End Semester Examination, Dec. 2014
BBA (G) IB – Third Semester
ACCOUNTING PRINCIPLES (2.101)

Time: 3 hrs
Max Marks: 60
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any three:
   a) Users of accounting information.
   b) Perpetual and periodic inventory system.
   c) FIFO method of inventory.
   d) Forms of dividend.

   PART-A

Q.2 What do you mean by accounting principles? Explain in detail different concepts and conventions in accounting principles.

Q.3 Attempt of the following:
   a) Journalize the following transactions:
      i) Ashok started business with ` 2,00,00.
      ii) Purchased goods for cash ` 50,000.
      iii) Sold goods for cash ` 10,000.
      iv) Goods worth ` 5,000 given as charity.
      v) Received ` 29,00 from Deepak in full settlement of his account ` 3000.
      vi) Cash withdrawn from the bank for personal use ` 20,000.
   b) What is trial balance? Explain with format different methods of preparing trial balance.

Q.4 What is Nonprofit organization? Explain in detail accounting procedure and difference between Receipt and Payment Account and Income and Expenditure Account.

   PART-B

Q.5 A machinery was purchased by Prem Ltd. for ` 3,50,000 on 1st July 2004. The machinery is depreciated @ 15 % p.a. on straight line method. The machinery was sold on 1st October, 2006 for ` 1,80,000. You are required to prepare Machinery Account, if the books are closed on 31st march every year.

Q.6 Attempt the following:
   a) Explain in detail classification of errors.
   b) What is cash flow statement? Explain operating activities and its format.

Q.7 Attempt the following:
   a) Differentiate between Trading and Profit loss a/c and balance sheet.
   b) Differentiate between fixed assets and current assets.
End Semester Examination, Dec. 2014
BBA (G) IB - First Semester
MANAGEMENT PRINCIPLES (2.102/367.102A)

Time: 3 hrs
Max Marks: 60
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any three:
a) Management skills
b) Functional organizational structure
c) McGregor’s theory ‘x’ and theory ‘y’
d) Joint venture

4x3

PART-A

Q.2 What do you mean by departmentation? Discuss the various bases of departmentation and suggest a scheme of departmentation for a large enterprise with a distribution network all over the country.

12

Q.3 What is meant by group dynamics? Explain the strategies to determine the degree of group cohesiveness in a group.

12

Q.4 Attempt the following:
a) Explain process involved in managing by objectives.
b) Elaborate with suitable example how external environment influences a business.

6x2

PART-B

Q.5 Explain the concept of leadership. Discuss in detail different styles of leadership.

12

Q.6 Discuss the reason of various types of conflicts in an organisation. Suggest measures to resolve inter-group conflicts.

12

Q.7 “The controlling function of management is similar to the function of thermostat in refrigerator”. Elucidate the statement and write the main steps involved in the control process.

12
End Semester Examination, Dec. 2014
BBA (G) IB – First Semester
MARKETING PRINCIPLES (2.103 / 367.103)

Time: 3 hrs
Max Marks: 50
No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Define the term ‘marketing’. Describe the rationale and essential of modern marketing concept. What problems do you anticipate while implementing the marketing concept in a production-oriented firm? 10

PART - A

Q.2 Differentiate between email marketing and telemarketing. Describe the various online pricing techniques used by marketers. 10

Q.3 Discuss the various micro environmental and macro environmental factors affecting a business environment. Why is it important to examine the environment of a foreign market before engaging in international marketing? 10

Q.4 What do you understand by the word segmentation? Can demographics and psychographics be used together to segment markets? Illustrate you answer with a specific example. 10

PART - B

Q.5 Explain the concept of the product life-cycle with reference to its various stages. Highlight its significance in the marketing-mix and in product planning and development. 10

Q.6 Write short notes on any two:
   a) Difference between qualitative research and quantitative research.
   b) Difference between promotion-mix and marketing mix.
   c) Difference between bait pricing and one price policy. 5x2

Q.7 Case Study:

CONSUMER RESEARCH ON HORLICKS

It’s a brand that’s been growing steadily over the years. And increasing the audience that it addresses as well. The new ad campaign of the Rs. 600/- crore Horlicks brands is just hitting national networks and the message is clear, ‘many things to many people’. Although Horlicks features in the top 10 of most consumer survey. This is one of its highest ratings so far. Simons J. Scarf, managing director, Smith Kline Beecham Consumer Healthcare (SBCH), says, “We ware delighted at the rating that Horlicks has got in the survey. We’re obviously aware of the power of Horlicks through our closeness to consumers, but it is always nice to get independent acknowledge of the fact.”
The flagship of SBCH, Horlicks has been showing consistent annual value growth of about 25 percent in the last three years and more is expected which is why SBCH is busy setting up a Rs. 250 crore dedicated Horlicks facility at Sonepat, Haryana. Invented in 1873 by James Horlicks, the brand has been available in India for 70 years. From being a drink taken only during convalescence the brand has repositioned itself since the seventies as a ‘great family nourished’.

Explains Scarf, “We have nurtured the equity of Horlicks carefully over the years and this has resulted in a unique relationship between the brand and millions of consumers across India”.

In fact, the company’s consumer research shows that consumers over time and experience have developed an emotional bonding with the brand. That’s something they find more powerful than a rational bonding. Vibrancy has been maintained despite its mature age by avoiding complacency. Most big brands with huge equities tend to fall to the temptation of sitting tight. And that in turn can result in a brand losing relevance.

But Horlicks has taken a proactive stance. Explains R. Shyam Sundar, head of marketing- nutritional business, “Our learning has been that if there is a big brand with a lot of equity and it does nothing new, someone else usually comes in and segments the market. If instead, the market leader is the one to segment, he can gain the most”. So before anyone else could, the company stake out some new turf. Which is why Horlicks has come out with new products such as junior Horlicks, Mother’s Horlicks and Horlicks Biscuits? The idea here is to extend the core values to new formats and benefits. And that in turn grows the market. Take biscuits, they have meant a different distribution and marketing technique- allowing access to the brand at a low price. And that gives the brand a means to get into smaller outlets – including the corner ‘pan-bidi’ shop where it never could have been before.

Even if products like junior Horlicks cannibalize the mother brand, at least 80 percent of its users are new incremental consumers.

Read the case study given above and answer the following questions:

a) Discuss the role of brand research in marketing.
b) Discuss the objectives of brand research.
INFORMATION TECHNOLOGY CONCEPTS (2.112)

Q.1 Attempt any two questions of the following:
   a) Explain two functions of control unit.
   b) What is the significance of software?
   c) Write the limitations of e-commerce.
   d) What is transaction processing system?
   e) Describe B2C e-commerce.

   \[\text{PART-A}\]

Q.2 a) What is a programming language? Explain different types of programming languages.
   b) Differentiate between application and system software.

Q.3 a) What are different parts of CPU? Write the functions of each component of CPU.
   b) Describe different computer memories available in a system.

Q.4 a) What is network topology? Explain different network topologies.
   b) Describe different network applications.

   \[\text{PART-B}\]

Q.5 a) Explain the system development life cycle.
   b) What are information systems? Describe two information systems.

Q.6 a) What are the different threats to the information system?
   b) Describe an enterprise resource planning system.

Q.7 a) What is e-commerce? What are its different features? Explain.
   b) What is EDI? How EDI is beneficial in e-commerce?
End Semester Examination, Dec. 2014  
BBA (G) IB – First Semester  
BUSINESS ECONOMICS (2.113/367.106A)

Time: 3 hrs  
Max Marks: 60  
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Answer any four from the following:  
a) Draw kinked demand curve and briefly explain it.  
b) Define GDP with examples.  
c) Draw the curve for right shift in demand curve.  
d) Define advertising elasticity with the help of examples.  
e) Define cyclic unemployment with examples.  

PART-A

Q.2 Define perfect competition. Explain its characteristics and various cost curves with the help of graphs.  

Q.3 a) The price of coffee rises from Rs. 35/- per tin of 250 gm to Rs. 42/- per tin. As a result, consumers demand for tea, an immediate substitute, rises from 70 kilos to 10 kilos. Calculate cross elasticity of demand.  
b) If advertising elasticity of demand is 0.30 and price elasticity of demand is (-) 0.88 according to you what will happen to the demand of Hyundai i10 car.  

Q.4 What happens when there is a shift in following curves?  
a) Demand curve shift right and supply curve shifts left.  
b) Demand and supply curve shifts left.  

PART-B

Q.5 Explain the concept of inflationary and recessionary gaps with the help of suitable graphs.  

Q.6 Explain the terms unemployment. State its various kinds and suggest various macro economic variables to reduce unemployment.  

Q.7 a) Explain aggregate demand and aggregate supply.  
b) Write a short note on foreign exchange market.
End Semester Examination, Dec. 2014  
BBA (G) IB – Second Semester  
ENGLISH: STUDY WRITING (2.120/367.203)

Time: 3 hrs  
Max Marks: 30  
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any one:  
a) Paraphasing.  
b) Decision making as a managerial tool.  

PART-A

Q.2 What is plagiarism? Describe the APA format of referencing.  

Q.3 Describe the process of essay writing.  

Q.4 Write an essay on any one:  
a) CSR.  
b) Corruption as a hindrance in growth of a developing country.  

PART-B

Q.5 Elucidate on the contents of a report. Also discuss the importance of proof-reading.  

Q.6 Describe the various methods of reviewing a book.  

Q.7 Explain the various types of decisions that a manager can take.
End Semester Examination, Dec. 2014
BBA (G) IB – Third Semester
ORGANIZATIONAL BEHAVIOUR (2.218 / 367.301)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
   a) Attribution theory
   b) Social learning theory
   c) Importance of personality testing  5x2

PART-A

Q.2 What is your understanding of the team organizational behavior? What are the various contributing disciplines to organizational behavior? Also explain the challenges and opportunities faced by organizational behavior.  10

Q.3 What is personality? What are the determinants of personality? Explain in detail any one of the personality tests.  10

Q.4 What is motivation? Explain any two theories of motivation in detail.  10

PART-B

Q.5 Define groups. Also explain why do people form groups. Explain the five stage process of group development.  10

Q.6 Discuss the importance of effective leadership with respect to your favorite leader in the world. Also discuss the Blake and Mountain’s managerial grid in detail.  10

Q.7 “Organization culture is like the nervous system of an organization”; based on which all the other systems operate”. Justify this statement by giving suitable reasons and examples. Also discuss the various ways in which employees learn culture.  10
Q.1 Write short notes on any two:
   a) Retailing
   b) Strategy framework
   c) E-tailing

   **PART-A**

Q.2 Explain store strategy. Briefly explain the format strategy of Big Bazaar.

Q.3 Answer any two:
   a) Define multichannel retailing and explain the challenges for multichannel retailing.
   b) Explain purchase decision process.
   c) Explain location strategy of McDonald’s.

Q.4 Explain various types of retailers. Where do you classify Pantaloons and why?

   **PART-B**

Q.5 Discuss the importance of pricing in retail marketing mix. Also briefly discuss the various retail pricing approaches available to the retailers.

Q.6 Describe the term: 'Retail merchandising’. Explain the process of merchandising management with the help of suitable examples.

Q.7 Read the case study given below and answer the following questions (any two):
   a) Do you think the solution for PacSun worked out? Elaborate.
   b) Which channel has suited them the most according to you? Explain.
   c) Sketch your solutions for PacSun for achieving their ROI.

   **Case Study**

PacSun is a $1 billion retailer with 700+ national retail stores that sells clothing, shoes and accessories, which embodies the California lifestyle and embraces the “Golden State of Mind”—art, music, creativity and open-mindedness. PacSun targets men and women that are 16-22 years old and are extremely social media and technology savvy.

92% of 16-29 year olds are online, 67% are using mobile technology and 66% are on Facebook. Roughly a quarter of them are on Twitter, and 12% leverage Instagram and Pinterest. Given the many ways that this age group connects, it is critical that retailers, such as PacSun, leverage social media channels to create loyalty, convert loyalty and ultimately turn loyalty into new customer acquisitions.
End Semester Examination, Dec. 2014
BBA (G) IB – Second Semester
INTRODUCTION TO INTERNATIONAL BUSINESS (2.231/367.207)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Attempt any two of the following:
a) Stages of internationalization.
b) Flexible and fixed exchange rate.
c) Role of ethics in international business. 5x2

PART-A

Q.2 What is international trade? Explain classical theories of international trade in detail. 10
Q.3 Define international business. What are reasons for the rapid expansion of international business in the recent years? 10
Q.4 What is culture? Explain different elements of culture and strategies a manager should adopt to accept the innovation the company would like to introduce. 10

PART-B

Q.5 What is GHRM? Explain the process of GHRM in detail. 10
Q.6 What is regional economic integration? Explain NAFTA trading block in detail. 10
Q.7 Attempt the following:
a) Explain components of FDI.
b) Explain various mode of payments in foreign exchange market. 5x2
End Semester Examination, Dec. 2014  
BBA (G) IB – Second Semester  
MACRO ECONOMICS (2.234/367.204)

Time: 3 hrs  
Max Marks: 50
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any two:  
a) Real and nominal GDP.  
b) Purchasing power parity.  
c) Aggregate demand and aggregate supply.  

PART-A

Q.2 Explain circular flow of income in four sector economy with the help of a diagram.  

Q.3 Explain the importance of savings and investments with respect to loanable funds market. Illustrate with the help of a graph.  

Q.4 Comment upon the following statements:  
a) CPI is the best tool which is used as GDP deflator.  
b) Developing countries face deficit budget most of the times.  

PART-B

Q.5 What do you mean by exchange rates? Explain various types of exchange rates with the help of suitable examples.  

Q.6 Describe role of Central Bank. Also explain the importance of Central Bank for formulating monetary policy.  

Q.7 Explain the term ‘unemployment’. What instruments of macroeconomic policy may be utilized to reduce unemployment?
Q.1 Attempt any two:
   a) Straight line and written down value method of depreciation.
   b) Error of omission and error of principle.
   c) Matching concept and conservatism concept.
   d) Perpetual inventory system and periodic inventory system.
   e) Methods of preparing trial balances.

   **PART-A**

Q.2 Laxmi Limited purchased machinery for Rs. 40,000 on 1st July, 2000. Depreciation is provided @10% p.a. on the diminishing balance method. On 1st October, 2002 one-fourth of machinery was found unsuitable and disposed off for Rs.6,000. On the same date a new machinery at a cost of Rs. 15,000 was purchased. Write up the machinery account from 2002 to 2003. The accounts are closed on 31st December each year.

Q.3 What do you mean by trial balance? Discuss the main objects, limitations and methods of preparing a trial balance.

Q.4 Journalise the following transaction in the books of Rajesh Bhadana, Haryana:
   Jan. 1, 2005
   Debit balances: Cash Rs.2000; Furniture Rs. 400; Stock Rs. 2000; Building Rs. 6,000.
   Debtors: Anil Kumar Rs.400; Harish Kumar Rs. 400; Santosh Gupta Rs.600; Usha Gupta Rs.600.
   Creditors: Ramesh Gupta Rs.600; Bholam Ram Rs.1000; Capital Rs.10,800.
   2009
   Jan 1  Goods sold to Rajni Kant = Rs.300
   Jan 1  Goods sold to Pritpal Singh = Rs.200
   Jan 1  Goods sold to Anil Puri = Rs.300
   Jan 5  Cash paid to Bholam Ram =
   Jan 15 Cash received from Santosh Gupta Rs.570 and allowed him discount Rs.30
   Jan 16  Paid for charity= Rs.50
   Jan 16  Paid for stationary= Rs.70
   Jan 16  Paid for postage= Rs.30
   Jan 20  Cash paid to Ramesh Gupta Rs.280 and him allowed us discount Rs.20
   Jan 21  Goods sold to Banmali and allowed him trade discount 10% Rs.50.

   **PART-B**

Q.5 Define not for profit organization. Explain the different kind of donations with examples.

Q.6 What do you understand by accounting ratio? Explain the different kinds of ratios.
The balance sheet of M/s A and M/s B on 1.7.2007 and 31.7.2007 were as follows:

<table>
<thead>
<tr>
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<td>Creditors</td>
<td>1,20,000</td>
<td>1,32,000</td>
<td>Cash</td>
<td>30,000</td>
<td>21,000</td>
</tr>
<tr>
<td>Mrs. A’s loan</td>
<td>75,000</td>
<td>-</td>
<td>Debtors</td>
<td>90,000</td>
<td>1,50,000</td>
</tr>
<tr>
<td>Loan from bank</td>
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<td>1,50,000</td>
<td>Stock</td>
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<td>75,000</td>
</tr>
<tr>
<td>Capital</td>
<td>2,75,000</td>
<td>4,59,000</td>
<td>Machinery</td>
<td>2,40,000</td>
<td>1,65,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Building</td>
<td>1,05,000</td>
<td>1,80,000</td>
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6,90,000 7,41,000 6,90,000 7,41,000

During the year a machine costing Rs.30,000 (accumulated depreciation Rs.9,000) was sold for Rs.15,000. The provision for depreciation against machinery as on 1.1.2007 was Rs.75,000 and on 31.12.2007 Rs.1,20,000. Net profit for the year 2007 amounted to Rs. 1,35,000.

Prepare cash flow statement.
Q.1 Write short notes on any two:
   a) Management by objectives
   b) Job enrichment and enlargement
   c) International management

PART-A

Q.2 Define management. What are the functions of management? 10

Q.3 Discuss the role of competitive analysis in a strategy formulation. 10

Q.4 Discuss the types of departmentalization. 10

PART-B

Q.5 Explain the following:
   a) Trait theory
   b) Situational theory

Q.6 What are the key components of an organizational change? 10

Q.7 What are the managerial approaches to implementing controls? 10
Q.1 Define the term ‘marketing’. Describe the rationale and essential of modern marketing concept. What problems do you anticipate while implementing the marketing concept in a production-oriented firm? 10

PART-A

Q.2 Differentiate between email marketing and telemarketing. Describe the various online pricing techniques used by marketers. 10

Q.3 Discuss the various micro environmental and macro environmental factors affecting a business environment. Why is it important to examine the environment of a foreign market before engaging in international marketing? 10

Q.4 What do you understand by the word segmentation? Can demographics and psychographics be used together to segment markets? Illustrate you answer with a specific example. 10

PART-B

Q.5 Explain the concept of the product life-cycle with reference to its various stages. Highlight its significance in the marketing-mix and in product planning and development. 10

Q.6 Write short notes on any two:
   a) Difference between qualitative research and quantitative research.
   b) Difference between promotion-mix and marketing mix.
   c) Difference between bait pricing and one price policy. 5x2

Q.7 Case Study:

CONSUMER RESEARCH ON HORLICKS

It’s a brand that’s been growing steadily over the years. And increasing the audience that it addresses as well. The new ad campaign of the Rs. 600/- crore Horlicks brands is just hitting national networks and the message is clear, ‘many things to many people’. Although Horlicks features in the top 10 of most consumer survey. This is one of its highest ratings so far. Simons J. Scarf, managing director, Smith Kline Beecham Consumer Healthcare (SBCH), says, “We ware delighted at the rating that Horlicks has got in the survey. We’re obviously aware of the power of Horlicks through our closeness to consumers, but it is always nice to get independent acknowledge of the fact.”
The flagship of SBCH, Horlicks has been showing consistent annual value growth of about 25 percent in the last three years and more is expected which is why SBCH is busy setting up a Rs. 250 crore dedicated Horlicks facility at Sonapath, Haryana. Invented in 1873 by James Horlicks, the brand has been available in India for 70 years. From being a drink taken only during convalescence the brand has repositioned itself since the seventies as a ‘great family nourished’.

Explains Scarf, “We have nurtured the equity of Horlicks carefully over the years and this has resulted in a unique relationship between the brand and millions of consumers across India”.

In fact, the company’s consumer research shows that consumers over time and experience have developed an emotional bonding with the brand. That’s something they find more powerful than a rational bonding. Vibrancy has been maintained despite its mature age by avoiding complacency. Most big brands with huge equities tend to fall to the temptation of sitting tight. And that in turn can result in a brand losing relevance.

But Horlicks has taken a proactive stance. Explains R. Shyam Sundar, head of marketing- nutritional business, “Our learning has been that if there is a big brand with a lot of equity and it does nothing new, someone else usually comes in and segments the market. If instead, the market leader is the one to segment, he can gain the most”. So before anyone else could, the company stake out some new turf. Which is why Horlicks has come out with new products such as junior Horlicks, Mother’s Horlicks and Horlicks Biscuits? The idea here is to extend the core values to new formats and benefits. And that in turn grows the market. Take biscuits, they have meant a different distribution and marketing technique- allowing access to the brand at a low price. And that gives the brand a means to get into smaller outlets – including the corner ‘pan-bidi’ shop where it never could have been before.

Even if products like junior Horlicks cannibalize the mother brand, at least 80 percent of its users are new incremental consumers.

Read the case study given above and answer the following questions:

a) Discuss the role of brand research in marketing.
b) Discuss the objectives of brand research.
Q.1 Attempt any two questions of the following:
   a) Explain two functions of control unit.
   b) What is the significance of software?
   c) Write the limitations of e-commerce.
   d) What is transaction processing system?
   e) Describe B2C e-commerce.

**PART-A**

Q.2 a) What is a programming language? Explain different types of programming languages.
    b) Differentiate between application and system software.

Q.3 a) What are different parts of CPU? Write the functions of each components of CPU.
    b) Describe different computer memories available in a system.

Q.4 a) What is network topology? Explain different network topologies.
    b) Describe different network applications.

**PART-B**

Q.5 a) Explain the system development life cycle.
    b) What are information systems? Describe two information systems.

Q.6 a) What are the different threats to the information system?
    b) Describe an enterprise resource planning system.

Q.7 a) What is e-commerce? What are its different features? Explain.
    b) What is EDI? How EDI is beneficial in e-commerce?
Q.1 Answer any four from the following:
   a) Draw kinked demand curve and briefly explain it.
   b) Define GDP with examples.
   c) Draw the curve for right shift in demand curve.
   d) Define advertising elasticity with the help of examples.
   e) Define cyclic unemployment with examples.

**PART-A**

Q.2 Define perfect competition. Explain its characteristics and various cost curves with the help of graphs.

Q.3 a) The price of coffee rises from Rs. 35/- per tin of 250 gm to Rs. 42/- per tin. As a result, consumers demand for tea, an immediate substitute, rises from 70 kilos to 10 kilos. Calculate cross elasticity of demand.
   b) If advertising elasticity of demand is 0.30 and price elasticity of demand is (-) 0.88 according to you what will happen to the demand of Hyundai i10 car.

Q.4 What happens when there is a shift in following curves?
   a) Demand curve shift right and supply curve shifts left.
   b) Demand and supply curve shifts left.

**PART-B**

Q.5 Explain the concept of inflationary and recessionary gaps with the help of suitable graphs.

Q.6 Explain the terms unemployment. State its various kinds and suggest various macro economic variables to reduce unemployment.

Q.7 a) Explain aggregate demand and aggregate supply.
   b) Write a short note on foreign exchange market.
End Semester Examination, Dec. 2014
BBA (G) IB – Second Semester
ENGLISH: STUDY WRITING (2.120/367.203)

Time: 3 hrs  Max Marks: 30
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any one:
   a) Paraphasing. 6
   b) Decision making as a managerial tool. 6

   PART-A

Q.2 What is plagiarism? Describe the APA format of referencing. 6

Q.3 Describe the process of essay writing. 6

Q.4 Write an essay on any one:
   a) CSR. 6
   b) Corruption as a hindrance in growth of a developing country. 6

   PART-B

Q.5 Elucidate on the contents of a report. Also discuss the importance of proof-reading. 6

Q.6 Describe the various methods of reviewing a book. 6

Q.7 Explain the various types of decisions that a manager can take. 6
End Semester Examination, Dec. 2014
BBA (G) IB – Third Semester
ORGANIZATIONAL BEHAVIOUR (2.218 / 367.301)

Time: 3 hrs  Max Marks: 50
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
   a) Attribution theory  
   b) Social learning theory  
   c) Importance of personality testing  

   PART-A

Q.2 What is your understanding of the team organizational behavior? What are the various contributing disciplines to organizational behavior? Also explain the challenges and opportunities faced by organizational behavior.  

Q.3 What is personality? What are the determinants of personality? Explain in detail any one of the personality tests.  

Q.4 What is motivation? Explain any two theories of motivation in detail.  

   PART-B

Q.5 Define groups. Also explain why do people form groups. Explain the five stage process of group development.  

Q.6 Discuss the importance of effective leadership with respect to your favorite leader in the world. Also discuss the Blake and Mountain’s managerial grid in detail.  

Q.7 “Organization culture is like the nervous system of an organization”; based on which all the other systems operate”. Justify this statement by giving suitable reasons and examples. Also discuss the various ways in which employees learn culture.
Q.1 Write short notes on any two:
   a) Retailing
   b) Strategy framework
   c) E-tailing

PART-A

Q.2 Explain store strategy. Briefly explain the format strategy of Big Bazaar. 10

Q.3 Answer any two:
   a) Define multichannel retailing and explain the challenges for multichannel retailing.
   b) Explain purchase decision process.
   c) Explain location strategy of McDonald’s. 5x2

Q.4 Explain various types of retailers. Where do you classify Pantaloons and why? 10

PART-B

Q.5 Discuss the importance of pricing in retail marketing mix. Also briefly discuss the various retail pricing approaches available to the retailers. 10

Q.6 Describe the term: 'Retail merchandising’. Explain the process of merchandising management with the help of suitable examples. 10

Q.7 Read the case study given below and answer the following questions (any two):

   a) Do you think the solution for PacSun worked out? Elaborate.
   b) Which channel has suited them the most according to you? Explain.
   c) Sketch your solutions for PacSun for achieving their ROI. 5x2

Case Study

PacSun is a $1 billion retailer with 700+ national retail stores that sells clothing, shoes and accessories, which embodies the California lifestyle and embraces the "Golden State of Mind"—art, music, creativity and open-mindedness. PacSun targets men and women that are 16-22 years old and are extremely social media and technology savvy.

92% of 16-29 year olds are online, 67% are using mobile technology and 66% are on Facebook. Roughly a quarter of them are on Twitter, and 12% leverage Instagram and Pinterest. Given the many ways that this age group connects, it is critical that retailers, such as PacSun, leverage social media channels to create loyalty, convert loyalty and ultimately turn loyalty into new customer acquisitions.
End Semester Examination, Dec. 2014  
BBA (G) IB – Second Semester  
INTRODUCTION TO INTERNATIONAL BUSINESS (2.231/367.207)

Time: 3 hrs  
Max Marks: 50  
No. of pages: 1  
Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Attempt any two of the following:
   a) Stages of internationalization.
   b) Flexible and fixed exchange rate.
   c) Role of ethics in international business.  

\[ \text{PART-A} \]

Q.2 What is international trade? Explain classical theories of international trade in detail.  
10

Q.3 Define international business. What are reasons for the rapid expansion of international business in the recent years?  
10

Q.4 What is culture? Explain different elements of culture and strategies a manager should adopt to accept the innovation the company would like to introduce.  
10

\[ \text{PART-B} \]

Q.5 What is GHRM? Explain the process of GHRM in detail.  
10

Q.6 What is regional economic integration? Explain NAFTA trading block in detail.  
10

Q.7 Attempt the following:
   a) Explain components of FDI.
   b) Explain various mode of payments in foreign exchange market.  
\[ 5 \times 2 \]
Q.1 Write short notes on any two:
   a) Real and nominal GDP.
   b) Purchasing power parity.
   c) Aggregate demand and aggregate supply.

   **PART-A**

Q.2 Explain circular flow of income in four sector economy with the help of a diagram.

Q.3 Explain the importance of savings and investments with respect to loanable funds market. Illustrate with the help of a graph.

Q.4 Comment upon the following statements:
   a) CPI is the best tool which is used as GDP deflator.
   b) Developing countries face deficit budget most of the times.

   **PART-B**

Q.5 What do you mean by exchange rates? Explain various types of exchange rates with the help of suitable examples.

Q.6 Describe role of Central Bank. Also explain the importance of Central Bank for formulating monetary policy.

Q.7 Explain the term ‘unemployment’. What instruments of macroeconomic policy may be utilized to reduce unemployment?
End Semester Examination, Dec. 2014  
BBA (G) IB - First Semester  
ACCOUNTING PRINCIPLES (367.101)

Time: 3 hrs 
Max Marks: 50
No. of pages: 2

Note: Attempt Five questions in all: Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Attempt any two:
   a) Straight line and written down value method of depreciation.
   b) Error of omission and error of principle.
   c) Matching concept and conservatism concept.
   d) Perpetual inventory system and periodic inventory system.
   e) Methods of preparing trial balances. 

PART-A

Q.2 Laxmi Limited purchased machinery for Rs. 40,000 on 1st July, 2000. Depreciation is provided @10% p.a. on the diminishing balance method. On 1st October, 2002 one-fourth of machinery was found unsuitable and disposed off for Rs.6,000. On the same date a new machinery at a cost of Rs. 15,000 was purchased. Write up the machinery account from 2002 to 2003. The accounts are closed on 31st December each year.

Q.3 What do you mean by trial balance? Discuss the main objects, limitations and methods of preparing a trial balance.

Q.4 Journalise the following transaction in the books of Rajesh Bhadana, Haryana:
   Jan. 1, 2005
   Debit balances: Cash Rs.2000; Furniture Rs. 400; Stock Rs. 2000; Building Rs. 6,000.
   Debtors: Anil Kumar Rs.400; Harish Kumar Rs. 400; Santosh Gupta Rs.600; Usha Gupta Rs.600.
   Creditors: Ramesh Gupta Rs.600; Bhola Ram Rs.1000; Capital Rs.10,800.
   2009
   Jan 1 Goods sold to Rajni Kant = Rs.300
   Jan 1 Goods sold to Pritpal Singh = Rs.200
   Jan 1 Goods sold to Anil Puri = Rs.300
   Jan 5 Cash paid to Bhola Ram =
   Jan 15 Cash received from Santosh Gupta Rs.570 and allowed him discount Rs.30
   Jan 16 Paid for charity = Rs.50
   Jan 16 Paid for stationary = Rs.70
   Jan 16 Paid for postage = Rs.30
   Jan 20 Cash paid to Ramesh Gupta Rs.280 and him allowed us discount Rs.20
   Jan 21 Goods sold to Banmali and allowed him trade discount 10% Rs.50.

PART-B

Q.5 Define not for profit organization. Explain the different kind of donations with examples.

Q.6 What do you understand by accounting ratio? Explain the different kinds of ratios.
Q.7 The balance sheet of M/s A and M/s B on 1.7.2007 and 31.7.2007 were as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>1,20,000</td>
<td>1,32,000</td>
<td>Cash</td>
<td>30,000</td>
<td>21,000</td>
</tr>
<tr>
<td>Mrs. A’s loan</td>
<td>75,000</td>
<td>-</td>
<td>Debtors</td>
<td>90,000</td>
<td>1,50,000</td>
</tr>
<tr>
<td>Loan from bank</td>
<td>1,20,000</td>
<td>1,50,000</td>
<td>Stock</td>
<td>1,05,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Capital</td>
<td>2,75,000</td>
<td>4,59,000</td>
<td>Machinery</td>
<td>2,40,000</td>
<td>1,65,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Land</td>
<td>1,20,000</td>
<td>1,50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Building</td>
<td>1,05,000</td>
<td>1,80,000</td>
</tr>
<tr>
<td></td>
<td><strong>6,90,000</strong></td>
<td><strong>7,41,000</strong></td>
<td></td>
<td><strong>6,90,000</strong></td>
<td><strong>7,41,000</strong></td>
</tr>
</tbody>
</table>

During the year a machine costing Rs.30,000 (accumulated depreciation Rs.9,000) was sold for Rs.15,000. The provision for depreciation against machinery as on 1.1.2007 was Rs.75,000 and on 31.12.2007 Rs.1,20,000. Net profit for the year 2007 amounted to Rs. 1,35,000.

Prepare cash flow statement.
End Semester Examination, Dec. 2014
BBA (G) IB – First Semester
MANAGEMENT PRINCIPLES (367.102)

Time: 3 hrs  Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
a) Management by objectives
b) Job enrichment and enlargement
c) International management

PART-A

Q.2 Define management. What are the functions of management? 10
Q.3 Discuss the role of competitive analysis in a strategy formulation. 10
Q.4 Discuss the types of departmentalization. 10

PART-B

Q.5 Explain the following:
a) Trait theory
b) Situational theory

Q.6 What are the key components of an organizational change? 10
Q.7 What are the managerial approaches to implementing controls? 10
Q.1 Calculate:
   a) TFC and TVC   b) AFC, AVC and ATC   c) MC from the following data:

<table>
<thead>
<tr>
<th>Output (Units)</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC(rs.)</td>
<td>180</td>
<td>300</td>
<td>400</td>
<td>510</td>
<td>720</td>
<td>1000</td>
</tr>
</tbody>
</table>

Q.2 Explain with the help of a diagram: suppose that good A is a substitute of good B in consumption. How will an increase in the price of good B affect the demand curve for good A?

Q.3 “Equilibrium price may or may not change with shifts in both demand curves”. Comment.

Q.4 Explain the relationship between AC and MC. Can the average cost curve fall when MC curve is rising? Explain it with the help of a diagram.

Q.5 What is the meaning of fiscal policy? How does the fiscal policy affect aggregate demand in an economy?

Q.6 Differentiate between full employment and under employment equilibrium.

Q.7 Distinguish between fixed cost and variable costs. Draw in a diagram the total fixed cost curve, total variable cost curve, and the total cost curve?
Q.1 Write short notes on any two:
   a) What are the different types of ROM?
   b) Differentiate between hardware and software.
   c) What are input devices used for? Give an example of input device.
   d) What is internet?
   e) Define computer network.

PART-A

Q.2 a) What is computer? Explain the block diagram of a computer.
   b) What is cache memory?

Q.3 a) What are translators? Explain compiler, interpreter and assemblers.
   b) Explain different secondary storage devices.

Q.4 a) Describe telecommunication system and its advantages.
   b) Explain the different types of networks available today.

PART-B

Q.5 a) What is an electronic payment system? Describe in detail.
   b) Describe different e-commerce models.

Q.6 What is a threat? What are the different types of threats and how can they harm the system?

Q.7 Differentiate between:
   a) DSS and ESS
   b) TPS and MIS
End Semester Examination, Dec. 2014
BBA (G) IB – Second Semester
BUSINESS MATHEMATICS AND STATISTICS (367.201)

Time: 3 hrs
Max Marks: 50
No. of pages: 2

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Attempt any five:
   a) Define event.
   b) What is set and well defined collection?
   c) Define the types of interest and formulae.
   d) Define angle between two lines.
   e) Explain Chebyshev's theorem.

   PART-A

Q.2 In a pollution study of 1500 Indian rivers, the following data was collected, 520 rivers were polluted by sulphur compounds, 335 were polluted by phosphates and 425 were polluted by crude oils, 100 were polluted by crude oil and sulphur compounds, 180 by sulphur compounds and phosphates 150 by phosphates and crude oil and 28 were polluted by all three. How many rivers were?
   i) Polluted by crude oil.
   ii) Not polluted by sulphur compound.
   iii) Polluted by only two impurities.
   iv) Not polluted at all.

Q.3 a) The cost c of producing x number of unit is \( c = 100 + 0.015x^2 \) and total revenue \( R = 3x \). Find the value of x for work profit is maximum.

b) Differentiate the following:
   i) \( x^3 \log a \)
   ii) \( \frac{x^4 + 1}{x^2 + 1} \)

Q.4 Solve the following with the help of a graph:
   \( x \geq 0 \) and \( x + y \leq 8 \)
   \( y \geq 0 \) and \( 4x + 2y \geq 20 \)

   PART-B

Q.5 Find the mean and the standard deviation of the following data:

<table>
<thead>
<tr>
<th>No. of children</th>
<th>0–2</th>
<th>2–4</th>
<th>4–6</th>
<th>6–8</th>
<th>8–10</th>
<th>10–12</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of families</td>
<td>272</td>
<td>328</td>
<td>205</td>
<td>120</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

Q.6 Define:
   a) Range
   b) Quartile deviation
   c) Mean deviation
   d) Standard deviation
Also find the range and quartile deviation of the sample of observations 9, 13, 23, 11, 15, 17, 25, 18, 24, 20.

10

Q.7  a) The probability that $X$ passed in maths is $\frac{2}{3}$. The probability that he passed in statistics is $\frac{4}{9}$. The probability that he passed in at least one subject is $\frac{4}{5}$. What is probability that he passed in both subjects?

b) A bag contains 50 tickets numbered 1 to 50. Two tickets are drawn simultaneously. Find the probability that:
   i) Both tickets drawn have prime number.
   ii) Non of tickets drawn has prime number.
End Semester Examination, Dec. 2014
BBA (G) IB – Second Semester
BUSINESS LAW (367.202)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any two:
   a) Digital signature
   b) Nominal damages
   c) Fraud
   d) Bailment

   Part-A

Q.2 Explain essential elements of a valid contract. Give an example to support your answer. 10

Q.3 S1, S2 and S3 are sureties to C for a sum of Rs. 4000 lent to P. P makes a default to the extent of Rs. 3000. Discuss the liabilities of sureties in each of the following alternative. 10

Q.4 Explain various modes of creation of an agency. 10

   Part-B

Q.5 What happens in case of dishonour of a negotiable instrument? Explain. 10

Q.6 a) Explain characteristics of Information Technology Act.
   b) How will you control private key? Explain. 5x2

Q.7 State the rules regarding delivery of goods. Give examples to enumerate. 10
End Semester Examination, Dec. 2014
BBA (G) IB – Second Semester
ACCOUNTING PRINCIPLES (367.206)

Time: 3 hrs
Max Marks: 60
No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Attempt any two:
   a) Users of accounting information
   b) Rules of accounting
   c) Accounting process

   PART-A

Q.2 Pass journal entries and post them in the ledger accounts of Anand for the month of January, 2012:
1. Started business with Rs. 5,00,000/- cash.
2. Deposited cash into bank Rs. 4,00,000/-.
3. Paid rent by cheque Rs. 5,000/-.
4. Bought furniture for Rs. 60,000/- amount paid by cheque.
5. Bought goods from S.Khan for Rs. 50,000/-.
6. Bought goods from V.Kumar Rs. 20,000/-; amount paid by cheque.
7. Bought goods for cash Rs. 30,000/-.
8. Cash sales Rs. 10,000/-.
9. Sold goods on credit to Johnson Rs. 20,000/-.
10. Bought stationery for cash Rs. 500/-.
11. Cash received from Johnson on account Rs. 12,000/-.
12. Paid S.Khan Rs. 20,000/- on account.
13. Paid wages Rs. 2,000/-.
14. Deposited Rs. 5,000/- into bank.
15. Cash withdrawn from the bank for personal use Rs. 20,000/-

Q.3 Attempt the following:
a) What are non-profit organizations? Differentiate between receipt and payment account and income and expenditure account.
b) Prepare accounting equation from the following:
   i) Sumit started business with:
      Cash Rs. 20,000/- Goods Rs. 12,000/- Machine Rs. 8,000/-
   ii) He purchased goods Rs. 5,000/-.
   iii) Sold goods (costing Rs. 2,000/-) Rs. 2,500/-.
   iv) Purchased goods on credit Rs. 7,000/-.
   v) Payments made to creditors in full settlement Rs. 6,900/-
   vi) Sold goods on credit (Rs. 5,400/-).
   vii) Payment received from debtors Rs. 5,800/- and discount allowed Rs. 200/-
   viii) Salaries paid Rs. 4,000/-.
   ix) Wages outstanding Rs. 400/-.
   x) Prepaid insurance Rs. 100/-

Q.4 Discuss the assumptions of accounting in detail.
**PART-B**

Q.5 Answers the following:
   a) Methods of rectifying errors.
   b) Perpetual and periodic inventory system.  \[6x2\]

Q.6 Explain the purpose of cash flow statements. Also describe the format in detail.  \[12\]

Q.7 Sanjay Brothers purchased machinery for Rs. 11,000 on April 1, 2004. The estimated life of the machine is 10-years after which its break-up value will be Rs. 1,000/- only. Find out the amount of depreciation and prepare the machinery account for the first three years.  \[12\]
Q.1 Write short notes on any two:
   a) Constrained optimizations
   b) Psychological pricing
   c) Production function
   d) Marginal and opportunity cost

   **PART-A**

Q.2 Explain the law of variable proportion in detail.  

Q.3 Explain consumer’s equilibrium with the help of indifference curve.  

Q.4 Estimate the demand for Hero Honda bike for 2015 with the help of the following information:

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (in Lakhs)</td>
<td>15</td>
<td>18</td>
<td>25</td>
<td>35</td>
<td>45</td>
</tr>
</tbody>
</table>

   Base year is 2006. Use least square method to estimate.  

   **PART-B**

Q.5 Explain economies of scale for production in long run. What is the impact of internal economies of scale on a business?  

Q.6 What do you understand by risk and uncertainty? Deduce the concept of profit maximization with the help of it.  

Q.7 Explain the concept of price discrimination. Write down the conditions when price discrimination is possible.
End Semester Examination, Dec. 2014  
BBA (G) IB – Third Semester  
FINANCIAL MARKETS AND INSTITUTION (367.304)

Time: 3 hrs  
Max Marks: 50  
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any two:  
a) Participants in financial market  
b) Classification of money  
c) International monetary fund  
d) Structural composition of Reserve Bank of New Zealand  

\[5 \times 2\]  

\text{PART-A}

Q.2 Who are financial intermediaries? Explain their role in financial market.  
10

Q.3 What is loanable fund theory? Explain the movement of demand and supply with relevance to interest rate.  
10

Q.4 a) Explain in detail three forms of efficient market.  
5  
b) Explain the role of RBI in banking industry.  
5

\text{PART-B}

Q.5 Explain the concept of foreign exchange market and enlist the various dealings in foreign exchange market.  
10

Q.6 Explain the role of NBFC’s and categorise NBFC’s with suitable examples on the basis of nature of business.  
10

Q.7 Explain the concept of bank management. Elaborate the general principles of bank management and risks involved in it.  
10
Q.1 ‘Intercultural communication follows an interdisciplinary approach’. Explain the given statement with suitable examples.

PART-A

Q.2 Attempt any two:
   a) Differentiate between ethnocentrism and stereotypes.
   b) Differentiate between verbal and non-verbal communication.
   c) What do you understand by the term cultural baggage?

Q.3 Intercultural communication is usually associated with certain myths, with reference to the given statement. Briefly describe any three myths about intercultural communication and give examples for each.

Q.4 “People follow different perceptions even belonging to common cultural and religious backgrounds”. Explain the given statement with reasons.

PART-B

Q.5 What is ‘cultural shock?’ Mention the various stages of cultural shock.

Q.6 Differentiate between the following:
   a) Ethics and Morals
   b) Microculture and Macroculture

Q.7 Highlight the significance of language in intercultural communication, especially in context to international negotiations.
Q.1 Discuss in detail the various functions of production and operation management. 10

PART-A

Q.2 What do you understand by the term "Operations"? Mention some of the qualities of a good operations manager. 10

Q.3 Discuss the various elements of a production system, with the help of a diagram. 10

Q.4 Attempt any two questions:
   a) Differentiate between manufacturing operations and service operations.
   b) Does 'Batch production system' produce more volume than 'Job-shop production'? If so, why?
   c) What is the relevance of 'output variety' and 'production volume' in a production system? 5x2

PART-B

Q.5 Write short notes on of the following:
   a) Differentiate between 'Perpetual Scheduling' and 'Order Scheduling'.
   b) Explain the term 'Resource Management'. 5x2

Q.6 We have five jobs, each of which must go through the machines A, B and C.

<table>
<thead>
<tr>
<th>Job</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machine A</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Machine B</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Machine C</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

Determine the sequence for the jobs that will minimize the total elapsed time. Also find out the idle time of machine A, B and C. 10

Q.7 What do you mean by the term 'Total Quality Management'? Explain the various concepts that make up the philosophy of TQM. 10
End Semester Examination, Dec. 2014
BBA (G) IB - Fourth Semester
HUMAN RESOURCE MANAGEMENT (367.403)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
   a) Strategic human resource management.
   b) Employee selection.
   c) Workforce diversity.
   d) Importance of healthy and safe workplace.

   5x2

PART-A

Q.2 Discuss the meaning and importance of human resource management. Also explain the activities of HRM in detail.

Q.3 What is human resource planning? Explain the process of human resource planning.

Q.4 Explain job analysis. Describe in detail job description and job specification with examples.

PART-B

Q.5 What is recruitment? Discuss the sources of recruitment in detail.

Q.6 Explain performance management system. Also describe its process.

Q.7 What do you understand by training and development? Describe the various methods of training and development.
Q.1 Write short notes on any two:
   a) Risk and return trade off.
   b) Discounting or present value technique.
   c) Classification of cost.

   \[\text{PART-A}\]

Q.2 What is financial management? Explain the relationship between various financial decisions.

Q.3 Attempt the following:
   a) An investor is considering the purchase of a 8% \( \times \) 1,000 bond redeemable after 5-years at par. The investor’s required rate of return is 10%. What should he be willing to pay now to purchase the bond?

   \[
   \begin{array}{|c|c|c|c|c|c|}
   \hline
   \text{Year} & \text{1} & \text{2} & \text{3} & \text{4} & \text{5} \\
   \hline
   \text{PV factor @10\%} & .909 & .826 & .751 & .683 & .621 \\
   \hline
   \end{array}
   \]

   b) Explain different causes of risk.

Q.4 What is cash flow statement? Explain with suitable example cash flow from operating activities.

   \[\text{PART-B}\]

Q.5 What is capital budgeting? Explain traditional methods of capital budgeting in detail with examples.

Q.6 Attempt the following:
   a) Explain various factors determining working capital requirement.
   b) Explain different types of dividend policy.

Q.7 What is capital structure? Explain in detail Net income approach and net operating income approach.
Q.1 Define the following any five:
   a) Bailment
   b) Acceptance
   c) Public key
   d) Guarantee
   e) Agent
   f) Consideration
   g) Wagering agreement
   h) Bill of payment

PART-A

Q.2 What is an offer? When it is said to be complete? State the rules of a valid offer. 10

Q.3 Distinguish between the following:
   a) Express and implied contract
   b) Valid and void contract

Q.4 Define free consent and explain various elements of free consent in brief. 10

PART-B

Q.5 Give reason for the following practical problems any two:
   a) A hired a car from B for going to Calcutta. While on the route the car collided and it was badly damaged is A responsible for loss to B?
   b) Ram agrees to supply 200 bags of rice to John on 5th September at a particular price. John wants to make payment on 10th September. On the due date of performance Ram refuses to deliver rice. Examine nature of John’s obligations in this contract and how it can be released.
   c) A sold some furniture to B . B left the furniture in the shop of A. Meantime the shop sets on fire and the furniture is damaged along with other furniture. Who is to bear the loss of that furniture, and why?

Q.6 Describe the rules regarding delivery of goods with the help of suitable examples. 10

Q.7 a) Explain the importance of digital signature.
    b) How will you control private key? Explain.
Q.1 Explain any two:
   a) Effect of cultural factors on international business.
   b) Contract manufacturing
   c) Junket contracts
   d) Five P's of international business.

PART-A

Q.2 Explain the objective, functions, year of establishment, head of the organization and recent events of any one of the following:
   a) European Union (EU)
   b) World Trade Organization (WTO)
   c) North Atlantic Treaty Organization (NATO)
   d) South Asian Association for Regional Cooperation (SAARC)
   e) Association of South East Asian Nations (ASEAN)

Q.3 What are the various political systems in the world? Explain in detail the types of political risks an organizations faces in the world of international business. Also discuss the risk assessment mechanism.

Q.4 What are the components of cultural environment for organizations in the international business content? What are the various levels of culture? Also explain the factors that affect cultural environment in international business.

PART-B

Q.5 Discuss the market entry strategies available for organizations to enter foreign markets. Support your answer with examples.

Q.6 International HRM is an indispensable part of international business. Express your views on the aforesaid statement. Also explain what are the factors affecting international HRM.

Q.7 Case Study:
Read the case study given below and answer any two of the following questions:
   a) What according to you are the factors that favoured the alliance between P&G and Godrej?
   b) What went wrong with the joint venture? Why did it break up within four years of its formation?
   c) What signals does this joint venture fiasco send to other foreign investors?
Q.1 Write short notes on any two:
   a) Measures of terms of trade.
   b) Different levels of integration in trading bloc.
   c) Differentiate between forward and future contract.
   d) Role of MNCs in the host country.  

   **PART A**

Q.2 Explain the concept of international trade theories. Elaborate the factor proportion theory and mercantilism theory of international trade.  

Q.3 a) Differentiate between tariffs and non tariffs barriers.  
      b) Explain static and dynamic gains from international trade.  

Q.4 What are the different regional economic integrations in Asia? How is it helpful in trade expansion?  

   **PART B**

Q.5 What is the main criticism against multinational corporations? What policy should the Indian Government follow regarding multinational corporations?  

Q.6 “Currency conversion is the important function of the foreign exchange market”. Justify the statement. Explain methods of determination of exchange rate.  

Q.7 Answer the following:
   a) What is ‘Balance of Payment’? Explain current account receipts and payments.  
   b) What is international liquidity.
End Semester Examination, Dec. 2014  
BBA (G) IB - Fifth Semester  
RESEARCH METHODS (367.503)

Time: 3 hrs  
Max Marks: 50  
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
   a) Non-probability sampling
   b) Hypothesis
   c) Exploratory and descriptive research.  
   5x2

PART-A

Q.2 Explain the advantages and disadvantages of primary and secondary data.  
   10

Q.3 a) Explain criteria for a good research.  
   b) What do you mean by sampling?  
   5x2

Q.4 Explain the term ‘research plan’. How would a research plan helps research process?  
   10

PART-B

Q.5 “Interpretation is an out of drawing inferences depending upon the skill of the researcher”. Elucidate the given statement explaining the technique of interpretation.  
   10

Q.6 Explain the importance of data processing and displaying in research process. Elaborate it with suitable examples.  
   10

Q.7 a) Discuss importance of a research report.  
   b) Write down steps to write a research report.  
   5x2
End Semester Examination, Dec. 2014
BBA (G) IB – Sixth Semester
INTERNATIONAL MANAGEMENT (367.602)

Time: 3 hrs  Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Attempt any two:
   a) Dimensions of culture
   b) Differentiate between mergers and acquisitions.
   c) Concept of social responsibility.
   d) Role of Government in business.

   PART-A

Q.2 Do you feel that Indian economy has been benefitted by the process of globalization? Also state the response of Indian business towards globalization.

Q.3 What is environmental scanning? Explain different political risks which restrict the growth of international business.

Q.4 Attempt any two:
   a) Explain various guidelines for successful international negotiation.
   b) Explain the concept of ethical behavior in business with suitable example.

   PART-B

Q.5 What is global human resource management? Explain the process GHRM in detail.

Q.6 Explain any two international structures in detail:
   a) Global product based structure
   b) International structure
   c) Global matrix structure

Q.7 What is leadership? Explain strategies of leadership across cultures.
Q.1 Write short notes on any two:
   a) Importance of internet
   b) Multimedia as career option
   c) Intranet

   **PART A**

Q.2 Describe the TCP/IP protocol suit with the help of diagram.

Q.3 Explain the benefits of intranet with the help of examples.

Q.4 Answer any two:
   a) Explain HTTP
   b) Describe various parameters for selecting ISP.
   c) Explain concept of search engine.

   **PART B**

Q.5 What do you mean by video-conferencing? Give examples to support your answer.

Q.6 Describe multimedia building blocks and explain its role in deriving various projects.

Q.7 Answer the following:
   a) What do you mean by E-mail? Explain its uses.
   b) Explain uses of various electronic communication forms in daily life.
End Semester Examination, Dec. 2014
BBA (G) IB – Sixth Semester
BUSINESS AND SOCIAL ETHICS (367.606)

Time: 3 hrs              Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
a) Whistle blowing.
b) Social responsibility of business towards stakeholders.
c) Bhopal gas tragedy.  5x2

PART-A

Q.2 What are business ethics? What are the sources of ethics? Also discuss the need for ethical behavior.  10

Q.3 What is CSR? Discuss the need and importance of CSR for business by using suitable examples.  10

Q.4 What are organizational ethics? Also explain its types.  10

PART-B

Q.5 How do ethics play an important part in today’s era of competition? Also discuss the measures that can help organizations to succeed.  10

Q.6 What do you understand by corporate governance? Explain the importance of corporate governance with respect to the euro case.  10

Q.7 What are the ethical issues in technology? Give suitable examples.  10
End Semester Examination, Dec. 2014
B. Sc. (Information Technology) - First Semester
FUNDAMENTAL PRINCIPLES OF COMPUTER PROGRAMMING
(369.103)

Time: 3 hrs
Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any three:
   a) Write any five differences between Java and C#.
   b) Types of errors.
   c) Exception handling.
   d) Pseudo code.

   5x3

PART-A

Q.2 What do you mean by system development life cycle (SDLC)? Explain the different stages of SDLC in detail.

   15

Q.3 Answer the following:
   a) What do you mean by a flow chart? Write three benefits of a flow chart.
   b) Explain different data types in detail with suitable diagrams.

   5
   10

Q.4 a) Write a short note on data type conversion.
    b) Write a short note on structure chart.
    c) Write a short note on identifiers.

   5x3

PART-B

Q.5 a) Define while() loop in C#.
    b) Explain switch() case with an example.

   5
   10

Q.6 a) Write a short note on exception handling.
    b) Write a program in C# to implement matrix multiplication.

   5
   10

Q.7 What do you mean by methods in C#. What is the difference between PASS BY VALUE and PASS BY REFERENCE? Explain with the help of a relevant example.

   15
Q.1 a) Write the following sets in roster form:
   i) \( A = \{x \in \mathbb{N} : x^2 = 25\} \)
   ii) \( C = \{x : x^2 - 3x + 2 = 0\} \)

b) Find the Cartesian product of \( A \) and \( B \); Where \( A = \{1,2,3\} \) and \( B = \{a,b\} \).

c) Define square matrix, rectangular matrix and transpose of matrix.

d) Write formula for mean and median for a grouped data.

e) A box contains two white socks and two blue socks. Two socks are drawn at random. Find the probability they are a match (same color).

f) Find pendant vertex (vertex with degree 1) in the following graph.

\[ \begin{array}{c}
  \text{a} \\
  \text{b} \\
  \text{c} \\
\end{array} \]

Q.2 If \( U = \{1,2,3,4,5,6,7,8,9,10,11\} \)
\( A = \{1,2,7,8\} \quad B = \{4,5,7,11\} \)
\( C = \{1,3,6,10\} \quad D = \{3,4,5,10,11\} \)

Find the following:

a) \((A \cap B) \cup D'\)  
b) \((A \cap C) \cup (B' \cap D')\)  
c) \((A - C) \cup (B \cap D)\)

d) \((A - B) \cup (B - D) \cup C'\)  
e) \((C' \cup A') \cap (B \cup C)\)

Q.3 a) Define rank of a matrix and hence find rank of matrix \( A \):
\[
A = \begin{bmatrix}
  1 & 2 & 3 \\
  2 & 3 & 4 \\
  3 & 4 & 5 \\
\end{bmatrix}.
\]

b) Find inverse of the matrix \( A \):
\[
A = \begin{bmatrix}
  1 & 2 & -2 \\
  -1 & 3 & 0 \\
  0 & -2 & 1 \\
\end{bmatrix}.
\]

Q.4 a) Let \( R \) be a relation on a set \( A = \{1,2,3\} \) defined by \( R = \{(1,1), (1,2), (2,3)\} \). Find the reflexive closure and symmetric closure of \( R \).

b) A function \( f \) is defined on the set of integers as follows:
\[
f(x) = \begin{cases} 
1 + x & ; 1 \leq x < 2 \\
2x - 1 & ; 2 \leq x < 4 \\
3x - 10 & ; 4 \leq x < 6 
\end{cases}
\]

i) Find the domain of the function.
ii) Find the range of the function.
iii) Find the value of \( f(4) \).
iv) State whether \( f \) is one-one or not.

**PART-B**

Q.5 Find median, mode and standard deviation for the following data:

<table>
<thead>
<tr>
<th>Purchase (in `)</th>
<th>No. of customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000-1100</td>
<td>11</td>
</tr>
<tr>
<td>1100-1200</td>
<td>18</td>
</tr>
<tr>
<td>1200-1300</td>
<td>29</td>
</tr>
<tr>
<td>1300-1400</td>
<td>23</td>
</tr>
<tr>
<td>1400-1500</td>
<td>9</td>
</tr>
<tr>
<td>1500-1600</td>
<td>7</td>
</tr>
<tr>
<td>1600-1700</td>
<td>2</td>
</tr>
<tr>
<td>1700-1800</td>
<td>1</td>
</tr>
</tbody>
</table>

Q.6 A single card is drawn from an ordinary deck \( S \) of 52 cards. Find the probability that:

a) The card is a king.
b) The card is a face card and a heart.
c) The card is a face card or a heart.

Q.7 a) Write adjacency matrix of the graph:

b) Find the shortest path between a and z.
End Semester Examination, Dec. 2014
B. Sc. (Information Technology) - First Semester
DIGITAL DESIGN AND COMPUTER ARCHITECTURE (369.105)

Time: 3 hrs  Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any three:
   a) Binary code
   b) DMA controller
   c) Memory bus
   d) K-map
   e) ASCII code 5x3

PART-A

Q.2 What is number system? What are the different ways to convert from one number system to another number system? Explain with a suitable example. 15

Q.3 a) What is EBCDIC? How it is helpful in architecture? 5
   b) What is shift register in a digital computer? Explain how it works. 10

Q.4 a) What are Boolean laws and theorems? Explain your answer with appropriate examples. 8
   b) Explain the concept of logic gate. 7

PART-B

Q.5 What is an instruction pipelining? Explain different types of address instructions in detail. 15

Q.6 a) Explain RISC preprocessor in detail. 8
   b) Explain asynchronous data transfer in detail. 7

Q.7 Explain the following:
   a) Addressing modes
   b) Program control
   c) Accessing array 5x3
End Semester Examination, Dec. 2014
B. Sc. (Information Technology) - Second Semester
OPERATING SYSTEM (369.204)

Time: 3 hrs
Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any three:
   a) Deadlock
   b) System call
   c) Precedence graph
   d) Batch processing

PART-A

Q.2 a) Why operating system is called as resource manager?
     b) Explain the architecture of operating system with a diagram.

Q.3 a) What do you mean by process state? Explain different process states with diagrams.
     b) Explain round-robin algorithm with an example.

Q.4 Write short notes on the following:
   a) Multi tasking
   b) Shortest job first
   c) Process control block

PART-B

Q.5 a) What do you mean by virtual memory?
     b) Explain first-in first-out and least recently used page replacement algorithm.

Q.6 a) What do you mean by paging?
     b) What do you mean by on demand paging? Explain on demand paging in detail with the help of a diagram.

Q.7 a) Explain the file management functions for:
      i) File naming structure
      ii) Access mechanisms
     b) Write a short note on hierarchical directory systems.
End Semester Examination, Dec. 2014
B. Sc. (Information Technology) - Fourth Semester
WEB DEVELOPMENT WITH WEB TECHNIQUES (369.401)

Time: 3 hrs                     Max Marks:  75
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any three:
   a) Why HTML is not a programming language?
   b) Types of heading tags in HTML.
   c) Web control.
   d) Ordered and unordered lists.  5x3

PART-A

Q.2 Design one web page to display the result of ten students of B.Sc. Information Technology. The result card should display marks of at least five subjects for each student.  15

Q.3 Design a web page as per the instructions given below:
   a) Home page should have name of two departments named FIP and FAS.
   b) Create hyperlinks on home page, to navigate to the concerned department web page. Display the name of the courses on the web page of each department.  15

Q.4 Design a web page for admission enquiry using HTML.  15

PART-B

Q.5  a) What do you mean by web server?  5
    b) Explain data grid in detail.  10

Q.6 Explain dataset architecture in detail.  15

Q.7  a) Explain connected and disconnected database in detail.  10
    b) Explain advantages of ASP.NET.  5
Q.1 Write short notes on any three:
   a) Motivation
   b) Managing conflict
   c) Managerial grid
   d) Decision making
   e) Organization

   **PART A**

Q.2 What do you understand by management? Explain the different functions of management in detail.  
   **15**

Q.3 a) What is strategic management? Explain your answer with an example.  
   b) Explain management by objectives in detail.  
   **10**

Q.4 a) What are the different types of departmentalization? Explain each in detail.  
   b) Differentiate between formal and informal organization.  
   **8**

   **PART B**

Q.5 What do you understand by leadership? What are the different styles of leadership?  
   **15**

Q.6 a) Control is one of the major functions of management. Explain your answer with a suitable example.  
   b) What is the relationship between change and conflict?  
   **8**

Q.7 Explain the following:
   a) Change and innovation  
   b) Behavioral theory  
   c) Planned change  
   **5x3**
Q.1 Write short notes on any two:
   a) Regression testing  
   b) Recovery testing  
   c) Overview of Six Sigma  

**PART-A**

Q.2 Explain life cycle of defect. Also discuss the various activities performed during various stages of a defect.  

Q.3 Explain boundary value analysis in detail.  

Q.4 Explain the following with examples:
   a) Need of software testing  
   b) Alpha and beta testing  

**PART-B**

Q.5 What do you mean by software quality assurance? Explain the different SQA activities in detail.  

Q.6 a) What is the role of software metric in software development?  
   b) What is software review?  

Q.7 Explain CMM level 1 to 5 in detail.
End Semester Examination, Dec. 2014
B. Sc. (Information Technology) - Fifth Semester
VISUAL STUDIO PROGRAMMING (369.507)

Time: 3 hrs  Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on any two:
   a) GUI
   b) Features of Visual Basic
   c) Control arrays

   **PART-A**

Q.2 What is IDE? Discuss the following components of IDE.
   Toolbar, project explorer, from designer, menu bar, immediate windows.

Q.3 Explain all data types supported by Visual Basic 6.0.

Q.4 Differentiate between any two of the following:
   a) Select case and for next statement.
   b) Event driven programming and procedure oriented programming.
   c) Method and event.

   **PART-B**

Q.5 a) What is user interface and how we can design user interface?
   b) Discusses the following elements of user interface.
      Textbox, Label, Command button, Scroll bar, Picture box

Q.6 Explain data control and data bound control in visual basic for database connectivity.

Q.7 a) What do you understand by a menu? Write a program in visual basic to create a menu and its sub menus.
   b) Write a program in visual basic which shows the implementation of the following controls:
      Drive list box, Directory list box, File list box
Q.1 Write short notes on any two:
   a) GUI
   b) Features of Visual Basic
   c) Control arrays

**PART-A**

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   b) Event driven programming and procedure oriented programming.
   c) Method and event.

**PART-B**

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   b) Write a program in visual basic which shows the implementation of the following controls:
      Drive list box, Directory list box, File list box
Q.1 Write short notes on any two:
   a) Resource manager
   b) Virtual memory
   c) Cache memory
   d) Deadlock

   **PART-A**

   Q.2 What is process? What are the different stages of process? Explain each in detail with the help of suitable diagram.

   Q.3 a) What is the difference between multitasking and multiprogramming?
       b) Explain how an operating system is working as an extended machine.

   Q.4 a) Explain scheduling in operating system. How it works?
       b) What are the different scheduling algorithms in operating system? Explain each algorithm along with its pros and cons.

   **PART-B**

   Q.5 What is semaphore? How can semaphore be used to enforce mutual exclusion? Explain producer-consumer problem.

   Q.6 a) What are the different memory management functions available in operating system?
       b) Explain disk scheduling in operating system.

   Q.7 Explain the following:
   a) Paging
   b) File management
   c) Swapping
End Semester Examination, Dec. 2014  
B. Sc. (Information Technology) - Sixth Semester  
SOFTWARE SKILLS ENHANCEMENT (369.604)

Time: 3 hrs  
Max Marks: 75  
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write short notes on:  
a) Structured design  
b) Case tools  
c) Life cycle of an applet  

PART-A

Q.2 What do you understand by ER-diagram? Draw an ER diagram for library system.  

Q.3 Name the three models of database systems. Explain network model with relative advantages and disadvantages.  

Q.4 Differentiate between any two of the following:  
a) 1st normal form and 3rd normal form  
b) Scope and visibility of a variable  
c) Physical and abstract system  

PART-B

Q.5 a) Define packages. Why are packages preferred over simple programs?  
b) Write a short note on the use of try and catch block in exception handling.  

Q.6 How can we connect the oracle database with VB.Net? Write down the steps to demonstrate the same.  

Q.7 a) What are tokens? Name five types of tokens available in Java with an example each.  
b) Write a program in Java to implement the concept of single inheritance.  

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End Semester Examination, Dec, 2014
BBA (GEN) / BBA (BANKING) – First Semester
BUSINESS ORGANISATION (bba-1001)

Time: 3 hrs  Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the following:
a) Give any two points of difference between business, profession and employment. 2
b) State any two points of difference between partnership and sole proprietorship form of business organization. 2
c) List out the components of feasibility report. 2
d) State any two merits of co-operative society. 2
e) List out the features of Joint Stock Company. 2
f) State any two qualities of a successful entrepreneur. 2
g) State any two objectives of SEBI. 2
h) CII stands for ____________. 1

UNIT-I

Q.2 Define the term ‘Business’. Explain the nature and objectives of business. 15

Q.3 a) Discuss the scope of business. 10
b) “Business is an open system”. Comment on this statement. 5

UNIT-II

Q.4 a) “Sole proprietorship is the simplest and the oldest form of organization”. Do you agree? Give reasons. 9
b) Differentiate between a Private Ltd. and a Public Ltd. Company. 6

Q.5 a) Bring out the benefits and limitations of MNCs. 8
b) Explain the various types of co-operation society. 7

UNIT-III

Q.6 a) Explain the concept of entrepreneurship. Discuss its functions. 7
b) Why is a business plan necessary? Explain its main contents. 8

Q.7 Which factors influence the choice of a suitable form of business organization? Discuss. 15

UNIT-IV

Q.8 Write short notes on:
a) Stock exchange in India 7½
b) FICCI 7½

Q.9 What are the causes of business combinations? Discuss its merits and demerits. 15
Q.1 Answer the following:
   a) Represent diagrammatically business as a system.
      2
   b) Give any two features of business.
      2
   c) State any two functions of an entrepreneur.
      2
   d) State any two demerits of Joint Hindu family business.
      2
   e) State any two merits of sole proprietorship form of business organization.
      2
   f) Name various types of a co-operative society.
      2
   g) Give any two functions of stock exchange.
      2
   h) CII stands for ________.
      1

UNIT-I

Q.2 What is business? Discuss the main objectives of business.

Q.3 Define ‘Business system’ and ‘Business environment’. Discuss the interaction between business system and its environment.

UNIT-II

Q.4 a) Define sole proprietorship and discuss its merits and demerits.
     8
 b) Bring out the benefits and limitations of MNCs.
     7

Q.5 a) What do you understand by MNC? Discuss their benefits and limitations.
     10
 b) Discuss the features of partnership type of business organization.
     5

UNIT-III

Q.6 What factors affect the choice of a suitable form of an organization? Discuss.

Q.7 Explain the various factors which you would consider while selecting a suitable form of a business organization.

UNIT-IV

Q.8 What do you mean by business combinations? What are the objectives and causes of business combinations?

Q.9 a) Discuss the objectives of SEBI.
     8
 b) What is Chamber of Commerce? Explain the objectives and functions of FICCI.
     7
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (Banking) – First Semester
BUSINESS MATHEMATICS (bba-1002)

Time: 3 hrs
Max Marks: 75
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1
a) What do you mean by equal sets?
2
b) Write in set-builder form: \( A = \{5, 10, 15, 20, \ldots\}\)
2
c) Evaluate: \( ^{12}C_7 \)
1
d) Find all possible arrangements that can be made out from the letters of the word ‘ANMOL’.
2
e) If \( A = \begin{bmatrix} 2 & x \\ 3 & 5 \end{bmatrix} \); \( B = \begin{bmatrix} y & 3 \\ 3 & 5 \end{bmatrix} \) and \( A = B \). Find value of \( x \) and \( y \).
2
f) Find the sum of 7 terms of the series: 3, 9, 27, 81, ...........
2
g) Differentiate \( e^{2x^3} \) w.r.t. \( x \).
2
h) What do you mean by upper triangular matrix?
2

UNIT-I

Q.2
a) Let \( A = \{1, 2, 4, 5\} \), \( B = \{2, 3, 5, 6\} \), \( C = \{4, 5, 6, 7\} \) and \( U = \{1, 2, 3, 4, 5, 6, 7\} \). Verify the following identities:
   i) \( A - (B \cup C) = (A - B) \cap (A - C) \)
   ii) \( (A \cap B)^C = A^C \cup B^C \)
6
b) Prove that: \( A - B = A \cap B^C \)
5
c) Define symmetric difference between two sets by giving an example.
4

Q.3
a) If \( A = \{1, 2, 3\} \), \( B = \{3, 4\} \) and \( C = \{4, 5, 6\} \), then verify that:
   i) \( A \times (B - C) = (A \times B) - (A \times C) \)
   ii) \( (A \cup B) \times C = (A \times C) \cup (B \times C) \)
8
b) In a survey it was found that 21 persons liked product \( P_1 \), 26 liked product \( P_2 \) and 29 liked product \( P_3 \). If 14 persons liked \( P_1 \) and \( P_2 \); 12 liked \( P_3 \) and \( P_1 \); 14 liked \( P_2 \) and \( P_3 \) and 8 liked all the three products. The find:

i) How many liked product \( P_3 \) only?

ii) How many liked \( P_2 \) or \( P_1 \) but not \( P_3 \).

UNIT-II

Q.4 a) The sum of three numbers in A.P. is 27 and their product is 648. Find the numbers.

b) Prove that:
\[
\log 2 + 16 \log \frac{16}{15} + 12 \log \frac{25}{24} + 7 \log \frac{81}{80} = 1
\]

c) If \( a^2 + b^2 = 7ab \), show that:
\[2 \log(a-b) = \log 5 + \log a + \log b.\]

Q.5 a) Three numbers are in A.P. and their sum is 15. If 1, 3, 9 be added to them respectively, they form a G.P. Find the numbers.

b) Sum the series: \( 7 + 77 + 777 + \ldots \) to \( n \) terms.

UNIT-III

Q.6 a) For a certain sum of money, the difference between S.I. and C.I. is 42 at 10% per annum for 2 years. Find the principle.

b) How many four-letter words can be formed using the letters of the word 'INEFFECTIVE'?

Q.7 a) Find all possible arrangements that can be made out form the word 'ENTERTAINMENT'. In how many of them:

i) Vowels are not together ii) Start with M and end with R

b) Find the difference between S.I. and C.I. on Rs.12,000/- at 12% per annum for 4 years.

UNIT-IV

Q.8 a) Using matrices solve the following system of equations:
\[
\begin{align*}
3x - y + z &= 5 \\
2x - 2y + 3z &= 7 \\
x + y - z &= -1
\end{align*}
\]
b) If \( A = \begin{bmatrix} 6 & 5 \\ 5 & 6 \end{bmatrix} \), show that \( A^2 - 12A + I = 0 \). Hence find \( A^{-1} \).

Q.9

a) If \( y = (x - \sqrt{1 + x^2}) \); Prove that \( (1 + x^2) \left( \frac{dy}{dx} \right)^2 = y^2 \).

b) If \( y = (x^2 + 1)^2 \cdot \sqrt{2x - 5} \); Find \( \frac{dy}{dx} \).
End Semester Examination, Dec. 2014  
BBA (GEN) / BBA (Banking) – First Semester  
BUSINESS MATHEMATICS (bba-1002)

Time: 3 hrs  
Max Marks: 75  
No. of pages: 2

Note: **Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.**

Q.1  
a) Express the relationship $A \subseteq B$ between two sets $A$ and $B$ by Venn diagram.  
b) If $A$ and $B$ are two sets, then which of the following is called De-Morgan’s law:  
   i) $A \cup B = B \cup A$  
   ii) $A \cup (A \cap B) = A$  
   iii) $(A \cup B)^c = A^c \cap B^c$, $(A \cap B)^c = A^c \cup B^c$  
   iv) $A \setminus B = A \cap B^c$  
c) Show that $\log_a mn = \log_a m + \log_a n$  
d) Find the sum of 16 terms of the series: $5, 9, 13, 17, \ldots$  
e) Evaluate $11^5$  
f) Let $P$ be the principal and $r\%$ the rate of compound interest per year. If the compound interest is reckoned $\lambda$ times per year, then write the formula for the amount at the end of $n$ years.  
g) What is the trace of the matrix?  
$$
\begin{bmatrix}
1 & 3 & 5 \\
2 & -7 & 2 \\
3 & 2 & 15
\end{bmatrix}
$$  
h) Differentiate between a matrix and its determinant.  
i) Show that diagonal elements of an Hermitian matrix are all real.  
j) Differentiate $\left(x - \frac{1}{x}\right)\left(x^2 + \frac{1}{x^2}\right)$  

**UNIT-I**

Q.2  
a) Define Power set of a given set $A$. If $A$ has $n$ elements, prove that its power set contains $2^n$ elements.  
7  
b) State addition principle for finite sets. A software company requires 60 engineers to perform Java programming jobs and 35 engineers to perform C++ programming jobs. Out of this requirement, 15 are expected to perform both types of jobs. How many engineers have to be appointed for the purpose?  
8

Q.3  
a) Define symmetric difference of two sets and show that:  
$$ A \Delta B = (A \setminus B) \cup (B \setminus A) $$  
7  
b) In a survey of 80 people, it was observed that 30 people read Hindustan Times, 25 people read Times of India, 28 read The Tribune, 15 read both Hindustan
Times and The tribune, 18 read both Times of India and The Tribune, 20 read both Hindustan Times and Times of India and 5 read all the three newspapers. Find:
i) The number of people who read at least one of the three news papers
ii) The number of people who read no newspaper at all.

**UNIT-II**

**Q.4**

a) Solve the equation: \(2^{2x+1} \times 3^{2+2x} = 7^{4x}\)

If \(\log 2 = 0.3010, \ \log 3 = 0.4771, \ \log 7 = 0.8451.\)

b) If \(a^2 + b^2 = 7ab\), show that

i) \(2\log (a - b) = \log 5 + \log a + \log b\)

ii) \(\log \frac{1}{3}(a + b) = \frac{1}{2}(\log a + \log b)\)

**Q.5**

a) Find the sum of all natural numbers between 200 and 400, which are divisible by 7.

b) Sum the series:

\[0.3 + 0.33 + 0.333 + \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \text{to n terms.}\]

**UNIT-III**

**Q.6**

a) Prove that:

\[\binom{n+1}{r} = \binom{n}{r} + \binom{n}{r-1}\]

b) A woman hosting a birthday party wants to purchase 16 cans of soft drinks for her invited guests. The shop she visited for the purpose has four different types of soft drinks. Determine:

i) How many different selections of 16 cans of soft drinks can be made?

ii) If coca-cola is one of the soft drinks available and she purchases at least 5 cans of coca-cola, how many different selections can she make?

**Q.7**

a) Find the compound interest on a sum of Rs.50,000 at the rate of 8% per annum for \(1\frac{1}{2}\) years when the interest is reckoned quarterly.

b) Divide Rs.2,522 into three parts such that their amount at 5% per annum compound interest in 4, 5 and 6 years respectively may all be equal.

**UNIT-IV**
Q.8  

a) If \( A = \begin{bmatrix} 3 & -3 & 4 \\ 2 & -3 & 4 \\ 0 & -1 & 1 \end{bmatrix} \), find \( \text{adj } A \) and \( A^{-1} \).

b) Solve the following non-homogeneous system of linear equation by matrix inversion method:
\[
\begin{align*}
x + 2y - 3z &= -4 \\
2x + 3y + 2z &= 2 \\
3x - 3y - 4z &= 11 \\
\end{align*}
\]

Q.9  

a) If \( x\sqrt{1+y} + y\sqrt{1+x} = 0 \), show that \( (1 + x)^2 \frac{dy}{dx} + 1 = 0 \).

b) Find the absolute maximum or minimum of the function \( f(x) = 1 + \sin 2x \).
Q.1 Fill in the blanks:
   a) The two objective of accounting is __________ and __________. 2
   b) Journal is the book of __________ entry. 1
   c) Trial balance is prepared to know the __________ accuracy. 1
   d) As per accounting equation concept, asset is equal to ________ + ________. 2

   Whether the following statement is true or false:
   e) The main objective of NPO is profit making. 1
   f) The main function of financial accounting is to assist management. 1
   g) The posting is done in the journal. 1
   h) Increase in the value of assets is known as depreciation. 1
   i) Sales return is also known as return inward. 1

   Answer in one or two sentences:
   j) Define money measurement concept. 2
   k) Write two functions of accounting. 2

UNIT-I

Q.2 Discuss briefly the basic accounting concepts and conventions with an example. 15

Q.3 a) Define accounting and types of accounting. 8
   b) Explain the various users of accounting information. 7

UNIT-II

Q.4 What is trial balance? Explain its objectives, methods and limitations. 15

Q.5 Journalise the following transactions and post them into ledger:

<table>
<thead>
<tr>
<th>Date</th>
<th>Transaction</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 01, 2010</td>
<td>Started business with an investment</td>
<td>10,000/-</td>
</tr>
<tr>
<td>July 02, 2010</td>
<td>Deposited into bank</td>
<td>5,000/-</td>
</tr>
<tr>
<td>July 03, 2010</td>
<td>Withdrew from bank</td>
<td>1,000/-</td>
</tr>
<tr>
<td>July 04, 2010</td>
<td>Purchase goods from ‘R’</td>
<td>2,000/-</td>
</tr>
<tr>
<td>July 10, 2010</td>
<td>Rent paid by cheque</td>
<td>500/-</td>
</tr>
<tr>
<td>July 20, 2010</td>
<td>Withdrew from bank for personal use</td>
<td>1,000/-</td>
</tr>
<tr>
<td>July 25, 2010</td>
<td>Salary paid</td>
<td>100/-</td>
</tr>
<tr>
<td>July 30, 2010</td>
<td>Sold goods</td>
<td>1,000/-</td>
</tr>
</tbody>
</table>
Q.6 Define bank reconciliation statement. Why is it prepared? Prepare a specimen of bank reconciliation statement with imaginary figures.

Q.7 A firm purchases a truck for a sum of Rs. 1,00,000/- on 1st January 2009. It charges 20% depreciation per annum according to diminishing balance method. The truck was sold on 1st July 2012 for a sum of 40,000/-. You are required to prepare truck and depreciation accounts. The books are closed on 31st December every year.

UNIT-IV

Q.8 Explain the meaning of the following terms and show how will you deal with them while preparing final accounts of a club. Your answer should be supported by proper examples.

a) Subscriptions
b) Life membership fees
 c) Donations.

Q.9 Following are the extracts from the trial balance of a firm:

<table>
<thead>
<tr>
<th>Particular</th>
<th>Dr. Amount (Rs.)</th>
<th>Cr. Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundary debtors</td>
<td>50,000/-</td>
<td></td>
</tr>
<tr>
<td>Bad debts</td>
<td>3,000/-</td>
<td></td>
</tr>
<tr>
<td>Provision for doubtful debts.</td>
<td></td>
<td>5,000/-</td>
</tr>
</tbody>
</table>

Additional information:

i) Additional bad debts Rs. 1,000/- and create a provision for doubtful debts @10% on debtors.
ii) Create a provision for discount on debtors @5% on debtors. Show how the different items will appear in final accounts.
End Semester Examination, Dec. 2014  
BBA (GEN) / BBA (Banking) – First Semester  
FINANCIAL ACCOUNTING (bba-1003)

Time: 3 hrs  
Max Marks: 75

Note: Attempt any FIVE questions in all; taking at least ONE question from each Unit.  
Q.1 is compulsory. All questions carry equal marks.

Q.1  
a) The following balances of ledgers will appear on which side of the trial balance  
i) Capital  
ii) Drawings  
iii) Discount allowed  
iv) Purchase return  
v) Bank overdraft  

b) Fill in the blanks:  
i) __________ is prepared at a point of time.  
ii) In income and expenditure account only __________ nature of transactions are recorded.  
iii) Balance sheet is prepared to know the __________ of the business.  
v) In ________ method of depreciation, the book value of an asset can be zero.  
v) Trial balance is prepared to know the ________ of the ledgers.  

1x5

c) Answer in one or two sentences:  
i) Depreciation  
ii) Journal  
iii) Subscription  
iv) Outstanding expenses  
v) Personal rule  

1x5

UNIT-I

Q.2  
What do you mean by the term accounting concepts and conventions? How these are important? Discuss any three concepts and conventions in brief.  

15

Q.3  
a) Distinguish between cash basis and accrual basis of accounting.  

8

b) Discuss the functions and types of accounting.  

7

UNIT-II

Q.4  
The following balances appeared in the book of V stores on 1st January 2012:  
Assets:  
Cash Rs. 15,000/-, Bank Rs. 5,000/-, Stock Rs. 40,000/-, Debtors Rs. 24,000/-, Furniture Rs. 3600/-.  
Liabilities: Bank loan Rs. 10,000/-, Creditors Rs. 12,500/-.  

Following transactions took place during January 2012:  
Jan 2:  
Bought goods from ‘K’ for Rs. 20,000/- at a trade Discount 10% and cash discount 2%. Paid 60% amount immediately.  
Jan 5:  
Sold goods to ‘X’ for Rs. 9,000/-  
Jan 8:  
Cash deposited into bank Rs. 10,000/-  
Jan 10:  
Cash received from ‘X’ Rs. 8,900/- for full settlement.  
Jan 15:  
Received a cheque from ‘Z’ Rs. 2,000/-  
Jan 20:  
Cheque received from ‘Z’ deposited into bank.  
Jan 25:  
Paid rent by cheque Rs. 1,500/-  
Jan 28:  
Paid life insurance premium Rs. 2,000/-.  
Jan 30:  
Salary due to clerks Rs. 5,000/-.  

Pass necessary journal entries and prepared cash account in the book of ‘V stores’.  

15
Q.5  

a) Rectify the following errors assuming that a suspense account was opened. 
Ascertain the difference in trial balance. 

i) Credit sales to ‘A’ Rs.7,000 were posted to the credit side of his account. 
ii) Credit purchases from ‘B’ Rs.9,000 were posted to the debit of his account as Rs.6,000. 
iii) Goods returned to ‘C’ Rs.4,000 were posted to the credit of her account. 
iv) Goods returned from ‘D’ Rs. 1,000 were posted to the debit of her account as Rs.2,000. 
v) Cash sales Rs.2,000 were posted to the debit of sales account as Rs.5,000. 

2x5 

b) Explain the errors not disclosed by trial balance. 

UNIT-III 

Q.6  

On 1st October, 2001, the Delhi Transport Company purchased a truck for Rs. 4,00,000/- . On 1st April, 2003, this truck had an accident and was completely destroyed and Rs. 3,00,000 were received from the insurance company in full settlement. On the same date another truck was purchased by the company for Rs. 5,00,000/- . The company writes off 20% depreciation p.a. on W.D.V. method. 

Give the truck account and depreciation account from 2001 to 2003, when books are closed on 31st December every year. 

15 

Q.7  

a) Prepare a bank reconciliation statement from the following statement: 

Rs.  

i) Favorable balance of cash book 25,000/-  
ii) Cheque deposited into bank but not yet cleared 2,000/-  
iii) Bank charges 200/-  
iv) Cheque issued but not deposited into bank 1,000/-  
v) Interest credited by bank 100/-  
vi) Cheque dishonored 500/-  

10 

b) Write the objective of bank reconciliation statement. 

UNIT-IV 

Q.8  

Differentiate between Receipt and Payment Account and Income and Expenditure Account. Why and how Income and Expenditure Account are prepared? 

15 

Q.9  

From the following balances for the year ending 31st December, 2004. Prepare final account of M/s Quality Traders: 

(Rs.) | (Rs.)  
---|---  
Capital | 80,000 | Wages | 1,800  
Purchases | 82,000 | Rent | 5,100  
Sales | 1,10,000 | Commission (Cr.) | 1,500  
Purchase Returns | 1,000 | Insurance | 600  
Buildings | 45,000 | Salaries | 12,500  
Opening Stock | 15,000 | Bad debts | 200  
Debtors | 20,100 | Provision for bad debts | 500  
Creditors | 28,000 | Cash in hand | 5,000  
Furniture | 7,000 | Bank balance | 25,000  
Carriage inward | 200 | Sale tax paid | 5,000  

Bills payable | 3,500  


Additional Information:
i) closing stock Rs. 20,000/-
ii) Depreciation on Buildings @5% and on furniture @10%
iii) Outstanding salaries Rs. 1,000/-
iv) Further Bad debts Rs. 1,000
v) Make provision for bad debts @3% and provision for discount on debtors @ 2%
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (Banking) – First Semester
COMPUTER FUNDAMENTALS (bba-1004)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) Terabyte(TB)=_______GB =_______KB.

b) What is the unit of memory representation in a computer?
c) Plotters are of two kinds _______ plotter and _______ plotter.
d) An application where MICR is commonly used is ________.
e) ________is also called the working memory of CPU.
f) The ________memory is placed between RAM and the CPU.
g) _______ and _______ are examples of video input devices.
h) The sharpness and clarity of print of the printer is determined by the _______ of printer.
i) The octal number system is in base ________.
j) The largest digit in decimal number system is ________.

1x10

UNIT-I

Q.2 a) Describe the characteristics of the computer.

b) Define an analog and a digital computer.

5

UNIT-II

Q.3 Write short notes on:

a) Personal digital assistant (PDA).

b) Notebook computer.

5x2

UNIT-III

Q.4 Covert the following:

(34)8=(?)2
(71D)16=(?)8
(110001)2=(?)16
(24)8=(?)2
(150.64)10=(?)2

10

UNIT-IV

Q.5 a) What number of bits is used to represent the following codes?

i) EBCDIC

ii) ASCII-7

iii) ASCII-8

5

b) How many character can be represented in the following codes?

i) EBCDIC

ii) ASCII-7

iii) ASCII-8

5

Q.6 What do you understand by resolution and refresh rate of the screen? Name and describe three factors on which the clarity of image on the computer screen depends.

10

UNIT-IV

Q.7 a) How does magnetic ink character reader recognize the magnetic characters?

b) Describe virtual memory.

5
Q.8 Explain the use of computers in the area of advertising. How digital advertising can change the business productivity? 10

Q.9 Discuss the major features and functions of computers which are used in offices for routine jobs. 10
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (Banking) – First Semester
BUSINESS COMMUNICATION (bba-1005)

Time: 3 hrs
Max Marks: 75
No. of pages: 1

Note: Attempt any FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) Fill in the blanks:
   i) Listening means hearing with __________.
   ii) The rise and fall of voice is called __________.
   iii) Space language is also known as __________.
   iv) Another name for body language is __________.
   v) When students are not listening at all, it is called ________ listening?
   vi) Communication between people at the same level is called __________ communication.
   vii) A ________ is an account of a person’s personal details and qualifications.
   viii) A ________ goes to people but people come to a __________.
   ix) Points to be discussed in a meeting are written in an __________.
   x) An example of intra-office communication is __________.

b) State whether the following are True or False:
   i) A circular is always acknowledged.
   ii) Active listening is when audience is not paying attention to the speaker.
   iii) Scanning is the fastest type of reading.
   iv) Oral communication is proof for future reference.
   v) Silence is a form of voice modulation.

UNIT-I

Q.2 "Business communication is not the same as personal communication”. Highlight the process and different types of communications which are relevant in today’s organizations.

Q.3 Feedback is the most important part of the communication process. Discuss the barriers which make communication and feedback incomplete.

UNIT-II

Q.4 "Body language is an important component of communication skill”. Discuss each form of body language and its importance in making a speaker interesting and effective.

Q.5 “listening is an important skill needed in corporates today”. What are the barriers to listening and how can an individual improve this skill?

UNIT-III

Q.6 Write a claim letter to Flipcart.com from whom you had ordered some clothes, which reached you in a torn condition and even the size, and color was not right. Specify what you want from them.

Q.7 As the HR manager of XYZ company call an urgent meeting of your employees to discuss the recruitment policy and other issues pertaining to the interview process. Send a circular along with an agenda for the meeting.

UNIT-IV
Q.8  Write a report about a fire which took place in the godown of your company. Explain in detail the purpose, data collection, findings and conclusions of the report. It should be submitted to the CEO of your company. 15

Q.9  Design a brochure for your college festival, giving all details like-date, venue, events and give an attractive name to the festival. 15
End Semester Examination, Dec. 2014  
BBA (GEN) / BBA (BANKING) – First Semester  
MICRO ECONOMICS FOR BUSINESS DECISIONS (bba-1006)

Time: 3 hrs  
Max Marks: 75  
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks:
   a) Economics is a ________ or an ________ both.
   b) Wants satisfying capacity of goods is called ________.
   c) Marginal utility is ________ divided by ________.
   d) IC is ________ to the point of origin.
   State whether the following statements are True or False:
   e) Slope of budget line is \( \frac{y}{x} \).
   f) Utility is the power of goods to satisfy producer’s demand.
   g) Human wants are limited.
   h) AR is known as price of a good.
   i) Ed=1 is called unitary elastic demand.

Answer in one or two sentences:
   j) Define supply.
   k) What is micro economics?

UNIT-I

Q.2 Define economics. Discuss briefly the subject matter and nature of economics.  

Q.3 Explain the concept of price elasticity of demand and its degree. What is its importance?

UNIT-II

Q.4 Define consumer equilibrium with the help of law of equi marginal utility curve.

Q.5 Write short notes on:
   a) Properties of indifference curve.
   b) Competition equilibrium.

UNIT-III

Q.6 Distinguish between the following:
   a) Internal and external economics.
   b) Short run cost and long run cost.

Q.7 Explain law of variable proportions. How is it important for business?

UNIT-IV

Q.8 Differentiate between perfect competition and monopoly competition. How does a firm determine prices under monopoly?

Q.9 Explain the term price discrimination. How is price determine under it? When is price discrimination profitable?
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (BANKING) – First Semester
MICROECONOMICS FOR BUSINESS DECISIONS (bba-1006)

Time: 3 hrs                           Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the following questions in one or two sentence:
   a) Define producer’s equilibrium.
   b) What is demand?
   c) Explain law of supply.
   d) Show the diagram of perfectly elastic demand.
   e) Define Giffen Goods.

   Fill in the blanks:
   f) ________ is the father of modern economics.
   g) In micro economics, we study ________ units.
   h) In ________ goods, demand curve sloping upward.
   i) $E_d=0$ is a situation of ________ demand.
   j) ________ is the power of goods to satisfy human wants.

   UNIT-I

Q.2 Define price elasticity of demand for a commodity. Explain any five factors determining price elasticity of demand.

Q.3 a) Discuss briefly the subject matter of economics.
   b) Explain the importance of price elasticity of demand.

   UNIT-II

Q.4 Explain the equilibrium condition of a firm that aims at output maximisation. What are the main characteristics of ISO-grants curve?

Q.5 Explain the meaning of consumer’s equilibrium. Give assumptions and conditions of consumer’s equilibrium with the help of utility analysis.

   UNIT-III

Q.6 Explain the law of variable proportions. How is it important for business decisions?

Q.7 a) Distinguish between returns to a factor and returns to a scale.
   b) Explain internal economics of scale.

   UNIT-IV

Q.8 Write short notes on:
   a) Marginal productivity theory of distribution.
   b) Price determination under discriminating monopoly.

Q.9 Define various types of markets. How monopoly market is different from monopolistic and perfect competitive market?
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (BANKING) – Second Semester
PRINCIPLES OF MANAGEMENT (bba-2001)

Time: 3 hrs  Max Marks: 75
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 State True/False:
   a) Motivation can be only monetary.
   b) Human needs may be classified into two categories.
   c) Rules are the examples of a single use plan.
   d) The actual work in an organisation gets completed at higher level of the firm.
   e) Decentralisation and delegation are closely interlinked.

Fill in the blanks:
   f) Organisational climate is based on the _________ of members.
   g) The medium is ________ or path through which the message is transmitted.
   h) Fayol developed the ____________.
   i) Control is a ____________ and important function of management.
   j) __________ refers to the managerial function of employing and developing HR.
   k) The top-level management decides about the __________ for the organization as a whole.
   l) Planning is also a __________ process.
   m) The management system is an ______________.
   n) __________ is the example of a standing plan.
   o) Objectives may be general or ____________.

UNIT-I

Q.2 What do you understand by the term ‘Management’? How does it differ from administration? 15

Q.3 Write short notes on the following:
   a) Characteristics of a good manager. 7
   b) Contingency approach to management. 8

UNIT-II

Q.4 Distinguish between the following:
   a) Policy and procedure. 7
   b) Strategic planning and tactical planning. 8

Q.5 What do you mean by group decision-making? Discuss the various techniques of group decision-making. 15

UNIT-III

Q.6 Explain the need of departmentation. How will you choose the basis of departmentation in a given situation? 15

Q.7 Write short notes on:
   a) Autocratic and Democratic leader. 8
b) Qualities of a good leader.

**UNIT-IV**

Q.8 Discuss the relationship between planning and central as management functions. Also describe the significance of control in modern business.  **15**

Q.9 Write short notes on:
   a) Social audit.  **7**
   b) Break-Even analysis.  **8**
Fill in the blanks:
a) The main objective of monetary policy is ____________ and ____________.
b) A tax is a ____________ payment made by a person or a firm to a ________.
c) ______________ is the ratio of an increase of income to given increase in investment.  

Answer in brief:
d) Write any two differences in direct and indirect taxes.
e) Define real flow of national income.
f) Explain the term ‘AD’ (Aggregate demand).
g) Define the term ‘Inflation’.
h) What is consumption function? 2x5

UNIT-I

Q.2 a) Explain the main stages of a trade cycle. 7
b) Explain the income method of estimation of national income. 8

Q.3 Distinguish between micro-economics and macro economics. Discuss the importance and scope of macro analysis of an economy. 15

UNIT-II

Q.4 a) Explain and illustrate the concept of multiplies. 8
b) Differentiate between relative and permanent income hypothesis. 7

Q.5 State and explain Keynes psychological law of consumption along with its importance. 15

UNIT-III

Q.6 Distinguish between direct and indirect taxes. Give their merits and demerits. 15

Q.7 Discuss the factors which determine the incidence of taxation. How is the incidence of a tax determined? 15

UNIT-IV

Q.8 Explain the instruments of monetary policy used by the Central Bank. 15

Q.9 Write notes on:
a) Causes of inflation. 7½
b) Objective of monetary policy. 7½
End Semester Examination, Dec. 2014  
BBA (GEN) / BBA (BANKING) – Second Semester  
COMPANY ACCOUNTS (bba-2003)

Time: 3 hrs
Max Marks: 75
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1  
a) Fill in the blanks:
   i) Discount on the issue of shares is in the nature of ________ loss.
   ii) The liability of every shareholder of a company is ______________.
   iii) Goodwill is an ______________ assets.
   iv) A person appointed to conduct the winding up proceeding is called ________.
   v) Application form will not bear the seal of any underwriter are known as __________ application.

b) Answer the following in brief:
   i) Define marked application.
   ii) Enlist various types of debentures.
   iii) Define the method of alteration of share capital.
   iv) Write the provision regarding underwriter.
   v) What is redemption of preference share?

UNIT-I

Q.2  
A Ltd. makes an issue of 10,000 equity shares of ` 100/- each, payable as follows:
   On application and allotment ` 50/-
   On first call ` 25/-
   On second call ` 25/-
A member holding 400 shares did not pay the second call and the shares are duly forfeited. Out of these 300 shares are reissued as fully paid at ` 80/- per share. Pass journal entries and prepare the balance sheet in the books of the company.

Q.3  
a) Explain the conditions under which redeemable preference shares can be redeemed.

b) Write a short note on buy back of shares.

UNIT-II

Q.4  
Explain the terms: ‘underwriting’, ‘sub underwriting’, ‘partial’ and ‘firm’ underwriting. What is the maximum underwriting commission that can be paid in respect of underwriting of shares and debentures?

Q.5  
The following balances appeared in the book of Gupta Ltd. as on 1st April, 2006;
   13% Debentures ` 3,00,000/-
   Debentures redemption fund ` 2,40,000/-
   Debenture redemption fund investment ` 2,40,000/-
   (Represented by ` 2,56,000/-, 9% Govt. Securities)
The annual installment added to the fund is ` 52,000/-. On 31st March, 2007 the bank balance before the receipt of interest on investment was ` 75,000/-. On that date all
the investment were sold at 92% and debentures were redeemed. Show necessary ledger accounts for the year ending 31st March, 2007.  

**UNIT-III**

Q.6 Prepare in a summarized form the balance sheet of a company with an imaginary figures as per Companies Act, 1956.  

Q.7 Hindustan Ltd. went into voluntary liquidation on 31st December, 2008. Following information is available with the liquidator:

- Creditors [of which `8,000/- are preferential] `75,660/-
- 6% Debentures [interest paid upto 30 June 2008] `80,000/-
- Bank overdraft [secured on investment] `30,000/-

The assets realized as follows:

- Plant `90,000/-
- Stock `54,600/-
- Investment `20,000/-
- Cash in hand stood at `500/-

Debentures were paid off on 30th April, 2009. Liquidator’s expenses `3,702/- and entitled to a remuneration of 3% on the amount realized on assets and 2% on the amount distributed to unsecured creditor. Prepare a Liquidator Account.

**UNIT-IV**

Q.8 Explain the need for valuation of shares. Why is valuation of shares important? Discuss the various methods of valuation of shares.  

Q.9 The average net assets of X Ltd. to be acquired by Y Ltd. are agreed at a valuation of `6,00,000/-. The profit duly adjusted for the purpose of arriving at the valuation of goodwill is `1,50,000/-. The remuneration to be paid to the Directors is `40,000/- and the rate of interest to cover the risk is 10%. Calculate the value of the goodwill by the:

a) Three year’s purchase of super profit.

b) Capitalization method.
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (BANKING) – Second Semester
INTRODUCTION TO MS OFFICE AND MULTIMEDIA (bba-2004)

Time: 3 hrs
Max Marks: 50
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) Which of the following is not true regarding conditional formatting?
   i) You can add more conditions to check.
   ii) You can set condition to look for bold and apply italics on them.
   iii) You can apply font, border and pattern formats that meet the specified condition.
   iv) You can delete any condition from conditional formatting dialog box if it is not required.

b) Which of the following is graphics solution for word processor?
   i) Clipart
   ii) Word Art
   iii) Drop Cap
   iv) All of above

c) Portrait and landscape are:
   i) Page orientation
   ii) Paper size
   iii) Page layout
   iv) All of above

d) Which of the following is not an advantage of using computerized spreadsheets?
   i) Flexibility of moving entries.
   ii) Speed of calculation.
   iii) Ability of generate tables.
   iv) Cost of initial setup.

e) Graphics option objects on a chart are used to:
   i) Add emphasis to chart data.
   ii) Add interest to a chart.
   iii) Help explain the chart data.
   iv) All of above.

f) Which key on the keyboard can be used to view slide show?
   i) F1
   ii) F2
   iii) F5
   iv) F10

g) The keystroke Ctrl+I determine:
   i) Increase font size.
   ii) Inserts a line break.
   iii) Indicates the text should be bold.
   iv) Applies italic format to selected text.

h) PowerPoint application allows you to produce:
   i) Animated presentations.
   ii) Paper printouts of slides.
   iii) Notes for the speaker.
   iv) All of the above.

i) The process of planning your multimedia presentation is known as a:
   i) Design
   ii) Storyboard
   iii) Development
   iv) Layout

j) A _________ is a series of slides displayed in a particular sequence.
   i) Placeholder
   ii) Layout
   iii) Template
   iv) Slideshow

UNIT-I
Q.2 What is a word processor? Describe the important features of MS-Word.  

Q.3 Describe the various option available in the main menu bar of MS-Word.  

UNIT-II  

Q.4 Write the steps involved in creating a presentation using PowerPoint to include the following task and by selecting the corresponding slide layout:  
a) To include a title for the presentation.  
b) To include a chart and text on the same slide.  
c) Media clip and some text.  
d) Bulleted list.  

UNIT-III  

Q.5 What is MS-PowerPoint? Where all can we use PowerPoint?  

Q.6 What are the different types of function in MS-Excel? Explain with an example.  

Q.7 What is a spreadsheet? Explain formula bar, status bar, sheet tab components of MS-Excel.  

UNIT-IV  

Q.8 Define multimedia. Explain its various authoring tools.  

Q.9 Explain about multimedia application in business, schools, home and web.
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (BANKING) – Second Semester
ORGANIZATIONAL BEHAVIOUR (bba-2005)

Time: 3 hrs                                      Max Marks: 75
No. of pages: 1                                  Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer briefly:
   a) Why there is a need to study organizational behavior?  3
   b) What is Laissez-faire style of leadership?  2
   c) Explain intrinsic motivation.  2
   d) Define the term personality.  2
   e) How do you differentiate between positional and personal power?  2
   f) Differentiate between formal groups and informal groups.  2
   g) What is perceptual selectivity?  2

UNIT-I
Q.2 Explain in length the historical development of organizational behavior.  15
Q.3 What are some of the major challenges facing today’s organizations and management?  15

UNIT-II
Q.4 a) How does motivation affect business and performance?
   b) Enumerate the assumptions of Mc Gregor’s theory X and theory Y.  7½x2
Q.5 a) Discuss the personality traits that can be of much use in attaining managerial effeteness.
   b) Explain the theories of learning and application thereof in organizational setting.  7½x2

UNIT-III
Q.6 What do you mean by decision making? Discuss the process of rational decision making. Under what circumstances group decision making is superior to individual decision making?  15
Q.7 a) Differentiate between power and authority.
   b) What is the structural approach of conflict management?  7½x2

UNIT-IV
Q.8 ‘For success, an enterprise must engineer change to its purpose’. Comment.  15
Q.9 a) How does organizational culture affect the growth of an organization?
   b) Discuss the elements of organizational structure.  7½x2
Q.1 State whether True or False:
   a) The square root of the variance gives the standard deviation.
   b) Geometric mean is used to measure average speed of a car.
   c) Harmonic mean is always less than arithmetic mean.
   d) Standard deviation is the measure of central tendency.  

Fill in the blanks:
   e) The geometric mean of 4, 16 and 8 is _______.
   f) The difference of largest and smallest value is _______.
   g) The coefficient of correlation lies between _______ and _______.  
   h) If \( r = 0 \), then there is _____ correlation.  

UNIT-I

Q.2 a) What is the purpose of classification of data? Explain different kinds of classifications.  
   b) Draw a pie chart for the data given below:

<table>
<thead>
<tr>
<th>Items</th>
<th>Expenditure as % age of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>50</td>
</tr>
<tr>
<td>Housing</td>
<td>15</td>
</tr>
<tr>
<td>Fuel and lighting</td>
<td>10</td>
</tr>
<tr>
<td>Education</td>
<td>15</td>
</tr>
<tr>
<td>Recreation</td>
<td>5</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Q.3 Write shot notes on:
   a) Ogive curves  
   b) Frequency polygon  
   c) Histogram  
   d) Tabulation

UNIT-II

Q.4 a) What do you mean by harmonic mean? What are the uses of harmonic mean?  
   b) An incomplete distribution is given below:

<table>
<thead>
<tr>
<th>Class:</th>
<th>0-10</th>
<th>10-20</th>
<th>20-30</th>
<th>30-40</th>
<th>40-50</th>
<th>50-60</th>
<th>60-70</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency:</td>
<td>10</td>
<td>20</td>
<td>( f_1 )</td>
<td>40</td>
<td>( f_2 )</td>
<td>25</td>
<td>15</td>
</tr>
</tbody>
</table>

Find out missing frequencies if median value is 35 and \( N = 170 \). Also calculate mean and mode for the complete data.
Q.5 During the 10 weeks of a session, the marks obtained by two candidates, Ramesh and Suresh, taking the computer programme are given below:

<table>
<thead>
<tr>
<th></th>
<th>Ramesh:</th>
<th>58</th>
<th>59</th>
<th>60</th>
<th>54</th>
<th>65</th>
<th>66</th>
<th>52</th>
<th>75</th>
<th>69</th>
<th>52</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Suresh:</td>
<td>87</td>
<td>89</td>
<td>78</td>
<td>71</td>
<td>73</td>
<td>84</td>
<td>65</td>
<td>66</td>
<td>56</td>
<td>46</td>
</tr>
</tbody>
</table>

Find:  
   i) Who is better scorer?  
   ii) Who is more consistent?  

**UNIT-III**

Q.6  
   a) Differentiate between correlation and regression.  
   b) Compute the two regression coefficients from the data given below:

<table>
<thead>
<tr>
<th>X</th>
<th>25</th>
<th>28</th>
<th>35</th>
<th>32</th>
<th>31</th>
<th>29</th>
<th>38</th>
<th>34</th>
<th>32</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>43</td>
<td>46</td>
<td>49</td>
<td>41</td>
<td>36</td>
<td>32</td>
<td>31</td>
<td>33</td>
<td>33</td>
<td>39</td>
</tr>
</tbody>
</table>

And hence find the estimate of Y for X=42 from the appropriate line of regression.  

Q.7  
   a) What is meant by regression analysis? How does it help in business decision-making?  
   b) Calculate Karl Pearson’s coefficient of correlation between price and sales from the data given below:

<table>
<thead>
<tr>
<th>Price(Rs.):</th>
<th>103</th>
<th>98</th>
<th>85</th>
<th>92</th>
<th>90</th>
<th>84</th>
<th>88</th>
<th>90</th>
<th>94</th>
<th>95</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (Units):</td>
<td>500</td>
<td>610</td>
<td>700</td>
<td>630</td>
<td>670</td>
<td>800</td>
<td>800</td>
<td>570</td>
<td>700</td>
<td>680</td>
</tr>
</tbody>
</table>

**UNIT-IV**

Q.8  
   a) What are index numbers? Discuss the various problems faced in the construction of index numbers.  
   b) Fit a straight line trend by the method of least squares and estimate the sales for 2006.

<table>
<thead>
<tr>
<th>Year:</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (in tons):</td>
<td>12</td>
<td>13</td>
<td>16</td>
<td>18</td>
<td>22</td>
<td>20</td>
</tr>
</tbody>
</table>

Q.9  
   a) What is time series? State the different components of time series.  
   b) Calculate Fisher’s ideal index for the following data and prove that it satisfies both time reversal and factor reversal test:

<table>
<thead>
<tr>
<th>Commodity</th>
<th>( p_0 )</th>
<th>( q_0 )</th>
<th>( p_1 )</th>
<th>( q_1 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>2</td>
<td>8</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>B</td>
<td>5</td>
<td>10</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>14</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>19</td>
<td>2</td>
<td>13</td>
</tr>
</tbody>
</table>
Q.1 Fill in the blanks:

a) In ______________ technique only variable costs are charged to product cost.
b) An opportunity cost is ________________.
c) Indirect labour is included in ________________.
d) Time worked over and above the normal hours is ________________.
e) To obtain the break-even point in rupees sales value, total fixed costs are divided by ________________.
f) The difference between the actual sales and sales proceeds at break-even point is ________________.

State whether True or False:

g) Worker are paid for idle time under piece rate system of wage.
h) A fixed budget is concerned with budgeting of fixed assets.
i) Standard are arrived at based on past performance.
j) Cost variance is calculated to compare the actual cost with the standard cost.

Q.2

a) Distinguish between ‘Cost Accounting and Management Accounting’. 10

b) What are the main objectives of cost accounting? 5

Q.3 The Modern Manufacturing Company submits the following information on 31st March, 2010:

<table>
<thead>
<tr>
<th></th>
<th>Amount (`)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales of the Year</td>
<td>2,75,000</td>
</tr>
<tr>
<td>Inventories at the beginning of the year:</td>
<td></td>
</tr>
<tr>
<td>Work-in-progress</td>
<td>4,000</td>
</tr>
<tr>
<td>Finished goods</td>
<td>7,000</td>
</tr>
<tr>
<td>Purchase of material for the year</td>
<td>1,10,000</td>
</tr>
<tr>
<td>Materials inventory:</td>
<td></td>
</tr>
<tr>
<td>at the beginning of the year</td>
<td>3,000</td>
</tr>
<tr>
<td>at the end of the year</td>
<td>4,000</td>
</tr>
<tr>
<td>Direct labour</td>
<td>65,000</td>
</tr>
<tr>
<td>Factory overhead was 60% of the direct labour cost</td>
<td></td>
</tr>
<tr>
<td>Inventories at the end of the year:</td>
<td></td>
</tr>
<tr>
<td>Work in progress</td>
<td>6,000</td>
</tr>
<tr>
<td>Finished goods</td>
<td>8,000</td>
</tr>
<tr>
<td>Other expenses for the year:</td>
<td></td>
</tr>
<tr>
<td>Selling expenses</td>
<td>10% of sales</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>5% of sales</td>
</tr>
</tbody>
</table>

UNIT-I

Q.2

a) Distinguish between ‘Cost Accounting and Management Accounting’. 10

b) What are the main objectives of cost accounting? 5
Prepare statement of cost sheet for the year ending 2010.  

**UNIT-II**

Q.4  
a) Distinguish between timekeeping and time booking.  
b) What do you mean by idle time and over time?  

Q.5  
The following annual charges are incurred in respect of a machine where the work is done by means of five machines:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (`)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Rent and rates for the shop</td>
<td>48,000</td>
</tr>
<tr>
<td>b) Depreciation on each machine</td>
<td>5,000</td>
</tr>
<tr>
<td>c) Repairs for five machines</td>
<td>10,000</td>
</tr>
<tr>
<td>d) Power @ ` 10 per 16 units consumed for the shop</td>
<td>37,500</td>
</tr>
<tr>
<td>e) Electric charges for light in the shop</td>
<td>5,400</td>
</tr>
<tr>
<td>f) Two attendants for the five machines and they are each paid</td>
<td>600 per month</td>
</tr>
<tr>
<td>g) One supervisor for five machines paid</td>
<td>2,500 per month</td>
</tr>
<tr>
<td>h) Sundry supplies for the shop</td>
<td>4,950</td>
</tr>
<tr>
<td>i) Hire purchase installment payable for the machines (including `3,000 as interest)</td>
<td></td>
</tr>
</tbody>
</table>

The machine uses 10 units of power per hour. Calculate machine hour rate for the year.  

**UNIT-III**

Q.6  
Discuss the assumption, advantages and limitation of break even analysis.  

Q.7  
M Ltd. has supplied the following information in respect of one of its products:

- Total fixed cost \`18,000/-
- Total variable cost \`30,000/-
- Total sales \`60,000/-
- Units sold 20,000 Units

Find out:
- a) Break even point  
- b) Profit volume ratio  
- c) Volume of sales to earn a profit of \`24,000/-  

**UNIT-IV**

Q.8  
Distinguish between:
- a) Fixed and flexible budget.  
- b) Standard costing and budgetary costing.  

Q.9  
With the following data for a 60% activity, prepare a budget at 80%, 90% and 100% activity:
- Production at 60% Capacity = 600 Units  
- Material \`100/- per unit  
- Labour \`40/- per unit  
- Expenses \`10/- per unit  
- Factory expenses \`40,000/- (40% fixed)  
- Administrative expenses \`30,000/- [60% fixed]  

15
Q.1 a) Which one of the following becomes a creative factor in production?
   i) Land ii) Capital iii) Consumers iv) Human Resources 3

   b) Effective __________ of the most appropriate employee performance dimensions is a key to the success of the performance appraisal process.

   c) The concept of stagnation in the context of recruitment means:
      i) Lack of appropriate selection criteria. ii) HR staff having very limited experience outside the HR functions.
      iii) Over-reliance on the internal labour market to fill new positions. iv) Lack of integration of R&S into the wider H function. 2

   d) Phase of Career Development which is focused on helping employees to identify strengths and weaknesses that may affect future performance.
      i) Direction Phase ii) Assessment Phase iii) Development Phase iv) Training Phase 2

   e) When manager is moved to another country for employment he is called:
      i) International manager ii) Foreign manager iii) Expatriate iv) None of these 2

   f) Benefits that are required by law to provide to all employees are called:
      i) Medical Benefits ii) Direct Benefits iii) Involuntary Benefits iv) Statutory Benefits 2

   g) HPWP stands for:
      i) High-performance work practices. ii) High-productivity work practices.
      iii) High-profit work practices. iv) High-paying work practices. v) High-product work practices. 2

UNIT-I

Q.2 Discuss the meaning, scope and significance of HRM and also outline its objectives.
Q.3 Write short notes on:
   a) Concept and benefits of Human Resource Information System.
   b) Major challenges of Human Resource Management.  

**UNIT-II**

Q.4 Explain the objectives and significance of job evaluation. Critically evaluate various methods of job evaluation.  

Q.5 Why is employee orientation an important process? What are some benefits of a properly conducted orientation program?  

**UNIT-III**

Q.6 What is the need of training? How will you assess the training needs of employees working at different levels of the organization?  

Q.7 Write short notes on:
   a) Cross-cultural training.
   b) Career planning vs career development.
   c) Training evaluation.  

**UNIT-IV**

Q.8 What is industrial democracy? How does it affect the industrial relations in an organization?  

Q.9 Explain the welfare programmes run by an organization to create industrial peace in the organization.
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (Banking) – Third Semester
PRODUCTION MANAGEMENT (bba-3003)

Time: 3 hrs  Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the following in brief:
a) Give the formula for calculating upper control limit and lower control limit for C-chart. 2
b) Name the types of inspection. 2
Fill in the blanks:
c) Long term decisions are also known as __________. 2
d) Process layout is also known as __________. 2
e) In ________ element of PPC order of sequence of each operation is decided. 2
f) _________ is the process of assigning specific jobs to men, machines. 2

State whether the followings are True or False:
g) Selection of facility location is not an activity in production management. 1½
h) Conveyor belt is a type of material handling equipment used in production process. 1½

UNIT-I

Q.2 a) What is production management? Discuss the importance of production management. 8
b) Discuss the various activities undertaken by production management. 7

Q.3 a) Evaluate the major long term and short term decisions in production management. 9
b) Discuss the differences between product and services according to POM’s view. 6

UNIT-II

Q.4 Define location. Discuss the factors which affect the location of a fertilizer manufacturing plant in Haryana. 15

Q.5 a) Define the term: “material handling” and state its objectives and factors that influence the selection of material handling system. 9
b) State few material handling equipments used in production processes. 6

UNIT-III

Q.6 Write short notes on:
a) Master production schedule.  b) Aggregate planning. 15

Q.7 Determine the optimal sequence of jobs that minimize the total elapsed time based on the following information. Processing time on machines is given in hours and passing is not allowed.

<table>
<thead>
<tr>
<th>Job</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machine(M1)</td>
<td>3</td>
<td>8</td>
<td>7</td>
<td>4</td>
<td>9</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Machine(M2)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Machine(M3)</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>11</td>
<td>5</td>
<td>6</td>
<td>12</td>
</tr>
</tbody>
</table>

UNIT-IV
Q.8  a) Explain the EOQ model. What are the assumptions and weaknesses of EOQ?  
     b) What is ABC technique of Inventory control? Describe it in detail.
Q.9  Discuss the process for constructing Quality control charts for variables and attributes.
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (BANKING) – Third Semester
DATABASE MANAGEMENT SYSTEMS (bba-3004)

Time: 3 hrs Max Marks: 50

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) What do you mean by constraint?
b) What is the abbreviation of DDL & DML?
c) What is an instance?
d) How many rules of Codd must be followed by a DBMS?
e) The __________ model represents a global view of the data.
   i) Internal
   ii) External
   iii) Physical
   iv) Conceptual
   v) High-level
f) Which tool is used for data backup and recovery?
g) What is a virus?
h) Define data warehousing.
i) What is internet database?
j) Which backend language is used by Oracle? 1x10

UNIT-I

Q.2 a) What is the meaning of constraint in database? Explain all the constraints used in SQL with a suitable example. 6
b) Differentiate between file oriented system and database system. 4

Q.3 a) Database languages are used for which part of a project. Explain SQL and its sublanguages in detail. 6
b) Explain the clauses used in SQL. Give example for any four clauses. 4

UNIT-II

Q.4 Explain database architecture, its layers and mapping between views in detail. 10

Q.5 What is normalization? Explain with examples. 10

UNIT-III

Q.6 a) What is a virus? What are the preventive measures to avoid any type of threat, that may affect the efficiency of your database?
b) Explain the term “Firewall” and its types in detail. 5x2

Q.7 “Back up the database is necessary to avoid problems in 24X7 (online) databases”. Justify the statement with a proper example. 10

UNIT-IV

Q.8 Explain the following:
a) Digital libraries
Q.9 What is data warehousing? Explain emerging database technologies in terms of data warehousing to maintain integrity of your organizational database.
Q.1 a) Soil Erosion can be prevented by_________.
b) __________ resources can be generated in a short period of time.
c) The chipko movement in Grahwal region was initiated by___________.
d) Energy level of a food chain is called ___________.
e) Nanda Devi, Manas and Sudderbs are the examples of___________.
f) Depletion of ozone and and build of CO2 would cause___________.
g) The Montreal Protocol is an international treaty designed to protect___________.
h) Family welfare programmes cover:
   i) Family planning only
   ii) Welfare measures of children, women, aged, and handicapped.
   iii) Both i) and ii)  
   iv) None of the above.
i) The time needed for population to double its size at a constant annual rate is known as the ___________.
j) _______ refers to population growth zero rate due to equal birth and death rate.

UNIT-I

Q.2 What is meant by formal and non formal environmental education? How is it being implemented in India?  

Q.3 What are the merits of solar and hydrothermal energy?  

UNIT-II

Q.4 Discuss the process of ecological succession. Explain the major types of succession.  

Q.5 What is Biodiversity? Explain the hierarchical levels of biodiversity.  

UNIT-III

Q.6 Explain the concept of disaster management.  

Q.7 Explain Water Prevention and Control Act and Forest Conservation Act.  

UNIT-IV

Q.8 Population and consumerism are well connected. Explain.  

Q.9 What is AIDS? Explain the various precautions to avoid AIDS. Which methods/approaches do you suggest for its control?
End Semester Examination, Dec. 2014
BBA (GEN) – Third Semester
WORKSHOP ON PRESENTATION SKILLS (bba-3006)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Explain the following in one or two sentences only:
   a) Note-cards.
   b) Persuasive presentation.
   c) Simulation.
   d) Group discussion.
   e) Presentation boosters.
   f) Value added presentation.
   g) 5 Ws and 1 H.
   h) Humorous presentation.
   i) Questionnaire.
   j) Seminar.

UNIT-I

Q.2 Write a presentation that evokes emotional appeal. The topic would be ‘say no to crackers’. Mention the presentation aids used and the method of presenting.

Q.3 Your company has launched a new phone which is not yet been introduced by anyone in the market. Give a presentation in front of an invited audience who would be motivated to buy the phone at the earliest. Mention the slides, pictures or any other presentation used.

UNIT-II

Q.4 Highlight the differences between planned and unplanned presentations.

Q.5 State the basic objective of a presentation. Why is location and analysis of audience important while planning a presentation?

UNIT-III

Q.6 Write short notes on:
   a) Fish bowl presentation.
   b) Role plays.
   c) Workshops.

Q.7 Write short notes on:
   a) Brainstorming.
   b) Motivation.
   c) Conference.

UNIT-IV

Q.8 You are the new CEO of XYZ enterprises. Write a presentation to build trust in your employees who are very upset with this new change in the organization. Your presentation should make the employees comfortable with you.

Q.9 Your organization is facing a lot of parking problem as the space is less and the number of cars is too much. Write a presentation that would offer a solution to this problem and the staff should also be satisfied with the solution offered by you.
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (Banking) – Fourth Semester
INDIAN BUSINESS ENVIRONMENT (bba-4001)

Time: 3 hrs  Max Marks: 75
No. of pages: 1

Note: Attempt **FIVE** questions in all; **taking at least ONE question** from each Unit. **Q.1 is compulsory.** All questions carry equal marks.

Q.1 Answer the following questions in brief:
  a) Define sick units.
  b) Mention any two objectives of privatization.
  c) Explain the term LPG.
  d) Write any two problems of India’s international trade.
  e) Explain any two functions of International Monetary Fund (IMF).

*Fill in blanks:*
  f) E.P. Zs stand for ________.
  g) ________ and ________ are the internet causes of industrial sickness in India.
  h) ________ balance of payments is a serious problem of India.
  i) IMF was founded on ________.

**UNIT-I**

Q.2 Define business environment. Explain economic social, political and technological factors of a business environment.

Q.3 Critically evaluate the new economic policy of India.

**UNIT-II**

Q.4 Write a note on liberalisation, privatization and globalization.

Q.5 Discuss the role and importance of cottage and small scale industries in India. Explain various steps taken by Government in industrial policy for their development.

**UNIT-III**

Q.6 Explain the powers, rights and functions of SEBI in India.

Q.7 a) Critically examine the main features of new EXIM policy.
    b) Analyze the causes of the adverse balance of payments in India.

**UNIT-IV**

Q.8 Explain the role of World Bank in assisting the economic growth of underdeveloped countries.

Q.9 Write short notes on:
    a) Function of WTOs [World Trade Organization].
    b) Benefits of trading blocks.
Q.1 Fill in the blanks:

a) Time value of money explains that a unit of money received today is worth _______ than received in future due to ________.

b) ________ is the best method to evaluate long term investment proposals.

c) Higher working capital leads to ________ liquidity and _________ profitability.

d) The ________leverage is the measure of total risk of a firm.

e) In risky environment, a firm should increase the mix of ________ in the capital.

Q.2 Describe the activities / functions to be performed by the Finance Manager in manufacturing organizations.

Q.3 How is wealth maximization considered as better decision criteria than profit maximization? Explain in detail.

Q.4 Compare various discounted methods of capital budgeting to be considered in evaluating long term investment projects. Which one do you prefer and why?

Q.5 Details of two investment projects are as follows:

<table>
<thead>
<tr>
<th>Year wise cash inflow</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project X</td>
<td>6000</td>
<td>6000</td>
<td>36000</td>
<td>24000</td>
<td>36000</td>
<td>38000</td>
<td>20000</td>
</tr>
<tr>
<td>Project Y</td>
<td>72000</td>
<td>50000</td>
<td>52000</td>
<td>60000</td>
<td>40000</td>
<td>34000</td>
<td>20000</td>
</tr>
<tr>
<td>PV factor @ 10%</td>
<td>0.909</td>
<td>0.826</td>
<td>0.751</td>
<td>0.683</td>
<td>0.621</td>
<td>0.564</td>
<td>0.513</td>
</tr>
</tbody>
</table>

Which project is better and why?

Q.6 Describe the role of leverages in financial decisions. Why should leverages be kept in limits? Explain with using suitable examples.
Q.7 How is EPS-EBIT considered better approach to decide the capital structure of a firm? Explain with appropriate examples.  

UNIT-IV

Q.8 Explain the method of determining appropriate dividend policy for a firm having fluctuation in cost of equity capital. Use the relevant model to explain.  

Q.9 a) Calculate the working capital requirement of a firm having the following details:
   - Total sales=Rs. 20 lacs per annum.
   - 75 % credit sale to be realized within 60 days.
   - Salaries amounting Rs. 50,000/- per month are paid in a month.
   - Raw materials are purchased worth Rs. 10 lacs per annum on 45 days credit.
   - Admin expenses are paid within 15 days (average 1 lacs per annum)
   - Cash in hand to be maintained =Rs. 25,000/- 

b) Explain how does ABC method help in reducing inventory cost? Use relevant examples to explain.
Q.1 Discuss the nature and importance of marketing mix (4Ps) in the era of globalization and liberalization.  

**UNIT-I**

Q.2 Define marketing and differentiate between marketing and selling with an example.

Q.3 While taking into account various buying roles, the consumer decision process has to be thoroughly scrutinized by the marketer. Discuss the consumer’s purchase decision process with suitable examples.

**UNIT-II**

Q.4 Branding means giving a distinct individuality to a product. Explain the functions and advantages of branding.

Q.5 The term ‘price’ denotes the money value of a product. Illustrate and explain the factors that affect pricing decisions of a firm.

**UNIT-III**

Q.6 Discuss the importance of channels of distribution in the marketing of goods. What factors will you consider in selecting a suitable channel of distribution?

Q.7 ABC Ltd. has introduced a new brand of ‘Refined oil’. What media will you adopt for its advertisement and why?

**UNIT-IV**

Q.8 ‘If a product is good it would automatically create its place in the market’. Comment on this statement explaining the role of personal selling in the present day business scenario.

Q.9 Write notes on any two of the following:
   a) Market segmentation.
   b) Marketing information system.
   c) Retailing.
   d) Supply chain management.
Q.1 Answer the following briefly:
   a) What is a business research?
   b) Define hypothesis.
   c) What are the primary scales of measurement?
   d) Differentiate between the stratified random sampling and systematic sampling.

   State whether statement are: True/False
   e) Census data is an example of primary data source. 2
   f) Mean, median and mode are the measures of control tendency. 2
   g) Quota sampling is an example of a probability sampling design. 1
   h) C.R. design is used in experimental design. 2

   **UNIT-I**

Q.2 ‘The research process involves a series of interrelated and intricate steps’. Does every research study necessarily need to satisfy all the conditions and be carried out in this sequence? Explain. 15

Q.3 a) Discuss the managerial value of a business research. 7
     b) Explain the ingredients of a research proposal. 8

   **UNIT-II**

Q.4 How would you define a research design? What are the significant elements of a research design? Illustrate with examples. 15

Q.5 Explain the following:
   a) Likert type of scale. 7
   b) Thurstone differential scale. 8

   **UNIT-III**

Q.6 What is the need of sampling? Discuss various probability sample techniques by giving their merits and demerits. 15

Q.7 Distinguish between:
   a) Secondary and primary methods of data collection.
   b) Schedules and questionnaires.
   c) Open-ended and closed-ended questions. 5x3

   **UNIT-IV**

Q.8 a) What is analysis of data? Explain the purpose of analysis. 7
     b) Enumerate different statistical devices used in research and describe two of them. 8
Q.9 What is a research report? What precautions must be taken while preparing a research report?
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (BANKING) – Fourth Semester
BUSINESS LAW (bba-4005)

Time: 3 hrs  Max Marks: 75
Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) State whether each of the following statements is True or False:
   i) “A mere metal acceptance, not evidenced by words or conduct is in eye of law, no acceptance”.
   ii) A minor cannot be adjudicated an insolvent, as he is incapable of contracting debts.
   iii) “A mere transfer of possession of the goods cannot be termed as sale”.
   iv) A wagering agreement is always void and illegal.
   v) An agent has no authority to bind his principal to third parties.

b) Fill in the blanks:
   i) The maxim of caveat emptor means “______________”.
   ii) A negotiable instrument is ‘payable to bearer’ means ____________.
   iii) The authentication of an electronic record shall be effected by the use of ‘_________’, and ‘__________’. Which envelop and transform the initial e-record into another e-record? ______
   iv) In the contract of indemnity, there are two parties______ and ______.

c) Answer the following questions in one or two sentence:
   i) What do you mean by sub-agency?
   ii) When does a claim on a quantum meruit arise?

UNIT-I

Q.2 a) “A contract without consideration is void”. Discuss.
   b) Define mistake and explain its various types.

Q.3 What is a contract? State and explain the essential elements of a valid contract.

UNIT-II

Q.4 What do you mean by dishonour by non-acceptance and dishonour by non-payment? Also explain the rules with regard to giving notice of dishonor.

Q.5 “Every holder in due course is a holder, but every holder may not be a holder in due course”. Explain.

UNIT-III

Q.6 What is a contract of agency? Briefly explain the various modes by which an agency can be created.

Q.7 a) Distinguish between a sale and an agreement to sell.
   b) Explain various rights given to an unpaid seller under the Sale of Goods Act, 1930.

UNIT-IV
Q.8  What is a continuing guarantee? When and how is it revoked?  

Q.9  a) Discuss the duties of “certifying authority” under the Information Technology Act, 2000.  
     b) Write a short note on digital signature certificate.
Q.1 a) Expand the term SDLC.
b) Define system.
c) Give two examples of MIS.
d) Name any two quality standards for a service industry.
e) _________ decisions are those decisions for which policy standards or guidelines are already established.
f) The question ‘what’ for an information system can be answered by:
   i) Survey.
   ii) Observation.
   iii) Controlled experiment
   iv) None of the above.
   v) All of the above.
g) Inventory is also referred to as:
   i) Stock.
   ii) Warehouse capacity.
   iii) Materials.
   iv) Materials in hand.
   v) None of the above.
h) What is e-money?
i) A central purpose of most decision support systems is:
   i) To build a model of the decision making problems.
   ii) To design a database management system.
   iii) To build an expert system.
   iv) None of the above.
j) Which of the following is not one of the qualitative characteristics that an information system must have?
   i) Reference.
   ii) Retrievability.
   iii) Timeliness
   iv) Accuracy.
   v) All of the above.

UNIT-I

Q.2 “Information system plays a vital role in business”. Explain the statement.

Q.3 “Data is raw fact and information is processed data but reverse is not true”. Justify the statement.

UNIT-II

Q.4 How MIS helps in management activities? Explain structure of MIS.
Q.5 Explain any two information systems.  

UNIT-III

Q.6 What do you mean by quality control and standards? Explain quality standards in detail.  

Q.7 Explain the objective, principle and process of any information system planning with suitable examples.  

UNIT-IV

Q.8 Write notes on:  
a) Plastic money.  
b) Virus and firewalls.  

Q.9 Explain the terms:  
a) Categories of e-commerce.  
b) e-collaboration.
End Semester Examination, Dec. 2014  
BBA (GEN) / BBA (BANKING) – Fifth Semester  
PURCHASE AND MATERIALS MANAGEMENT (bba-5001)

Time: 3 hrs  
Max Marks: 75  
No. of pages: 1  
Note: Attempt FIVE questions in all; taking at least ONE question from each Unit.  
Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the following briefly:  
a) State 5 R’s of purchasing.  
b) State the steps in purchasing cycle.  
c) Draw the format for a purchase order.  
d) State any two applications of computers in various functions of material management.  
e) State the various modes of transport.  
f) Name ten material handling equipments used in production process in an organization.  
g) List out various types of materials stores.  
h) FIFO is one of the methods of valuation of stock. True/False

UNIT-I

Q.2 a) Define the term ’purchasing’. Discuss the objectives of purchasing.  
b) Explain various forms of organization of purchases.

Q.3 List out the organizational matters in purchasing and also state the functions of a purchasing department.

UNIT-II

Q.4 a) Discuss the determinants of material quality?  
b) Explain the criterion for selection of a vendor. Also discuss the factors affecting the vendor selection.

Q.5 Explain the factors infavour and for against making a product in company’s premises.

UNIT-III

Q.6 What do you mean by term “material management”? Discuss its objectives and scope.

Q.7 Write notes on:  
a) Standardization.  
b) Value analysis process.  
7½x2

UNIT-IV

Q.8 a) Discuss the various types of stores layout.  
b) Mention the functions of stores management.

Q.9 a) What do you mean by scrap? Give examples of scrap and mention how would you dispose off the scrap?
b) Define codification. State its merits.
Q.1 Answer in brief:
   a) Explain the meaning of the term ‘portfolio’.
   b) What are gilt-edged securities?
   c) Financial services are provided by _________ and _______.
   d) What is meant by dematerialization?
   e) Full form of ISIN ________.
   f) Name two participants of debt market.
   g) Give two functions of SHCIL.
   h) State objectives of national stock exchange.
   i) Define credit rating.
   j) Give two objectives of SEBI.

UNIT-I

Q.2 What is a financial system? Explain the role of money market in Indian financial system.

Q.3 Bring out the destruction between the money market and capital market.

UNIT-II

Q.4 Write short notes on:
   a) Treasury bill
   b) Commercial paper

Q.5 What is meant by ‘listing’ and state the advantage associated with it.

UNIT-III

Q.6 Write a note on the process of dematerialization and discuss how it is compulsory to have a de-mat account for investing in IPOs.

Q.7 Why is the debt market an important segment of the capital market? Who are the participants in the debt market?

UNIT-IV

Q.8 Explain the scope of financial services in a developing economy. Discuss the framework of financial services in the Indian context.

Q.9 Detail the functions and powers of SEBI.
End Semester Examination, Dec. 2014  
BBA (GEN) – Fifth Semester  
COMPANY LAW (bba-5003)  

Time: 3 hrs  
Max Marks: 75  
No. of pages: 1  

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks:
   a) Minimum subscription should be received within _______ days.
   b) The company’s nationality is decided by ________.
   c) In case of company audit is ________.
   d) ________ % of shares should be held by a company in another company so as to become its holding.
   e) Private company do not need ________ ________ to start its business.
   f) The doctrine of indoor management is on ________ to the doctrine of constructive notice.
   g) XYZ Ltd. incorporated on 1-1-2014 must hold its first AGM before ________.
   h) In case of public company the quorum should be ________.
   i) Allotment of shares and debentures must be made after getting ________ subscription against the entire public issue.
   j) Private company need not to issue ________ before issue of share capital.

State True or False:
   k) If a company wants to buy a land it has to buy it in the name of directors.
   l) A company is called Government Company if 50 % of shares are held by general public.
   m) Minor can subscribe the partly paid up shares of a company.
   n) Auditors stand in the fiduciary position of the company.
   o) Company can be wound up only by legal process.

UNIT-I

Q.2 What is corporate veil? When is it lifted?

Q.3 a) Explain different stages in the formation of a company.
    b) Differentiate MOA and AOA.

UNIT-II

Q.4 When prospectus is said to be misleading? What are the liabilities of various parties for misleading prospectus?

Q.5 Explain:
   a) Statutory report.
   b) Proxy.
   c) Difference between AGM and EGM.

UNIT-III

Q.6 Discuss in detail the powers and appointment of auditors of a company.

Q.7 Who can become the director of a company? Discuss appointment and removal of a director.

UNIT-IV
Q.8  What do you mean by winding up? Explain in detail the process of compulsory winding up along with grounds.  

Q.9  Explain:  
   a) Dissolution of a defunct company.  
   b) Powers of liquidator.
End Semester Examination, Dec. 2014
BBA (GEN) / BBA (Banking) – Fifth Semester
COMPUTER NETWORKING AND INTERNET (bba-5004)

Time: 3 hrs

Max Marks: 50

No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Multiple choice questions:
   a) A group of computers and other devices connected together is called:
      i) Network
      ii) Networking
      iii) Intranet
      iv) Both i) and ii)
   b) The signal which has infinitely many levels of intensity over a period of time is called:
      i) Digital signal
      ii) Analog signal
      iii) Both i) and ii)
      iv) Sound signal
   c) The ______ layer provides a well defined service interface to the network layer, determining how bits of the physical layer are grouped into frames:
      i) Data link
      ii) Physical
      iii) Network
      iv) Session
   d) Which term describes hardware or software that protects your computer or network from probing or malicious users?
      i) Router
      ii) Firewall
      iii) Protocol
      iv) Spyware
   e) Which of the following is the fastest media of data transfer?
      i) Coaxial cable
      ii) Untwisted wire
      iii) Telephone lines
      iv) Fiber optic
   f) HTML is a:
      i) Programming language
      ii) Scripting language
      iii) Web browser
      iv) Network protocol
   g) Telnet is:
      i) Used to send e-mails
      ii) Used telephone lines
      iii) is a part of Netscape
      iv) is a protocol that allows for remote login
   h) MAN refers to:
      i) Mega Area Network
      ii) Metropolitan Area Network
      iii) Mini Area Network
      iv) Medium Area Network
   i) Which of the following is a function of e-mail system?
      i) Composition
      ii) Transfer
      iii) Reporting
      iv) All of the above
   j) HTML tags define
      i) The data types of elements of documents.
      ii) Presentation of specified elements of a document.
      iii) The contents of the document.
      iv) The structure of the document.

1x10

UNIT-I

Q.2 What are HTML tags and for what purpose they are used in HTML?

10
Q.3 What do you understand by network topology? Explain its types. Which one is better, justify your answer with suitable reasoning.

UNIT-II

Q.4 List five key differences between TCP/IP reference model and OSI reference model.

Q.5 a) Differentiate between external and internal links. 
b) What is computer virus? Explain its types.

UNIT-III

Q.6 Explain the working and major features of internet.

Q.7 Write short notes on:  
a) Internet service provider.  
b) HTML frames.

UNIT-IV

Q.8 Write down the steps required for building a corporate world wide web.

Q.9 Discuss the intranet infrastructure and its security design.
Q.1 State whether the following statements are true or false:
   a) Mother plays a major role in shaping the personality of a child.
   b) Fat and plump people are always considered to be happy.
   c) Appearance does not matter at all while going for an interview.
   d) Mood is a temporary emotional reaction.
   e) Teamwork is not important for people working together.

Give one word for the following:
   f) A special ability of person to do something well.
   g) A state of high emotions which leaves person very weak.
   h) What the interviewer thinks about a candidate?
   i) An inner voice which directs and controls our behaviour.
   j) Very strict child training method.

UNIT-I

Q.2 What role does family, education and religion play in shaping the personality of an individual? Give examples of each.

Q.3 Write short notes on any two:
   a) Success.
   b) Reputation.
   c) Syndrome.

UNIT-II

Q.4 How many child training methods are there? Which according to you is best and why?

Q.5 What factors are responsible for determining the personality of an individual? Give an example of each.

UNIT-III

Q.6 What do you understand by grooming? Outline the essentials of a well groomed person.

Q.7 Write short notes on any two:
   a) Time-management.
   b) Body language.
   c) Stress.

UNIT-IV
Q.8 ‘Planning for an interview is absolutely essential in today’s competitive world’. Keeping in mind the above, list out the does and don’t for an interview. 

Q.9 “An effective team is one which has positive relationships and a motivational environment which is essential for its success”. Discuss the above statement.
End Semester Examination, Dec. 2014
BBA (GEN) – Sixth Semester
TAXATION LAWS (bba-6001)

Time: 3 hrs  
Max Marks: 75  
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks:
   a) CENVAT stands for ________.
   b) Application for service tax registration should be filed in Form No. ________.
   c) Service tax is to be paid by HUF or company every ________.
   d) University fees paid to a lecturer is taxable under the head __________.  
   1x4
   State True or False:
   e) Renting of agro-machinery is not subject to service tax.  
   f) In normal situation the point of taxation will be date of invoice or payment whichever is later.  
   g) All VAT dealers are required to maintain a separate record of any exempted sale.  
   1x3

   Write two or three sentence about (20-30 words):
   h) Meaning of service  
   i) Agricultural income  
   j) Clubbing of income  
   k) Bundled service  
   2x4

UNIT-I

Q.2 Write short notes on:
   a) Total income  
   b) Income exempted U/S 10AA  
   c) Residential status of company  
   5x3

Q.3 “Income tax is charged on the income of the previous year”. Do you fully agree with the statement? Discuss with an example.  
   15

UNIT-II

Q.4 Explain deductions U/S 80C, 80D and 80G.  
   15

Q.5 Write notes on:
   a) Capital gains exempted from tax.  
   b) Exemption under the head house property.  
   7½

UNIT-III

Q.6 What is the need for introducing VAT? Write merits and demerits of VAT.  
   15

Q.7 Explain ‘input tax credit’ with an example.  
   15

UNIT-IV

Q.8 What is the need for service tax? Explain basis of charge under service tax.  
   15

Q.9 Write short notes on:
   a) Compounding scheme
b) Due dates for payment of service tax

c) Exemption available to a small service provider.
Q.1  
a) Define a system:  
b) Name phases of waterfall model.  
c) Define a unit testing.  
d) Explain structured English.  
e) What is a primary key?  
f) DFD stands for ________.  
g) System prototyping helps the designer in __________.  
   i) Making the programmers understand how the system will function.  
   ii) Communicating the users quickly how the system, when developed, will look like and get a feedback.  
   iii) Both i) and ii)  
   iv) None of the above.  
h) Which of the following strategies are adopted if information requirements are not well defined?  
   i) Rapid application development method.  
   ii) Structured analysis development method.  
   iii) System development life cycle method.  
   iv) Prototyping method.  
   v) Spinal method.  
i) The ________ symbol is used in a flowchart to represent a calculation task.  
   i) Input  
   ii) Output  
   iii) Process  
   iv) Stop.  
j) The step by step instructions that solve a problem are called ________.  
   i) An algorithm  
   ii) A list  
   iii) A plan  
   iv) A sequential structure  

UNIT-I


UNIT-II

Q.3  Write short notes on:  
a) Role of system analyst  
b) Spiral model  

UNIT-III

Q.4  “Feasibility study and risk analysis are the major parts of any SDLC”. Justify the statement.  

Q.5  Discuss the following:  
a) Data dictionary  
b) Decision tree
Q.6 What is project management? How it helps in successful implementation of a project?

Q.7 Explain the following:
   a) Input/Output design
   b) Vendor selection

UNIT-IV


Q.9 Write notes on:
   a) System testing and verification
   b) Conversion methods
End Semester Examination, Dec. 2014
BBA (GEN) – Sixth Semester
FOUNDATION OF INTERNATIONAL BUSINESS (bba-6003)

Time: 3 hrs  Max Marks: 75
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks:
a) ________ is the best way to enter into European market without making any investments in assets abroad. 2
b) ________ is the document that contains information regarding producer of a product throughout the world. 2
c) ________ is the investment made by foreign entities in various securities. 2
d) WTO is an ________ that facilitates International Trade. 2

State whether the statement is TRUE or FALSE:
e) Franchisee is an arrangement whereby a company appoints its equity partners. 2
f) IMF provides currency loan to its member partners. 2
g) Non tariff barriers are not able to regulate the cross border trade in India. 2
h) International business is less risky as compared to domestic business. 1

UNIT-I

Q.2 a) How does International business differ from domestic business? Discuss various challenges that affect International business but do not impact domestic business. 8
b) Discuss various components of business environment that are crucial to manage for an infrastructure company to expand its business in Africa. 7

Q.3 How does ‘Foreign Direct Investment’ (FDI) differ from ‘Portfolio Investment’? Discuss various factors that contribute towards attracting FDI in developing countries. 15

UNIT-II

Q.4 Discuss in detail the factor endowment theory of International Trade using suitable examples. 15

Q.5 What is Letter of Credit (LC)? Discuss its significance in International Trade. Explain the process of using LC across borders with the help of a diagram. 15

UNIT-III

Q.6 What is Balance of Payment (BOP)? Discuss various components of BOP account. How is it prepared? 15

Q.7 How does foreign exchange market function? Explain the role of various participants in foreign exchange market. 15

UNIT-IV

Q.8 Define international marketing. Suggest the measures to be taken by an automobile company before launching its product in European countries. 15
Q.9 Give a brief account of the important international pricing and promotional strategies.
Q.1 Choose the correct alternative:

a) E-Commerce is:
   i) An organization using electronic media to purchase from to its suppliers.
   ii) Any electronically mediated communication between an organization and its stakeholders.
   iii) The use of electronic communications for all business processes.
   iv) An organization using electronic media to sell direct to its customers.

b) Which is the most realistic relationship between these two concepts?
   i) E-Business is a subset of E-Commerce.
   ii) E-Commerce has some overlap with E-Business.
   iii) E-Commerce is a subset of E-Business.
   iv) E-Commerce is broadly equivalent to E-Business.

c) An example of communications benefit from creating an E-Commerce website is:
   i) The ability to reach overseas markets without a sales presence.
   ii) More rapid response to customer enquiries.
   iii) Tracking of different parts of site to check number of customers.
   iv) Lower paper cost needed for marketing and fewer staff needed in contact centre.

d) To determine demand for internet services in a market, companies should survey:
   i) Percentage use of the internet to inform their buying decision.
   ii) Percentage who have access to the internet.
   iii) Number in market.
   iv) Percentage purchase online.

e) The best products to sell in B2C e-commerce are:
   i) Small products
   ii) Digital products
   iii) Specialty Products
   iv) Fresh products

f) Brick and mortar refers to:
   i) Offline business
   ii) Online business
   iii) Transport
   iv) Building.

g) Which of the following marketing campaigns is cheap and an effective way to target potential customers?
   i) Sales force
   ii) E-mail
   iii) Media promotion
   iv) Marketing software.

h) Which of the following services build a strong customer loyalty towards company and its products?
   i) Customer services
   ii) Public relations (PR)
   iii) Bulletin board
   iv) Exhibitions

i) What is a E-cash wallet?
   i) Hardware
   ii) Agent
   iii) Software
   iv) All of the above.
j) A company ABC webpage divided into four segments can be unpleasant to a Japanese visitor because no.4 is a symbol of death in that culture. Which is international barrier it is having?
   i) Culture  ii) Language
   iii) Lack of trust  iv) Infrastructure  1½x10

**UNIT-I**

Q.2 
   a) Compare and contrast the traditional business with electronic commerce in a book shop business.  8
   b) Discuss how e-commerce is helpful to business success.  7

Q.3 
   a) Discuss the security requirement of internet and EC application and how these requirements are fulfilled by various hardware and software requirements.  10
   b) Explain the different steps involved in the development of e-commerce website.  5

**UNIT-II**

Q.4 Write short notes on **any three:**
   a) Smart cards  
   b) Features of e-payment system  
   c) Digital or electronic cash  
   d) SSC  5x3

Q.5 
   a) Discuss why standardization is required for an e-commerce payment system.  5
   b) Discuss about how search engines can be used to reach the customers.  5
   c) How can we make payment through internet? Illustrate.  5

**UNIT-III**

Q.6 
   a) Explain different steps for developing an e-commerce website for a hospital as a service sector.  10
   b) What do you mean by collaborative e-commerce? Discuss its advantage.  5

Q.7 
   a) Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention?  8
   b) Discuss different methods of security implemented for e-commerce.  7

**UNIT-IV**

Q.8 What do you mean by virtual organizations? Illustrate advantages and pitfalls of virtual organizations.  15

Q.9 
   a) Design an e-commerce model for any middle level organization.  10
   b) What are the reasons for the emergence of virtual organizations in current scenario?  5
Q.1  a) Management is an _______ of getting things done through others.  
b) Principle of division of work adopted in an organization results in specialization.  
( True / False)  
c) Name the three levels of management.  
d) _______ is formulated by top level mangers.  
e) What is strategic planning?  
f) Write any four functions of management.  
g) Define the terms committee.  
h) Decision making involve ________.  
i) Write any four qualities of a successful manager. ( True / False)  
j) Define mission.  
k) _______ are those plans for the achievement of which planning is done.  
l) Policies are no solution of all the problems. ( True / False)  
m) Directing is the executive function of _______ and _______ subordinates.  
n) Planning is meaningless without ________.  

UNIT-I  
Q.2  What is management? Write a note on managerial skills.  

Q.3  Give the contribution of Taylor in the field of management.  

UNIT-II  
Q.4  Define planning. Discuss in detail the various types of plans in an organization.  

Q.5  Differentiate between the following:  
a) Policies and procedure.  
b) Rules and policies.  

UNIT-III  
Q.6  What do you understand by organizing? Discuss the nature of organizing.  

Q.7  What do you mean by delegation of authority? Explain its process.  

UNIT-IV  
Q.8  What is meant by controlling? What are the main elements of an effective controlling system?  

Q.9  Write notes on the following:  
a) Decision-making in practice.
b) ‘Good and effective directing should be based upon certain principles’. Discuss the statement.
End Semester Examination, Dec. 2014
BBA (CAM) – First Semester
FINANCIAL ACCOUNTING (BCAM-104)

Time: 3 hrs
Max Marks: 70
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Whether the following statement is true or false:
   a) Assets will be equal to capital. 1
   b) Accural concept is based on matching concept. 1
   c) Purchase account is always shows debit balance. 1
   d) The main objective of NPO is profit making. 1
   e) EOQ means electronic order quality. 1

   Fill in the blanks:
   f) Cash book is a ______ as well as _______. 2
   g) Accounting equation concept shows ______ is equal to ______ + capital. 2
   h) As per Income Tax Act, accounting period is started from ______ and ended to ______. 2
   i)Depreciation means ______ in the value of assets. 1

   Write in one or two sentence:
   j) Define journal 1
   k) Explain types of accounting. 1

UNIT-I

Q.2 Define accounting. State its nature, function and types. 14

Q.3 Write short notes on:
   a) Money measurement concept. 7
   b) Discuss the merits of double entry system. 7

UNIT-II

Q.4 Journalise the following transactions and post them in the ledger:
   1. Ram started business with cash Rs. 10,000/-  
   2. He purchased goods from ‘T’ Rs. 2,000/-  
   3. He paid cash to ‘T’ Rs. 1,000/-  
   4. He sold goods to ‘S’ Rs. 2,000/-  
   5. He paid wages Rs.500/-  
   6. He received cash from ‘S’ Rs. 2,000/-  
   7. He received advance cash from ‘P’ Rs.1,000/-  

Q.5 Define trial balance. Explain the objective and method of trial balance. 14

UNIT-III

Q.6 What is bank reconciliation statement? How is it prepared? Give a Performa of a BRS with imaginary figures. 14
Q.7  Write short notes on:
   a) Balance sheet (Specimen with imaginary figures)               7
   b) Accounting of negotiable instruments.                        7

UNIT-IV

Q.8  Explain the need and significance of depreciation. What factors should be considered for determining amount of depreciation?  14

Q.9  Write short notes on:
   a) Single entry system                                          7
   b) Non profit organization.                                     7
End Semester Examination, Dec. 2014  
BBA (CAM) – First Semester  
FINANCIAL ACCOUNTING (BCAM-104)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

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   a) Assets will be equal to capital.  
   b) Accural concept is based on matching concept.  
   c) Purchase account is always shows debit balance.  
   d) The main objective of NPO is profit making.  
   e) EOQ means electronic order quality.  

Fill in the blanks:
   f) Cash book is a _________ as well as _________.  
   g) Accounting equation concept shows _________ is equal to _________ + capital.  
   h) As per Income Tax Act, accounting period is started from _________ and ended to _________.  
   i) Depreciation means __________ in the value of assets.  

Write in one or two sentence:
   j) Define journal  
   k) Explain types of accounting.

UNIT-I

Q.2 Define accounting. State its nature, function and types.  

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   a) Money measurement concept.  
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UNIT-II

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UNIT-III

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   a) Balance sheet (Specimen with imaginary figures)  
   b) Accounting of negotiable instruments.

UNIT-IV

Q.8 Explain the need and significance of depreciation. What factors should be considered for determining amount of depreciation?

Q.9 Write short notes on:
   a) Single entry system
   b) Non profit organization.
Q.1 Multiple choice questions:

a) Processors of all computers, whether micro, mini or main frame must have:
   i) ALU
   ii) Control unit
   iii) Primary storage
   iv) All of the above

b) Which number system is commonly used as a shortcut notation for groups of four binary digits?
   i) Binary
   ii) Octal
   iii) Decimal
   iv) Hexadecimal

c) CD-ROM stands for:
   i) Compactable read only memory
   ii) Compact data read only memory
   iii) Compactable disk read only memory
   iv) Compact disk read only memory

d) Multiple choice examination answer sheets can be evaluated automatically by:
   i) Optical mark reader
   ii) Magnetic tape reader
   iii) Magnetic ink character reader


e) A human order taker can be bypassed when using a ____________.
   i) Office automation system
   ii) Management information system
   iii) Transaction processing system
   iv) Decision support system
️) The number system that we use in our day-to-day life is called the __________ number system.
   i) Octal
   ii) Binary
   iii) Hexadecimal


g) Laptop PCs are also known as __________ computers.
   i) Mainframe
   ii) Super
   iii) Notebook
   iv) Personal

h) A file is corrected immediately after the input of a transaction. This is an example of:
   i) Sorting
   ii) Batchi
   iii) Online updating
   iv) Offline updating

i) A computer security protocol for logging in would be an example of the ______ component of an information system.
   i) Software
   ii) Hardware
   iii) Data

j) More than one of the same components is an example of a ________ system.
   i) Scalable
   ii) Redundant
   iii) RAID

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UNIT-I

Q.2 Write short notes on:

a) ASCII  b) Language generations.
Q.3 Explain the trends in computer system.  

**UNIT-II**

Q.4 Differentiate between input and output devices. Can a device be used both as input and output device? If no, explain why. If yes, give an example of such a device.  

Q.5 Explain various storage devices and their trade-offs.  

**UNIT-III**

Q.6 What are information system resources? Explain in detail its various resources.  

Q.7 Explain the expanding roles of information system.  

**UNIT-IV**

Q.8 What are threats of information security? Explain their preventive measures and treatments.  

Q.9 Define and distinguish between system software and application software. Explain application software for end-user in detail.
End Semester Examination, Dec. 2014
BBA (CAM) – Second Semester
BUSINESS ENVIRONMENT (BCAM-201)

Time: 3 hrs
Max Marks: 70
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the following questions:
a) What do you understand by capitalism?
b) Define environmental analysis.
c) Write any two elements of business environment.
d) Discuss any two problems of public sector in India.
e) Name any two compulsory licensing industries in India.
f) What are the two objectives of social audit?
g) Write full form of NBFC.
h) Write any two components of balance of payment.
i) Explain the term: foreign direct investment.
j) What is e-banking?
k) Describe any two functions of ICICI bank.
l) Define SSI.
m) Differentiate between MRTP Act and Competition Bill.
n) Write any two benefits of liberalization.

UNIT-I

Q.2 What do you understand by a business environment? Write the main components of a business environment.

Q.3 Discuss the concept of social responsibilities of business. What are these responsibilities?

UNIT-II

Q.4 Define industrial sickness. Discuss the policy of government in respect of industrial sickness.

Q.5 What is industrial policy 1991? Explain the main components of new industrial policy of India.

UNIT-III

Q.6 What do you mean by a development bank? What are its characteristics?

Q.7 What are the powers of SEBI? Also state its achievements.

UNIT-IV

Q.8 Define multi-national corporation. Discuss in detail the code of conduct for multinational corporations.

Q.9 Write notes on the following:
a) Achievement and failure of IMF.
b) Objectives of World Bank.
End Semester Examination, Dec. 2014  
BBA (CAM) – Second Semester  
HUMAN RESOURCE MANAGEMENT (BCAM-202)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer briefly:
   a) Distinguish between recruitment and selection.
   b) What is meant by a quality circle?
   c) What do you mean by a personnel management?
   d) Enlist measures for the job evaluation process.
   e) What are the causes of an industrial disputes?
   f) What is meant by workers participation in management?
   g) Enlist some healthy working conditions for the employees.  2x7

UNIT-I

Q.2 Define the concept of human resource management. Explain the significance of HRM for the success of an organization.  14

Q.3 Write short notes on:
   a) Techniques for training and development.
   b) Performance appraisal.  7x2

UNIT-II

Q.4 How can job analysis and job evaluation can be used in managing wages of an employee? Explain.  14

Q.5 Write short note on:
   a) Time wage system
   b) Fringe benefits  7x2

UNIT-III

Q.6 Explain various welfare activities to maintain the employees health and safety within an organization.  14

Q.7 Write short notes on:
   b) Possible causes of industrial accidents.  7x2

UNIT-IV

Q.8 Define the term ‘trade union’. Why do workers join trade unions? Discuss and analyse the objectives of trade unions.  14

Q.9 Briefly discuss the following:
   a) Industrial relations
   b) Collective bargaining  7x2
End Semester Examination, Dec. 2014
BBA (CAM) – Second Semester
MATHEMATICS FOR MANAGERS (BCAM-203)

Time: 3 hrs  Max Marks: 70
No. of pages: 2

Note: Attempt **FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory.** All questions carry equal marks.

Q.1  a) Differentiate w.r.t. \( x : 3x^2 + 2x + 5 \).
     b) Find fifth term of a G.P. if \( a = 3 \) and \( r = 5 \).
     c) What do you mean by equivalent sets.
     d) Calculate simple interest for Rs. 5000/- at the rate 10% per annum for 3 years.
     e) Find the value of \((\log 2) + 1\).
     f) \( A = \begin{bmatrix} 2 \\ 3 \\ 8 \end{bmatrix} ; B = \begin{bmatrix} 1 & 3 \\ 2 & 5 \end{bmatrix} ; \) then find the matrix \( AB \).
     g) Evaluate: \( \int \frac{1}{x} \, dx \).  

**UNIT-I**

Q.2  a) Find the compound interest on Rs. 5000/- at 12% per annum for \( \frac{1}{2} \) years, if the interest is compounded semi-annually.
     b) At the beginning of each month, Rs. 500/- is deposited into a savings account in post office that pays 12% per year compounded monthly. Find the balance in the account at the end of 6 years. (Use log table).

Q.3  a) The differences compound interest and simple interest of a certain sum of money is Rs. 48 at 10% per annum for 2 years. Find the principal.
     b) In how many years will Rs. 4,000/- amount to Rs. 5324 at 10% per annum compounded annually?

**UNIT-II**

Q.4  a) If one of the roots of the quadratic equation \( x^2 + mx + 24 = 0 \) is 1.5, then what is the value of \( m \)?
     b) Sum the series: 6 + 66 + 666 + ....ton terms.

Q.5  a) The sum of \( p \) terms of an A.P. is same as the sum of its \( q \) terms; show that the sum of its \( (p+q) \) terms is zero.
     b) If \( m = a^{\frac{1}{3}} + a^{-\frac{1}{3}} \), prove that \( m^3 - 3m = a + \frac{1}{a} \).

**UNIT-III**

Q.6  a) If \( A = \{1, 2, 3, 4\} \), \( B = \{2, 4, 6\} \), \( C = \{1, 2, 5\} \)
     \( U = \{x : x \ is \ a \ positive \ integer < 9\} \), then compute the following:
     i) \( (A^c - B^c) \cap (B^c - C^c) \)  
     ii) \( (A \cup B) - (B \cup C)^c \)
b) Solve the following system of linear equations:
\[ \begin{align*}
 x + 2y + 3z &= 6 \\
 2x + 4y + z &= 7 \\
 3x + 2y + 9z &= 14
\end{align*} \]

Q.7 a) In a pollution study of 1500 Indian rivers, the following data were reported: 520 rivers were polluted by sulphur compounds, 335 were polluted by phosphates and 425 were polluted by crude oil, 100 were polluted by crude oil and sulphur compounds, 180 by sulphur compounds and phosphates, 150 by phosphate and crude oil and 28 were polluted by all three. How many rivers were:

i) Polluted by crude oil only 
ii) Polluted by phosphate only 
iii) Not polluted at all 
iv) Atleast one of the three 

b) Find the value of \( x \) such that:
\[
\begin{bmatrix}
1 & 3 & 2 \\
2 & 5 & 1 \\
15 & 3 & 2
\end{bmatrix}
\begin{bmatrix}
x \\
y \\
z
\end{bmatrix} = \begin{bmatrix}
1 \\
2 \\
0
\end{bmatrix}
\]

UNIT-IV

Q.8 a) Evaluate:
\[
\int \frac{3x^2}{1+x^3} \, dx.
\]

b) Discuss the continuity of the function \( f(x) \) at \( x=1 \), where:
\[
f(x) = \begin{cases}
\frac{3}{2} - x, & \frac{1}{2} \leq x < 1 \\
\frac{3}{2}, & x = 1 \\
\frac{3}{2} + x, & 1 < x \leq 2
\end{cases}
\]

Q.9 a) If \( y = x + \sqrt{x^2 - 1} \), prove that \( (y-x) \frac{dy}{dx} - y = 0 \).

b) Evaluate:
\[
\int \frac{x^2 + 1}{(x-2)(x-3)(x-y)} \, dx.
\]
End Semester Examination, Dec. 2014
BBA (CAM) – Second Semester
INTERNET TECHNOLOGY (BCAM-204)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) State true or false:
   i) The domain name space is the actual scheme used to name domains that are at different levels in the DNS domain hierarchical tree.
   ii) .Com extension is used by non-commercial organizational and institutions.
   iii) Telnet is the program that allows login to other internet computers.
   iv) One can not download program and data files using FTP.
   v) Gopher is the menu based program for browsing the internet.
   
   b) Fill in the blanks:
   i) ________ is the property that ensures that the information or data stored on the computer network or transmitted through it is available to authorize systems or individuals only.
   ii) ________ tag is used to insert an audio file in a HTML program.
   iii) ________ is a tool for enterprise collaboration system.
   iv) IP addresses are ________ (numeric/ alphanumeric) addresses.
   v) ________ programming language is used for web site designing.

UNIT-I

Q.2 Discuss the importance of following organizations in administration of the internet:
   a) Internet society
   b) Internet engineering task force
   c) Internet architecture board
   d) World wide web consortium
   e) ICANN

Q.3 Discuss the basic architecture of the internet. Also discuss how it works.

UNIT-II

Q.4 What are hyperlinks and why are they used? What are different types of hyperlinks? How can hyperlinks be created in a HTML document?

Q.5 Write short notes on the following:
   a) Web publishing
   b) Interactive marketing

UNIT-III

Q.6 How travel and tourism industry has been affected by the advent of computer networks and internet? Discuss.

Q.7 Discuss the role of extranets by taking a suitable example.

UNIT-IV
Q.8 What are the tools of enterprise collaborations? Discuss them in detail. 10

Q.9 Highlight the importance of teams, work groups and collaboration groupware for an enterprise collaboration system. 10
End Semester Examination, Dec. 2014
BBA (CAM)-Second Semester
OPERATING SYSTEM AND NETWORKING (BCAM-205)

Time: 3 hrs  Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) Define a virus.
   b) Give four names operation systems.
   c) FTP stands for ________.
   d) Write down the categories of networks.
   e) UNIX operating system is an:
      i) Multi user operating system
      ii) Time sharing operating system
      iii) Multitasking operating system
      iv) All of the above
   f) Virtual memory is:
      i) Extra large main memory
      ii) Extremely large secondary memory
      iii) An illusion of main memory
      iv) An illusion of secondary memory
   g) A network can have both the categories LAN and MAN.
      i) True
      ii) False
   h) In a network two computers can have same IP address.
      i) True
      ii) False
   i) Give name of any four internet working devices.
   j) OSI stands for ____________.

Q.2 Explain the following commands with their syntax:
   i) uname_a
   ii) pwd
   iii) xkill
   iv) MKDIR
   v) du

Q.3 What do you mean an operating system? Explain its features and functions in detail.

Q.4 Write short notes on:
   a) Memory management
   b) Deadlocks

Q.5 a) What do you mean by scheduling? Explain.
   b) Explain virtual memory.

Q.6 What is a network? Explain the network topologies in detail.

Q.7 Differentiate the following:
   a) Internet and Intranet
   b) Intranet and Extranet
   c) LAN and MAN
UNIT-IV

Q.8 Explain OSI module and its layers in detail.  

Q.9 Write short notes on:
   a) Firewalls
   b) Protocols and their types
End Semester Examination, Dec. 2014  
BBA (CAM) – Third Semester  
ORGANIZATIONAL BEHAVIOUR (BCAM-301)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1  
(a) A process by which individuals organize and interprets their sensory impressions in order to give meaning to their environment is known as ________,  
(b) __________, __________ and __________ are three components of altitude.  
(c) In autocratic model, the employee orientation is towards __________.  
(d) Three categories of biological factors influencing the personality of an individual are __________, __________ and __________.  
(e) ERG theory of motivation was proposed by __________.  
(f) Distinguish between proactive and reactive change.  
(g) What are the key elements of organizational behavior?  

UNIT-I

Q.2  
Define organizational behavior. What are the critical issues and challenges faced by managers today which are compelling them to use organizational behavior concepts?  

Q.3  
Explain perceptual process and perceptual errors with suitable examples.  

UNIT-II

Q.4  
Define group cohesiveness. Explain the relationship between group cohesiveness and productivity and the different factors that influence the group cohesiveness.  

Q.5  
(a) Write an essay on team building.  
(b) What steps can be taken to reduce and resolve conflict that is behavioral in nature?  

UNIT-III

Q.6  
What are the reasons for resistance to change? What can the management do to overcome such resistance?  

Q.7  
What are the various causes of conflict? Are these causes attributable to external environment? If so, then what type of environment that is external to the individual can contribute towards creation of conflict.  

UNIT-IV

Q.8  
Compare the three leadership styles. Under what situations would each style be effective. Give examples.  

Q.9  
(a) There are four sources of motivation. Which source do you think is the most suitable in a free economic society as ours and why?
b) What can the management do to satisfy the various level needs of workers as shown in Maslow’s model?
End Semester Examination, Dec. 2014
BBA (CAM) – Third Semester
FINANCIAL MANAGEMENT (BCAM-302)

Time: 3 hrs
Max Marks: 70
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 State whether following statement are true or false:
   a) Main objective of a financial management is maximization of profit.
   b) Accounting is an input to financial management.
   c) Capital budgeting is the budget of capital expenditure.
   d) Working capital means total of current assets.
   e) EOQ is that quantity of material for which each order should be placed.
   f) Cost of capital of firm is the minimum rate of return.

1x6

Fill in the blanks:

   g) IRR stands for _______________. 1
   h) Net income approach of capital structure is suggested by ___________. 1
   i) Net working capital is the excess of _________ over ___________. 2
   j) The difference of present value of ___________ and present value of ___________ is called NPV. 2
   k) The two types of debt capital is _________ and ___________. 2

UNIT-I

Q.2 Discuss the term finance. Explain the structure and functions of finance management. 14

Q.3 “Wealth maximization is superior criteria than profit maximization”. Do you agree? Give reasons. 14

UNIT-II

Q.4 R Ltd. is to make a choice between two proposals which require an equal investment of Rs. 10,00,000/- each and expected to generate net cash flow as under:

<table>
<thead>
<tr>
<th></th>
<th>Project I (Rs.)</th>
<th>Project II (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4,00,000</td>
<td>6,00,000</td>
</tr>
<tr>
<td>2</td>
<td>4,95,000</td>
<td>3,00,000</td>
</tr>
<tr>
<td>3</td>
<td>1,40,000</td>
<td>2,50,000</td>
</tr>
<tr>
<td>4</td>
<td>3,00,000</td>
<td>2,20,000</td>
</tr>
<tr>
<td>5</td>
<td>2,50,000</td>
<td>NIL</td>
</tr>
<tr>
<td>6</td>
<td>NIL</td>
<td>80,000</td>
</tr>
</tbody>
</table>

PV of Re 1 at a discount rate of 12% is:

<table>
<thead>
<tr>
<th>Years</th>
<th>PV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.893</td>
</tr>
<tr>
<td>2</td>
<td>0.797</td>
</tr>
<tr>
<td>3</td>
<td>0.712</td>
</tr>
<tr>
<td>4</td>
<td>0.636</td>
</tr>
<tr>
<td>5</td>
<td>0.567</td>
</tr>
<tr>
<td>6</td>
<td>0.507</td>
</tr>
</tbody>
</table>

Which project will be preferred according to
   a) Pay back method  
   b) NPV method

14

Q.5 Write short notes on:
a) Weighted average cost of capital.  b) Internal rate of return.  

**UNIT-III**

Q.6 Define capital structure. Explain the factors affecting the capital structure.  14

Q.7 Distinguish between the operating leverage and financial leverage. How the leverages can be measured?  14

**UNIT-IV**

Q.8 Explain the Walter’s model of dividend policy. Discuss its assumptions and limitations.  14

Q.9 Write short notes on:
   a) Cash management.
   b) Factors affecting working capital requirement.  7x2
Q.1 Answer the following briefly:
   a) Name the stages of a new product development.
   b) What are the three levels of packaging?
   c) State 4 P’s of marketing mix.
   d) Design a suitable distribution channel for:
      i) Dry fruits.
      ii) Packaged drinking water.
   e) List out the bases of segmentation.
   f) State the elements of an advertising copy.
   g) Suggest any two areas of doing marketing research.

Q.2 Explain the concept of consumer behaviour. Briefly discuss the various factors which affect a consumer behaviour.

Q.3 a) Discuss the various stages and the strategies often used during each stage of product life cycle.
   b) Explain:
      i) Skimming pricing.
      ii) Penetration pricing.

Q.4 Discuss the importance of channels of distribution in the marketing of goods. What factor will you consider in selecting a suitable channel of distribution?

Q.5 Write notes on:
   a) Selection of sales force.
   b) Retailing.

Q.6 Discuss the objective and methods of sales promotion with suitable example.

Q.7 What is meant by advertising media? Suggest suitable media for advertising of:
   a) Cosmetics.
   b) Sports goods.

Q.8 Describe the nature and significance of marketing research in modern business. How will you conduct a marketing research for a company?

Q.9 Write notes on:
a) Marketing audit.
b) International marketing.
End Semester Examination, Dec. 2014  
BBA (CAM) – Third Semester  
MIS AND DBMS (BCAM-304)

Time: 3 hrs  
Max Marks: 50  
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1  

a) Who developed the normalization process?  
i) E.F. Codd.  
ii) F.F. Codd  
iii) E.E. Codd.  
iv) None of these.

b) Normalization is used:  
i) To remove insertion and deletion anomalies.  
ii) To replace data.  
iii) To add new data.  
iv) None.

c) The following are the components of database except _______.  
i) User data.  
ii) Meta data.  
iii) Reports.  
v) Indexes.

d) The full form of DDL.  
i) Dynamic data language.  
ii) Detailed data language.  
iii) Data definition language.  
v) Data derivation language.

e) ________ is a characteristic or property of an object, such as weight, size and color.  
i) Entity.  
ii) Attribute.  
iii) Schema.  
v) Instance.

f) Which among the following come under security hazards for information system?  
i) Internet time stealing.  
ii) Encrypted threats.  
iii) Data victimizing.  
v) Infiltration and industrial espionage.

g) The requirements of data security is /are:  
i) Confidentiality.  
ii) Integrity.  
iii) Both i) & ii).  
v) None.

h) A relation is said to be in 2NF if:  
i) It is in 1NF.  
ii) Non key attribute are fully dependent on primary key.  
iii) Both i) & ii).  
v) None.

i) A Tera Byte is:  
i) A million bytes.  
ii) A Trillion Bytes.  
iii) A quadrillion bytes.  
v) Three bytes.

j) In relational DBMS, all the data is stored in tables which consist of:  
i) Legs and table top.  
ii) Bar charts.  
iii) Pie charts.  
v) Column and rows.  

UNIT-I

Q.2  Discuss the current IT industry scenario in relation to the management.  

Q.3  Discuss the application of various information systems to functional business areas.
UNIT-II

Q.4  What do you understand by the term ‘quality’? Discuss the quality control requirements and standards.  

Q.5  Discuss the critical success factor in implementation of information technology.  

UNIT-III

Q.6  Discuss and differentiate the hierarchical, network and relational model.  

Q.7  Use E-R diagram to model the outline shop management system. Assumption must be stated clearly.  

UNIT-IV

Q.8  Describe the purpose of normalizing data. What undesirable dependencies are avoided when a relation is in 3NF?  

Q.9  Describe in brief:  
   a) Distributed databases.  
   b) Object oriented databases.
End Semester Examination, Dec. 2014
BBA (CAM) – Third Semester
MULTIMEDIA TECHNOLOGY (BCAM-305)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks:
   a) The study of the movements and motion of structure that have joints is called __________.
   b) DVD stands for __________.
   c) The branch of physics that study sound is ____________.
   d) PELS stands for __________.
   e) WYSIWYG means __________.
   f) Images included in many software titles are called __________.
   g) __________ is an effect in which one image transforms to another.
   h) __________ allows an end-user to control what and when the elements are delivered.
   i) __________ helps in adjusting the spacing between characters.
   j) HDTV stands for __________

   **UNIT-I**

Q.2 What is multimedia? Explain the various components of multimedia. 10

Q.3 Discuss the applications of multimedia in the field of education and advertising. 10

**UNIT-II**

Q.4 Explain the following:
   a) Serif and Sans Serif Text.
   b) Text formatting tools. 5x2

Q.5 What is MIDI audio? Explain its features. 10

**UNIT-III**

Q.6 Explain morphing and 3D animation. 10

Q.7 Write short notes on:
   a) Extruding and Lathing of image.
   b) Vector graphics. 5x2

**UNIT-IV**

Q.8 Discuss the important considerations in preparing your project for delivery in the market place. 10

Q.9 Discuss the process of making a multimedia project. 10
Q.1 Answer the following briefly:
   a) Define strategy.
   b) What is corporate level strategy?
   c) Differentiate between concentric diversification and conglomerate diversification.
   d) Specify the condition under which stability strategy is adopted.
   e) Explain the main purpose of objectives.
   f) What is business unit strategy?
   g) What is meant by PEST analysis?

UNIT-I

Q.2 “Strategic management is considered to be that type of management through which an organization tries to obtain a good fit with its environment”. Explain briefly how forecasting can assist an organization to obtain a good fit with its environment.

Q.3 a) Define business policy and discuss its functions.
    b) What are the various decision-making approaches used in a strategic management?

UNIT-II

Q.4 “Crucial to the success of strategic management is the role of the chief strategist: The Chief Executive Officer (CEO)”. Characterize CEO’s role and functions in this regard.

Q.5 a) Differentiate between goals and objectives.  
    b) What do you understand by long-term objectives of a company? Discuss with suitable examples.

UNIT-III

Q.6 “An organization can choose from a wide variety of grand strategic such as stability strategies, growth strategies, retrenchment strategies and combination strategies”. Explain these strategies and highlight the conditions under which each one is the most appropriate.

Q.7 Why is internal and external environment analysis of companies important for formulating strategies?

UNIT-IV

Q.8 Write short notes on:
   a) Functional policy
   b) Evaluation of a strategy.
Q.9 Why is “purity of mind” so essential to create an ethical system of strategic management within an organization?
Q.1 Fill in the blanks:

a) A budget prepared on the bases of a fixed level of activities is known as __________ budget.

b) To obtain the break even point in rupees, total fixed costs are divided by ________.

c) When sales increased by Rs. 10,000 and profit increase from Rs. 2,000 to Rs. 6,000 then the P/V ratio is ________.

d) Capital budgeting is the budget of __________.

State (true or false) for the following statements:

e) Standard are arrived at based on past performance.

f) A fixed cost is fixed per unit.

g) Cost volume profit analysis is a more comprehensive term than break even analysis.

h) Management accounting is to assist the cost accountant in performing various functions.

Answer the following in one and two sentences:

i) Write any two objectives of budgetary control.

j) Define the term “responsibility accounting”.

k) State any two importances of ratio analysis technique.

UNIT-I

Q.2 Define management accounting. How is it different from financial and cost accounting?

Q.3 a) Discuss the essentials for the success of a management accounting.

b) Explain the four main techniques of management accounting.

UNIT-II

Q.4 “Ratio analysis is a tool to examine the health of a business with a view to make the financial results more analytical”. Explain.

Q.5 From the following information you are required to calculate:

a) Fixed cost;

b) Break even sales volume;

c) Sales to earn a profit of Rs. 3,000 and

d) Profit when sales are Rs. 8,000

<table>
<thead>
<tr>
<th>Sales (Rs.)</th>
<th>Profit (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period 2009-10</td>
<td>10,000</td>
</tr>
<tr>
<td>Period 2010-11</td>
<td>15,000</td>
</tr>
</tbody>
</table>
**UNIT-III**

Q.6  
   a) Discuss flexible budgeting as a better budgeting technique.  
   b) Explain Zerobase budgeting.  

7

Q.7  
   ‘S’ Ltd. produces a single product; estimated cost per unit is detailed below:  

<table>
<thead>
<tr>
<th>Cost Component</th>
<th>Cost (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Material</td>
<td>12</td>
</tr>
<tr>
<td>Direct Wages</td>
<td>8</td>
</tr>
<tr>
<td>Direct Expenses</td>
<td>4</td>
</tr>
<tr>
<td>Variable overhead</td>
<td>2</td>
</tr>
</tbody>
</table>

Semi variable overheads at 100% activity is Rs. 60,000 [produced 10,000 units] out of which Rs. 30,000 is fixed. Fixed overheads are estimated at Rs. 60,000. Selling price is expected to be Rs. 50 per unit. Prepare flexible budget at 50% and 70% level of activity.  

14

**UNIT-IV**

Q.8  
   a) Explain the main advantages of social accounting.  
   b) Distinguish between budgetary control and standard costing.  

7

Q.9  
   Standard material cost for manufacturing 1,000 units of output is:  
   400 kg of material at Rs. 2.50 per kg.  
   When 2,000 units of output are produced it is found that actual cost is:  
   825 kg of material at Rs. 2.70 per kg.  
   Calculate material cost variance [MCV], material price variance [MPV] and material usage variance [MUV].  

14
End Semester Examination, Dec. 2014
BBA (CAM) – Fourth Semester
QUANTITATIVE APPLICATIONS TO MANAGERIAL DECISION MAKING
(BCAM-403)

Time: 3 hrs
Max Marks: 70
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 State whether the given statements is True/False:

a) If availabilities and requirements are same, then the transportation problem is said to be unbalanced.
b) If maximin=minimax, it means there is a saddle point.
c) In assignment problem, number of columns are always equal to number of rows.
d) Degeneracy occur in transportation problem, when opportunity cost is negative.

Fill in the blanks:
e) Loop is drawn in MODI method, when ________.
f) In mixed strategy game there is no ________.
g) The size of payoff matrix of a game can be reduced by using ________.

UNIT-I

Q.2 a) Explain the graphical method of solving a linear programming problem by giving an example.

b) A company decides to manufacture two products, P₁ and P₂, each of which is processed on two machines M₁ and M₂. One unit of P₁ takes 15 hours on M₁ and 24 hours on M₂. The corresponding requirements for P₂ are 25 hours on M₁ and 11 hours on M₂. There are 2 machines of type M₁ and 3 machines of type M₂. The total available hours per week for M₁ and M₂ are 300 and 250 respectively. P₁ gives a profit of Rs. 18 per unit and P₂ Rs. 16 per unit. Formulate the above problem as an LPP (no solution is required).

Q.3 a) Use graphical method to solve the given LP problem:
Maximize \( z = 50x_1 + 30x_2 \)
Subjected to:
\( 2x_1 + x_2 \geq 18 \)
\( x_1 + x_2 \geq 12 \)
\( 3x_1 + 2x_2 \leq 34 \)
and \( x_1, x_2 \geq 0 \)

b) What is linear programming problem? What are the requirements of a linear programming problem?

UNIT-II

Q.4 Solve the following problem using Simplex method:
Maximize \( z = 12x_1 + 3x_2 + x_3 \)
Subjected to:
\( 10x_1 + 2x_2 + 3x_3 \leq 100 \)
\( 7x_1 + 3x_2 + 2x_3 \leq 77 \)
\( 2x_1 + 4x_2 + x_3 \leq 80 \)
and \( x_1, x_2, x_3 \geq 0 \)
Q.5 Solve the following problem and check the optimality of the solution by MODI method:

<table>
<thead>
<tr>
<th>Distribution centre</th>
<th>D_1</th>
<th>D_2</th>
<th>D_3</th>
<th>D_4</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant P_1</td>
<td>19</td>
<td>30</td>
<td>50</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Plant P_2</td>
<td>70</td>
<td>30</td>
<td>40</td>
<td>60</td>
<td>10</td>
</tr>
<tr>
<td>Plant P_3</td>
<td>40</td>
<td>10</td>
<td>60</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Demand</td>
<td>5</td>
<td>8</td>
<td>7</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

UNIT-III

Q.6 Solve the following travelling salesman problem:

<table>
<thead>
<tr>
<th>TO</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>∞</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B</td>
<td>5</td>
<td>∞</td>
<td>7</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>From C</td>
<td>8</td>
<td>7</td>
<td>∞</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>D</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>∞</td>
<td>8</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>8</td>
<td>∞</td>
</tr>
</tbody>
</table>

Q.7 Write short notes on:
   a) Hungarian method of solving assignment problem.  
   b) Vogel's approximation method.  
   c) Prohibited routes in assignment problem.

UNIT-IV

Q.8 Explain by giving an example:
   a) Principle of dominance.  
   b) Queue discipline.  
   c) Behavior of arrivals.

Q.9 Use graphical method in solving following game and find the value of the game.

<table>
<thead>
<tr>
<th>Player B</th>
<th>B_1</th>
<th>B_2</th>
<th>B_3</th>
<th>B_4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Player A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A_1</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>-2</td>
</tr>
<tr>
<td>A_2</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>
End Semester Examination, Dec. 2014
BBA (CAM) – Fourth Semester
RELATIONAL DATABASE MANAGEMENT SYSTEMS (BCAM-404)

Time: 3 hrs  Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the following questions briefly:
   a) Define entity and entity set with suitable examples.
   b) What is the concept of domain?
   c) Create a student table with attributes roll number, name, class, marks, and grade using SQL commands.
   d) What are the advantages of exceptions in PL/SQL?
   e) Compare database triggers with procedures.

2x5

UNIT-I

Q.2 Compare the three record based data models. Which model is best and why? 10

Q.3 What is the difference between data and information? Explain the advantages and disadvantages of DBMS over a file based system. 10

UNIT-II

Q.4 What is meant by ER-diagram? How can it be used for modeling? 10

Q.5 Develop an ER diagram for a library management system. 10

UNIT-III

Q.6 Explain the following:
   a) Altering the structure of a table. 5
   b) Updating the records in a table. 5

Q.7 Discuss the table level constraints in SQL with proper examples. 10

UNIT-IV

Q.8 What are advantages of PL/SQL? Explain the various conditional control structures in PL/SQL. 10

Q.9 What does trigger mean? Write and explain the syntax to create a trigger. 10
End Semester Examination, Dec. 2014
BBA (CAM) – Fourth Semester
SYSTEM ANALYSIS AND DESIGN (BCAM-405)

Time: 3 hrs  Max Marks: 70
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1  a) System study involves:
   i) Study of existing system.
   ii) Documenting the existing system.
   iii) Identifying current deficiencies
   iv) All of the above
b) Which of the following is not a fact-finding technique?
   i) Third party enquiry
   ii) Interview
   iii) Questionnaire.
   iv) Observation
c) In prototyping:
   i) BASIC is used
   ii) COBOL is used
   iii) 4 GLs are used
   iv) System is documented
d) The step-by-step instructions that solve a problem are called __________.
   i) An algorithm
   ii) A list
   iii) A plan.
   iv) A sequential structure.
e) The primary tool used in structured design is a __________.
   i) Data flow diagram.
   ii) Module
   iii) Structure chart
   iv) Program flowchart.
f) Fill in the blanks:
   i) DFD stands for __________.
   ii) Screen displays are also called as __________.
   iii) __________ and __________ are two fact finding techniques.
   iv) __________ is a type of SDLC model.
   v) __________ is quality standard for service industry.
g) Define the following:
   i) Benchmarking
   ii) Post-implementation review.

UNIT-I
Q.2 What is SDLC? Discuss in detail the different phases of SDLC.

UNIT-II
Q.3 Who is a system analyst? What is the role of a system analyst in the development of the system?

UNIT-III
Q.4 Explain the following:
   i) Data dictionary
   ii) Decision tree.

UNIT-IV
Q.5 What do you understand by fact gathering? What are the tools used for this purpose? Illustrate.

Q.6 What do you mean by hardware and software selection? Discuss the process of selection in the design of a system.

Q.7 Discuss the following:
   i) Logical and physical design
   ii) Cohesion and coupling
Q.8 What is system implementation? What are the different types of implementations done in a system development cycle?

Q.9 What is the need of system testing? Explain any five testing techniques in detail.
Q.1
a) The term “public relations” was coined by ________.
b) Press kit is also known as _________.
c) ________ is a firm’s sense of responsibility towards the community and environment in which it operates.
d) Written declaration of a firm’s core purpose and focus which normally remain unchanged is _________.
e) High credibility, high word of mouth and news value are the features of _________.
f) Name the agencies who come under the ministry of Information and Broadcasting of India.
g) What are the different elements of a public opinion process? 2x7

UNIT-I
Q.2
a) Explain the present status and future scope of public relation in India. 7
b) What is the significance of public relation? 7

Q.3 What is internal communication? Who are our internal publics and how are internal communication practitioners involved in an organizational change? 14

UNIT-II
Q.4
a) How is public relation different from advertising? 7
b) Explain the different tools of public relation which serves as an interaction between management and employees. 7

Q.5 What are the different elements of corporate public relation programme? 14

UNIT-III
Q.6 Explain the major elements which are involved in the formation and change of public opinion. 14

Q.7
a) How public opinion grows? 7
b) Write the conditions that are necessary for the formation of public opinion. 7

UNIT-IV
Q.8
a) What is the role of public relation in public sector organizations? 7
b) What is lobbying? 7

Q.9
a) What role the PR associations play in maintaining the ethical standards in the PR field? 7
b) What is the importance of handling media during crisis? 7
End Semester Examination, Dec. 2014  
BBA (CAM) – Fifth Semester  
MERCANTILE LAW (BCAM-502A)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 State true or false:
   a) A contract becomes void by impossibility of performance after the formation of contract.  
   b) An offer may be revoked even after the communication of its acceptance is complete.  
   c) Novation and alteration are the methods of discharge of contract by mutual consent.  
   d) A mirror can become an agent.  
   e) A person of unsound mind can employ an agent.  
   f) In a contract of indemnity there are three parties involved.  

Fill in the blanks:
   g) If the creditor loses the security given to him, in the contract of guarantee, the surety is __________.  
   h) Agreements in restraint of marriage are __________.  
   i) Caveat emptor means __________.  
   j) Quiet possession is an implied __________.  
   k) Information Technology Act is based on __________ model law.  
   l) Asymmetric crypto system is a system of key pair consisting of a __________ and a __________.  
   m) It is duty of principle to pay __________ to agents.  
   n) Consideration may move from the __________ or any other person.  

UNIT-I

Q.2 “An agreement enforceable by law is a contract”. Discuss the definition and bring out clearly the essentials of a valid contract.  

Q.3 Discuss the remedies for breach of contract.  

UNIT-II

Q.4 What is a contract of guarantee? What are its special features? Distinguish between a contract of guarantee and contract of indemnity.  

Q.5 Explain the duties of an agent towards his principal. What are his rights against the principle?  

UNIT-III

Q.6 What are the differences between conditions and warranties? Explain the implied conditions and warranties in a contract of sale of goods.  

Q.7 Enumerate the rights and duties of the buyer in respect of the sale of goods.  

UNIT-IV
Q.8 Discuss the computer related offences and punishments for the same under IT Act.

Q.9 Discuss the provisions related to:
   a) Certifying authority in IT Act.        b) Asymmetric crypto system.
End Semester Examination, Dec. 2014  
BBA (CAM) – Fifth Semester  
CONSUMER BEHAVIOUR (BCAM-503)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Attempt **FIVE** questions in all; **taking at least ONE question** from each Unit. **Q.1 is compulsory.** All questions carry equal marks.

Q.1 a) “Customer is the king in the market”. Justify.  
b) The ______ is defined on the basis of customer needs.  
c) What is FLC stands for in consumer behavior?  
d) Learning can take place only if the individual has the capacity to learn. **(True/False)**  
e) Differentiate between needs and wants.  
f) Draw the model of Maslow’s need hierarchy theory.  
g) _______ represents psychological characteristics which decide and reflect the individual.  
h) Give the full name of VALS analysis.  
i) What is family?  
j) Classify the four types of class.  
k) What are the types of memory?  
l) Write any two individual determinants of consumer behavior.  
m) _______ is a set of traditional beliefs and values that are transmitted and shared in a given society.  
n) _______ is a decision process adopted by the consumer.  

**UNIT-I**

Q.2 Why consumer behavior is interdisciplinary science?  

Q.3 Write notes on the following:  
a) Model of consumer behavior.  
b) Differentiate between lifestyle and psychographic.  

**UNIT-II**

Q.4 Define culture. What are the most important characteristics of culture that reflects its nature?  

Q.5 What is a references group? Discuss in detail the types of reference groups.  

**UNIT-III**

Q.6 Define attitude. Discuss in detail the components and formation of attitude in consumer behavior.  

Q.7 Explain the term personality. Describe the characteristics and theories of personality.  

**UNIT-IV**

Q.8 Define buying motive. Explain the process of consumer buying decision.
Q.9 Write notes on the following:
   a) Problem-solving approaches.
   b) Problem recognition process.
Q.1 Fill in the blank:
   a) Visual Basic is _________ language.
   b) The standard prefix for the button control is _________.
   c) The task accomplished in the code editor is _________.
   d) An object in object-oriented language is composed of _________.
   e) Which property determines whether the control is displayed to the user?
   f) An event is _________.
   g) The click event is found on _________ control.
   h) The method to remove an item in a ListBox is _________.
   i) The two controls combined to form the ComboBox control are _________ and _________.
   j) How many times is the test expression of a select case evaluated? 2x10

UNIT-I

Q.2 Explain the difference between event driven and procedural language. 10

Q.3 Write short notes on following:
   a) Decision making statements in Visual Basic. 5
   b) String manipulation functions in Visual Basic. 5

UNIT-II

Q.4 Differentiate between the following:
   a) General procedure and event procedure. 5
   b) TextBox and label control. 5

Q.5 Explain five important properties of TextBox control. 10

UNIT-III

Q.6 Write short notes on the following:
   a) OLE  
   b) MDI 5x2

Q.7 What is debugging? Explain the various options available in Visual Basic for debugging. 10

UNIT-IV

Q.8 Write a code in Visual Basic to connect the Form with a database in Access and as soon as the command button on the Form is clicked the records are retrieved from the table in the database and are added in the ListBox on the Form. 10

Q.9 Explain the various graphics controls available in Visual Basic. 10
End Semester Examination, Dec. 2014
BBA (CAM) – Fifth Semester
SOFTWARE ENGINEERING (BCAM-505)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks:
   a) Software is defined as_______.
   b) Two types of software are _______ and _______.
   c) The software development life cycle can be divided into _______ phases.
   d) The spiral model is used when _______.
   e) The main use of SRS is _______.
   f) The advantage of using function point metric is _______.
   g) The more tightly coupled modules are, the more _______.
   h) Failure is defined as _______.
   i) COCOMO model is used to _______.
   j) The two basic approaches to testing are _______ and _______. 1x10

UNIT-I

Q.2 a) What is software engineering? 5
     b) Comment on the statement “software does not wear out”. 5

Q.3 Explain waterfall model in detail. State its advantages and also its limitations. 10

UNIT-II

Q.4 Write short notes on following:
   a) Gantt chart.
   b) Software project management. 5x2

Q.5 What is software metric? What is the basic purpose of using software metrics? Give some metrics which can estimate the size of the software. 10

UNIT-III

Q.6 Describe the basic COCOMO model in detail. 10

Q.7 Give important differences between the function oriented and object oriented design approach. 10

UNIT-IV

Q.8 What do you mean by unit testing? Which types of defects are uncovered during unit testing? 10

Q.9 Why does software testing needs extensive planning? Explain. 10
End Semester Examination, Dec. 2014  
BBA (CAM) – Sixth Semester  
ENTREPRENEURSHIP DEVELOPMENT (BCAM-601)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 2

Note: Attempt **FIVE** questions in all; **taking at least ONE question** from each Unit.  
**Q.1 is compulsory.** All questions carry equal marks.

**Q.1** Answer the following questions briefly/as per the direction given:

a) Ethics are also important in a small scale business. **(True/False)**

b) Write full form of SWOT analysis. S_______, W_______, O_______, T_______.

c) Define a business plan.

d) Entrepreneurs are born only and can’t be made. **(True/False)**

e) Write names of three successful entrepreneurs along with the names of their firms.

f) Whom do you consider as founder entrepreneur? (Select only one name):
   - Mr. Dhirubai Ambani, Mr. Mukesh Ambani, Mr. Anil Ambani.

g) Do you think that government should support small scale industry for the economical growth of India? **(Yes/No)**

h) Management institutes should encourage students for self employment. **(Yes/No)**

i) Entrepreneur should have good knowledge of legal aspects of business, ethics, values and environment also.

j) Unemployment could be reduced by introducing the culture of entrepreneurship **(Yes/No)**

k) Entrepreneurs take (✓ the correct) calculated risks (  ) Blind risks (  )

l) Define entrepreneurship.

m) What is the full form of EDP?

n) Discuss technical characteristics of a small business.

1x14

**UNIT-I**

Q.2 Every country needs a large numbers of entrepreneurs who can set up industries, business and services of various types for attaining national prosperity. Discuss the importance of promoting entrepreneurship in the developing countries like India.  
14

Q.3 Discuss the opportunities available for setting up small scale units in India.  
14

**UNIT-II**

Q.4 Explain the factors like risk taking, decision making, innovativeness, resources and initiative in context with an entrepreneur.  
14
Q.5 Is there something that differentiates an entrepreneur from a manager? Discuss the difference between a manager and an entrepreneur.

UNIT-III

Q.6 Although a formal education is not necessary for starting a new business. Discuss the role of education in entrepreneurship development.

UNIT-IV

Q.7 Do you believe that ethics and social responsibility should be part of an entrepreneurship development programmes? Put your views accordingly.

Q.8 Discuss the contribution of an entrepreneur in the following areas:
   a) Improvement in per capita income.
   b) Employment generation.
   c) Upliftment of society.

Q.9 Write notes on any two:
   a) Environmental barriers to entrepreneurship.
   b) Problems of small scale units.
   c) Qualities of an entrepreneur.
   d) Government support to entrepreneurship development programmes.
End Semester Examination, Dec. 2014  
BBA (CAM) – Sixth Semester  
INTERNATIONAL BUSINESS (BCAM-602)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Attempt **FIVE** questions in all; **taking at least ONE question** from each Unit. All questions carry equal marks.

## UNIT-I

Q.1  
a) Define international business environment. Discuss its various components.  
7  
b) How do various international factors affect the business of mobile set traders?  
Explain with a suitable example.  
7

Q.2  
Discuss in detail the international product life cycle theory of international trade using suitable examples.  
14

## UNIT-II

Q.3  
Define the significance of Foreign Direct Investment (FDI) in developing countries. Is it a boon or curse? Justify your comments with suitable examples.  
14

Q.4  
Define globalization. How does it affect the economy of a country? Explain.  
14

## UNIT-III

Q.5  
What is EXIM policy? Discuss the role of EXIM policy as a tool for regulating trade in an economy.  
14

Q.6  
Explain the concept of EOU and EPZ. How do these organizations differ from other trading organizations? Also explain the role of these organizations in an economy.  
14

## UNIT-IV

Q.7  
‘Non Tariff Barriers (NTBs) play a better role than Tariff barriers in regulation of international trade’. Elucidate this statement using example of few NTBs.  
14

Q.8  
Explain the followings:  
a) Foreign Exchange Market  
5  
b) Trading Blocks  
5  
c) IMF  
4
End Semester Examination, Dec. 2014
BBA (CAM) – Sixth Semester
DISTRIBUTED DATABASE SYSTEM AND E-COMMERCE (BCAM-603)

Time: 3 hrs
Max Marks: 70
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) A distributed database has which of the following advantage over a centralized system.
   i) Software cast
   ii) Software complexity
   iii) Software response
   iv) Modular growth
   b) A distributed database system is heterogeneous. (True/False)
   c) Each node in a distributed system is subject to the same types of failure as is a centralized system. (True/False)
   d) Name any two third parties which provide services to credit/debit cards.
   e) By E-commerce we mean:
      i) Commerce of electronic goods.
      ii) Commerce which depends on electronics.
      iii) Commerce which is based on the use of internet.
      iv) Commerce which is based on transactions using computer connected by a telecommunication network.
   f) A staffless organization means ____________.
   g) What is a fragment in computer system?
   h) Name any four types of firewalls.
   i) Give names of categories of E-Commerce.
   j) Define a process.

UNIT-I

Q.2 What do you understand by a query processing? Explain query processing techniques in detail.

Q.3 How could you define a distributed database? Explain the architecture of a distributed system.

UNIT-II

Q.4 ‘Query optimization is mandatory for large databases’. Justify the statement and explain optimization techniques.

Q.5 Write notes on:
   a) Levels of distribution transparency.
   b) Storage mechanism of relations.

UNIT-III

Q.6 What is E-commerce? Explain business to customer (B2C) and business to business (B2B) E-commerce in detail.

Q.7 ‘An electronic payment should be highly secured’. Justify the statement and also explain that how could you make your payment secure.

UNIT-IV
Q.8 Explain the security features related to E-commerce. Give detailed explanation of security features in E-commerce.

Q.9 Write notes on:
   a) Staff less organization.  
   b) Tool of E-commerce.
End Semester Examination, Dec. 2014
BBA (CAM) – Sixth Semester
ORGANIZATIONAL DEVELOPMENT (BCAM-604)

Time: 3 hrs
Max Marks: 70
No. of pages: 1

Note: Attempt **FIVE** questions in all; **taking at least ONE question** from each Unit. **Q.1 is compulsory.** All questions carry equal marks.

Q.1 Answer the questions briefly:
  a) Explain the significance of organizational development.
  b) What is conglomerate merger?
  c) Differentiate between outsourcing and offshoring.
  d) What is the term demerger?
  e) Give some examples of acquisitions.
  f) What is cultural intervention in an organizational development?
  g) Name the six industries reserved for the public sector in India.  

**UNIT-I**

Q.2 Explain the origin, nature and dimensions of an organizational development.  

Q.3 Explain the following:
  a) Job values associated with organizational development.
  b) Action research in an organizational development.  

**UNIT-II**

Q.4 Explain the most latest organizational development interventions which are used by the MNCs.  

Q.5 Explain the following:
  a) Interpersonal intervention.
  b) Intergroup intervention.  

**UNIT-III**

Q.6 Explain the impact of globalization and liberalization on developing countries.  

Q.7 Explain the following:
  a) Stages of strategic alliance formation.
  b) Public sector policy of India.  

**UNIT-IV**

Q.8 a) Explain the symptoms indicating the need for organizational restructuring.
    b) Explain equity participation.  

Q.9 a) Specify the conditions under which expansion strategies are adopted.
    b) Explain the most common causes behind the fact that the majority of company integrations fail.
Q.1 Answer in briefly:
   i) Give any two points of difference between Private Ltd. and Public Ltd. Company.
   ii) Diagrammatically represent business as a system.
   iii) State any two points of difference between business, commerce and trade.
   iv) State any two objectives of FICCI.
   v) Diagrammatically represent continuum of leadership behavior.
   vi) Give any two limitations of planning.
   vii) Define communication.
   viii) State any two functions of stock exchange in India.
   ix) Write down any two points of difference between formal and informal communication.

Answer briefly:
   x) List down the traits or qualities of a good leader. 2x10
   xi) Discuss the objectives of SEBI.
   xii) Explain McGregor theory of motivation.
   xiii) What is managerial grid? Explain.
   xiv) Discuss the barriers of communication. 5x4

UNIT-I

Q.2 What do you understand by the term ‘business’? Discuss its scope and objectives. 15

Q.3 a) Define sole proprietorship and discuss the difference between sole proprietorship and partnership form of business organization.
   b) Explain the concept of MNCs with suitable examples. Also bring out the benefits and limitations of MNCs. 7½x2

UNIT-II

Q.4 What do you understand by entrepreneurship? Explain the qualities of a successful entrepreneur and also discuss the entrepreneurial opportunities in contemporary business environment. 15

Q.5 What are business combinations? Explain the main causes of such combinations. 15

UNIT-III

Q.6 a) Describe the benefits of good planning. What are the logical steps in planning?
   b) Explain in brief “rational decision-making”. What are its limitations? 7½x2

Q.7 What do you mean by matrix organization? What is the role of functional experts in such type of structure? 15

UNIT-IV

Q.8 Write notes on:
a) Maslow needs hierarchy theory of motivation.
b) Herzberg two factor theory of motivation.

Q.9 “The controlling function of management is similar to the function of thermostat in a refrigerator”. Elucidate the statement and discuss the various techniques of control in an organization.
Q.1 Fill in the blanks:

a) _______ and _______ are the external users of accounting information.

b) As per convention of conservatism _______ is made for future.

c) Nominal accounts are related to _______ and _______.

2x5

Q.2 State whether true or false:

a) In accounts recording is made of only final transaction.

b) Assets will be equal to capital if there is no liabilities.

c) Real accounts generally show debit balance.

d) Cash book is a ledger.

e) Depreciation decreases the market value of assets.

2x5

Q.3 Short answer questions:

a) Explain the need and significance of depreciation.

b) Discuss the limitations of trial balance.

c) Differentiate between cash discount and trade discount.

d) Explain the advantages of double entry system.

e) Discuss the various users of financial statement.

4x5

UNIT-I

Q.2 What do you mean by the term ‘Accounting concept and conventions’? Explain any three concepts and conventions of financial accounting with suitable illustrations.

15

Q.3 Define financial accounting. What are its main objectives? Explain the process of financial accounting in detail.

15

UNIT-II

Q.4 On 1st January, 2010, a company purchased a plant for Rs 60,000/-. On 1st July in the same year, it purchased additional plant worth Rs. 20,000/-. On 1st July 2012, the plant purchased on 1st January 2010 having become obsolete, is sold off Rs 27,000/-. On 1st October, 2013, fresh plant was purchased for Rs. 64,000/- and on the same date the plant purchased on 1st July 2010 was sold for Rs. 10,000/-. Depreciation is provided 10% p.a. on diminishing balance on 31st December every year. Show the plant account from 2010 to 2013.

15

Q.5 The following balances appeared in the book of M/s Marble Traders on 1st April 2010:

<table>
<thead>
<tr>
<th>Cash in hand:</th>
<th>Rs.6,000/-</th>
<th>Cash at Bank:</th>
<th>Rs. 12,000/-</th>
<th>B/R: Rs.7,000/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ramesh (Cr):</td>
<td>Rs.3,000/-</td>
<td>Stock (Goods):</td>
<td>Rs.5,400/-</td>
<td>B/P: Rs.2,000/-</td>
</tr>
<tr>
<td>Rahul (Dr):</td>
<td>Rs.9,700/-</td>
<td>Himanshu (Dr):</td>
<td>Rs.10,000/-</td>
<td></td>
</tr>
</tbody>
</table>
Transactions during the month were:

<table>
<thead>
<tr>
<th>Month</th>
<th>Particulars</th>
<th>Rs. (Amount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2010</td>
<td>Goods sold to Manish</td>
<td>3,000/-</td>
</tr>
<tr>
<td>April 2, 2010</td>
<td>Purchased goods from Ramesh</td>
<td>8,000/-</td>
</tr>
<tr>
<td>April 3, 2010</td>
<td>Received cash from Rahul for full settlement</td>
<td>9,200/-</td>
</tr>
<tr>
<td>April 5, 2010</td>
<td>Cash received from Himanshu</td>
<td>4,000/-</td>
</tr>
<tr>
<td>April 6, 2010</td>
<td>Paid to Ramesh by cheque</td>
<td>6,000/-</td>
</tr>
<tr>
<td>April 8, 2010</td>
<td>Rent paid by cheque</td>
<td>1,200/-</td>
</tr>
<tr>
<td>April 10, 2010</td>
<td>Cash received from Manish</td>
<td>3,000/-</td>
</tr>
<tr>
<td>April 20, 2010</td>
<td>Paid salary</td>
<td>2,500/-</td>
</tr>
<tr>
<td></td>
<td>Trade expenses</td>
<td>200/-</td>
</tr>
</tbody>
</table>

Journalise the above transactions and post them to the ledger.

UNIT-III

Q.6 From the following trial balance, prepare a trading, profit and loss account for the year ended 31 Dec. 2012 and a balance sheet as on that date:

<table>
<thead>
<tr>
<th>Debit Balance</th>
<th>Rs.</th>
<th>Credit Balance</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawing</td>
<td>20,000/-</td>
<td>Sales</td>
<td>2,20,000/-</td>
</tr>
<tr>
<td>Land and Building</td>
<td>12,000/-</td>
<td>Capital</td>
<td>1,01,110/-</td>
</tr>
<tr>
<td>Plant and machinery</td>
<td>40,000/-</td>
<td>Discount</td>
<td>1,260/-</td>
</tr>
<tr>
<td>Carriage inward</td>
<td>100/-</td>
<td>Apprentice premium</td>
<td>5,230/-</td>
</tr>
<tr>
<td>Wages</td>
<td>500/-</td>
<td>B/P</td>
<td>1,28,870/-</td>
</tr>
<tr>
<td>Salary</td>
<td>2,000/-</td>
<td>Purchase Return</td>
<td>10,000/-</td>
</tr>
<tr>
<td>Sales return</td>
<td>200/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank charges</td>
<td>200/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coal, gas and water</td>
<td>1,200/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchases</td>
<td>1,50,000/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade expenses</td>
<td>3,800/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock (opening)</td>
<td>76,800/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash at bank</td>
<td>50,000/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rates and taxes</td>
<td>870/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B/R</td>
<td>24,500/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>54,300/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash in hand</td>
<td>30,000/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total=</td>
<td>4,66,470/-</td>
<td></td>
<td>4,66,470/-</td>
</tr>
</tbody>
</table>

The additional information are as under:

i) Closing stock Rs.20,000/-

ii) Depreciation on plant @5% and on land and building @10%

iii) Make a provision for discount on debtors @3%

iv) Make a provision @5% on debtors for bad debts.

v) Outstanding salary was Rs.100/- and prepaid wages were Rs.40/-.  

vi) Manager commission is 5% on net profit after charging such commission.

Q.7

a) On 1st January 2010, 'R' purchased a machine from 'Ashoka Stores Ltd.' on hire purchase system. The particulars are as follows:
i) Cost price Rs.20,000/-
ii) Rs.8,000/- to be paid on signing the agreement.
iii) Balance in three equal installments of Rs. 4,000/- plus interest.
iv) Interest charged on outstanding balance @12% p.a.
v) Depreciation @10% p.a. on written down value method.

Prepare machinery A/C and hire vendor's A/C in the books of hire purchases. Also show how the machinery A/C should appear in the balance sheet of the purchases.

**UNIT-IV**

Q.8  a) X, Y, Z were partners in a firm sharing profit and losses in the ratio of 3:2:1, following was the balance sheet at the date of dissolution.

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Amount(Rs.)</th>
<th>Assets</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>18,500/-</td>
<td>Bank Balance</td>
<td>1,000/-</td>
</tr>
<tr>
<td>Mrs. Y’s loan</td>
<td>5,000/-</td>
<td>Debtors</td>
<td>14,000/-</td>
</tr>
<tr>
<td>X’s loan</td>
<td>8,000/-</td>
<td>Less provision</td>
<td>1,000/-</td>
</tr>
<tr>
<td>Investment fluctuation fund</td>
<td>7,500/-</td>
<td>Stock</td>
<td>80,000/-</td>
</tr>
<tr>
<td>Life policy fund</td>
<td>40,000/-</td>
<td>Investment</td>
<td>20,000/-</td>
</tr>
<tr>
<td>Capital Accounts</td>
<td></td>
<td>Joint life policy</td>
<td>40,000/-</td>
</tr>
<tr>
<td>X</td>
<td>75,000/-</td>
<td>Plant</td>
<td>75,000/-</td>
</tr>
<tr>
<td>Y</td>
<td>66,000/-</td>
<td>Goodwill</td>
<td>35,000/-</td>
</tr>
<tr>
<td>Z</td>
<td>45,000/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total=</td>
<td>2,65,000/-</td>
<td>Total=</td>
<td>2,65,000/-</td>
</tr>
</tbody>
</table>

Following transactions took place:

i) Joint life policy was surrendered for Rs.18000/-
ii) X took over the investment @25% more than the book value.
iii) Y took over debtors amounting to Rs.5000/- at Rs.4,000/-. Remaining debtors realized @75% of their book value.
iv) Stock is sold for Rs.41,000/- and plant is sold for Rs.40,000/-.
v) Expenses of realization amounted to Rs.1000/-. It was also found that there is a liability for Rs.8,000/- for damages, which also had to be paid.

Prepare realization account, loan account, capital account and bank account.

Q.9  a) Why are assets and liabilities of a firm revalued on admission, retirement or death of a partner?

b) Define partnership and describe its essential features.

c) Write a note on ‘Garner Vs Murray’ rule.
End Semester Examination, Dec. 2014
B.Com. (Hons)-Industry Integrated – First Semester
FINANCIAL ACCOUNTING-I (CH-1.2K)

Time: 3 hrs
Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least FOUR questions from PART-B. Q.1 is compulsory from PART-A. All questions carry equal marks.

PART-A

Q.1 a) What do you mean by two-sided errors and one-sided error? Explain with the help of an example.
b) Following errors occurred in the books of account of PQR Associates:
i) Goods bought from Vijay amounting to Rs. 27,500/- were recorded at the credit of his account as Rs. 25,700/-.  
ii) Sales book was overcast by Rs. 10,000/-.  
iii) On carrying forward of the total of one page of purchases book to the next page, the amount of Rs. 64,750/- was written as Rs. 61,750/-.  
iv) Purchase returns to Goenka Brothers amounting to Rs. 15,500/- were not recorded in the respective books of accounts; however the account of Goenka Brothers was duly debited with the amount.

PART-B

Q.2 a) What do you mean by voucher?  
b) Prepare the Cash Book from the following information:

<table>
<thead>
<tr>
<th>Date</th>
<th>Transaction</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4/2014</td>
<td>Cash Balance</td>
<td>9,000/-</td>
</tr>
<tr>
<td>5/4/2014</td>
<td>Cash withdrawn from Bank</td>
<td>15,000/-</td>
</tr>
<tr>
<td>8/4/2014</td>
<td>Salary paid by cash</td>
<td>12,000/-</td>
</tr>
<tr>
<td>10/4/2014</td>
<td>Paid for stationery</td>
<td>2,000/-</td>
</tr>
<tr>
<td>14/4/2014</td>
<td>Cash sales</td>
<td>12,000/-</td>
</tr>
<tr>
<td>15/4/2014</td>
<td>Received from Sam (Discount allowed Rs. 100/-)</td>
<td>7,900/-</td>
</tr>
<tr>
<td>18/4/2014</td>
<td>Paid rent</td>
<td>8,000/-</td>
</tr>
<tr>
<td>20/4/2014</td>
<td>Cash used by proprietor for personal use</td>
<td>2,000/-</td>
</tr>
<tr>
<td>25/4/2014</td>
<td>Cash deposited into the bank</td>
<td>5,000/-</td>
</tr>
<tr>
<td>30/4/2014</td>
<td>Goods stolen by employee</td>
<td>2,000/-</td>
</tr>
</tbody>
</table>

Q.3 Prepare journal of M/s Lion Ltd for the following transactions for the month ended 31st January, 2013:

<table>
<thead>
<tr>
<th>Date</th>
<th>Transaction</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Jan, 2013</td>
<td>Introduced Capital</td>
<td>8,00,000/-</td>
</tr>
<tr>
<td>4 Jan, 2013</td>
<td>Purchased furniture</td>
<td>80,000/-</td>
</tr>
<tr>
<td>6 Jan, 2013</td>
<td>Purchased goods for cash</td>
<td>2,00,000/-</td>
</tr>
<tr>
<td>9 Jan, 2013</td>
<td>Purchased goods on credit from- PQR Ltd and from-M/s MNO</td>
<td>1,00,000/- 64,000/-</td>
</tr>
<tr>
<td>11 Jan, 2013</td>
<td>Returned goods to PQR Ltd</td>
<td>20,000/-</td>
</tr>
</tbody>
</table>
Q.4  Briefly explain the below mentioned items:
   a)  Financial Position of the company.
   b)  Asset.
   c)  Liability.
   d)  Income.
   e)  Expense.

Q.5  a)  Differentiate between accrual based and cash based accounting system.
   b)  The Trial Balance of Nitin at 31 December 2012 included:

   \[
   \begin{array}{|c|c|c|}
   \hline
   & \text{Debit Rs.} & \text{Credit Rs.} \\
   \text{Debtors} & 10,00,000/- & \\
   \text{Provision for Doubtful Debts} & & 80,000/- \\
   \text{Bad Debts} & 45,000/- & \\
   \hline
   \end{array}
   \]

   At the year-end review, Nitin determined that Rs.5,000/- of the debtors was also bad and Rs. 1,00,000/- of the remaining debtors was doubtful.

   Show Journal, Bad Debt Account, Provision for Doubtful Debts Account and the relevant extracts of Profit and Loss Account and Balance Sheet.

Q.6  a)  On Sept 30, 2014, the balance of bank account as per trader’s own books of accounts was Rs. 60,000/- which differed from the balance as per bank passbook on that date due to the following reasons:
   i)  Cheques issued by the trader, but not presented for payment to the bank till after September 30, Rs. 10,000/-.
   ii)  Dividend for Rs. 1,000/- collected by bank, on behalf of the trader, was credited directly and the bank informed after September 30.
   iii)  Amount deposited by the trader, but credited by the bank after September 30, Rs. 5,000/-.
   iv)  Bank charges for Rs. 100/- were not credited in the cash book.
   v)  As per instructions of the trader, the bank made a payment of a bill for Rs. 4,000/- but the debit note came to the trader on October 3.

   Prepare bank reconciliation statement as on September 30, 2014.
End Semester Examination, Dec. 2014
B.Com. (Hons) and (Industry Integrated) - First Semester
MICRO ECONOMICS-I (CH-1.3)

Time: 3 hrs
Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Answer the followings in brief (within 20-30 words):
  a) Define demand schedule.
  b) What is the cross elasticity of demand in case of complementary goods?
  c) When can the indifference curve be L-shaped?
  d) What is price consumption curve?
  e) Define production as a process.
  f) Write any two external economies of scale.
  g) Differentiate fixed and variable cost.
  h) What is learning curve?
  i) Differentiate economic and accounting profit.
  j) Define marginal revenue.

  2x10

Answer the following:
  a) “A Giffen good must be an inferior good but an inferior good need not to be a Giffen good”. Explain the statement with the help of indifference curve.
  b) Show using diagram, how an Engel curve is derived from income consumption curve.
  c) Using isoquant, explain how does the producer choose the optimal combination of inputs.
  d) Explain the long run average cost curve with a suitable diagram.

  5x4

UNIT-I

Q.2 Explain demand function. Differentiate between change in demand and change in quantity demanded using a diagram.

  15

Q.3 Explain cross elasticity of demand. A consumer spends all income in two goods (X and Y). If a 50% increase in the price of X does not change the amount spent on Y, what is the price elasticity of good X?

  15

UNIT-II

Q.4 With low income families of university students prefer subsidised books or an equal amount of cash grant. What will authorities prefer to give? Explain using suitable diagrams.

  15

Q.5 Define indifference curve. Explain its properties. Why is it convex to the origin?

  15

UNIT-III

Q.6 Define short run production function. Explain law of variable proportion along with various stages of production.

  15

Q.7 Explain the expansion path of a firm using isoquant curves.

  15

UNIT-IV
Q.8 Define cost. Explain the relationship among short run marginal, average and total cost using suitable diagrams.

Q.9 Discuss the long run equilibrium of a firm in perfect competitive market using a diagram. When should a firm operate at loss in short run?
Q.1 a) Fill in the blanks:
   i) Breach of contract may be of two types; __________ and __________.
   ii) Agreements in restraint of legal proceedings are __________.
   iii) The person who is represented in a contract of agency is called __________.
   iv) In case of unilateral mistake the contract is __________.
   v) Whole someness of goods is an implied __________.
   vi) A contract for sale of future goods is on __________.
   vii) The maximum number of partners of LLP is __________.
   viii) LLP form of business organization is governed by __________ Act, powered in year __________.
   ix) The key known only to the owner used in creation of digital signature is __________ key.
   x) The __________ certifies the public keys of certifying authorities.

b) State whether the given statement is true or false:
   i) An invitation to offer is also considered as offer.
   ii) An offer may be revoked by an offeror on a time before acceptance.
   iii) General rule is “no consideration no contract”.
   iv) Contract of indemnity is a tripartite contract.
   v) Merchantability means that the goods must be of top quality.
   vi) The property in goods passes to the buyer only when the possession is transferred.
   vii) An discharged insolvent can become the member of LLP.
   viii) A firm can be converted into a LLP.
   ix) The Information Technology Act, 2000 has adopted symmetric cryptography system.
   x) The subscriber holds the public key corresponding to the private key listed in digital signature certificate.

b) Write short notes on any four:
   i) Duties of subscriber.
   ii) Taxation of LLP.
   iii) Essential features of bailment.
   iv) Difference between sale and agreement to sell.
   v) Quasi contracts.

UNIT-I

Q.2 Define contract. State the essentials of a valid contract. Differentiate between valid contracts and void agreements.

Q.3 a) Explain four main kinds of damages.
   b) Explain kinds of guarantee.
   c) Explain: “Acceptance must be absolute and unqualified”.


UNIT-II

Q.4 Explain implied conditions and warranties in a contract of sale of goods. When can a breach of condition be treated as breach of warranty?

Q.5 What is meant by “the property in goods”? Discuss the rules as to passing of property in case of specific and unascertained goods.

UNIT-III

Q.6 a) Define and explain the essential features of LLP.
   b) Who can be appointed as designated partner in an LLP? Explain the procedure of his appointment.

Q.7 Explain the winding up of an LLP. Discuss the grounds on which an LLP can be wound up by court.

UNIT-IV

Q.8 a) Discuss the objects of IT Act.
   b) Discuss the role of certifying authority in IT Act.

Q.9 a) Explain the meaning and creation of digital signature.
   b) Discuss ‘e-governance’ with reference to IT Act.
Q.1 Fill in the blanks:

a) Another name for body language is __________.

b) Sitting and standing is better known as _________.

c) Reaction or response to any communication is also called _________.

d) Fastest type of reading is ___________.

e) ________ is a form of intra-office communication.

f) Slowest type of reading is _________.

g) Hearing with __________ is called listening.

h) Maintaining eye-contact with the _________ is very important for the speaker.

i) Silence is an effective type of ___________.

j) Hand and head movements are called ___________.

Give two examples of each:

a) Two types of reading.

b) Two types of listening.

c) Two types of body language.

d) Two types of bad news messages.

e) Two types of skills.

Write short notes on the following:

a) Grapevine

b) E-mail communication.

c) How to make communication effective?

d) Minutes of a meeting.

UNIT-I

Q.2 ‘Feedback is the most important part of a communication’. Discuss the above statement highlighting the process and forms of communication in organizations. 15

Q.3 ‘Effective communication is based on the 7 C’s of communications’. Explain the above statement. Highlight the barriers which make the communication ineffective. 15

UNIT-II

Q.4 Write a persuasive letter to your regular customer about a new product you have launched. Explain the AIDA strategy to make the customer buy your product. 15

Q.5 As the CEO of XYZ company, send a circular to all the employees of your department to call them for an urgent meeting. The main agenda of the meeting would be to discuss the dipping sale of your product and the company going in losses. Design a circular and agenda for the above. 15
UNIT-III

Q.6 As the mess secretary of your college hostel. Write a report to the warden about the quality of food served in the hostel canteen. Mention whether students are satisfied or not and whether you want to continue with the same contractor. 15

Q.7 Write short notes on:
   a) Abstracts
   b) Summaries
   c) Proposals 5x3

UNIT-IV

Q.8 ‘Body language is an important component of personality development’. Discuss each component which makes a person attractive and presentable. 15

Q.9 Reading, listening and speaking are the first skills of communication an individual learns from childhood which helps him in his life to make communication effective. Discuss the importance of each. 15
End Semester Examination, Dec. 2014  
B.Com. (Hons) and (Industry Integrated) – Second Semester  
BUSINESS STATISTICS (CH-2.1)

Time: 3 hrs  
Max Marks: 100  
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. Marks are indicated against each question.

Q.1  a) State whether True or False:  
i) Correlation is used for making future predictions.  
ii) Standard deviation is the measure of central tendency.  
iii) Skewness is used to measure symmetry of the data.  
iv) The two regression coefficients are 1.5 and 1.25.  

Fill in blanks:  
v) If bxy=0.8 and byx =1.2, then coefficient of correlation is _______.  
vi) The geometric mean of 2,9 and 12 is _______.  
vii) Factor reversal test means $P_{01} \times Q_{01} = _______.$

Short /one word answer questions:  
viii) Find the missing figure: Median =mode+? (Mean-mode).  
ix) What do you mean by equally likely events?  
x) Define standard deviation.

2x10

b) i) Calculate mean deviation from the median for the given data:

<table>
<thead>
<tr>
<th>Marks:</th>
<th>10-20</th>
<th>20-30</th>
<th>30-40</th>
<th>40-50</th>
<th>50-60</th>
<th>60-70</th>
<th>70-80</th>
<th>80-90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency:</td>
<td>2</td>
<td>6</td>
<td>12</td>
<td>18</td>
<td>25</td>
<td>20</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>

ii) The chances that workers will suffer from T.B. are 30 %. What is the probability that out of 10 workers, 8 or more workers will suffer form T.B?  
iii) Define Geometric mean. What are the uses of Harmonic mean and Geometric mean?  
iv) Distinguish between correlations and regression.

5x4

Q.2  An incomplete distribution is given below:

<table>
<thead>
<tr>
<th>C.I.:</th>
<th>10-20</th>
<th>20-30</th>
<th>30-40</th>
<th>40-50</th>
<th>50-60</th>
<th>60-70</th>
<th>70-80</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency:</td>
<td>12</td>
<td>30</td>
<td>$F_1$</td>
<td>65</td>
<td>$F_2$</td>
<td>25</td>
<td>18</td>
<td>229</td>
</tr>
</tbody>
</table>

If median value is 46, find the missing frequencies and for complete distribution, calculate $P_{48}$, $D_6$, $Q_3$ and mode.

15

Q.3  a) Kishore travels 900 kms by train at an average speed of 60 kms per hour; 3000 kms by ship at an average speed of 25 kms per hour; 400 kms by aeroplane at 350 kms per hour and finally 15 kms by bus at 25 kms per hour. Calculate his average speed for the entire journey.

6

b) Share prices of two companies A Ltd. and B Ltd. Were recorded as follows:

<table>
<thead>
<tr>
<th>A Ltd.:</th>
<th>85</th>
<th>20</th>
<th>62</th>
<th>28</th>
<th>74</th>
<th>5</th>
<th>69</th>
<th>4</th>
<th>13</th>
<th>38</th>
</tr>
</thead>
<tbody>
<tr>
<td>B Ltd.:</td>
<td>72</td>
<td>4</td>
<td>15</td>
<td>30</td>
<td>59</td>
<td>15</td>
<td>49</td>
<td>27</td>
<td>7</td>
<td>29</td>
</tr>
</tbody>
</table>

Find which companies share prices are more variable.

9
UNIT-II

Q.4  

a) A problem in statistics is given to four students A, B, C and D, whose chances of solving it are 1/2, 1/3, 1/4, and 1/5 respectively. What is the probability that the problem will be solved? 

b) A decision maker is faced with three decision alternatives and four states of nature. The payoff matrix is given below:

<table>
<thead>
<tr>
<th>Acts.</th>
<th>States of nature</th>
<th>S₁</th>
<th>S₂</th>
<th>S₃</th>
<th>S₄</th>
</tr>
</thead>
<tbody>
<tr>
<td>A₁</td>
<td></td>
<td>16</td>
<td>10</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>A₂</td>
<td></td>
<td>13</td>
<td>12</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>A₃</td>
<td></td>
<td>11</td>
<td>14</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>

Find the decisions to be recommended under each of the following criteria:

i) Maximin.  
ii) Laplace.  
iii) Minimax regret.

Q.5  

a) In a bolt factory machine A, B and C manufacture respectively 25 %, 35 % and 40% of the total of their output 5, 4, 2% are defective bolts. A bolt is drawn at random from the product and is found to be defective. What is the probability that it was manufactured by machine C? 

b) The probability of man hitting a target is 1/4. If he tired 7 times, what is the probability of his hitting the target at least twice?

UNIT-III

Q.6  

Obtain two regression equations for the data given below:

<table>
<thead>
<tr>
<th>Sales:</th>
<th>91</th>
<th>97</th>
<th>108</th>
<th>121</th>
<th>67</th>
<th>124</th>
<th>51</th>
<th>73</th>
<th>111</th>
<th>57</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase:</td>
<td>71</td>
<td>75</td>
<td>69</td>
<td>97</td>
<td>70</td>
<td>91</td>
<td>39</td>
<td>61</td>
<td>80</td>
<td>47</td>
</tr>
</tbody>
</table>

Estimate the likely sales when the purchase is 100 and also calculate the coefficient of correlation (r).

Q.7  

a) What do you mean by correlation? What are the properties of regression? 

b) Calculate Karl Pearson’s coefficient of correlation for the following data given below:

<table>
<thead>
<tr>
<th>X:</th>
<th>97</th>
<th>88</th>
<th>103</th>
<th>115</th>
<th>73</th>
<th>68</th>
<th>128</th>
<th>71</th>
<th>92</th>
<th>58</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y:</td>
<td>138</td>
<td>159</td>
<td>117</td>
<td>83</td>
<td>59</td>
<td>108</td>
<td>123</td>
<td>140</td>
<td>100</td>
<td>76</td>
</tr>
</tbody>
</table>

Also comment on the answer.

UNIT-IV

Q.8  

a) What are index numbers? Why Fisher index number is said to be ideal index number? 

b) Fit a straight line to the following data by least squares method and also estimate for the year 2006:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Export:</td>
<td>47</td>
<td>50</td>
<td>53</td>
<td>65</td>
<td>62</td>
<td>64</td>
<td>72</td>
<td>68</td>
</tr>
</tbody>
</table>

Q.9  

a) Define time series. What are the different components of time series? 

b) Calculate fishers Ideal index number form the following data and show that it satisfies time reversal and factor reversal tests:
<table>
<thead>
<tr>
<th>Commodities</th>
<th>Base year</th>
<th>Current year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price</td>
<td>Quantity</td>
</tr>
<tr>
<td>A</td>
<td>8</td>
<td>80</td>
</tr>
<tr>
<td>B</td>
<td>10</td>
<td>120</td>
</tr>
<tr>
<td>C</td>
<td>5</td>
<td>40</td>
</tr>
<tr>
<td>D</td>
<td>4</td>
<td>56</td>
</tr>
<tr>
<td>E</td>
<td>20</td>
<td>100</td>
</tr>
</tbody>
</table>
End Semester Examination, Dec. 2014
B.Com. (Hons) and (Industry Integrated) – Second Semester
FUNDAMENTALS OF COMPUTER AND INFORMATION SYSTEMS (CH-2.2)

Time: 3 hrs
Max Marks: 50
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1
a) Give names of any four search engines.
b) Define Internet.
c) Give alternate name of tailored-made software.
d) What is shortcut key to run a power point file as a slide show?
   i) F1
   ii) F5
   iii) F2
   iv) F10

e) Which is an example of a formula?
   i) =A1+A2
   ii) =add(A1:A2)
   iii) A1+A2
   iv) sum(A1:A2)

f) How many columns are required to make is pie chart?
   i) 1
   ii) 2
   iii) 3
   iv) 4

g) What is the shortest key to undo a record?
   i) ctrl+c
   ii) ctrl+z
   iii) ctrl+v
   iv) ctrl+s

h) Borders can be applied to:
   i) Cells
   ii) Paragraphs
   iii) Text
   iv) All of the above

i) Portrait and landscape are:
   i) Page orientation
   ii) Paper size
   iii) Page layout
   iv) All of the above

j) Which of the following is not a font style?
   i) Bold
   ii) Italic
   iii) Regular
   iv) Superscript

UNIT-I

Q.2 What is a computer? Explain its characteristics and types in detail. 10

Q.3 Define an operating system. Explain its various functions in detail. 10

UNIT-II

Q.4 "Decision support system helps in decision making” justify the statement. Also explain decision support system and human resource management system. 10

Q.5 Write short notes on:
   a) Communication medias.
   b) Applications of internet. 10

UNIT-III
Q.6 "If anyone wants to generate thousands of letters at one go, then mail-merge is best suited application”. Justify this statement with a suitable example.

Q.7 Write short notes on:
   a) Word processing concepts.
   b) Business applications of MS-Word.

UNIT-IV

Q.8 What do you mean by “Graphical representation of data”? Explain with suitable examples.

Q.9 Write short notes on:
   a) Formula’s in MS-excel (Write any five with example).
   b) Loan and lease statement with data representation.
Q.1 Answer the following:
   a) Define monopoly?
   b) Give two similarities between perfect competition and monopoly.
   c) What is product differentiation?
   d) The credit for developing a systematic theory of monopolistic competition goes to _________ and _________.
   e) Give one example of dominant firm.
   f) What is the value of learner index(L) when P=Rs. 10, MR=Rs. 5?
   g) What is derived demand?
   h) What is the meaning of risk?
   i) Why firms collude in oligopoly?
   j) The theory of general equilibrium was developed by ________ and ________. 2x10

Answer the following in brief:
   i) Derive the rule of thumb for pricing under monopoly with suitable diagrams.
   ii) Write a short note on contestable market theory.
   iii) Explain the role of a trade union.
   iv) What can an individual do to reduce risk? 5x4

UNIT-I

Q.2 What do you mean by third degree price discrimination? When is it profitable for monopolist to discriminate? How will he allocate his product output in two markets and charge different prices? Explain with suitable examples. 15

Q.3 Briefly discuss the different types of monopoly. Explain the equilibrium of a monopoly firm in short run with suitable diagrams. 15

UNIT-II

Q.4 Compare perfect competition with monopolistic competition in terms of similarities and differences. 15

Q.5 What are cartels? Why has OPEC oil cartel succeeded in raising prices substantially while the CIPEC copper cartel has not? Explain. 15

UNIT-III

Q.6 Explain the determination of the price of a factor under perfect competition with the help of five step model. 15

Q.7 Explain the modern theory of rent. Does the emergence of economic rent depends on the elasticity of supply of concerned factor of production? 15

UNIT-IV
Q.8 What is the meaning of risks? What is risk uncertainty? Why are these concepts important in the theory of consumer choice or demand? 15

Q.9 Write short notes on:
   a) Positive externalities
   b) Free rider's problem
   c) Edge worth box diagram 5x3
End Semester Examination, Dec. 2014  
B.Com. (Hons) and (Industry Integrated) – Second Semester  
CORPORATE LAWS (CH-2.4)

Time: 3 hrs  
Max Marks: 100  
No. of pages: 2  
Note: Attempt FIVE questions in all; taking at least ONE question from each Unit.  
Q.1 is compulsory.

Q.1  
a) Fill in the blanks:  
i) A ________ capital is that part of share capital which carries a preferential right with respect of dividend and capital.  
ii) A ________ is a bearer document of title to the specified shares.  
iii) If a member fails to pay a valid call within stipulated time, the company may exercise the power to ________.  
iv) ________ can be paid only in ________ and not in kind.  
v) When the amount in the unpaid dividend account remain unclaimed and unpaid for period of ________, it shall be credited to ________.  
vi) ________ are generally the persons who assume the primary responsibility of matters relating to promotion of company.  
vii) Contracts made on behalf of company before its incorporation are called ________.  
viii) A promoter stands in a ________ position.  

b) State whether true or false:  
i) One man company is the company where 100 % shares are owned by one individual.  
ii) Memorandum is also called the charter of company.  
iii) A person can be director of 100 companies (all private) even if he is uneducated at all.  
iv) MCA-21 are the guidelines for depositories.  

Q.2  
Define company. Explain features of company.  

Q.3  
Discuss in detail classification of companies.  

UNIT-I  
Q.4  
What is meant by the term “allotment”? What are the various rules relating to allotment? What is the effect of irregular allotment?  

Q.5  
Write an explanatory note of different types of share holders meeting.  

UNIT-II  
Q.6  

15  
15  
15  
15
UNIT-III

Q.6  What is dividend? State the legal provisions relating to payment of dividend.  

Q.7  a) Distinguish between Managing Director and whole time Director. Is there any significant difference in their powers? Explain.  
b) How Directors can be removed from their office?  

UNIT-IV

Q.8  What are the advantages of the depositary system over the old system of physical movement of share certificates? Also explain how is the transfer effected in the dematerialized form.  

Q.9  Write notes on:  
a) Formation of Producer Company.  
b) Credit rating  
c) Insider trading.
End Semester Examination, Dec. 2014
B.Com. (Hons) and (Industry Integrated) – Second Semester
BUSINESS COMMUNICATION-II (CH-2.5)

Time: 3 hrs
Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 Fill in the blanks with appropriate words:
a) The three P’s of presentation are ________, ________ and ________.
b) This beautiful picture is ________ my imagination.
c) I cannot ________ this bribe as its ________ my principles.
d) My friends always ________ me when I am looking good.
e) Today there is a huge ________ ________ between children and their parents.
f) People abroad do not work ________ the usual working hours.
g) I always take my parents’ ________ before starting something new.
h) People come to a ________ but ________ goes to people.
i) ________ studying in a college, my friend Ram is also working part time.
j) We must read the ________ on the paper before starting to write.
k) Informal communication is also known as ________.
l) Written communication can also be used as ________ reference.
m) ________ and ________ are forms of non-verbal communication.
n) ________ are the written record of business meetings.

Write short notes on:
o) E-correspondence
p) Business negotiations
q) Research tools
r) Bibliography

UNIT-I

Q.2 Discuss the different types of communications in organizations. State the advantages and disadvantages of each. 15

Q.3 Communication is incomplete unless there is a feedback. Discuss the process of communication keeping in mind the above statement. What are the barriers of communication? 15

UNIT-II

Q.4 Discuss the stages of preparing for an oral presentation. Also discuss how to make a presentation effective? 15

Q.5 Write a circular to call all the employees of your department for an urgent meeting to discuss the poor quality of your product. Also assign your secretary to write the minutes of the meeting. (Write the minutes also). 15

UNIT-III

Q.6 What is the importance of reports in an organization? List out the essential points of good report writing. 15
Q.7 Discuss in detail each aspect of the format of report writing. State the different types of reports written in organizations.  15

**UNIT-IV**

Q.8 As the canteen secretary, prepare a report about the kind of food being served in the canteen. Write in detail about the areas which need to be improved. Also give your recommendation whether the contract of the person running the canteen should/should not be renewed.  15

Q.9 Your are a manager of an MNC exporting garments to Japan. A very big consignment has been returned due to which there have been heavy losses to the company. Write a report about what was wrong with the garments, why they were returned and give recommendation as to how this loss can be recovered.  15
End Semester Examination, Dec. 2014  
B.Com. (Hons)-Industry Integrated – Second Semester  
FINANCIAL ACCOUNTING-II (CH-2.6K)

Time: 3 hrs  
Max Marks: 100  
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least FOUR questions from PART-B. Q.1 is compulsory from PART-A. All questions carry equal marks.

**PART-A**

Q.1 a) The following Trial Balance was extracted from the books of accounts of Mr. Shashi Kumar, a trader, as on 31\textsuperscript{st} December 2013:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Debit</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital and drawings</td>
<td>57,300/-</td>
<td>84,000/-</td>
</tr>
<tr>
<td>Trade Debtors and Creditors</td>
<td>66,000/-</td>
<td>48,200/-</td>
</tr>
<tr>
<td>Balance at Bank</td>
<td>5,270/-</td>
<td></td>
</tr>
<tr>
<td>Purchases and sales</td>
<td>537,000/-</td>
<td>781,000/-</td>
</tr>
<tr>
<td>Stock in trade at the beginning of the year</td>
<td>56,000/-</td>
<td></td>
</tr>
<tr>
<td>Provision for bad debts at the beginning of the year</td>
<td>2,500/-</td>
<td></td>
</tr>
<tr>
<td>Wages and salaries</td>
<td>92,750/-</td>
<td></td>
</tr>
<tr>
<td>General expenses</td>
<td>23,540/-</td>
<td></td>
</tr>
<tr>
<td>Motor vehicles</td>
<td>42,650/-</td>
<td></td>
</tr>
<tr>
<td>Furniture and fittings</td>
<td>8,190/-</td>
<td></td>
</tr>
<tr>
<td>Rent and rates</td>
<td>7,740/-</td>
<td></td>
</tr>
<tr>
<td>Bad debts</td>
<td>1,460/-</td>
<td></td>
</tr>
<tr>
<td>Discount allowed and received</td>
<td>13,080/-</td>
<td>11,600/-</td>
</tr>
<tr>
<td>Motor expenses</td>
<td>16,320/-</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9,27,300/-</strong></td>
<td><strong>9,27,300/-</strong></td>
</tr>
</tbody>
</table>

The following matters are to be taken into account:

a) Stock in trade as at 31\textsuperscript{st} December, 2013, Rs. 42,000/-.  
b) Wages and Salaries accrued at 31\textsuperscript{st} December, 2013, Rs. 2,700/-.  
c) The provision for bad debts is to be reduced to Rs. 2,150/-.  
d) Provide for depreciation of motor vehicles, Rs. 14,000/-.  
Prepare Trading and Profit and Loss Account and Balance Sheet from the information given above.

**PART-B**

Q.2 a) Explain the following terms with example:

i) Authorized Share capital.  
ii) Issued share capital.  
iii) Subscribed share capital.  
iv) Called up capital.  

b) Jyoti Ltd. issued 2,00,000 shares of Rs. 10/- each payable as follows;  
Rs. 3/- on application.  
Rs. 2/- on allotment.  
Rs. 4/- on first and final call.  
The company received applications for 2,80,000 shares. Pro-rata allotment was made for 2,50,000 applications.
Pass necessary journal entries assuming that an applicant who was allotted 100 shares did not pay allotment and first and final call money.

Q.3  a) Explain the meaning of Tangible Fixed Assets and Intangible Fixed Assets with an example.

b) Harish Limited purchased a machinery 5 years back at a cost of Rs. 10,00,000/- having salvage value of Rs. 2,00,000/- and an expected useful life of 8 years. At the starting of the 6th year, it incurred Rs. 60,000/- on routine service and replaced a damaged part by incurring Rs. 10,000/-. The company has also incurred Rs. 1,00,000/- on the major overhaul of the machinery which will increase the useful life of the machinery by another 2 years.

Required:
   i) Which of these costs will be capitalised or charged as an expense in the period incurred?
   ii) How much depreciation expense will be reported every year from year 6 to year 10, if the company follows the straight line method of depreciation?

Q.4  a) What do you mean by “written down value method” and “sum of the year digit method” of depreciation?

b) ABC Ltd purchased a machinery on 1st April 2010 for Rs. 1,60,000/- and spent Rs. 40,000/- for installation. The depreciation is to be charged at 20% per annum according to WDV method. The financial years of the company starts on 1st April and ends with 31st March.

i) Calculate depreciation for the first three years.

ii) Pass the journal entries for the first three years.

Q.5  Given below is the Trading and Profit and Loss Account of PQR Associates for the year ending 31st March, 2014:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Rs.</th>
<th>Particulars</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Opening Stock</td>
<td>35,000/-</td>
<td>By Sales</td>
<td>4,00,000/-</td>
</tr>
<tr>
<td>To Purchases</td>
<td>2,25,000/-</td>
<td>By Closing stock</td>
<td>50,000/-</td>
</tr>
<tr>
<td>To Wages</td>
<td>10,000/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Gross profit</td>
<td>1,80,000/-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4,50,000/-

4,50,000/-

To Administration expenses | 10,000/-| By Gross profit | 1,80,000/-|
To Interest                 | 5,000/-| By Dividend     | 2,000/-|
To Loss on sale of machinery| 2,000/-|                 |         |
To Selling expenses         | 10,000/-|                |         |
To Net Profit               | 1,55,000/-|              |         |

Calculate Gross profit ratio, Net profit ratio, Operating profit ratio and Operating ratio of the firm.

Q.6  Explain in detail profitability ratios in relations to sales with the help of examples.
End Semester Examination, Dec. 2014
B.Com. (Hons) and B.Com (Hons.) - Industry Integrated
Third Semester
BUSINESS MATHEMATICS (CH-3.1)

Time: 3 hrs
Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. All questions carry equal marks.

Q.1 a) Answer the following:
   i) If \( A = \begin{bmatrix} 3 & 2 \\ 6 & 8 \end{bmatrix} \) ; \( B = \begin{bmatrix} 5 & -1 \\ 7 & 9 \end{bmatrix} \), find \( AB \).
   ii) If \( A = \begin{bmatrix} 2x+1 & 3y \\ 0 & y^2 - 5y \end{bmatrix} \), \( B = \begin{bmatrix} x+3 & y^2 + 2 \\ 0 & -6 \end{bmatrix} \); find \( x, y \).
   iii) Differentiate w.r.t. \( x \): \( y = 5e^{5x} \).
   iv) Find the second order derivative of \( x^2 + 3x + 2 \).
   v) Solve: \( \lim_{x \to \infty} \frac{4 - x^2}{x^2 - 1} \).
   vi) Evaluate: \( \int x^{99} \, dx \).
   vii) What do you mean by homogeneity of functions?
   viii) What are the different types of rates for calculating interest?
   ix) Write two basic requirement of linear programming problem.
   x) Write first two steps of graphical method.

b) i) Find all co-factors of \( \begin{bmatrix} 1 & 2 & 3 \\ 4 & -5 & 6 \\ 7 & 0 & 1 \end{bmatrix} \).
   ii) Find the derivative of the function: \( y = \frac{\sin x}{1 + \cos x} \).
   iii) Evaluate: \( \int \frac{1}{x \log x} \, dx \).
   iv) Explain the concept of duality in L.P.P. and convert the given primal problem into a dual problem:
       minimum \( z = 6x + 10y \)
       Subject to constraints
       \( 2x + y \geq 10 \)
       \( x + y \geq 6 \)
       \( 3x + y \geq 8 \)
       and \( x, y \geq 0 \).

\[ \text{UNIT-I} \]

Q.2 a) If \( A = \begin{bmatrix} -1 & 2 & 0 \\ -1 & 1 & 1 \\ 0 & 1 & 0 \end{bmatrix} \); show that \( A^{-1} = A^2 \).
b) Solve the following system of equations, using Cramer’s rule:
\[ x + y + z = 4; \quad x + y - z = 6; \quad 2x - y + 4z = -12 \]

Q.3
a) Using matrices, Solve the following system of equations:
\[ 3x - y - 2z = 2; \quad 2y - z = -1; \quad 3x - 5y = 3 \]
b) Find the adjoint of the matrix \( A = \begin{bmatrix} 1 & -1 & 2 \\ 3 & 1 & -2 \\ 1 & 0 & 3 \end{bmatrix} \) and verify that \( A(\text{adj } A) = |A|I_3 \).

UNIT-II

Q.4
a) Solve \( \lim_{{x \to 3}} \frac{x - 3}{\sqrt{x - 2} - \sqrt{4 - x}} \) \hspace{1cm} 5
b) Draw the graph of \( y = 2^{x+3} \) \hspace{1cm} 5
c) Differentiate w.r.t. \( x \): \( \frac{\sec x - 1}{\sec x + 1} \) \hspace{1cm} 5

Q.5
a) Draw the graph of \( y = x^3 + 3x^2 + 2x + 1 \). \hspace{1cm} 5
b) Differentiate w.r.t. \( x \): \( \frac{x}{\sqrt{x^2 - 1}} \) \hspace{1cm} 5
c) Find the value of \( k \), if \( f(x) \) is continuous at \( x = 2 \):
\[ f(x) = \begin{cases} kx^2, & x \leq 2 \\ x - 3, & x > 2 \end{cases} \] \hspace{1cm} 5

UNIT-III

Q.6
a) Evaluate: \( \int \frac{1}{\sqrt{5x + 3} + \sqrt{5x + 2}} \, dx \). \hspace{1cm} 7
b) If \( z = \log \frac{x^2 - y^2}{x^2 + y^2} \), then find \( \frac{\partial z}{\partial x} \) and \( \frac{\partial z}{\partial y} \). \hspace{1cm} 8

Q.7
a) If \( u = x^3y + y^2z + z^2x \), then show that \( \frac{\partial u}{\partial x} + \frac{\partial u}{\partial y} + \frac{\partial u}{\partial z} = (x + y + z)^2 \). \hspace{1cm} 7
b) Evaluate: \( \int e^{3x}(e^{3x} + 1)^2 \, dx \). \hspace{1cm} 8

UNIT-IV

Q.8
a) The difference between simple interest and compound interest of a certain sum of money is Rs. 48/- at 20% per annum for 2 years. Find the principal. \hspace{1cm} 8
b) Explain the graphical method of solving L.P.P. by using an example. \hspace{1cm} 7

Q.9
a) A company sets aside a sum of Rs.2000/- annually for 12 years to pay off a debenture issue of Rs.20,000/-. If the fund accumulates at 3% per annum compound interest, find the surplus after full redemption of the debenture issue. \hspace{1cm} 8
b) Solve the following L.P.P graphically
\[ \text{Max. } z = 4x + 3y \]
subject to constraints
\[3x + 4y \leq 24\]
\[8x + 6y \leq 48\]
\[x \leq 5\]
\[y \leq 6\]
\textbf{and} \ x \geq 0, \ y \geq 0
End Semester Examination, Dec. 2014
B.Com. (Hons) and (Industry Integrated) – Third Semester
DIRECT TAXES AND PRACTICES (CH-3.2)

Time: 3 hrs Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least ONE question from each Unit. Q.1 is compulsory. Marks are indicated against each.

Q.1 Answer the following:
   a) If the assessees are engaged in business of growing and manufacturing tea in India the agricultural income in that case shall be______________.
   b) Gross total Income means aggregate of income computed under ________________.
   c) Any sum received by a member of the HUF is ____________.
   d) Capital Gains arise from the transfer of any _____________.
   e) Family pension received by the legal heir of the deceased is taxable under the head__________.

   State whether True / False:
   f) If there is revocable transfer of an asset by any person to another person, any income arising from such assets shall be included in the income of the transferor.
   g) A short term capital loss can be set off from any other head of income in the same assessment year.
   h) Once a return of income is revised it cannot be further revised.
   i) It is mandatory for a company to file return electronically.

Q.2 “Income tax is charged on income of the previous year.” Do you fully agree with this statement? If not, what are the exceptions?

UNIT-I

Q.3 a) Mr J, an Indian citizen, settled in Japan, comes back to India on 25 August 2013 to settle down here permanently. Determine his residential status giving reason for the same.
b) Subhash discloses following particulars of his receipts during the financial year 2013-2014:
   i) Salary income earned at Pune but received in Srilanka Rs. 2,50,000/-
   ii) Profits earned from a business in Kenya but controlled in India, half of the profits being received in India. Rs 2,20,000/-
   iii) Income from property, situated in Nairobi and received there Rs 75,000/-
   iv) Income from agriculture in Bangladesh and brought to India Rs 68,000/-
   v) Dividend-paid by an Indian company but received in London on 15 May 2013. Rs 22,000/-
   vi) Interest on USA Development Bonds and one half of which was received in India Rs 44,000/-
   vii) Past foreign untaxed income brought to India Rs 2,10,000/-
   viii) Gift of $1000 from father, settled in USA, received in India Rs 80,000/-
   ix) Land sold in Delhi, consideration received in Canada, resulting into capital gain Rs 2,50,000/-
   x) Loss from foreign business, controlled from India, sales being received in India Rs (-) 2,00,000/-
Determine his taxable income for the previous year 2013-2014 if he is (A) resident and ordinarily resident, (B) resident but not ordinarily resident

UNIT-II

Q.4 Discuss the provisions of Income Tax regarding Gratuity and House Rent Allowance. 15

Q.5 From the following data, work out the capital gain taxable for the assessment year 2014-15:

Rs.

i) Site purchased in 1975 33,000/-
ii) Market value on 1.4.1981 75,000/-
iii) Cost of construction of ground floor in 1981 1,50,000/-
iv) Cost of construction of first floor in 1985 3,00,000/-
v) Sale consideration received in 2013-14 50,00,000/-
vii) Investment in new property 12,00,000/-

(Property sold and property acquired are both for residential purpose) 15

UNIT-III

Q.6 What are the provisions for inclusion of income of a minor child and spouse of an assessee in his total income? 15

Q.7 a) Compute the total income of Mr. X and Mrs. X from the following information:

Rs.

i) Salary income of Mrs. X 3,30,000/-
ii) Income from profession of Mr. X 4,90,000/-
iii) Income of minor son A from company deposits 25,000/-
iv) Income of minor daughter B from special talent 38,000/-
v) Interest from bank received by B on deposit made out of her income from talent 8,000/-
vi) Gift received by B from friend of Mr. X 10,500/-

b) Mrs. X submits the following particulars of her income as given below:

i) Share out of profits of partnership Rs. 1,50,000/-
ii) Agricultural income Rs. 4,000/-
iii) Long term capital gain on sale of agricultural land Rs. 2,00,000/-
iv) Winning from game show Rs. 11,00,000/-
v) Repayment of loan given by Mrs. X to her husband Rs. 5,00,000/-
   (it includes gross interest of Rs. 35,000/-)
vi) Income from house property Rs. 1,65,000/-

She has spent Rs. 22,000/- on treatment of her handicapped son who is dependent on her and she has also donated Rs. 7,000/- to a charitable institution notified under 80 G.

Compute her total income and tax liability for A. Y. 2014-015. 10

UNIT-IV

Q.8 What do you understand by Permanent Account Number? Discuss the procedure for allotment of this number and its uses. 15
Q.9 Is it compulsory to file a return of income? If so what is the time limit for submission of return of income.
Q.1 Fill in the blanks:
   a) The modern developments in macroeconomic _____ are most closely associated with the work of ___________.
   b) In Keynesian model of income determination, the equilibrium level of income is determined where_________ = _____________.
   c) Give two limitations of macroeconomic.
   d) IS-LM model has developed by ______________ in _____________.
   e) The money market equilibrium condition is written as_______________.
   f) Define inflation.
   g) Show the relationship between inflation and unemployment with the help of a graph.
   h) Unemployment=_____________ - _______________.
   i) The formula for obtaining the present value of constant income stream is___________________.
   j) Net Present Value (NPV)=____________ - ___________.

Answer the following:
   k) Explain the concept of economic static analysis.
   l) Suppose consumption and investment functions are given as:
      C=20+0.5Y
      I=200-2000i
      Find equilibrium level of income at interest rates 8 %, 6 %, and 5 %.
   q) State difference between natural and frictional unemployment.
   r) Explain the various kinds of foreign exchange market.
   s) Suppose an investment project costs Rs. 5000/- and yields an annual income of Rs. 2500/- for a period of 3 years. Find the marginal efficiency of capital.

UNIT-I

Q.2 Why is the study of macro-economic theory important for finding solutions to macro-economic problems related to business decision making? 15

Q.3 What are the determinants of demand and supply? Explain with the help of a diagram. 15

UNIT-II

Q.4 Suppose following functions are given:
   C=100+0.8Y
   S=-100+0.2Y
   I=120-5i (where I is percentage interest)
   Ms=120
   Md=0.2Y-5i
Find:
a) The IS curve equation.
b) The LM curve equation.
c) Income at general level.
d) Interest rate at general equilibrium.

Q.5 What is meant by fiscal policy? Explain the general objectives and instruments of fiscal policy.

UNIT-III

Q.6 Explain the relationship between inflation and employment. Is achieving a high rate of employment by means of inflation always desirable? Comment.

Q.7 Does Philips curve hold in the long-run? Discuss the dynamics of unemployment and inflation and the long-run Philips curve.

UNIT-IV

Q.8 Explain the concept of the present value of a future income. Explain why it is necessary in investment decision to discount the future income stream.

Q.9 How will you distinguish between exchange depreciation and devaluation? How does devaluation work to correct the disequilibrium in the balance of payments?
Q.1  a) Which of the following statements is correct?
   i) Marketing is the term used to refer only to the sales function within a firm.
   ii) Marketing managers don’t usually get involved in production or distribution decisions.
   iii) Marketing is an activity that considers only the needs of an organization; not the needs of society as a whole.
   iv) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

b) In the history of marketing, when did the production period end?
   i) In the late 1800’s.
   ii) In the early 1900’s.
   iii) In the 1920’s.
   iv) After the end of the Second World War.

c) Marketing managers cannot control _____________ but they can at times influence it.
   i) Where advertising is placed?
   ii) How products or services are delivered?
   iii) The external environment.
   iv) How products are priced?

d) ____________ can be defined as the manner in which the individual copes and deals with his/her psychological and physical environment on a day-to-day basis.
   i) Perception  ii) Lifestyle
   iii) Learning  iv) Memory

e) Sellers that handle their own exports are engaged in:
   i) Direct exporting
   ii) Indirect exporting
   iii) Licensing
   iv) Contract manufacturing

f) The typical method of retail operation used by supermarkets and catalog showrooms is called:
   i) Self-service retailing.
   ii) Limited-service retailing.
   iii) Full-service retailing.
   iv) Service-merchandiser.

g) ________________ is the practice of adopting policies and developing strategies that both sustain the environment and produce profits for the company.
   i) Environmentalism.
   ii) Environmental sustainability.
   iii) Consumerism.
   iv) Consumer accountability.

h) Which of the following is not a brand’s function?
   i) Creating identification
i) Guaranteeing quality level
ii) Helping with promotion
iv) Lowering production cost
i) ________ is the amount of money charged for a product or service.
j) ______________ costs do not vary with production levels or sales levels.

Answer in brief:
k) Define consumer behavior.
l) What is test marketing?
m) Differentiate between advertising and public relation.
n) What is physical distribution?
o) What are marketing ethics?

UNIT-I
Q.2 “Marketing begins and ends with the customer.” Comment. 15

UNIT-II
Q.4 Define packaging. What are the functions of packaging? 15

UNIT-III
Q.6 Explain the importance of pricing in a marketing mix. What are the determinants in pricing a product? 15

Q.7 Examine the “PULL AND PUSH” efforts in marketing communications. Critically evaluate the campaign “I am loving it” by Macdonald on TV from the point of view of major components of designing and advertisement. 15

UNIT-IV
Q.8 Write short notes on:
a) Wholesaling
b) Types of retailing
c) Specialty stores 5x3

Q.9 What are the key challenges of Indian rural market? 15
Q.1 Fill in the blanks with appropriate words:

a) Some people dislike working __________ the usual working hours.

b) He __________ English at the University.

c) We __________ the house at 7 AM.

d) I felt __________ after eating the hotel food.

e) The meaning of comprehend is to __________.

f) When he __________ the airport the plane had already __________.

g) Many things __________ this month.

h) The __________ name is the name by which a product is sold in the market.

i) I __________ positive reviews about the film in the papers.

j) She __________ some chocolates to the party.

Correct the following sentences:

a) She don’t talk properly.

b) When did you came?

c) Peoples are working in groups.

d) I could not be able to come.

e) Everyone are busy with work.

f) Right your answers neatly.

i) Most students are week in Maths.

j) Since I was tyred, I went off to sleep.

Q.2 Read the passage given below and answer the questions given at the end:

Ana, her husband Mario, and their four-year-old son, Antonio, just moved to North Carolina. They need a temporary place to call home until they get settled into their new surroundings. Right now, they are staying in a hotel not far from Mario’s job. Ana begins a search for an apartment for the family to live in. First, Ana picks up an Apartment Book at the local newspaper stand. The Apartment Book contains listings of all the major apartment complexes in her area. Ana starts by looking at the prices for apartments in the Apartment Book. Then, she reads about the amenities that each apartment complex offers. For example, some apartments have a clubhouse. Some have a gym, which is also called a fitness center. Some have a pool. Some have all of these! Ana notices that the more amenities an apartment complex has, the more it costs each month. She wants the family’s new apartment to be nice, but she does not want to spend too much money on it. Ana and Mario are trying to save money to buy a house. After considering prices, amenities, and locations, Ana finds several apartment complexes that she thinks the family will like. Ana calls the apartment complexes. She sets up appointments with the apartment managers to see the...
apartments she thinks are interesting. Ana makes five phone calls in total. When Mario gets back to the hotel from work, Ana shows him the list of apartments. “These look good,” he says. The next day, while Mario is at work and Antonio is at daycare, Ana visits the apartment complexes. She likes the fifth one the best. It is in a good school district. It has a pool, but no fitness center or clubhouse. It is near Mario’s job. Ana hopes to find a job nearby as well. When Ana gets back to the hotel, she discusses all that she has seen with Mario. They decide to rent the last apartment Ana saw. The next day, Ana calls the manager of the apartment complex with the news. The manager asks Ana and Mario to sign a lease and pay a security deposit. If the family damages the apartment in any way while they are living there, the security deposit will help to pay for the cost of repairs. Ana and Mario sign a lease and pay the money. The manager asks them when they plan to move in and Ana looks up at Mario. He looks back at her for a moment and then tells the manager, “as early as possible”

a) What kind of book does Ana get?
b) What did Ana consider while looking through the Apartment book?
c) Where is Ana’s family staying while they look for a place to call home?
d) Give a suitable title to the passage.
e) What do you understand by the term: Security deposit?
End Semester Examination, Dec. 2014
B.Com. (Hons)-Industry Integrated – Third Semester
FINANCIAL ACCOUNTING-III (CH-3.6K)

Time: 3 hrs
Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all; taking at least FOUR questions from PART-B. Q.1 is compulsory from PART-A. All questions carry equal marks.

PART-A

Q.1 a) What is revenue? 6
b) What are revenue recognition criteria for sale of goods? 7
c) What are revenue recognition criteria for sale of services? 7

PART-B

Q.2 Use the following information in relation to a construction contract:
Contract revenue Rs. 6,00,000/-
Cost incurred to date Rs. 1,20,000/-
Estimated Costs to complete Rs. 3,60,000/-
Percentage of completion is measured on Cost basis
Work certified to date Rs. 1,20,000/-
Calculate:
   a) What is the percentage of completion? 7
   b) How much revenue and cost is recognized for the year? 7
   c) How much is the profit or loss recognized for the year? 6

Q.3 Tony Limited has a Plant with carrying amount of Rs. 8,00,000/- on 31 March 2012. There are indications that the Plant might be impaired thus the management tries to estimate the recoverable amount.
The useful life of the plant is 3 years with a nil residual value:

<table>
<thead>
<tr>
<th>For the year ended on</th>
<th>Estimated cash flow (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
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Calculate the following:
   a) Value in use for Plant, if the discount rate (already computed) is 10 %:
      The discount factors are:
      Year 1 0.909
      Year 2 0.826
      Year 3 0.751 8
   b) Recoverable amount, if the net selling price of Plant is Rs. 7,50,000/-. 5
   c) Impairment loss, if any. 7

Q.4 California Limited purchased net assets of New Jersey Limited for Rs. 2,0,00,000/- on 31st March 2012. The value of net assets of New Jersey Limited was Rs. 1,8,00,000/- on the date of acquisition.
   a) How much is the goodwill recognized? 8
   b) Do we amortize goodwill over useful life? 6
c) Is internally generated goodwill recognized as an asset?  

Q.5  
  a) List down the seven situations in which lease are classified as finance lease.  
  b) A has taken 1 building on operating lease on 1st April 2012 for 10 years at annual lease rent of Rs. 1,00,000/- paid in arrears. As per the lease agreement A gets first two years as rent free period, means that he has to pay rent for period from year 3 to year 10 only. Calculate the lease rent to be charged in profit and loss account for first 3 years.  

Q.6  
  a) What is the meaning of impairment?  
  b) Explain concept of cash generating unit (CGU).  
  c) List down the indicators of impairment testing.
Q.1  a) Fill in the blanks:
   i) The mixed economy of India consists of ________ and _________ sector.
   ii) Industrial policy in India is formulated by Ministry of _________.
   iii) India’s Balance of Payment a/c consists of ________ and _________ a/c.
   iv) Net imports over exports is termed as _________.
   v) ________ and ________ are important barometer of economic position of
     any country.
   vi) The full form of IDBI is _____________.
   vii) ______ is the major source of revenue for the Indian Government.  

   b) Answer the following in briefly: (max 20 words)
   i) What is inflation?
   ii) Who formulates export-import policy in India?
   iii) Write full form of BIFR.
   iv) Write two characteristics of small scale industries.
   v) What is liberalisation?  

   c) Write short notes on:
   i) Fiscal deficit Vs Trade deficit.
   ii) Privatisation Vs Nationalization.
   iii) Foreign direct investment
   iv) Social responsibility of business.  

UNIT-I

Q.2  Describe the structure of Indian economy. How does it differ from economy of
     developed nations?  

Q.3  Define economic growth. Discuss various factors that describe the status of an
     economy and can be used to differentiate the economy of various nations. 

UNIT-II

Q.4  Differentiate public and private sector. Which is more successful in India? Also explain
     the role of public sector and private sector industries in Indian economic
     development.  

Q.5  Explain in detail the regulatory framework in respect of industrial enterprises. What
     steps have been taken so far to remove the industrial sickness in India?  

UNIT-III

Q.6  Define BOP (Balance of payment). Discuss in brief the BOP position of India during
     last two decades. How does it affect inflation?  

Q.7  What is FDI (Foreign direct investment)? Discuss various factors that affect the FDI
     flows. Also mention merits and demerits of FDI for an economy.  

UNIT-IV
Q.8 Critically evaluate the main features of new industrial policy of India introduced in 1991.

Q.9 How does globalization help in developing an economy? Also explain in detail the ill effects of globalization.
End Semester Examination, Dec. 2014
B.Tech. (Integrated) – First Semester
CHEMISTRY (CH-I-101)

Time: 3 hrs
Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 a) What is Pauli’s exclusion principle?
b) Draw the shape of ‘S’ orbital.
c) Out of \( \sigma \) and \( \pi \) electrons, which one is stronger and why?
d) Write the electronic configuration of Cl (atomic no. 17).
e) Define the terms: solute and solvent.
f) Explain acid and base on the basis of pH.
g) Define primary and secondary batteries.
h) What is the function of a catalyst?
i) What are elastomers? Give one example of elastomers.
j) Define Avogadro number.

PART-A

Q.2 a) Calculate number of electrons, protons and neutrons in following:
   i) \(_{7}^{14}N\)
   ii) \(_{13}^{27}Al\)
   b) Discuss the postulates of Rutherford’s model.
c) Write short notes on:
   i) Hund rule of maximum multiplicity.
   ii) Quantum numbers.

Q.3 a) Define hybridization. Explain SP, SP\(^{2}\) and SP\(^{3}\) hybridization with examples.
b) Discuss covalent and coordinate bond with examples.
c) Calculate \( \sigma \) and \( \pi \) electrons in the following:
   i) \( C_{2}H_{5}OH \)
   ii) \( C_{2}H_{4} \)

Q.4 a) Calculate the molarity of a solution containing 9.8 gm of \( H_{2}SO_{4} \) (Mol. Wt 98) in 500 mL solution.
b) Write short notes on:
   i) Normality.
   ii) Osmosis.
   iii) Colloidal solution.
   iv) Brownian movement.
c) Calculate pH value of the following:
   i) 0.01\( M \) HNO\(_{3}\)
   ii) 0.001\( M \) HCL
**PART-B**

Q.5  
**a)** Explain the detailed working of Ni-Cd battery.  
**b)** Explain the following in detail:  
   i) Second law of electrolysis.  
   ii) Lead-Acid battery.  
   c) Differentiate between electrolytic conductor and metallic conductor.  

Q.6  
**a)** What is adsorption? Discuss its various types with examples.  
**b)** Define catalysis. Explain general properties of a catalyst.  
**c)** Explain the following:  
   i) Application of catalysis.  
   ii) Application of adsorption.  

Q.7  
**a)** Write down the preparation, properties and uses of the following polymers:  
   i) PMMA.  
   ii) PF.  
**b)** Distinguish between additional and condensation polymerization.  
**c)** Define thermoplastic and thermoset plastic with an example.
READING PASSAGE 1

Investigating Children’s Language

A For over 200 years, there has been an interest in the way children learn to speak and understand their first language. Scholars carried out several small-scale studies, especially towards the end of the 19th century, using data they recorded in parental diaries. But detailed, systematic investigation did not begin until the middle decades of the 20th century, when the tape recorder came into routine use. This made it possible to keep a permanent record of samples of child speech, so that analysts could listen repeatedly to obscure extracts, and thus produce a detailed and accurate description. Since then, the subject has attracted enormous multi-disciplinary interest, notably from linguists and psychologists, who have used a variety of observational and experimental techniques to study the process of language acquisition in depth.

B Central to the success of this rapidly emerging field lies the ability of researchers to devise satisfactory methods for eliciting linguistic data from children. The problems that have to be faced are quite different from those encountered when working with adults. Many of the linguist’s routine techniques of enquiry cannot be used with children. It is not possible to carry out certain kinds of experiments, because aspects of children’s cognitive development – such as their ability to pay attention, or to remember instructions – may not be sufficiently advanced. Nor is it easy to get children to make systematic judgments about language, a task that is virtually impossible below the age of three. And anyone who has tried to obtain even the most basic kind of data – a tape recording of a representative sample of a child’s speech – knows how frustrating this can be. Some children, it seems, are innately programmed to switch off as soon as they notice a tape recorder being switched on.

C Since the 1960s, however, several sophisticated recording techniques and experimental designs have been devised. Children can be observed and recorded through one-way-vision windows or using radio microphones, so that the effects of having an investigator in the same room as the child can be eliminated. Large-scale sampling programmes have been carried out, with children sometimes being recorded for several years. Particular attention has been paid to devising experimental techniques that fall well within a child’s intellectual level and social experience. Even pre-linguistic infants have been brought into the research: acoustic techniques are used to analyse their vocalisations, and their ability to perceive the world around them is monitored using special recording equipment. The result has been a growing body of reliable data on the stages of language acquisition from birth until puberty.
There is no single way of studying children’s language. Linguistics and psychology have each brought their own approach to the subject, and many variations have been introduced to cope with the variety of activities in which children engage, and the great age range that they present. Two main research paradigms are found.

One of these is known as ‘naturalistic sampling’. A sample of a child’s spontaneous use of language is recorded in familiar and comfortable surroundings. One of the best places to make the recording is in the child’s own home, but it is not always easy to maintain good acoustic quality, and the presence of the researcher or the recording equipment can be a distraction (especially if the proceedings are being filmed). Alternatively, the recording can be made in a research centre, where the child is allowed to play freely with toys while talking to parents or other children, and the observers and their equipment are unobtrusive.

A good quality, representative, naturalistic sample is generally considered an ideal datum for child language study. However, the method has several limitations. These samples are informative about speech production, but they give little guidance about children’s comprehension of what they hear around them. Moreover, samples cannot contain everything, and they can easily miss some important features of a child’s linguistic ability. They may also not provide enough instances of a developing feature to enable the analyst to make a decision about the way the child is learning. For such reasons, the description of samples of child speech has to be supplemented by other methods.

The other main approach is through experimentation, and the methods of experimental psychology have been widely applied to child language research. The investigator formulates a specific hypothesis about children’s ability to use or understand an aspect of language, and devises a relevant task for a group of subjects to undertake. A statistical analysis is made of the subjects’ behaviour, and the results provide evidence that supports or falsifies the original hypothesis.

Using this approach, as well as other methods of controlled observation, researchers have come up with many detailed findings about the production and comprehension of groups of children. However, it is not easy to generalise the findings of these studies. What may obtain in a carefully controlled setting may not apply in the rush of daily interaction. Different kinds of subjects, experimental situations, and statistical procedures may produce different results or interpretations. Experimental research is therefore a slow, painstaking business; it may take years before researchers are convinced that all variables have been considered and a finding is genuine.

Questions 1-5

Reading Passage 1 has eight paragraphs, A-H.
Which paragraphs contains the following information?
Write the correct letter A-H on your answer sheet.

NOTE: You may use any letter more than once.

1) the possibility of carrying out research on children before they start talking
2) the difficulties in deducing theories from systematic experiment
3) the differences between analysing children’s and adults’ language
4) the ability to record children without them seeing the researcher
5) the drawbacks of recording children in an environment they know
Do the following statements agree with the information given in Reading Passage 1. On your answer sheet, write

TRUE if the statement is true according to the passage
FALSE if the statement is false according to the passage
NOT GIVEN if the information is not given in the passage

6) In the 19th century, researchers studied their own children’s language.
7) Attempts to elicit very young children’s opinions about language are likely to fail.
8) Radio microphones are used because they enable researchers to communicate with a number of children in different rooms.
9) Many children enjoy the interaction with the researcher.
10) One method of carrying out research is to record children’s spontaneous language use.

READING PASSAGE 2

UNMASKING SKIN

A
If you took off your skin and laid it flat, it would cover an area of about twenty-one square feet, making it by far the body’s largest organ. Draped in place over our bodies, skin forms the barrier between what’s inside us and what’s outside. It protects us from a multitude of external forces. It serves as an avenue to our most intimate physical and psychological selves.

B
This impervious yet permeable barrier, less than a millimetre thick in places, is composed of three layers. The outermost layer is the bloodless epidermis. The dermis includes collagen, elastin, and nerve endings. The innermost layer, subcutaneous fat, contains tissue that acts as an energy source, cushion and insulator for the body.

C
From these familiar characteristics of skin emerge the profound mysteries of touch, arguably our most essential source of sensory stimulation. We can live without seeing or hearing – in fact, without any of our other senses. But babies born without effective nerve connections between skin and brain can fail to thrive and may even die.

D
Laboratory experiments decades ago, now considered unethical and inhumane, kept baby monkeys from being touched by their mothers. It made no difference that the babies could see, hear and smell their mothers; without touching, the babies became apathetic, and failed to progress.

E
For humans, insufficient touching in early years can have lifelong results. "In touching cultures, adult aggression is low, whereas in cultures where touch is limited, adult aggression is high," writes Tiffany Field, director of the Touch Research Institutes at the University of Miami School of Medicine. Studies of a variety of cultures show a
correspondence between high rates of physical affection in childhood and low rates of adult physical violence.

F
While the effects of touching are easy to understand, the mechanics of it are less so. "Your skin has millions of nerve cells of various shapes at different depths," explains Stanley Bolanowski, a neuroscientist and associate director of the Institute for Sensory Research at Syracuse University. "When the nerve cells are stimulated, physical energy is transformed into energy used by the nervous system and passed from the skin to the spinal cord and brain. It's called transduction, and no one knows exactly how it takes place." Suffice it to say that the process involves the intricate, split second operation of a complex system of signals between neurons in the skin and brain.

G
This is starting to sound very confusing until Bolanowski says: "In simple terms people perceive three basic things via skin: pressure, temperature, and pain." And then I'm sure he's wrong. "When I get wet, my skin feels wet," I protest. "Close your eyes and lean back," says Bolanowski.

H
Something cold and wet is on my forehead – so wet, in fact, that I wait for water to start dripping down my cheeks. "Open your eyes." Bolanowski says, showing me that the sensation comes from a chilled, but dry, metal cylinder. The combination of pressure and cold, he explains, is what makes my skin perceive wetness. He gives me a surgical glove to put on and has me put a finger in a glass of cold water. My finger feels wet, even though I have visual proof that it's not touching water. My skin, which seemed so reliable, has been deceiving me my entire life. When I shower or wash my hands, I now realize, my skin feels pressure and temperature. It's my brain that says I feel wet.

I
Perceptions of pressure, temperature and pain manifest themselves in many different ways. Gentle stimulation of pressure receptors can result in ticklishness; gentle stimulation of pain receptors, in itching. Both sensations arise from a neurological transmission, not from something that physically exists. Skin, I'm realizing, is under constant assault, both from within the body and from forces outside. Repairs occur with varying success.

J
Take the spot where I nicked myself with a knife while slicing fruit. I have a crusty scab surrounded by pink tissue about a quarter inch long on my right palm. Under the scab, epidermal cells are migrating into the wound to close it up. When the process is complete, the scab will fall off to reveal new epidermis. It's only been a few days, but my little self-repair is almost complete. Likewise, we recover quickly from slight burns. If you ever happen to touch a hot burner, just put your finger in cold water. The chances are you will have no blister, little pain and no scar. Severe burns, though, are a different matter.

Questions 1 and 2
Choose the correct letter, A, B, C or D.

1) How does a lack of affectionate touching affect children?
   A It makes them apathetic.
They are more likely to become violent adults.
They will be less aggressive when they grow up.
We do not really know.

2) After the ‘wetness’ experiments, the writer says that
A his skin is not normal.
B his skin was wet when it felt wet.
C he knew why it felt wet when it was dry.
D the experiments taught him nothing new.

Questions 3 – 7

Complete each sentence with the correct ending A–I from below.
Write the correct letter A–I on your answer sheet.

A because it is both cold and painful.
B because the outer layer of the skin can mend itself.
C because it can be extremely thin.
D because there is light pressure on the skin.
E because we do not need the others to survive.
F because there is a good blood supply to the skin.
G because of a small amount of pain.
H because there is a low temperature and pressure.
I because it is hurting a lot.

3) Touch is unique among the five senses
4) A substance may feel wet
5) Something may tickle
6) The skin may itch
7) A small cut heals up quickly

Questions 8 – 10

Do the following statements agree with the information given in Reading Passage 2?
on your answer sheet, write

TRUE if the statement is true according to the passage
FALSE if the statement is false according to the passage
NOT GIVEN if the information is not given in the passage

8) Even scientists have difficulty understanding how our sense of touch works.

9) The skin is more sensitive to pressure than to temperature or pain.

10) The human skin is always good at repairing itself.

READING PASSAGE 3

Colorblindness

A Myths related to the causes and symptoms of "colorblindness" abound throughout the world. The term itself is misleading, since it is extremely rare for anyone to have a complete lack of color perception. By looking into the myths related to color blindness, one can learn many facts about the structure and genetics of the human eye. It is a myth that colorblind people see the world as if it were a black and white movie. There are very few cases of complete colorblindness. Those who have a complete lack of color perception are referred to as monochromatics, and usually have a serious problem with their overall vision as well as an inability to see colors. The fact is that in most cases of colorblindness, there are only certain shades that a person cannot distinguish between. These people are said to be dichromatic. They may not be able to tell the difference between red and green, or orange and yellow. A person with normal color vision has what is called trichromatic vision. The difference between the three levels of color perception have to do with the cones in the human eye. A normal human eye has three cones located inside the retina: the red cone, the green cone, and the yellow cone. Each cone contains a specific pigment whose function is to absorb the light of these colors and the combinations of them. People with trichromatic vision have all three cones in working order. When one of the three cones does not function properly, dichromatic vision occurs.

B Some people believe that only men can be colorblind. This is also a myth, though it is not completely untrue. In an average population, 8% of males exhibit some form of colorblindness, while only 0.5% of women do. While there may be some truth to the idea that more men have trouble matching their clothing than women, the reason that color vision deficiency is predominant in males has nothing to do with fashion. The fact is that the gene for color blindness is located on the X chromosome, which men only have one of. Females have two X chromosomes, and if one carries the defective gene, the other one naturally compensates. Therefore, the only way for a female to inherit colorblindness is for both of her X chromosomes to carry the defective gene. This is why the incidence of color deficiency is sometimes more prevalent in extremely small societies that have a limited gene pool.

C It is true that all babies are born colorblind. A baby's cones do not begin to differentiate between many different colors until he is approximately four months old. This is why many of the modern toys for very young babies consist of black and white patterns or primary colors, rather than traditional soft pastels. However, some current research points to the importance of developing an infant's color visual system. In 2004, Japanese researcher Yoichi Sugita of the Neuroscience Research Institute performed an experiment that would
suggest that color vision deficiency isn’t entirely genetic. In his experiment, he subjected a group of baby monkeys to monochromatic lighting for one year. He later compared their vision to normal monkey who had experienced the colorful world outdoors. It was found that the test monkeys were unable to perform the color-matching tasks that the normal monkeys could. Nevertheless, most cases of colorblindness are attributed to genetic factors that are present at birth.

D Part of the reason there are so many inconsistencies related to colorblindness, or "color vision deficiency" as it is called in the medical world, is that it is difficult to know exactly which colors each human can see. Children are taught from a very young age that an apple is red. Naming colors allows children to associate a certain shade with a certain name, regardless of a color vision deficiency. Someone who never takes a color test can go through life thinking that what they see as red is called green. Children are generally tested for colorblindness at about four years of age. The Ishihara Test is the most common, though it is highly criticized because it requires that children have the ability to recognize numerals. In the Ishihara Test, a number made up of colored dots is hidden inside a series of dots of a different shade. Those with normal vision can distinguish the number from the background, while those with color vision deficiency will only see the dots.

E While many of the myths related to colorblindness have been busted by modern science, there are still a few remaining beliefs that require more research in order to be labeled as folklore. For example, there is a long-standing belief that colorblindness can aid military soldiers because it gives them the ability to see through camouflage. Another belief is that everyone becomes colorblind in an emergency situation. The basis of this idea is that a catastrophic event can overwhelm the brain, causing it to utilize only those receptors needed to perform vital tasks. In general, identifying color is not considered an essential task in a life or death situation.

Questions 1-5: Choosing Headings 1X5

The following reading passage has five sections A-E.

Choose the correct heading for each section from the list of headings

Write the correct number i-viii in the answer sheet. There are more headings than sections, so you will not use them all.

i Colorblindness' in different countries  v Unsolved myths

ii Diagnosing colorblindness  vi Animals and colorblindness

iii What is colorblindness?  vii Developing the ability to see color

iv Curing colorblindness  viii Colorblindness and the sexes

1) Section A
2) Section B
3) Section C
4) Section D
5) Section E
Questions 6-: Multiple-Choice Question

Choose the correct letter, A, B, C, or D.

6) People who see color normally are called
   A monochromatic.
   B dichromatic.
   C tichromatic.
   D colorblind.

Questions 7-10: Completing a Summary

Complete the summary using words from the box below.

Write your answers on your Answer Sheet There are more answers than spaces, so you will not use them all.

myth  a little less  X chromosomes
defective genes  fact  slightly more
exactly  less likely  more probable

It is a common 9 .......... that only men suffer from colorblindness. On average 10 .......... than ten percent of men have this problem. Women have two 11 .......... For this reason it is 12 .......... for a woman to suffer from colorblindness.

WRITING SECTION

(There are 2 questions in this section and both are compulsory)

Q1) Your local hospital has advertised for people to do unpaid work helping at the hospital. You would like to do some work at the hospital in your free time.

Write a letter to the hospital. In your letter
• Explain why you would like to do unpaid work at the hospital
• Say what type of unpaid work you would be able to do
• Give details of when you would be available for this work

Write at least 150 words.

You do not need to write any addresses.

Begin the letter as follows:
Dear Sir or Madam.....

Q2) The table below shows the cinema viewing figures for films by country, in millions.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.
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<th>Action</th>
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<td>4</td>
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End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – First Semester
ENGLISH PROSE (ENG-1.1)

Time: 3 hrs
Max Marks: 70
No. of pages: 1

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Attempt any five of the following questions in brief:
   a) What is an essay? Name some essayists of different ages.
   b) In what ways, according to Bacon, travel is a part of education?
   c) “Histories make men wise, poets witty, the mathematics subtle, natural philosophy deep, moral grave, logic and rhetoric able to contend”. Explain.
   d) List the Do’s and Don’ts for the traveler which Bacon talks about in his essay Of Travel.
   e) Who is Field? What type of relationship she has with her grandchildren?
   f) What are the places worth seeing for a traveler, according to Bacon?
   g) “He that travelleth into a country, before he hath some entrance into the language, goethe to school, and not to travel.” Explain with reference to the context.
   h) “We are not Alice, nor of thee, nor we are children at all. The children of Alice call Bartram father. We are nothing, less than nothing, and dreams.” Explain. 3x5

SECTION-B

Q.2 Write short answer any five of the following questions:
   a) Bring out the picture of ideal and carefree family atmosphere that Lamb evokes in his essay Dream Children: A Reverie?
   b) Why, according to Bacon, studies are so important?
   c) What do you say about the aphoristic style of Bacon? Discuss with reference to the essays you have read.
   d) Comment on the style of the essay Dream Children: A Reverie.
   e) Write down the summary of Of Travel in your own words.
   f) Elucidate the elements of humor and pathos in the essays of Charles Lamb, citing examples from his essays.
   g) Write a note on Bacon’s skillful uses of parallel sentence structure, as exemplified in the opening sentence. Illustrate from the text.
   h) Bacon’s essays are more practical than theoretical. Elucidate. 5x5

SECTION-C

Q.3 Answer any two of the following essay type questions:
   a) “Bacon envisioned the essay as an opportunity to offer advice”. Do you agree? Give a reasoned answer.
   b) Lamb’s essays reflect “loose sally” of his mind. Elaborate and illustrate from the text.
   c) Essays from Bacon to Lamb contain the focused wisdom of their writers. Elucidate. 15x2
End Semester Examination, Dec. 2014  
BA (Hons.) ENGLISH – First Semester  
ENGLISH DRAMA-I (ENG-1.2)

Time: 3 hrs  
Max Marks: 70

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short questions, explaining the given lines with reference to the context:
   a) I lov’d Ophelia. Forty thousand brothers,  
      Could not with all their quality of love,  
      Make up my some,
   b) The ulcerous place,  
      While rank corruption mining all within,  
      Infects unseen;
   c) What if this cursed hand,  
      Were thicker than itself with brother’s blood,  
      Is there no rain enough in this sweet heavens,  
      To wash it white as snow;
   d) Thus conscience does make cowards of us all,  
      And thus the native hue of resolution,  
      sicklied o’ver with the pale cast of thought;
   e) Sweet are the uses of adversity,  
      Which, like the toad, ugly and venomous,  
      Wears yet a precious jewel in his head;
   f) All the world’s stage,  
      And all the men and women merely players;
   g) They say he is already in the Forest of Arden, and a many merry men with him;
   h) Yet he’s gentle, never schooled and yet learned, full of noble device, of all sorts enchantingly beloved;

SECTION-B

Q.2 Answer any five of the following questions:
   a) Shakespeare’s tragedies can be best appreciated as “great dramatic poems.” Discuss.
   b) Bring out the significance of Grave-Digger’s Scene in Hamlet.
   c) Write a note on the songs of Ophelia.
   d) Why does Hamlet make delay in execution of revenge?
   e) Is the title of the play As You Like It apt? Why/ Why not.
   f) Give an account of the life in forest.
   g) Comment on the character of Orlando.
   h) What is renaissance? What were its characteristic features?

SECTION-C

Q.3 Answer any two of the following questions:
   a) Examine Hamlet as a play in the revenge tradition.
b) Comment on Shakespeare’s use of soliloquy as an effective dramatic device in *Hamlet*.

c) Comment on the seven stages of life mentioned by Jaques in the play *As You Like It*. Discuss its relevance to real life.
End Semester Examination, Dec. 2014  
BA (Hons.) ENGLISH – First Semester  
ROMANTIC POETRY-I (ENG-1.3)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 2

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short questions, Explain with reference to the context:

a) The many men, so beautiful!  
And they all dead did lie;  
And a thousand slimy things,  
Lived on; and so did I;

b) As e'er beneath a waning moon was haunted,  
By woman wailing for her demon-lover!

c) Five years have passed; with the length of five long winters!  
And again I hear these waters rolling from mountain–springs,  
With a soft inland murmur;

d) If winter comes, can spring be far behind?

e) No mate, no comrade Lucy knew;  
She dwelt on a wild moor,  
the sweetest thing that ever grew;  
Beside a human door;

f) My heart aches, and a drowsy numbness pains,  
My sense, as though of hemlock I had drunk;

g) Wild Spirit, which art moving everywhere;  
Destroyer and preserver; hear, oh, hear!

h) Hail to thee, blithe Spirit!  
Bird thou never wert,  
That from Heaven, or near it,  
Pourest thy fulsome strains of unpremeditated art;

3x5

SECTION-B

Q.2 Answer any five of the following questions:

a) In what ways the ancient mariner breaks the sanctity of nature? How does the nature take vengeance on him?

b) Ode to a Nightingale is essentially a reverie induced by the poet’s listening to the song of the Nightingale. Explain.

c) Why does Coleridge wish his son Hartley to have a childhood raised in the countryside?

d) Comment on the blend of the elements of the ideal and the real in the ‘Ode to the westwind.’

e) Explain:  
Over rough and smooth she trips along,  
And never looks behind;  
And sings a solitary song,  
That whistles in the wind;
f) Comment on the title of the poem 'Ode: Intimations of Immortality'.
g) Write a note on Keats’ negative capability.
h) How is the westwind a destroyer and preserver for Shelley? Explain.

SECTION-C

Q.3  Answer any two of the following essay type questions:

a) Evaluate *The Rime of the Ancient Mariner* as a poem of crime and punishment.
b) What do you learn about Wordsworth’s attitude towards Nature and Man from ‘Tintern Abbey’?
c) Beauty is truth, truth beauty- that is all/ye know on earth, and all ye need to know”. Beauty is transitory, truth is permanent. How does Keats reconcile the paradox?
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – First Semester
VICTORIAN POETRY (ENG-1.4)

Time: 3 hrs
Max Marks: 70
No. of pages: 2

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short questions. Explaining the given lines with reference to the context:

a) and I choose
Never to stoop. Oh, sir, she smiled, no doubt,
Whene'er I passed her; but who passed without,
Much the same smile? This grew; I gave commands;
Then all smiles stopped together.

b) Would tell them how her sister stood,
In deadly peril to do her good,
And win the fiery antidote:
Then joining hands to little hands,
Would bid them cling together,
"For there is no friend like a sister,
In calm or stormy weather;

c) One equal temper of heroic hearts,
Made weak by time and fate, but strong in will,
To strive, to seek, to find, and not to yield.

d) "I am half sick of shadows," said
The Lady of Shalott.

e) That's my last Duchess painted on the wall,
Looking as if she were alive. I call,
That piece a wonder, now……

f) She left the web, she left the loom,
She made three paces thro' the room,
She saw the water-flower bloom,
She saw the helmet and the plume,
She look'd down to Camelot.

g) This is my son, mine own Telemachus,
To whom I leave the sceptre and the isle,
Well-loved of me, discerning to fulfill,
This labour, by slow prudence to make mild,
A rugged people, and thro' soft degrees,
Subdue them to the useful and the good.

h) There lies the port; the vessel puffs her sail:
There gloom the dark, broad seas. My mariners,
Souls that have toil'd, and wrought, and thought with me.

SECTION-B

Q.2 Answer any five of the following questions:
a) What are the salient features of a dramatic monologue? Apply some of them to *My Last Duchess*.

b) Who is Fra Lippo Lippi? Explain his early childhood.

c) What is the young lady weaving in *The Lady of Shalott*? Why do you think she is under the curse?

d) Is Ulysses the King an escapist? Why/Why not.

e) Justify the title of the poem *Crossing the Bar*.

f) What are the scenes that the Lady of Shalott views through her mirror?

g) What are the qualities of Telemachus that will make him successful as a king?

h) Comment on the character of the Duke in *My Last Duchess*.

**SECTION-C**

Q.3 Answer any two of the following questions:

a) Goblins as “costermongers”. Justify the title of *The Goblin Market*.

b) The Lady of Shalott makes a confident choice to break free from her isolation. Although it costs her everything, it’s still a strong and meaningful refusal of her shadowy, isolated situation. Do you agree with this statement? Justify.

c) Death is not the end, but a new beginning; the reference to the sunset suggests as much. The sun sets, but it always rises again. Critically comment on the statement justifying your answer with relevant references from the poem *Crossing the Bar*.
End Semester Examination, Dec. 2014  
BA (Hons.) ENGLISH – First Semester  
ENGLISH GRAMMAR AND LITERARY TERMS (ENG-1.5)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 a) Spot the error in the following sentences and rewrite them after correcting the error:

i) Ram is the most handsome of the two boys.
ii) Ramesh is best boy in the class.
iii) Ramesh is more sadder than you.
iv) There were lesser students in the class.
v) He has bought any mangoes from the market.
vi) The colour of these shirts are blue.
vii) My mother forbade me not to meet the girl again.
viii) I do not see you for a long time.
ix) She has long and black hair.
x) It was more hot yesterday than it is today.
xi) He does not have something to say.
xii) This is the eldest building in the city.
xiii) The population of Chandigarh is larger than Ambala.
xiv) Milk is preferable than tea.
xv) He gave me many advices.
xvi) Please run fastly.
xvii) An union of fishermen was formed.
xviii) You came a hour late for the meeting.
xix) The roads of Delhi are wider than Faridabad.
xx) The fragrance of these flowers are very pleasing.  

b) Use any five the following words as noun and as verb by making two separate sentences:

i) Echo
ii) Inch
iii) Tax
iv) Arm
v) Voice
vi) Part
vii) Notice

SECTION-B

Q.2 Describe and discuss elaborately any five of the following literary terms:

a) Ballad  
b) Spenserian stanza  
c) Sonnet  
d) Ode  
e) Comedy  
f) Elegy  
g) Tragedy

SECTION-C

Q.3 Express your views on any one of the following topic in 250 words:
a) Prime Minister’s Clean India Initiative.

b) Man is the Architect of his own Fate.
End Semester Examination, Dec. 2014  
BA (Hons.) ENGLISH – Second Semester  
ENGLISH NOVEL (VICTORIAN AGE)-1 (ENG-2.1)

Time: 3 hrs  
Max Marks: 70  
No. of pages: 1

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1  
Answer any five of the following short question: 
Explain with reference to the context:
   a) “Wasn’t I a good brother, now, to buy you a line all to yourself? You know, I needn’t have bought it, if I hadn’t liked.”
   b) “Nothing is more deceitful than the appearance of Humility”.
   c) Jealousy is never satisfied with anything short of an omniscience that would detect the subtlest fold of the heart.
   d) “There can be no disparity in marriage like unsuitability of mind and purpose”.
   e) “Ride over all obstacles, and win the race!”
   f) My meaning simply is that whatever I have tried to do in life, I have tried with all my heart to do well... I have always been thoroughly in earnest.
   g) It is a truth universally acknowledged that a single man in possession of a good fortune must be in want of a wife.
   h) Was it possible to quarrel with a creature who had such eyes- defying and deprecating, contradicting and clinging, imperious and beseeching- full of delicious opposites? To see such a creature subdued by love for one would be a lot worth having.

SECTION-B

Q.2  
Answer any five of the following questions:
   a) Write down the character-sketch of Mrs. Bennet.
   b) “Jane Austen was a moralist-an eighteenth century moralist”. Discuss and illustrate from Pride and Prejudice.
   c) Write a note on the realism of George Eliot’s novels.
   d) “Victorian novels present massive, realistic and at time complex picture of the age”. Discuss.
   e) Dickens excelled in creating “a gallery of characters”. Write a note on the major characters of David Copperfield.
   f) Bring out the autobiographical elements in the Mill on the Floss.
   g) How has George Eliot been able to instill a psychological insight in her characters? Discuss.
   h) Dicken’s novels lack “a total significance of a profoundly serious kind”. Do you agree?

SECTION-C

Q.3  
Answer any two of the following:
   a) Does the theme of marriage in Pride and Prejudice reveal any serious pattern? Discuss.
   b) Dilate the theme of growing-up in David Copperfield.
c) “The Mill on the Floss presents a beautiful and vivid portrayal of Victorian provincial life”. Elaborate with examples.
Q.1 Answer any five of the following short question:

a) I hold the world but as the world Gratiano,  
A stage, where every man must play a part,’  
And mine is a sad one.

b) Never did I know  
A creature that did bear the shape of man  
So keen and greedy to confound a man

c) The devil can cite Scripture for his purpose-  
An evil soul producing holy witness  
Is like a villain with smiling cheek  
-------O what a goodly outside falsehood hath!

d) Faustus: Contrition, prayer, repentance-What of them?  
Good Angel: Oh, they are means to bring the e unto heaven.

e) Had I as many souls as there be stars,  
I’d give them all for Mephistophilis.

f) Let me see her face again:  
Why didst not thou pity her? What an excellent  
Honest man might’st thou have been.

g) He and his brother are like plum-trees, that grow  
Crooked over standing pools, they are rich and ov’rladen  
With fruit, but none but crows, pies, and caterpillars feed  
On them.

h) Dispose my breath how please you, but my body  
Bestow upon my women.

SECTION-B

Q.2 Answer any five of the following questions:

a) Dilate on the bond of friendship between Antonio and Bassanio.

b) What is the reason of enmity between Antonio and Shylock?

c) Highlight the psychology of Portia while Bassanio selects the desired casket as per the will of Portia’s dead father.

d) Importance of Chorus in Doctor Faustus.

e) What is the dramatic significance of the Seven Deadly Sins?

f) Discuss briefly the significance of Mephistophilis.

g) Discuss briefly the madness of Ferdinand.

h) The dramatic significance of black lantern.

SECTION-C

Q.3 Answer any two of the following:
a) Elucidate the theme of love and marriage in *The Merchant of Venice.*
b) Discuss Damnation of *Doctor Faustus.*
c) Discuss Bosola as the villain. Do you agree that he is an evil genius?
Q.1 Answer any five of the following short question:
Explain with reference to the context:

a) Dying
   Is an art, like everything else?
   I do it exceptionally well.

b) You do not do, you do not do
   Any more, black shoe
   In which I have lived like a foot
   For thirty years, poor and white
   Barely daring to breathe or Achoo.

c) What art's for a woman? To hold on her knees
   Both darlings! To feel all their arms round her throat
   Cling strangle a little! To sew by degrees
   And broder the long clothes and neat little coat.
   To dream and to dote.

d) The soul selects her own society-
   Then-shuts the Door-
   To her divine majority-
   Obtrude no more-

e) I am a smiling woman
   I am only thirty
   And like the cat I
   Have nine times to die.

f) I am silver and exact. I have no preconceptions.
   Whatever I see I swallow immediately
   Just as it is, unmisted by love or dislike.

g) I
   When in good humor,
   Given grass its green
   Blazon sky blue, and endow the sun
   With gold;
   Yet, in my wintriest moods, I hold
   Absolute power
   To boycott any color and forbid any flower
   To be.

h) And then I heard them lift a Box
   And creak across my soul
   With those same Boots of Lead, again,
   Then Space—began to toll.
SECTION-B

Q.2 Answer any five of the following questions:
   a) “Emily Dickinson blends realism and mysticism in her poetry”. Critically evaluate this statement on the basis of her poems you’ve read.
   b) What is the contribution of Emily Dickinson to the nineteenth century American poetry?
   c) What effect does the use of “Daddy” instead of “Father” have on the poem ‘Daddy’ by Sylvia Plath? Discuss.
   d) What do you have to say about the female protagonist Dopdi in essay ‘Draupadi’ by Mahasweta Devi? Give references from the essay to support your answer.
   e) What are the various thematic concerns of the story ‘Bliss’ by Katherine Mansfield?
   f) Explain Auroroa’s association of love with Metaphysical Motherhood in Aurora Leigh Book V.
   g) Write down a note Sylvia Plath as a confessional poet.
   h) Justify the title of the story ‘Blis’. 5x5

SECTION-C

Q.3 Answer any two of the following:
   a) Write down the critical appreciation of Aurora Leigh Book V in your own words.
   b) “Mahasweta Devi writes for suppressed and suffering humanity”. Justify with reference to ‘Draupadi’.
   c) “The poetry of Sylvia Plath is intense, deeply personal and quite disturbing” Do you agree with this assessment of her poetry? Write a response, supporting your points with the aid of suitable reference to the poems you have studied. 15x2
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – Second Semester
ELEGY AND SATIRE (ENG-2.4)

Time: 3 hrs
Max Marks: 70
No. of pages: 2

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

**SECTION-A**

Q.1 Answer any five of the following short question:
Explain with reference to the context:

a) He wondered to hear me talk of such chargeable and extensive wars; that, certainly we must be quarrelsome people, or live among very bad neighbours.

b) The forefeet of the yahoos differed from my hands in nothing else, but the length of the nails, the coarseness and brownness of the palms, and the hairiness of the back.

c) Here was neither physician to destroy my body, nor lawyer to ruin my fortune.

d) Full many a gem of purest serene,
   The dark unfathomed caves of ocean bear:
   Full many a flower is born to blush unseen
   And waste its sweetness on the desert air.

e) Yet even these bones from insult to protect
   Some frail memorial still erected high,
   With uncouth rhymes and shapeless sculpture decked,
   Implores the passing tribute of a sigh.

f) Haply some hoary-headed swain may say,
   'Oft have we seen him at the peep of dawn
   'Brushing with hasty steps the dew away
   'To meet the sun upon the upland lawn.

**SECTION-B**

Q.2 Answer any five of the following questions:

a) How has Swift blended irony and allegory in *Gulliver's Travels*?

b) How does the king of brobdingnag react when he knows about the development of science and technology, including the discovery of gun-powder in the world of Gulliver?

c) Who are struldbrugs? How does Gulliver feel about them?

d) *Elegy written in a Country Churchyard* abounds with sentiments to which every man responds.
e) Critically appraise *The Epitaph* in the *Elegy Written in a Country Churchyard*.

f) Dr. Samuel Johnson as a satirist.

g) Discuss briefly *Ode on the Death of a Favourite Cat* as a satire.

h) The elegiac note in the *Elegy Written in a Country Churchyard*.

**SECTION-C**

Q.3 Answer *any two* of the following:

a) In the voyage to Houyhnhnms, Gulliver is in a world of Utopia, where the Houyhnhnms representing Utopia and Yahoos anti-Utopia.” Elucidate.

b) Write a note on the melancholy thoughts that engender pathos in the *elegy written in a Country Churchyard*.

c) What does Samuel Johnson mean by vanities of human wishes?
SECTION-A

Q.1 Answer any five of the following questions:
   a) A flower whose fragrance none has dared to smell,
      spring tenderest shoot no profaning fingers have plucked:
   b) Longing for your love, the man you assume wrongly as one who would spurn that
      love, he, is here, close to you, beautiful girl! A gem is sought for, it does not seek.
   c) Contextual significance of Vana-jyotsini.
   d) If girls bred in a hermitage can boast of such beauty rare in palaces, is there any
      denying woodland vines far surpass those nurtured in gardened?
   e) He is a man of steady affection.
   f) You’ re lost Duryodhana, shallow-brain,
      Who in this hall of the bulls of the kurus
      Berated a woman most uncounthly,
      And her a Draupadi, married by law!
   g) You ignoble fool of cruel feats,
      Don’t render me nude, do not debase me!
      These sons of kings, will not condone you,
      Were Indra and gods to be your helpmates!
   h) Fate takes away our reason,
      As glare blinds the eye,
      Man bound as with nooses.
      Obeys the placer’s sway.

SECTION-B

Q.2 Answer any five of the following questions:
   a) "He has embraced the worldly life that all must lead to be of use to the world: he
      too practices the yoga of protection and garners for himself each day the purest
      merit of holy rites: with all passions under perfect control and controlling the
      world’s righteous way. To him belongs that hallowed praise-word-sage-prefix
      merely with the attribute-royal. "What light do these lines throw on the character
      of the king Dushyinata?"
   b) Discuss the contextual and dramatic significance of “chase” as the central motif,
      especially in Act 1 of Abhijnana Shakuntalam.
   c) What is sentiment (rasa)? And how many rasa are there? Name them with their
      dominant sentiments (Sthayibhava).
   d) Appraise Dushyanta as an ideal king.
   e) In Abhijnana Shakuntalaqm, we have the ideal green world as opposed to the
      gilded world of the court. Explain.
   f) Write a note on the perils of dicing.
   g) What is at stake at the game of dice?
h) The story of the Mahabharata is three-dimensional—mundane, ethical and metaphysical. Explain.  

**SECTION-C**

Q.3 Answer **any two** of the following questions:

a) Write a note on Dushyant as an ideal hero.

b) “When I consider the omnipotence of the Creator and her form, she appears to me to be quite a different creation of the jewel of woman kind”. In the light of this dictum, explain the character of Shakuntala.

c) What is Dicing and the sequel to dicing? Explicate.
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – Third Semester
TWENTIETH CENTURY INDIAN WRITING-1 (ENG-3.1)

Time: 3 hrs Max Marks: 70
No. of pages: 2

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short question:
   a) Did Begum Jan enjoy her married life? Why?
   b) Who is Nawab? Comment on his pastimes.
   c) What was the concern of Anglo-Indian lunatics in the European ward?
   d) What were the circumstances due to which Jayanta Mahapatra’s grandfather converted to Christianity? What is the name of the poem based on the conversion of his grandfather?
   e) What is the poet referring to in the given lines from Hunger – “over and over the sticky soot crossed the space of my mind”?
   f) Comment on the title of the poem Night of the scorpion.
   g) Comment on the element of symbolism in Nissim Ezekiel’s Enterprise.
   h) Why did Jumman allow his aunt to select the names of the Panch? 3x5

SECTION-B

Q.2 Answer any five of the following questions:
   a) Why do you think Begum Jan feels desperate and dejected after her marriage?
   b) “I wish to live neither in India nor in Pakistan. I wish to live in this tree”. What does this statement suggest?
   c) Explain with reference to the context: “The measure of Ashoka’s suffering Does not appear enough The place of his pain peers lamentably From among the pains of the dead”
   d) Explain the following lines with reference to the context: “It’s the dust everywhere The burden on my eyes For they belong to Asia where the air Is burnt and incense and ash Pile up on their mistry whites Where a hunger keeps growing From Turky to Kampuchea”
   e) Nissim Ezekiel’s poem Enterprise describes a metaphorical journey towards a specific goal. Comment.
   f) Explain with reference to the context: When, finally we reached the place, We hardly knew why we were there, The trip had darkened every face, Our deeds were neither great nor rare, Home is where we have to earn our grace.
   g) Describe the dispute between Algu Chowdhari and Samjhu Sahu?
h) Why did Jumman’s aunt go to the village Panchayat? What was the dispute between her and Jumman?

SECTION-C

Q.3 Answer any two of the following:

a) Critically comment on the story *Lihaf* as a documentary of patriarchal society.
b) Attempt a critical analysis of the poem *Hunger* by Jayanta Mahaputra.
c) In the poem *Night of the scorpion*, what impact would the incident have made on the child’s mind? Give a detailed answer.
End Semester Examination, Dec. 2014  
BA (Hons.) ENGLISH – Third Semester  
ENGLISH DRAMA-II (ENG-3.2)

Time: 3 hrs  
Max Marks: 70

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short question:

Explain with reference to the context:

a) Good morning to the day; and next, my gold:
   Open the shrine, that I may see my Saint,
   Hail the world's soul, and mine!

b) Without a partner, sir, confirmed this morning;
   The wax is warm yet, and the ink scarcely dry,
   Upon the parchment.

c) I am so happy--so proud! ..... It proves that all our ideas were real after all.

d) Which of the six is the real man? thats the question that torments me. One of
   them is a hero, another a buffoon, another a humbug, another perhaps a bit of a
   blackguard.

e) When you get into that noble attitude and speak in that thrilling voice, I admire
   you; but I find it impossible to believe a single word you say.

f) Oh, war! war! the dream of patriots and heroes! A fraud, Bluntschli, a hollow
   sham, like love.

g) Sweet smiling village, loveliest of the lawn,
   Thy sports are fled, and all thy charms withdrawn;

h) Where once the cottage stood, the hawthorn grew,
   Remembrance wakes with all her busy train,
   Swells at my breast, and turns the past to pain.

3x5

SECTION-B

Q.2 Answer any five of the following questions:

a) What is a parasite? Identify some parasites in Volpone.

b) The world of Volpone is gold-centred. Elaborate.

c) Sketch the brief character of Mosca.

d) Write a note on New Theatre or New Drama of 20th century.

e) What is Raina’s conception of “high love” and “great ideals of war” in the
   beginning of the play?

f) Write a note on the art of characterization of George Bernard Shaw.

g) Draw a pen portrait of the sweet, lovely and charming village of Goldsmith before
   it was “deserted.”

h) In The Deserted Village Goldsmith makes a telling comment on the miserable life
   the young women lead after they desert their native village and com to the alien
   urban land. Elaborate.

5x5

SECTION-C

Q.3 Answer any two of the following:
a) Write an essay on Ben Jonson’s Comedy of Humours with special reference to *Volpone*.
b) Give a comparative character sketch of Bluntschli and Sergius.
c) *The Deserted Village* depicts the socio-economic state of affairs around Auburn (Lissoy), the village where Goldsmith spent his childhood. Elaborate.
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – Third Semester
MODERN POETRY AND DRAMA (ENG-3.3)

Time: 3 hrs Max Marks: 70
No. of pages: 2

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short question:
   a) The problem of Prufrock is the problem of incommunicability. Elucidate.
   b) What portrait of the lady do you find in the poem titled ‘Portrait of a lady?’
   c) Compare and contrast Yeats’ attitude to the young and the old generation as propounded in Sailing to Byzantium.
   d) Who is the hero of Look back in Anger? Explain.
   e) Comment briefly on the theme of Look back in Anger.

   Explain with reference to the context:
   f) Turning and turning in the widening gyre,
      The falcon cannot hear the falconer;
      Things fall apart;
   g) Caught in that sensual music all neglect,
      Monuments of unageing intellect;
   h) Surely some revelation is at hand,
      Surely the Second Coming is at hand.

SECTION-B

Q.2 Answer any five of the following questions:
   Explain with reference to the context:
   a) Let us go you and I,
      When the evening is spread out against the sky,
      Like a patient etherized upon a table.
   b) Among the smoke and fog of a December afternoon,
      You have the scene arranged – as it will seem to do,
      With "I have saved this afternoon for you;
   c) Weave; weave the sunlight in your hair,
      Clasp your flowers to you with a pained surprise,
      Fling to them to the ground and turn,
      With a fugitive resentment in your eyes.
   d) God, I hate Sundays! It’s always so depressing, always the same;
      Always the same ritual. Reading the papers, drinking tea, ironing;
      A few more hours, and another week gone. Our youth is slipping away.
   e) An aged man is but a paltry thing,
      A Tattered coat upon a stick, unless;
      Souls clap its hands and sing, and louder sing.
   f) There are cruel steel traps lying about everywhere,
      Just waiting for rather mad, slightly satanic, and very timid little animals.
   g) What are the differences between Alison and Helena? Explain.
   h) How does Look back in Anger reflect the mood and temper of post-war in England?
SECTION-C

Q.3 Answer any two of the following:
   a) Eliot’s poetry has three types of images: psychological, temporal, and spatial. Define them and give examples culled from Love Song of J. Alfred Prufrock, and or Portrait of a Lady.
   b) Comment on the element of symbolism in Look Back in Anger.
   c) What past, present and future vision of Yeats do you find in the Second Coming and Sailing to Byzantium?  

15x2
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – Third Semester
TWENTIETH CENTURY INDIAN WRITING-II (ENG-3.4)

Time: 3 hrs Max Marks: 70
No. of pages: 1

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Attempt any five questions from the questions given below:
   a) Why does Nikhil want Bimala to experience the outer world?
   b) How does Bimala feel while listening to Sandip’s speech for the first time?
   c) Briefly describe the narrator of the novel ‘The Serpent and the Rope’.
   d) Why does Madeleine’s outlook towards life undergo a drastic change?
   e) Write briefly about Kamala Markandaya as a novelist.
   f) Who is the protagonist in the novel No Where Man? Where does he live? What is he suffering from?
   g) Compare the attitude of Robi and Ila towards their own positioning in the native space in The Shadow Lines.
   h) Comment on the title ‘The Shadow Lines’ by Amitav Ghosh.

SECTION-B

Q.2 Answer any five of the following questions. Explain the following lines with reference to the context:
   a) I must not lose my faith. I shall wait. The passage from the narrow to the larger world is stormy. When she is familiar with this freedom, then I shall know where my place is.
   b) I have seen what depth of love there was in your eyes when you gazed at me. I have known the secret sigh of pain you sup-pressed in you love for me. You loved my body as if it were a flower of paradise. You loved my whole nature as if it had been given you by some rare providence.
   c) Discuss Raja Rao’s art of narration with special reference to The Serpent and the Rope.
   d) Why is The Serpent and the Rope considered as a spiritual autobiography?
   e) Elaborate on the various themes taken up by Kamala Markandaya in her works.
   f) What changes occur in Srinivas life after his wife’s death?
   g) How are maps and borders used as symbols in The shadow Lines.
   h) Comment on the role of women characters in Shadow Lines.

SECTION-C

Q.3 Answer any two of the following questions:
   a) Why does Bimla reject Sandip and goes back to her husband? Bring out the conflict going within her psyche in the novel Home and the World.
   b) Can the novel The Nowhere Man be termed as Bildungsroman. Justify your answer.
   c) “There is a constant quest for identity in the novel The Shadow Lines by Amitav Ghosh”. Comment.
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – Third Semester
ENGLISH AND EUROPEAN NOVEL (ENG-3.5)

Time: 3 hrs  Max Marks: 70
No. of pages: 1

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following short question:
a) Who is Hippolyte? What is he suffering from?
b) What does the ‘dried flowers’ signify?
c) Who is Alyona Ivanovna? In what circumstances does Raskolnikov kill her?
d) What punishment does Raskolnikov get for his crimes?
e) Which male character proposes marriage to Clarissa and is refused?
f) Explain the relevance of the recurring symbol ‘knife’ in Mrs. Dalloway.
g) “I shall never meet the right woman till you live”- In the novel Sons and Lovers who has spoken these lines and to whom. Explain the significance of the lines.
h) Why does Paul Morel leave Miriam and move towards Clara?

3x5

SECTION-B

Q.2 Answer any five of the following questions:
a) Comment upon Charles as an incompetent doctor but caring husband.
b) Discuss Charles- Heloise relationship.
c) Bring out the significance of the Biblical story of Lazarus in the novel Crime and Punishment.
d) Appraise critically the relationship between Raskolnikov and Sonya?
e) ”Mrs. Dalloway is always giving parties to cover the silence”. Comment.
f) She had the perpetual sense, as she watched the taxi cabs, of being out, out, far out to sea and alone; she always had the feeling that it was very, very, dangerous to live even one day.” Explain with reference to the context.
g) What do you understand by the term Oedipus complex? Do you think it is the central theme of the novel Sons and Lovers by D. H. Lawrence?
h) Compare and contrast the characters of Clara and Miriam.

5x5

SECTION-C

Q.3 Answer any two of the following:
a) Is Emma ever happy? What does or would it take to satisfy her? Is anyone to blame for her discontent?
b) Why does Raskolnikov kill Alyona Ivanovna? Why does he repent the murder? Is Raskolnikov a case of psychopathology?
c) Write a detailed note on Mrs. Dalloway as a novel of Interior Monologue.

15x2
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – First Semester
CREATIVE WRITING (ENG-E-1.1)

Time: 3 hrs
Max Marks: 70
No. of pages: 1

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following questions in brief:
   a) What is creative writing? How is it different from business writing?
   b) What are the three major elements of writing?
   c) Why is consistency important in a piece of writing?
   d) What do you mean by expository or argumentative style of writing?
   e) What is thesis in an essay?
   f) What do you mean by ‘setting’ of a short story?
   g) What is difference between novel and drama?
   h) Name the different aspects of novels, as given by E.M. Foster.

SECTION-B

Q.2 Answer any five of the following questions:
   a) What are the different elements of writing? Discuss and explain.
   b) Define and elucidate ‘7 C’s of writing.
   c) What is an essay? Name and define its different elements.
   d) What is the importance of editing in a piece of writing?
   e) What does “Conflict-Climax-Denouement” signify in a short story? Explain by referring to a short story that you have read.
   f) What is the plot of a novel? How is different from its story aspect? Discuss.
   g) What is a features story? How is it different from a short story?
   h) Write a poem satirizing/mocking a personality, either real or imaginary.

SECTION-C

Q.3 Answer any two of the following essay type questions:
   a) Develop a dialogue between two friends discussing the ‘Clean India Drive’ initiated by the government.
   b) Write a letter to the manager of an NGO, describing the plight of the students, studying in a MCD run school that stands in totally bad shape, without the basic infrastructure a school requires.
   c) Write an essay of about 700 words on “When there was no Internet”.

3x5
5x5
15x2
End Semester Examination, Dec. 2014  
BA (Hons.) ENGLISH – Second Semester  
COMMUNICATION SKILLS IN ENGLISH (ENG-E-2.1)  

Time: 3 hrs  
Max Marks: 70  
No. of pages: 2  

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A  
Q.1 Answer any five of the following questions in brief:  
a) What do you mean by communication? What are its essential ingredients?  
b) What is persuasive communication?  
c) What is the importance of feedback in communication?  
d) Classify communication on the basis of medium employed.  
e) What do you mean by body language?  
f) What are barriers to communication?  
g) Write a note on the Para-linguistic elements of communication.  
h) Define the followings:  
   i) Oculasies  
   ii) Kinesis  
   iii) Proximics  
   iv) Haptics  
   v) Chrhoemics  
   vi) Vocatics  

SECTION-B  
Q.2 Answer any five of the following questions:  
a) Explain the different modes of communication with suitable examples.  
b) Differentiate between intrapersonal and interpersonal communication with examples.  
c) Use the following idioms and phrases in sentences of your own so as to bring out their meaning.  
   Attempt any five:  
   i) A blessing in disguise  
   ii) To take to task  
   iii) Up to the mark  
   iv) A child’s play  
   v) At length  
   vi) A black ship  
d) Fill in the blanks by selecting appropriate words given in the brackets:  
   i) She _____ (broke into/ broke in) tears, as soon as she heard the news of his son’s abduction.  
   ii) We will definitely _____ (look into/ look for) the matter.  
   iii) The cricket match was _______ (called on/ called off) due to incessant rains.  
   iv) The monsoon has _____ (set in/ set on).  
   v) I saw him in the gathering. He cannot _____ (refuse/ deny) his presence there.  
e) Use each of the following words in two separate sentences, first as noun & then as verb.  
   Attempt any five:  
   i) Chair  
   ii) Notice  
   iii) Call  
   iv) Care  
   v) Figure  
   vi) Vote
f) Bring out the difference of the meanings of the following words given in the pairs by using each of them in two different sentences.

*Attempt any five:*

i) Stationary, Stationery
ii) Petrol, Patrol
iii) Medal, Meddle
iv) Principal, Principle,
v) Peace, Piece
vi) Birth, Berth

---

g) Spot the error in the following sentences and rewrite the sentences after correcting those errors.

*Attempt any five:*

i) The scissors that you gave me is blunt.
ii) This book has less pages than that one.
iii) I will return before my mother will cook the food.
iv) One should strive for completing his works on time.
v) The government is planning to establish an university in the tribal area of Chhattisgarh.
vi) Either she should work hard or face the consequences.

---

h) Make sentences of each of the following foreign words so as to bring out their meanings.

*Attempt any five:*

i) Ad-hoc
ii) Bizarre
iii) Debut
iv) Impasse
v) Sine-die
vi) Vendetta

---

**SECTION-C**

Q.3 Answer (any two) of the following questions:

a) Write a letter to the Hostel Manager of your University requesting him/her to shift you to a two seated Air-conditioned hostel room from the three-seated non-AC room where you are presently residing. Assume yourself a student availing the facility of hostel.

b) “Democracy is the best form of government.” – Write a debate in favor or against this statement. (about 300 words)

c) Expand any one of the following ideas in about 300 words:

i) Rome was not built in a Day
ii) All that Glitter is not Gold
End Semester Examination, Dec. 2014
BA (Hons.) ENGLISH – Third Semester
ETHICS AND VALUES (ENG-E-3.1)

Time: 3 hrs
Max Marks: 70

Note: Question paper has three sections A, B and C. All sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Answer any five of the following questions in brief:
   a) What do you mean by values? How is it different from morals?
   b) Define empathy. What is its significance in modern times?
   c) What are civic values? Name a few of these values.
   d) What basic changes have been witnessed in Indian education system?
   e) What is more important in a profession-confidence or public interest? Why?
   f) What are the basic teachings of Upanishads?
   g) What do you mean by paradigm shift?
   h) What is whistle blowing?

SECTION-B

Q.2 Answer any five of the following questions:
   a) "Non-violence leads to the highest ethics, which is the goal of all evolution. Until we stop harming all other living beings, we are still savages," as stated by Thomas A Edison. Express your views on the statement.
   b) According to Mahatma Gandhi, "The weak can never forgive. Forgiveness is the attribute of the strong." Express your views on this statement.
   c) "The good of an individual is contained in the good of all." What do you understand by this statement? How can this principle be implemented in public life?
   d) What aspects of ancient Indian education system do you want to be incorporated in modern education?
   e) Write a short note on 'cycle ethics'.
   f) What are the duties of an enterprise towards its employees?
   g) What do you mean by conflict of interests? Explain with examples.
   h) How can an integrated personality be achieved? What are its major attributes?

SECTION-C

Q.3 Answer any two of the following essay type questions:
   a) What do you mean by human values? Some people feel that values keep changing with time and situations, while other strongly believes that there are certain universal and eternal values. Give your perception in this regard.
   b) What do you understand by 'Ethical Human Conduct'? In what way is it important to be ethical along with being professionally competent?
   c) What is value crisis? Why has it become common in modern life? Explain with examples.
End Semester Examination, Dec. 2014
BBA (G) IB / B.Sc. (IT) – Second Semester
PERSONALITY DEVELOPMENT-II (IB-201/IT-202)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any two:
   a) Personal interviews
   b) Time management
   c) Career planning
   d) Stress management  
   5x2

   **PART-A**

Q.2 What is self-assessment? Explain the process of self assessment. Also explain how does self assessment help us in career planning.  
   10

Q.3 Explain the following in detail:
   a) SWOT
   b) PEST  
   10

Q.4 Discuss the meaning and importance of team building. Also explain the qualities of a good leader.  
   10

   **PART-B**

Q.5 Why is it important to learn the art of note taking? Explain the various strategies used for a team management.  
   10

Q.6 Describe the meaning of stress and types of stress. Explain the various ways to reducing stress.  
   10

Q.7 Why are group discussions considered an important part of the hiring process? Discuss the key factors that can help one to excel in group discussions.  
   10
End Semester Examination, Dec. 2014
BBA (G) IB – Second Semester
QUANTITATIVE ANALYSIS (IB-202)

Time: 3 hrs
Max Marks: 50
No. of pages: 2

Note: Attempt Five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks:

Q.1 Write short notes on any four:
   a) Secondary data.
   b) Types of graphs.
   c) Bowley-Dorbish Index numbers.
   d) Use of statistics.
   e) Standard deviation.

PART-A

Q.2 Find the mode and median of the following distribution:

<table>
<thead>
<tr>
<th>Marks</th>
<th>No. of students</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>5</td>
</tr>
<tr>
<td>10-15</td>
<td>6</td>
</tr>
<tr>
<td>15-20</td>
<td>15</td>
</tr>
<tr>
<td>20-25</td>
<td>10</td>
</tr>
<tr>
<td>25-30</td>
<td>5</td>
</tr>
<tr>
<td>30-35</td>
<td>4</td>
</tr>
<tr>
<td>35-40</td>
<td>2</td>
</tr>
<tr>
<td>40-45</td>
<td>2</td>
</tr>
</tbody>
</table>

Q.3 Compute quartile deviation and standard deviation for the following data:

<table>
<thead>
<tr>
<th>Class interval of marks</th>
<th>Number of students</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10</td>
<td>6</td>
</tr>
<tr>
<td>10-20</td>
<td>12</td>
</tr>
<tr>
<td>20-30</td>
<td>16</td>
</tr>
<tr>
<td>30-40</td>
<td>23</td>
</tr>
<tr>
<td>40-50</td>
<td>18</td>
</tr>
<tr>
<td>50-60</td>
<td>9</td>
</tr>
<tr>
<td>60-70</td>
<td>5</td>
</tr>
</tbody>
</table>

Q.4 Answer the following questions (any two):
   a) Write down formula for mean and coefficient of variation for grouped data.
   b) Explain various functions of statistics.
   c) Find the arithmetic mean of 3, 6, 24, and 28.

PART-B
Q.5 Calculate coefficient of correlation between birth rate and death rate from the following data:

<table>
<thead>
<tr>
<th>Year</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth rate</td>
<td>24</td>
<td>26</td>
<td>32</td>
<td>32</td>
<td>35</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>Death rate</td>
<td>15</td>
<td>20</td>
<td>22</td>
<td>24</td>
<td>27</td>
<td>24</td>
<td>20</td>
</tr>
</tbody>
</table>

10

Q.6 Using Fishee’s form finds price index number of the following data:

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Base year</th>
<th>Current year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price (`)</td>
<td>Total value (`)</td>
</tr>
<tr>
<td>A</td>
<td>12.5</td>
<td>125</td>
</tr>
<tr>
<td>B</td>
<td>14</td>
<td>112</td>
</tr>
<tr>
<td>C</td>
<td>11</td>
<td>88</td>
</tr>
<tr>
<td>D</td>
<td>13</td>
<td>78</td>
</tr>
</tbody>
</table>

10

Q.7 Answer the following questions of any two:

a) Explain correlation with the help of examples.

b) Explain the use of index number in daily life. Write formula for price index number.

c) Calculate the index of food grains production (to the nearest whole number with base year 2000).

<table>
<thead>
<tr>
<th>Year</th>
<th>Yield (kg/hectare)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1626</td>
</tr>
<tr>
<td>2001</td>
<td>1727</td>
</tr>
<tr>
<td>2002</td>
<td>1652</td>
</tr>
<tr>
<td>2003</td>
<td>1715</td>
</tr>
<tr>
<td>2004</td>
<td>1756</td>
</tr>
<tr>
<td>2005</td>
<td>1860</td>
</tr>
</tbody>
</table>

5x2
Q.1 What is ‘Cross cultural communication’? Identify any five fundamental principles of globalized culture. 

PART-A

Q.2 What is ‘stereotyping’ and ‘ethnocentrism’? How does it act as the biggest barrier in the process of communication? 

Q.3 Discuss with an illustration/example the role of culture in intercultural communication. 

Q.4 Is it possible to manage intercultural relationship? Discuss some of the techniques to manage cultural differences. 

PART-B

Q.5 Differentiate between the following: 
a) Verbal and non-verbal communication. 
b) Micro-cultural and macro-cultural. 

Q.6 Write short notes on: 
a) Masculinity vs Feminity 
b) Cultural shock 
c) Individualism vs collectivism 
d) Multiculturalism in India 
e) Power distance 

Q.7 What is cross cultural negotiation? What are the tips of cross-cultural negotiation?
End Semester Examination, Dec. 2014
BBA (G) IB – First Semester
INTEGRATING MIND, BODY AND HEART (IB.102)

Time: 3 hrs
Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. All questions carry equal marks.

Q.1 Write the details of any two of the incidents below. Also explain your learning’s from the incidents:
   a) Confessing to his father after having stolen gold.
   b) Refusal to cheat in a school test in spite of the prompting of his class teacher.
   c) His compassionate approach towards other human beings in public life and in his approach to nursing the ill and even wounded person.
   d) The use of his hands and his ideas and beliefs in the realm of education and medicine.

   5x2

PART-A

Q.2 Discuss the seven deadly sins as explained by Mahatma Gandhi.

   10

Q.3 Give your views and explain the importance of the following statement in today’s world. “There is no truth higher than God”.

   10

Q.4 'Business ethics are an indispensable part of any organization’. Elucidate the statement by using references from Mahatma Gandhi’s life.

   10

PART-B

Q.5 Write short notes on any two:
   a) Non-violence movement
   b) Non-cooperation movement
   c) Be the change you wish to see in the world
   d) Ethical dilemma

   5x2

Q.6 Discuss some of the policies given by Mahatma Gandhi. Also discuss the impact they have on the world.

   10

Q.7 Relay an incident from your life when you were faced with a problem of ethical dilemma. Also explain your thought process while taking the decision.

   10