheet

Liabilities	2020	2021	Assets	2020	2021
Share Capital	360000	400000	Fixed Assets	372000	380000
General Reserve	110000	60000	Investments	100000	50000
Profit and loss A/C	20450	33450			
Current Liabilities			Current Assets		
Sundry Creditors	133650	195350	Stock	55600	50000
Provision for taxation	50000	32000	Debtors	118300	90500
Proposed Dividend	28800	15000	Cash and bank balance	49800	167800
			Preliminary expenses	7200	47500
Total Rs	702900	735800	Total Rs	702900	735800

C) Explain Types of Reports in detail

D) Explain Techniques of Financial Statement Analysis.

Q.3 Short notes (any Two)

1) Cash flow Statement

2) Current Ratio

3) Cash Budget

4) Principles of Good Report



QP Code: 1336QP
Total No. of Pages: 1



January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (BCS) 80339_Rural and retail marketing_16.01.2023_02.30

PM To 04.30 PM

Subject Code: 80339

Day and Date: Monday, 16-01-2023

Time: 02:30 pm to 04:30 pm

Total Marks: 50

Instructions:

1) All questions are compulsory

Q.1.

What is rural marketing? Write in detail rural marketing environment.

OR

Define retailing. Discuss retail consumer behavior.

Q.2.

Write short answer (Any 2)

A.What is rural marketing Characteristics of rural marketing?

B.What is targeting? How organization target rural customers

C.What is retail? Discuss classification of retail format

D.Discuss relevance of retail marketing mix in current business scena

Q.3.

Write Short - Notes (Any 2)

a) Challenges of rural marketing.

b) Marketing of Agricultural inputs

c) Importance of retailing

d) E- retailing

[15]

[20]

[15]



Seat No.

BBA Part –II (Semester- IV) Examination, March 2023

Subject Name: Rural & Retail Marketing
Subject code: 80339 (CBCS)

Total Marks: 50

Day & Date: Thursday 15/06/2023
Time: 02:30 pm to 04:30 pm

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

Q1) Explain in details Rural Marketing Mix

Or

Explain the challenges of Rural Marketing

(15)

Q2) Write short answers (Any 2 out of 4)

1) Explain the characteristics of rural marketing

2) Explain the retail Buying Behaviour

3) Describe the classification of Retailing

4) Explain the use of technology in retailing

(20)

Q3) Write short notes (Any 3 out of 5)

1) Concept of Visual Merchandising

2) Components of retail marketing mix

3) Positioning for Rural markets

4) Segmentation for rural markets

5) Agricultural products with suitable examples.

(15)

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QP Code: 1535QP

Total No. of Pages: 2



Subject Name: Bachelor of Business Administration (CBCS) 80341 Statistics for decision

Making 18.01.2023 02.30 PM To 04.30 PM

Subject Code: 80341

Day and Date: Wednesday, 18-01-2023

Time: 02:30 pm to 04:30 pm

Instructions: 1) All questions are compulsory

- 2) Figures to the right indicate full marks
3) Use of log table and calculator is allowed

Q.1.

Q-1 a) What is Time Series? Mention its chief components. Explain the uses of [15]

Time Series.

b) Compute index numbers from the following data using :

[9]

(i) Laspeyre's, (ii) Paasche's, and (iii) Fisher's Ideal Formula.

	Base Year	Current Year
A	8	4
B	7	3
C	6	4
D	5	2
	Quantity	Price
	Quantity	Price
A	8	10
B	7	8
C	6	5
D	5	7

OR

1. What is an Indexed number? Explain the problems faced while constructing index number. Explain methods of constructing index number.

number.

2. Fit a straight line trend to the time series data given below by 'least squares method' and predict the sales for the year 2000 :

[9]

Year(t)	Year(t)	Year(t)	Year(t)	Year(t)
1997	1998	1999	2000	2001
80	85	90	95	100
Sales (in lakh Rs.) (Y)	25	30	38	50

[6]



Q.2.

Q-2 Attempt any Two Questions from the following

1. The following data give the measurements of the axles of bicycle wheels. 12 samples, were taken so that each sample contains the measurements of 4 axes. The measurement which were more than 5 inches are given here. Obtain trial control limits for \bar{X} bar and R charts and comment whether the is under control or not. Note (FOR $N = 4$ $A_2 = 0.73$, $D_4 = 2.28$, $D_3 = 0$)

139	140	142	136	137	146	148	145	146	139	140	137	140
140	142	142	143	142	146	149	146	147	141	139	142	144
144	139	141	142	146	144	146	144	144	138	139	139	138

[For $n = 4$, $D_4 = 2.28$, $D_3 = 0$, $A_2 = 0.73$,

1. From the following data, calculate the trend values using four yearly moving averages

Year :	2014	2015	2016	2017	2018	2019	2020	2021	2022
Values :	506	620	1036	673	588	696	1116	738	663

1. Probability that a man will be alive 25 years is 0.3 and the probability that his wife will be alive 25 years is 0.4. Find the probability that 25 years both will be alive.

2. Below are given the figures of production (in thousand kilograms) of sugar factory :

Years :	2018	2019	2020	2021
Production :	77	88	94	85

1. Fit a straight line trend by taking the year of origin at 2019

2. Find out the trend value for the year 2023.

Q-5 Write Short notes on any THREE

[15]

1. Quantity index numbers b) Types of events c) Control charts for variables

1. Advantages of SQC e) Assignable causes and chance causes

Q.3.

[15]

Seat No.

B.B.A(CBCS), Part – II (Semester – IV) Examination March – 2023
Subject Name : Statistics for decision making (SDM-2)
Subject code : 80341

Total - 50

Day and Date : Saturday, 17/6/2023

Time : 2:30 pm to 4:30pm

Instructions : 1) All questions are compulsory

2) Figures to the right indicate full marks

3) Use of log table, statistical table and calculator is allowed

Q.1

a) Discuss control chart for variable

6

b) Calculate Laspeyre's, Paasche's and Fisher's price index number from the

9

following data.

Commodity	1933	1934
Price	Quantity	Price
Wheat	170	72
	562	632
Rice	192	70
	532	756
Sugar	195	95
	639	926
Ghee	187	92
	128	255
Fuel	185	92
	542	632
Gold	150	180
	217	314

- OR -

a) Define -

6

a) Experiment

b) Outcomes

c) Sample space

d) compound event

e) Sure event

f) null event

b)

Two dice are thrown at a time then write the sample space and find the

9

probability that

1) The event getting the same numbers

2) The sum of the numbers equal to 11

3) First number greater than second

4) Sum of the two numbers are perfect square





15

- Q.3 Write short note (any three)
- a) Advantages of SQC
 - b) Addition and multiplication laws of probability
 - c) Types of index number
 - d) Process control and product control
 - e) Uses of time series

- d) The following figures gives the number of defects found in 1000 items of cotton piece goods inspected every day in a certain month
1,1,3,7,8,1,2,6,1,1,1,10,5,0,19,16,20,1,6,12,4,5,1,8,7,9,2,3,14,6,8
Do these data come from a controlled process?
- c) Explain component of time series.

Commodity	2010		2011	
	Price	Quantity	Price	Quantity
A	20	8	40	6
B	50	10	60	5
C	40	15	50	15
D	20	20	20	25

- b) Construct index numbers of price from the following data by Marshall Edgeworth method.

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Value	21	15	16	29	51	58	36	16	23	28

- a) Calculate 4 yearly centered moving average for given data also plot actual and trend values on a graph paper

20

Q.2 Attempt any two

QP Code: 1359QP
Total No. of Pages: 1



January - February (Winter) Examination - 2023

Subject Name: Bachelor of Business Administration (BCS) 80340 Research Methodology 17.01.2023_02.30 PM

To 04.30 PM

Subject Code: 80340

Day and Date: Tuesday, 17-01-2023
Time: 02:30 pm to 04:30 pm

Total Marks: 50

Instructions: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q.1. What is Research? Elaborate different types of Research
OR
What is data? Describe Data collection Methods [15]

Q.2. Write Short Answers (Any Two)
a. Explain probability sampling methods in detail
b. Elaborate characteristics of good sample design
c. Elaborate significant steps in writing report.
d. Describe different methods of data analysis. [20]

Q.3. Write Short Notes (Any Two):
a. Significance of research
b. Selection of research problem
c. Types of tables
d. Types of report [15]

Sem - IV

BBA

Seat No.

BBA.Part-II (CBCS)(Semester-IV) Examination March-2023
Subject Name: Research Methodology (RM 2)
Subject Code- 80340

Day and Date – Friday, 16/06/2023
Time:- 2.30 pm to 4.30 pm

Total Marks- 50

Instructions: 1) All Questions are compulsory.
2) Figures to the right indicate mark

15 Q 1 . What is the meaning of Research? Give its significance.

OR

Explain different types of Research

20 Q2 Answer in brief. (Any Two)

- What are the characteristics of good research design?
- What is Primary data? Explain the methods of collecting primary data.
- Give the steps of report writing
- What are the steps in research design.

15 Q3 Write short notes (Any Three)

- Secondary Data
- Sampling
- Size of Sample
- Tabulation
- Graphical data presentation



