End Semester Examination, May 2019
BCA–Third Semester
INTRODUCTION TO OPERATING SYSTEM (BCA-303(CB))

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. Marks are indicated against each question.

Q.1 a) When does thrashing occur?

b) What is root partition?

c) What is multitasking?

d) What is caching?

e) What is spoofing?

f) How internal fragmentation is different from external fragmentation?

g) Differentiate between Assembler and compiler?

h) What is preemption?

i) What is plumbing/piping.

j) What is VFS? 2×10

PART-A

Q.2 a) What is the relationship between operating systems and computer hardware? How buffering can improve the performance of a computer system? 10

b) What are the advantages of multiprogramming? How they are different from multiprocessing systems? 10

Q.3 a) What are necessary conditions that the process should satisfy to prevent it from entering in to critical section? How semaphore is used in solving CS problem? 10

b) Consider the following scenario:

<table>
<thead>
<tr>
<th>Process</th>
<th>Current Loan</th>
<th>Maximum need</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

Total resources are: 8

Apply the Banker’s algorithm:

i) What is the content of matrix need?

ii) Is the system is safe state? 10

Q.4 Consider the following set of processes with the length of CPU burst time given in millisecond.

<table>
<thead>
<tr>
<th>Process</th>
<th>Burst time</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>P₁</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>P₂</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>P₃</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>P₄</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P₅</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>P₆</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

The processes are assumed to have arrived in order P₁, P₂, P₃, P₄, P₅, P₆ all at time 0.

a) Draw Gantt charts illustrating the executions of these processes using FCFS, SJF, a non-preemptive priority and RR (quantum = 2) scheduling.

b) What is turnaround time of each process for each of the scheduling algorithms?

c) Average waiting time of each scheduling algorithm?
d) Which algorithm is best scheduling algorithm?  

**PART-B**

Q.5  

a) Given memory partitions of 100 k, 500 k, 200 k, 300 k and 600 k (in order), how would each of the First fit, Best-fit and worst fit algorithm place process of 212 k, 417 k, 112 k and 426 k (in order)? Which algorithm makes the most efficient use of memory?  

b) Differentiate between physical address space and logical address space? How paging is used in virtual memory?  

Q.6  

a) Define ‘virtual memory’. Consider the following string 16,20,13,21,24,25,14,12,19,18,14,15 using 5 frame. All frames are initially empty. How many page faulty would occur for the following page replacement algorithm.  

i) LRU  

ii) FIFO  

iii) Optimal  

Q.7 Write short note on:  

a) Disk management  

b) Windows V/s Linux operating system.  

10×2
End Semester Examination, Dec. 2017
M. Com.—Third Semester
CORPORATE ACCOUNTING AND PRACTICES (MC-308)

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) State whether the following statements are True or False:
   i) Redeemable preference shares cannot be redeemed by issuing debenture.
   ii) Debenture holders are the creditor of the company.
   iii) A company cannot purchase its own debentures.
   iv) Dividend is to be paid out of profit.
   v) Goodwill is an intangible asset. 2×5

b) Fill in the blanks:
   i) Discount on the issue of share is in the nature of _________ loss.
   ii) A new company cannot issue its shares on ________.
   iii) Preference share can be redeemed when they are _________ paid.
   iv) A debenture holder gets _________ from the company.
   v) Sinking fund investment account always shows a _________ balance. 2×5

PART-A

Q.2 P Ltd. Issued 2,00,000 shares of ₹10 each at a premium of ₹3 payable ₹6 on application (including premium) ₹3 on allotment and the balance on first and final call. Application were received from 3,00,000 shares. Applications for 50,000 shares were rejected and allotment made on pro-rate basis to remaining. Mr. ‘X’, who was allotted 200 shares, failed to pay allotment and call money. These shares were forfeited and later on reissued @ ₹9 per share. Prepare cash book and pass necessary journal entries. 10

Q.3 Prepare a summarized form balance sheet of a company as per companied act. 1957, taking imaginary figures. 10

Q.4 From the following information calculate the value of goodwill by super profit method and capitalization method:
   a) Average capital employed in the business ₹7,00,000.
   b) Net trading profit of the firm for the past three years:
      I year ----- ₹1,47,600.
      II year ---- ₹1,48,100.
      III year --- ₹1,52,500.
   c) Rate of interest expected from capital having regard to the risk involved 18% (normal rate).
   d) Fair remuneration to the partners from their services ₹12,000 p.a.
   e) Sundry assets - ₹7,54,762 (excluding goodwill).
   f) Sundry liabilities - ₹31,329. 10

PART-B

Q.5 Write short notes on the following:
   a) Internal reconstruction of a company.
   b) Calculation of purchase consideration. 5×2
Q.6 From the following information, prepare a consolidated balance sheet of H Ltd. and its subsidiary S Ltd.

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>H Ltd. ₹</th>
<th>S Ltd. ₹</th>
<th>Assets</th>
<th>H Ltd. ₹</th>
<th>S Ltd. ₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity share of ₹10 each</td>
<td>72,000</td>
<td>30,000</td>
<td>Sundry Assets</td>
<td>96,000</td>
<td>48,000</td>
</tr>
<tr>
<td>Sundry Liabilities</td>
<td>48,000</td>
<td>18,000</td>
<td>Investment</td>
<td>24,000</td>
<td>---------</td>
</tr>
<tr>
<td>Sundry Assets in S Ltd.</td>
<td>24,000</td>
<td>---------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,20,000</td>
<td>48,000</td>
<td>1,20,000</td>
<td>48,000</td>
<td></td>
</tr>
</tbody>
</table>

Q.7 Give specimen of bank balance sheet on the basis of imaginary figures according to banking companies act.
End Semester Examination, May 2019
M. Com.—Third Semester
BUSINESS ENVIRONMENT ANALYSIS (MC-303)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1  a) Fill in the blanks:
   i) __________ environment is beyond the control of the business.
   ii) __________ policy is named as foreign trade policy. 2×2

   b) Answer the following questions:
   i) “Foreign trade helps a country to export its surplus production”. Is this statement true or false?
   ii) What is environment scanning?
   iii) “Business and society are closely related to each other”. Is this statement true or false?
   iv) Define “Balance of Trade”.
   v) Write the name of any two MNC’s in India.
   vi) Write any two reasons of industrial sickness in India.
   vii) Mention any two role of private sector in India.
   viii) What is globalization? 2×8

   PART-A

Q.2  Analyze the different environment factors that create a profound impact on business. Why should the business policy of a firm be dynamic? 20

Q.3  a) Give an arguments for and against economic reforms in India. 10
    b) Write a detail note on competitive strength of Indian industries. 10

Q.4  Discuss the main features of the latest export import policy of India. Explain the objectives in which this policy seek to achieve 20

   PART-B

Q.5  Examine the role of MNC’s with reference to India. What is the policy of the government regarding MNC’s? 20

Q.6  Explain the causes of poor performance of public enterprises in India. Give suggestions to improve their performance. 20

Q.7  Write short notes on the following:
    a) Corporate social policy.
    b) Ecological and environmental issues toward India corporate sector. 10×2
Q.1 Answer the following questions:
   a) What are specific objectives in research?
   b) State two differences between research methods and research methodology.
   c) What is ethnographic research?
   d) Define “Intervening Variable”.
   e) What is the power of a hypothesis test?
   f) What is inferential statistics?
   g) Enlist two goals of content analysis.
   h) What is citation?
   i) What is type I error in testing of hypothesis?
   j) What is parametric test?  

PART-A

Q.2 a) Induction and deduction are used together in research reasoning. It is double movement of reflexive thought. Explain in detail.  
   b) Write a note on research and scientific method. Discuss the features of scientific method.  

Q.3 Explain the process of questionnaire design with the help of a flow chart.  

Q.4 Explain the procedure of hypothesis testing. What is a one tail test in hypothesis testing?  

PART-B

Q.5 The life time of electric bulbs for a random sample of 10 from a large consignment gave the following data:

<table>
<thead>
<tr>
<th>Item</th>
<th>Life in 000 hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4.2</td>
</tr>
<tr>
<td>2</td>
<td>4.6</td>
</tr>
<tr>
<td>3</td>
<td>3.9</td>
</tr>
<tr>
<td>4</td>
<td>4.1</td>
</tr>
<tr>
<td>5</td>
<td>5.2</td>
</tr>
<tr>
<td>6</td>
<td>3.8</td>
</tr>
<tr>
<td>7</td>
<td>3.9</td>
</tr>
<tr>
<td>8</td>
<td>4.3</td>
</tr>
<tr>
<td>9</td>
<td>4.4</td>
</tr>
<tr>
<td>10</td>
<td>5.6</td>
</tr>
</tbody>
</table>

Can we accept the average life time of bulbs in 4000 hrs?  

Q.6 What are various types of focus groups? Explain the process to conduct a focus group research study.  

Q.7 Write a detailed note on layout of a research paper.  

Q.1 Case Study:

**Fly 60 UK, USA for less than ₹14,000, but just with a “Personal item”**.

If you can think out of the box and fly to the US or Europe without carrying even a hand bag, then Icelandic carrier Wow Air will fly you out of Delhi for as little as ₹13,500, one way. Low-cost long-haul flights at eye-popping promotional fares are set to debut in India with the launch of Delhi-Reykjavik flights by Wow Air on 7 Dec 2018. But there is a huge catch. You can carry only what the airline calls, a “Personal item”, which could be small bag like a laptop bag or an office bag. You cannot carry any suitcase that goes into the cabin as a hand bag or any check-in bag. You also won’t be served food on board the 12-hour flight from Delhi to Iceland’s capital Reykjavik and onwards to Chicago, Los Angeles, Washington, Boston, Toronto, London or any of the destinations the airline connects to from its hub.

The cheapest fare is ₹13,500 for flights to Reykjavik and onwards to at least 10 destinations in the US and Europe. But the ₹13,500 basic fare is hard to come by and on Tuesday, most of these tickets were already booked. The next fare bucket was for ₹26,000, which isn’t a great deal considering the “Personal item” condition.

On some days, December 22 for instance, the one-way basic fare without the bags and food was as high as ₹94,000. In comparison, fares on flights offered by some full-service Indian and Middle Eastern carriers to Europe begin at ₹40,000 that too with all perks included. (Source-The Times of India)

Attempt the following questions related to the case study.

a) Develop case structure.

b) Analyze the whole case through SWOT.

c) Give your views about the strategy of Icelandic carrier wow Air – “Passengers won’t be served food on board the 12-hour flight from Delhi to Reykjavik”.

d) As CEO of wow Air, suggest the strategy which could be helpful for increasing the revenue of the company

**PART-A**

Q.2 The formulation of policies takes place at various organizational levels. Some basic and important policies are developed by the top management, while some are developed at middle management, while some are developed at middle management level. Define the concept of policy and discuss the factors which should be considered in formulating the various policies.

Q.3 Organizations legitimize themselves by performing some functions that are valued by the society. A mission statement defines the basic reason for existence of organization. Describe the characteristics possessed by effective mission statement.

Q.4 As a CEO of Maruti Udyog Limited. Develop PEST analysis for scanning its external environment.

**PART-B**
Q.5 Strategic options for a company entering and competing in foreign market that decides to expand outside its domestic market and compete globally. Discuss the following strategic options for a company competing in global market:
   a) Export strategies.
   b) Franchising strategies.

Q.6 Hon’ble Prime minister of India Sh. Narendra Modi developed strategical mission for India – Make in India, which gives direction that India should be manufacturing hub. Consider yourself as advisor or mix of the following strategies for pricing the products being manufactures in India under the strategical approach of the prime minister:
   a) Strategically compete with the quality and high priced products of America. Explain why?
   b) Complete with the lower priced products of China. Explain with reasons.
   c) If not any of the above, develop your own strategies.

Q.7 Write short notes on any two of the following:
   a) BCG matrix.
   b) Elements of strategic management.
   c) Business models.
End Semester Examination, May 2019  
BBA (G) IB — Second Semester  
PERSONALITY DEVELOPMENT (BIB-GE-01)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1  Write short notes on any five of the following:  
a) 360°0 Assessment.  
b) Ambivert personality.  
c) Audience analysis.  
d) Mind mapping.  
e) Intensive reading.  
f) Empathy.  
4×5

PART-A

Q.2  What factors are responsible for shaping the personality of an individual? Discuss in detail.  
20

Q.3  Explain the following with examples:  
a) Competence mapping.  
b) Communication etiquette.  
10×2

Q.4  Discuss the 7 habits of highly effective people.  
20

PART-B

Q.5  “Note taking is important to save time and help memorize notes better”. Discuss highlight the importance of listening skills while taking down notes.  
20

Q.6  Write short notes on the following:  
a) Debates.  
b) Role plays.  
c) Newspaper reading.  
d) Extempore speaking.  
5×4

Q.7  What do you understand by a presentation? Discuss the planning process of a presentation.  
20
Q.1  a) Write short notes on any two of the following:
   i) Group.
   ii) Decision making.
   iii) Etiquettes.
   iv) Introverts.
   v) Presentation.  
   b) Draw a mind map on the topic “Time management”.  

PART-A

Q.2  a) What factors are responsible for shaping the personality of a leader? 
    b) Discuss the seven habits of highly effective people which make them an efficient leader.  

Q.3  Write short notes on any two of the following with examples: 
    a) Business etiquette.
    b) 360° Assessment.
    c) Competence mapping.  

Q.4  a) Explain the different types of groups existing in organizations today. 
    b) What is the process of group decision making?  

PART-B

Q.5  Discuss the different styles of leadership in today’s organizations. Which according to you is the best and why?  

Q.6  a) Explain the characteristics of an effective team. 
    b) Discuss the different types of teams and the complementary skills required for a successful team.  

Q.7  a) Why are business presentations necessary? 
    b) Discuss the steps involved in planning presentation.
Q.1 a) State whether the following statement are true or false:
   i) Transport allowance exempted from taxes under salary head is upto ₹1600 per month for a handicapped employee.
   ii) The statement in form no. 12BA is required to be furnished by an employer to an employee if the amount of salary paid or payable to the employee is more than ₹1,50,000.
   iii) Deduction under sec. 80u in case of a person with severe disability is allowed maximum to ₹50,000.
   iv) Short term capital less can be set off as against the short term capital gain in the same financial year.

b) Solve the following practical problems:
   i) What will be the assessment year of a business, which commences as on 01/01/2017?
   ii) Mr. Madan transferred ₹50,000 in his daughter-in-law's account, without any consideration. She received an interest of ₹6000 on the same amount during the previous year. State in whose income, the said interest will be added.
   iii) Mr. Ravi submits the following information regarding his income for the previous year:
       - Gross salary per annum ₹6,50,000
       - Agriculture Income ₹3,00,000
       - Rent received @ 5000p.m. ₹60,000
   Compute his taxable income for the current assessment year.

PART-A

Q.2 The incidence of income tax depends upon the residential status of an individual. Discuss in detail. 10

Q.3 Mr. Rajiv who was an employee of IT solution Ltd. In Delhi, has furnished the following particulars regarding his income for the financial year ending 31/03/2018.
   - Salary ₹18,000 p.m.
   - Dearness allowance ₹3,000 p.m.
   - HRA (Actual rent paid ₹6000) ₹4,500 p.m.
   - He retired from his services on 01/12/2017 after completing 25 years and 8 months of service with the company. The company paid following to the assessee at the time of retirement.
     - ₹1,70,000 as gratuity.
     - ₹1,30,000 from RPF (half contributed by employer)
     - Pension @ ₹4,500p.m.
   Compute the taxable income of Mr. Rajiv under the head “Salary” for the A.Y- 2017-18. 10

PART-B

Q.5 What are the provisions for inclusion of income of a minor child and the wife of an assessee in his total income? 10

Q.6 a) Write a note on deduction of tax from salary under sec. 192 of the act. 5
   b) Discuss in brief the payment of advance tax. 5
Q.7 It is compulsory to file a return of income. If so what is the time limit for submission of the return of income.
Q.1  

a) State whether the following statements are **TRUE** or **FALSE**:

i) Capital redemption reserve can be used for making partly paid shares as fully paid.

ii) Discount allowed on reissue of forfeited shares cannot exceed the amount received on forfeited shares.

iii) Debentures issued on collateral security will be debited to debenture suspension account.

iv) Called-up share capital ₹ always less than the paid up share capital.

v) Dividend can be paid out of capital.

1×5

b) Fill in the blanks:

i) When debentures of ₹30,000 are issued at par but redeemable at premium of 10%, the premium payable on redemption account will be debited to _____

ii) When calculating actual average profits for goodwill valuation, abnormal gains are _______ (added to /subtracted from) the profits.

iii) Amalgamation in the nature of merger is __________ (same as/ different from) amalgamation in the nature of purchase.

iv) NPA stand for ________.

v) Holding company’s share in pre-acquisition receives and profit is treated as _______ (capital/ revenue profits).

1×5

Q.2  

B Ltd. issued 2,00,000 shares of ₹10 each at a premium of ₹3 payable ₹4 on application (including premium) ₹5 on allotment (including premium) and the balance on first and final call. Application were received from 3,00,000 shares. Applications for 50,000 shares were rejected and allotment made on pro-rate basis to remaining. Mr. X, who was allotted 800 shares, failed to pay allotment and call money. The shares were forfeited and later on these shares were reissued as fully paid at ₹8.50 per share. Give journal entries and balance sheet.

10

Q.3  

Prepare a summarized form the statement of profit and loss of a company as per schedule III of a companies act 2013, taking imaginary figures.

10

Q.4  

ABC Company Ltd. is to be absorbed by XYZ Company Ltd. And in order to decide upon the purchase consideration. It is necessary to value the goodwill of ABC Company Ltd. The two companies agree that the basis of the calculation of goodwill shall be three years purchase of the average annual super profits, the net profits being averaged over five years.

The profits of the ABC Company Ltd. for the last five years (before charging income tax @ 55% on income) are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>₹50,000</td>
</tr>
<tr>
<td>2007</td>
<td>₹65,000</td>
</tr>
<tr>
<td>2008</td>
<td>₹45,000</td>
</tr>
<tr>
<td>2009</td>
<td>₹55,000</td>
</tr>
<tr>
<td>2010</td>
<td>₹75,000</td>
</tr>
</tbody>
</table>
The directors of ABC Company Ltd. (3 in number) will be appointed to the board of XYZ Company Ltd. On absorption and it is considered that their services have been (and will be in the future) worth ₹5,000 each per annum. There has never been made any charge against the profits of ABC Company for such services. The average capital invested in net tangible assets over the period is ₹1,80,000 and it is considered that the normal return to be expected from the particular type of business carried on the XYZ Company Ltd is 10%.

Calculate good will of ABC Company Ltd.

**PART-B**

Q.5 A Ltd. goes into liquidation on 31\(^{th}\) March, 2015 having assets appearing in the books as follows:

<table>
<thead>
<tr>
<th>Works and other properties</th>
<th>₹9,00,000</th>
<th>liquid assets</th>
<th>₹1,00,000</th>
</tr>
</thead>
</table>

Its liabilities are ₹2,00,000 and its capital (paid up) ₹10,00,000. The business is sold to B Company for ₹5,00,000 payable as to ₹4,50,000 in equity shares of ₹10 each credited with ₹7.50 per share paid up and ₹50,000 in cash close the books of the company in liquidation. Also prepare opening entries in the books of B Company.

Q.6 On 31\(^{st}\) March, 2006 the balance sheet of Rama Ltd. and Shyama Ltd. was as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rama Ltd.</th>
<th>Shyama Ltd.</th>
<th>Assets</th>
<th>Rama Ltd</th>
<th>Shyama Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital:</td>
<td></td>
<td></td>
<td>Plant and Machinery</td>
<td>5,00,000</td>
<td>-----</td>
</tr>
<tr>
<td>Equity share of ₹10 each fully paid up</td>
<td>7,00,000</td>
<td>6,00,000</td>
<td>Furniture and Fitting</td>
<td>40,000</td>
<td>60,000</td>
</tr>
<tr>
<td>General reserve</td>
<td>3,30,000</td>
<td>-----</td>
<td>Stock</td>
<td>4,50,000</td>
<td>4,00,000</td>
</tr>
<tr>
<td>P/L Account</td>
<td>80,000</td>
<td>-----</td>
<td>Debtors</td>
<td>1,00,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>1,60,000</td>
<td>1,00,000</td>
<td>Cash at Bank</td>
<td>1,80,000</td>
<td>40,000</td>
</tr>
<tr>
<td></td>
<td>12,70,000</td>
<td>7,00,000</td>
<td>P/L Account</td>
<td>-----</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

On this date Rama Ltd. took over the business of Shyama Ltd. for ₹5,00,000 payable in the form of its equity shares of ₹10 each at par.

You are requested to give journal entries for the purchase of business in the books of Rama Ltd. and draw Rama Ltd’s balance sheet after takeover.

Q.7 a) Give a short note on non-banking assets.  
b) Explain the provision regarding advances in the balance sheet of banking company.
Q.1 Write short on following:
   a) Objectives of business strategy.
   b) External environmental factors.
   c) Combination strategy.
   d) Corporate governance.
   e) Vertical Structural Framework.
   f) Sources of environmental scanning.
   g) Strategic leadership.
   h) Advantages of strategic evaluation.
   i) Corporate culture.
   j) Strategic human resource management.  

   **PART-A**

Q.2 "Strategic management is defined as a dynamic process of formulation, implementation, evaluation and control of strategies". Discuss the statement along with the process of strategic management giving appropriate examples.  

Q.3 If sales are good and cash flow adequate, should you go for expansion strategy? Define expansion strategy. What different types of expansion strategies pursued. Differentiate between expansion and stability strategies.  

Q.4 Used as a business tool, SWOT analysis helps a company curve a sustainable niche in the market. How is this tool effectively used? Discuss in detail its use in a startrip company.  

   **PART-B**

Q.5 “While evaluating the performance of a strategy, its actual outcome is compared with expected outcome to know about deviations, if any. Describe the purpose of strategy evaluation. Also describe the process to be followed for the “evaluation of strategy”.  

Q.6 Illustrate the following with suitable examples:
   a) Strategic control.
   b) Behavioral implementation of strategy.  

Q.7 "A strategy has to be activated through strategic implementation.” Discuss the statement along with the nature of strategic implementation and the barriers coming in the way of implementation of strategy.
Q.1 Write short notes on the following:
a) Law of supply.
b) Oligopoly.
c) Functions of money.
d) Total costs.  

PART-A

Q.2 Explain the concept of price elasticity of demand and its degrees. Also, discuss the various methods of measuring price elasticity of demand.  

Q.3 Explain the law of variable proportions. Discuss three stages of production with example and diagram.  

Q.4 What do you mean by monopoly? How are the price and output determined under it? Differentiate between monopoly and perfect competition.  

PART-B

Q.5 Define GDP and its importance. Explain three methods of calculating GDP.  

Q.6 Illustrate the following with suitable examples:
a) Goals of monetary policy.
b) Unemployment.
c) Effective demand.
d) Fiscal policy measures.  

Q.7 What is inflation and what are its causes? How is it measured?
Q.1  State whether the following statements are **TRUE** or **FALSE**:

a) Transfer of right in goods without transfer of title in goods would be treated as supply of services as per schedule II of the CGST Act.

b) Time of supply is known in case of identifiable vouchers.

c) Registered person under Composition scheme can claim ITC for capital goods.

d) If the recipient is located in taxable territory, is services provided by author to publisher by way of transfer of copyright, attracts payment of taxes under Reverse charge mechanism.

e) Audit of accounts is required if aggregate turnover of taxable person during a financial year exceeds ₹2 crores.

f) Zero rated supply means supply taxable at zero rate.

g) First 12 nautical miles from the base line on the coast of India, is known as Indian territorial waters.

h) Mr. Bansal fulfills all the conditions for availment of ITC under GST laws. He has a sum of ₹1,20,000 of ITC on account of SGST available in the e-credit ledger for the month of May, 2018. The output GST payables as per e-liability register are as follows:

<table>
<thead>
<tr>
<th>GST Payable</th>
<th>Amount in (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Outward IGST</td>
<td>40,000</td>
</tr>
<tr>
<td>ii) Outward CGST</td>
<td>55,000</td>
</tr>
<tr>
<td>iii) Outward SGST</td>
<td>55,000</td>
</tr>
</tbody>
</table>

Determine the order of utilization of the ITC on account of SGST. Also prepare a statement showing the amount due, adjusted and payable in cash.

Q.2  

a) Explain the special provisions of registration relating to casual taxable person and non-resident taxable person.

b) Who is an eligible person to opt for composition levy scheme? Also specify the GST rates under this scheme.

Q.3  

a) Determine the place of supply in the following cases.

i) An architect designs a house in Agra. He belongs to London.

ii) A boarded a train from Kota. The tickets were booked in Delhi.

iii) A chartered accountant in Rohtak provides services to his client in Delhi.

iv) Goods are imported from Mr. M of Delhi from USA.

b) Dua travels have sold air tickets for transport of passengers from various domestic flights during the month of April, 2018. The total amount charged is ₹72,50,000 on the flight out of which ₹7,20,000 is towards passenger taxes. Determine the value of taxable supply as per rule 32(3) of CGST rules, 2017.

Q.4  How is input tax credit on capital goods is reversed under section 18 of the CGST Act? Explain with suitable illustration.
Q.5 Enlist various returns under GST and also mention their frequency and due date of filing.  

Q.6 Write short notes on the following (any two):
   a) Anti-profiteering measure.
   b) TDS
   c) Assessment under GST.  

Q.7 a) Write a short note on baggage.  
    b) FOB ₹30,00,000. Transportation cost ₹6,20,000; cost of insurance ₹38,000; Landing charges ₹40,000. Find out assessable value if the material has been imported by Air.
Q.1 Case Study:

Jet co-pilot slaps lady pilot, both grounded

Saurabh.Sinha
@timesgroup.com

New Delhi: Jet Airways has grounded two of its senior commanders for fighting inside the cockpit of a London-Mumbai flight on January 1. The commander flying as copilot allegedly slapped the woman commander mid-flight after which she left the cockpit crying.

'She was persuaded to return to the cockpit after some time but is learned to have come out again in a huff. This time the frightened cabin crew, fearing for everyone's safety, requested her to go back to the controls. The plane landed safely. The Directorate General of Civil Aviation (DGCA) has suspended the licence of the commander flying as copilot and ordered a probe. The drama began soon after the flight took off.'

a) Write case structure. 4
b) Consider yourself as VP-HRD of Jet Airways, put up your decision about this incident before the CEO of the company for his approval. 8
c) Suggest the proposal of conducting some sort of training programme for pilots to avoid unpleasant incidents in future. 8

PART-A

Q.2 Personnel management means employing people, developing their resources, maintaining and compensating their services in time with job and organisational requirements. Discuss the scope and nature of personnel management. 20

Q.3 'Personnel manager plays an important role for the effectiveness of an organisation'. Explain the role of a personnel manager in detail. 20

Q.4 Organisations are required to take decisions to go for recruitment through internal sources or external sources. Discuss the merits and demerits of both the sources of recruitment. 20
PART-B

Q.5  Collective bargaining an essential element of industrial democracy is a two party procedure for arriving at a commonly agreed solution. Discuss the concept of collective bargaining and its benefits to employees.  

Q.6  Trade unions are considered as best tool available to workers for protecting their rights while working in companies. Write the merits and demerits of trade unions.  

Q.7  Write notes on (any two) of the following:  
a) Women participation in management.  
b) Importance of labour laws.  
c) Grievance handling in corporate sector.  

10×2
End Semester Examination, May 2019  
BBA (G) IB – Sixth Semester  
INTERNATIONAL TRADE (BIB-602)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1  
a) Write two commodities that are exported by India.  
b) If India has huge labour force, what type of business environment is this?  
c) On which account, balance of payment arises? Whether India had faced balance of payment in the last 27-28 years? If yes, which year?  
d) Britain is a part of ________, whether deal of Brexit is still going on (yes/no).  
e) To which regional economic integration, India is a part-of?  
f) In what way return from FDI and FII taken?  
g) If things become costlier in India, will the exchange rate between dollar and rupee make rupee cheaper or costlier?  
h) Foreign investors are buying Indian bands, what type of foreign investment is this?  
i) MNCs have forced the Indian companies to be more competitive. Whether Indian goods will be cheaper or costlier?  
j) In what way NAFTA has proved useful to Mexico? Give two benefits.  

PART-A

Q.2  
What are various modes of entry into international business? Explain one each of non-investment and investment mode.  

Q.3  
What are various tariff and non-tariff measures? Explain any three of them.  

Q.4  
What are the various forms of economic integration? What type of integration EU is? Give four reasons that countries of EU are benefitted.  

PART-B

Q.5  
Explain in 250 words that foreign investment is useful in India.  

Q.6  
What are the various factors which affect exchange rate? In what way each one of them affects exchange rate? Illustrate.  

Q.7  
Name any two MNCs functioning in India. Whether it was not possible to manage the economy alone by India companies? Give four reasons that India has benefitted by allowing MNCs to operate in India.
Q.1 Answer the following questions:
   a) Define international human resource management.
   b) Explain any two human resource management policies.
   c) Distinguish between time wage rate and piece wage rate.
   d) Write full form of OCTAPACE culture.
   e) Differentiate between golden parachute and golden handshake.  

   **PART-A**

Q.2 Define job analysis. Discuss the objectives of job analysis.  

Q.3 Write short notes on the following:
   a) Strategic HRM.
   b) Objectives of HR planning.  

Q.4 a) What are the benefits of workforce diversity?
   b) Explain the methods of training and development.  

   **PART-B**

Q.5 Define recruitment. Describe in detail the internal and external sources of recruitment.  

Q.6 Explain the terms  (**any two**):
   a) Induction and placement.
   b) Promotion and transfer.
   c) Layoff and retrenchment.  

Q.7 What is performance appraisal? Describe any three methods of performance appraisal.  

End Semester Examination, May 2019
M. Com. — Second Semester
BUSINESS RESEARCH METHODS-I (MC-202/MC-202A)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) Enlist two features of a good research.
b) State two major problems encountered by researchers in India.
c) What is a revised research proposal?
d) Enlist two characteristic of a research problem.
e) State two differences between a questionnaire and a schedule.
f) Enlist two major disadvantages of secondary data.
g) State two measures to check the authenticity of information collected by secondary data sources.
h) What is ordinal scale?
i) What is rank order scaling?
j) State two disadvantages of projective techniques. 2×10

PART-A

Q.2 “Research process involves a series of steps”. Explain it in detail. 20

Q.3 "Identification and formulation of the correct business problem is the basis of conduct of sound research”. Explain in detail. 20

Q.4 How are research design classified? What are the distinguishing features of each research design? Differentiate by giving appropriate examples. 20

PART-B

Q.5 How can secondary data be classified? Elaborate on each type with suitable examples. 20

Q.6 Explain non-comparative scaling techniques in detail. 20

Q.7 Write notes on the following:
a) Methods of non-probability sampling.
b) Advantages of observation method. 10×2

23/3
End Semester Examination, May 2019
BCA – Sixth Semester
SECURITY OF INFORMATION SYSTEM (BCA-606A (CB))

Time: 3 hrs.  Max Marks: 100
Note: Attempt **FIVE** questions in all; **Q.1 is compulsory.** Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B.** Marks are indicated against each question.

Q.1  Multiple choice questions:
   a) A packet filter firewalls filter at
      i) Physical layer  ii) Data link layer
      iii) Network layer or transport layer  iv) Application layer
   b) A stateful firewall maintains a ________ which is a list of active connections.
      i) Routing table  ii) Bridging table
      iii) State table  iv) connection table
   c) In asymmetric key cryptography, the private key is kept by
      i) Sender  ii) Receiver
      iii) Sender and receiver  iv) All the connected device to the network
   d) Caesar’s cipher is an example of
      i) Polyalphabetic cipher  ii) Mono alphabetic cipher
      iii) Multipalphabetic cipher  iv) Bi alphabetic cipher.
   e) DES follows:
      i) Hash algorithm  ii) Caesar cipher
      iii) Feistel cipher structure  iv) SP networks
   f) What is the block size in the simplified AES algorithm?
      i) 8 bits  ii) 40 bits
      iii) 16 bits  iv) 36 bits
   g) An algorithm for transforming an intelligible message into unintelligible by transposition and/or substitution is called as ________.
      i) Cipher  ii) Proxy server
      iii) Ethernet  iv) Protocol
   h) How Bell-LaPadula security model provides confidentiality?
      i) Apply Caesar cipher with k = 5 and decrypt the given cipher text “sjybtpwxjhzwnyd”.
   j) What is the difference between substitution and transposition techniques? 2×10

**PART-A**

Q.2  a) How external factors have forced the organisation to consider computer security as an important aspect? Justify with relevant examples. 10
   b) Explain why it is important to include security in system development lifecycle? Explain the phases of SSDLC. 10

Q.3  a) Explain how malware can be a security threats and how the information system can be protected against malware? 10
   b) How Chinese wall model provides a dynamic access control for security? Explain with the help of suitable diagram. 10

Q.4  Explain how you can assess the risks to information system? Explain the stages of information security risk management in detail. 20
**PART-B**

Q.5  
  a) Differentiate between symmetric and asymmetric cryptography.  
  b) Explain DES (data encryption standard) with an example.  

Q.6  Write short notes on:  
  a) Digital signature.  
  b) IP security protocol.  

Q.7  
  a) How electronic payment system works? Is it secure to use electronic payment system?  
  b) What is firewall? Explain the working of packet filtering firewall in detail.
End Semester Examination, May 2019
BCA – Sixth Semester
MULTIMEDIA AND ANIMATION (BCA-603A (CB))

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. Marks are indicated against each question.

Q.1 a) One of the limitations of multimedia is:
   i) Cost
   ii) Usability
   iii) Adaptability
   iv) None

b) How many types of video compressions are there?
   i) 2
   ii) 3
   iii) 4
   iv) 6

c) What is another name for 2D animation?
   i) Path animation
   ii) Cel animation

d) Images included in many software titles are called __________.
   i) Clipart
   ii) Bitmap
   iii) jpg files
   iv) None of these

e) A combination of an encryption algorithm and decryption algorithm is called a __________.
   i) Plain text
   ii) Cipher
   iii) Original text
   iv) None of these

f) Each individual measurement of a sound that is stored as digital information is called __________.
   i) Buffer
   ii) Stream
   iii) Sample
   iv) None of these

g) The building blocks of project management are:
   i) Budgets
   ii) Splines
   iii) None
   iv) Proposals
   v) Tasks

h) DAT is an acronym for __________.

i) Real-time traffic needs support of multicasting. (True/False)

j) GIF means graphic interchange format. (True/False) 2×10

PART-A

Q.2 Describe the primary multimedia delivery methods – Internet, wireless, CD-ROM and DVD. Cite the history of multimedia and projected changes in the future of multimedia. 20

Q.3 a) Discuss the problems encountered using text across computer platforms and in different languages. 10

b) Discuss the difference among multimedia, interactive multimedia, hypertext and hypermedia. 10

Q.4 a) List important steps and considerations in recording and editing digital audio. 10

b) Determine which audio file formats best used in a multimedia project? 10

PART-B

Q.5 a) Define ‘animation’. Discuss the principles of animation. Also, describe how animation can be used in multimedia. 10

b) Discuss animation file formats. 10
Q.6 Discuss several considerations in shooting and editing video for multimedia. What techniques would you use to produce the best possible video at a reasonable cost? Which of these techniques apply specifically to multimedia?

Q.7 a) Discuss the hardware multimedia.
b) Discuss the intangible elements needed to make good multimedia.
Q.1 Answer the followings:
   a) What is international financial analysis?
   b) Explain any two uses of transfer pricing.
   c) Explain any two diversities in foreign exchange transactions.
   d) What do you understand by direct and indirect quotations of foreign exchange rate?
   e) What is meant by monetary and non-monetary methods of foreign exchange exposures?  
      2×5

**PART-A**

Q.2 Is the growing use of international financial reporting standards around the world are the examples of accounting harmonization or accounting standardization? Discuss in detail.  

Q.3 Write a note on problems faced by MNC's in India for reporting the financial statement.  

Q.4 Differentiate between US GAAP and Indian GAAP.  

**PART-B**

Q.5 How would you define transaction exposure? How it is different from economic exposure?  

Q.6 What is transfer pricing? Describe the major participants affected by transfer pricing policies in detail.  

Q.7 Analyse the issues related to consolidation of financial statement of MNC's.
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. Marks are indicated against each question.

Q.1 Write an essay on (any one) of the following:
   a) Technology destroying creativity.
   b) Politics a dirty game.
   c) Role of youth in the development of the country.  

   **PART-A**

Q.2 Write short notes on the following:
   a) Introductions and conclusions.
   b) Objectivity vs subjectivity.  

Q.3 Explain the following with examples:
   a) In-text citation.
   b) Comparative and contrasting essays.  

Q.4 What are the important points that should be kept in mind while preparing a questionnaire? How can plagiarism be avoided?  

   **PART-B**

Q.5 What points should be kept in mind while writing a book review? Why is it necessary to write a book review?  

Q.6 Write a report on the following:
   a) A road accident.
   b) Condition of roads in your area.  

Q.7 Explain the following:
   a) Time management.
   b) Bloom’s taxonomy.
End Semester Examination, May 2019
BCA – Second Semester
INTERNET TECHNOLOGIES (BCA-205A (CB))

Time: 3 hrs.  
Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on:
   a) IP addressing.
   b) Copyright laws.
   c) Cyber security.
   d) Cross site scripting.

   PART-A

Q.2 a) “A browser is a program that your computer runs to communicate with web server”. Justify the statement while explaining the working mechanism.  
   b) Explain the evolution of internet and state the various application areas of internet.

Q.3 a) Name the protocol which is used to assign address to their domain names. Explain the working of the same and also specify their type of records.
   b) Explain the significance of email for business purposes in brief.

Q.4 a) “Email is one of the basic internet services which lets us communicate on the internet”. Justify the statement and explain its structure.
   b) Write short notes on:
      i) Copyright
      ii) Patents

   PART-B

Q.5 Define hacking. Differentiate between ethical and unethical hacking. Explain the various techniques for hacking.

Q.6 a) What are the different methods to protect yourself from cybercrime?
   b) Explain various data security threat techniques.

Q.7 Define the term IoT. What is the relation between machine to machine integration and IoT. Explore its various application areas.
End Semester Examination, May 2019  
BCA – Second Semester  
DATA STRUCTURE USING “C” (BCA-203A (CB))

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. Marks are indicated against each question.

Q.1  
Answer the following multiple choice questions:

a) How many nodes in a tree have no ancestors.
   i) 0  
   ii) 1  
   iii) 2  
   iv) n

b) Which data structure is used for implementing recursion?
   i) Queue.  
   ii) Stack.  
   iii) Arrays.  
   iv) List.

c) A technique for direct search is:
   i) Binary Search  
   ii) Linear Search  
   iii) Tree Search  
   iv) Hashing

d) The complexity of multiplying two matrices of order m*n and n*p is:
   i) mnp  
   ii) mp  
   iii) mn  
   iv) np

e) A(n) ___________ is a graph in which each connection has two directions.
   i) undirected graph  
   ii) weighted graph  
   iii) bidirectional graph  
   iv) None of the above

f) The largest element of an array index is called its.
   i) lower bound.  
   ii) range.  
   iii) upper bound.  
   iv) All of these.

Short answer type questions:

g) What are the techniques of graph traversing?

h) What do you mean by threaded tree?
   i) What is the meaning of sorting?

j) What is overflow and underflow condition in a linked list?

k) Describe the structure of node in doubly linked list.

l) Differentiate between linear and binary search. Which is better and why?

m) What is dequeue?

PART-A

Q.2  
a) Write an algorithm for insertion in single linked list at Beg, Mid., End. Also explain it diagrammatically.  

b) An array A [5][5] is stored in the memory with elements occupying 4 bytes of space. Assuming the base address of A to be 1000, compute the address of A[2][4] when the array is stored i) row wise ii)column wise.

Q.3  
a) Sort the given list using Heap sort 23, 34, 45, 12, 17, 18.45, 56. 32, 42.

b) Write an algorithm to Binary Search.

Q.4  
a) Convert the expression into its postfix form and also evaluate it. $5*(6+2)-12/4$

b) Write an algorithm for insertion and deletion operations in linear queue.
Q.5  a) Construct a tree with given data:
Preorder  G B Q A C K F P D E R H
Inorder  Q B K C F A G P E D H R
b) How threading is helpful to improve the memory utilization?

Q.6  a) Differentiate between:
- Trees and Graphs
- Sequential and Indexed Sequential File Organization
b) What do you mean by hashing? What are various methods for collision resolution?

Q.7  Traverse the given graph using graph traversal methods DFS and BFS with A as source and J as destination vertex and also write algorithm for the same.
End Semester Examination, May 2019
M. Com. – Second Semester
MACROECONOMIC FOUNDATIONS (MC-201)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following:
   a) Write short note on private income.
   b) Distinguish between ‘real flows’ and ‘money flows’.
   c) Why must AD be equal to AS at the equilibrium level of income and output?
   d) Define propensity to consume.
   e) Rate of inflation = _____________.

   State whether the following statements are true or false:
   f) Monetary policy is concerned with expenditure of a government.
   g) BOP shows trends in export and import of an economy.
   h) Globalization is integration of an economy with the world economy.
   i) Economic growth is an increase in the capacity of an economy to produce goods and services.
   j) Contraction is the phase of business cycle during which real output falls. 2×10

PART-A

Q.2 a) Why do the problems of poverty and unemployment often persists in even the fast growing economics? Write your answer in the context of the Indian economy. 15
   b) Given the following, calculate national Income and GNP_{MP}.
      \[(\text{₹ Lakh})\]
      i) NDP_{MP} 114
      ii) NIT 12
      iii) Consumption of fixed capital 13
      iv) Net factor income from abroad \((-1)\) 5

Q.3 Describe the classical theory of inflation. How is neo-classical theory of inflation different from the classical theory? 20

Q.4 a) Describe the absolute income hypothesis. What are its main properties and weaknesses? 15
   b) What is ‘money illusion’? 5

PART-B

Q.5 a) Define fiscal policy and its instruments in detail. 10
   b) Discuss various limitations of fiscal policy in an underdeveloped economy. 10

Q.6 What is meant by the disequilibrium in BOP? Explain the automatic adjustment mechanism under flexible exchange rate system. 20

Q.7 a) What do you understand by globalization? 10
   b) Discuss various obstacles and factors favouring globalization. 10
End Semester Examination, May 2019
M. Com. – Second Semester
MACROECONOMIC FOUNDATIONS (MC-201)

Time: 3 hrs. Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt ANY TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

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End Semester Examination, May 2019  
BBA (G) IB – Second Semester  
ENGLISH FOR ACADEMIC PURPOSES-II-B(BIB-203A / EAP-IIB)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 6

Note: All questions are compulsory. Marks are indicated against each question.

Q.1 Read the passage and answer the questions below:

I was 16 when my father unequivocally decided he would send me to wilderness camp for several months. He had threatened to do it many times before, but my mother had always managed to prevent him from actually packing me up and shipping me off. This time he was dead set on it. My latest transgression was viewed as the last straw. In a fit of unbridled rage, I had shoved my math teacher down a flight of steps at school. He broke his arm in two places and severely dislocated his shoulder. The man hadn’t done a thing to me. I am hard-pressed to remember why I was so irritated at him. Anyway, Mr. Ford, my math teacher, had agreed not to press charges as favor to my dad. He was a friend of my dad’s from way back. Mr. Ford knew what was at stake. We all did. Dad was in the middle of a tight race for sheriff in our town. This latest “Danny Thing,” as my reckless behavior was now called, had all my dad’s closest advisors talking. “John, he’s your son and he’s a kid, but he is dragging you down,” I heard Jake Hutch tell my dad through his closed office door the night after I pushed Mr. Ford. “If it appears you can’t set the course for enforcement in your own home, how can you set the course for this town?” So, off to Pisgah National Forest I went. I knew in my heart that “Wilderness Camp” was surely just a euphemism for “Torture Center.” I imagined hours of untold abuse at the hands of some lumberjack-sized drill sergeant. I resolved not to be broken and to emerge from the program unchanged. I was who I was. Nearly every day for six months, a small group of other troubled teens and I lugged our 30-pound backpacks on a trek that covered about 10 miles. We hiked in a rugged wilderness that seemed untouched by civilization. The grandeur of the sky, rock, and wilderness made me reverent. Our counselors were firm but kind, not the ogres I had imagined. We learned how to make a fire without matches and create a shelter with twigs, branches, and grass. We learned which plants were safe to eat out in the wild. Late into the night, we talked about our fears and hopes. We were devoid of radios, televisions, and cell phones. I felt myself change. I was calm and often reflective. My old, impulsive self was gone. One morning, six months later, my dad came to pick me up. I ran to hug him and saw relief and love in his eyes. “So what’s it like being sheriff?” I asked on the ride home. “I lost the race, Danny,” he said. “I’m sorry, Dad.” I knew my behavior probably had a lot to do with his defeat. Dad squeezed my shoulder and brought me close. “As long as I don’t ever lose you, I’m okay.”

Questions:

1) Which best describes the double meaning of the title?

A. Danny goes to wilderness camp; it is in a national forest.
B. Danny is out of control; he is sent into the wilderness.
C. Danny changes at wilderness camp; his father loses a tight race for sheriff.
D. Danny hikes in the rugged wilderness; he becomes respectful of nature and others.
2) "I was 16 when my father unequivocally decided he would send me to wilderness camp for several months." Which of the following is the best way to rewrite the above sentence (from paragraph 1) while keeping its original meaning as used in the story?

A. I was 16 when my father angrily decided he would send me to wilderness camp for several months.
B. I was 16 when, over the course of several months, my father decided he would send me to wilderness camp.
C. I was 16 when my father tentatively decided he would send me to wilderness camp for several months.
D. I was 16 when my father decided without question he would send me to wilderness camp for several months.

3) What does the idiomatic expression, "the last straw," (in paragraph 2) suggest?

A. the biggest problem of all
B. the worst thing someone could have done
C. the last in a line of unacceptable occurrences
D. the deed someone wishes he or she could take back

4) As used in paragraph 2, which is the best antonym for unbridled?

A. amusing
B. peaceful
C. restrained
D. understandable
E. scarce

5) What lesson did Danny seem to learn in this passage?

A. Fight fire with fire.
B. Faith will move mountains.
C. Nature exceeds nurture.
D. A reed before the wind lives on, while mighty oaks do fall.

6) What is a euphemism (paragraph 6)?

A. a code word
B. a nickname
C. a different name
D. a less offensive term
E. a meaningless title

7) What kind of character is Jake Hutch in this passage?

A. Round, meaning he/she is fully developed
B. Protagonist, meaning he/she is the main character
C. antihero, meaning he/she lacks heroic traits
D. flat, characterized by having only enough traits to fulfill his/her function in the passage
E. antagonist, meaning he/she is the person who is opposed to or struggles against another character

8) "The grandeur of the sky, rock, and wilderness made me reverent." Which of the following is the best way to rewrite the above sentence (from paragraph 7) while keeping its original meaning as used in the story?

A. I was awed by the majesty of the sky, rock, and wilderness.
B. I felt small in comparison to the sheer size of the sky, rock, and wilderness.
C. The power of the sky, rock, and wilderness made me regret my past behavior.
D. The inherent danger of the sky, rock, and wilderness made me nervous.

9) What is evident by the end of the passage?
   I. How much Danny has changed?
   II. How much John loves his son
   III. That John has given up running for office
   A. I only
   B. I and II
   C. II and III
   D. I, II, and III

10) If the counselors at the wilderness camp had been ogres (paragraph 8), how might have they behaved?
   A. By giving teenagers water only when they were thirsty
   B. By making the teenagers figures out how to build a fort in the rain
   C. by refusing to treat the teenagers' wounds when they got injured
   D. by encouraging the teens to socialize with one another even if they didn't want to

Q.2 Read the passage below and answer the questions:

Walls and wall building have played a very important role in Chinese culture. These people, from the dim mists of prehistory have been wall-conscious; from the Neolithic period – when ramparts of pounded earth were used - to the Communist Revolution, walls were an essential part of any village. Not only towns and villages; the houses and the temples within them were somehow walled, and the houses also had no windows overlooking the street, thus giving the feeling of wandering around a huge maze. The name for “city” in Chinese (ch’eng) means wall, and over these walled cities, villages, houses and temples presides the god of walls and mounts, whose duties were, and still are, to protect and be responsible for the welfare of the inhabitants. Thus a great and extremely laborious task such as constructing a wall, which was supposed to run throughout the country, must not have seemed such an absurdity.

However, it is indeed a common mistake to perceive the Great Wall as a single architectural structure, and it would also be erroneous to assume that it was built during a single dynasty. For the building of the wall spanned the various dynasties, and each of these dynasties somehow contributed to the refurbishing and the construction of a wall, whose foundations had been laid many centuries ago. It was during the fourth and third century B.C. that each warring state started building walls to protect their kingdoms, both against one another and against the northern nomads. Especially three of these states: the Ch’in, the Chao and the Yen, corresponding respectively to the modern provinces of Shensi, Shanzi and Hopei, over and above building walls that
surrounded their kingdoms, also laid the foundations on which Ch’in Shih Huang Di would build his first continuous Great Wall. The role that the Great Wall played in the growth of Chinese economy was an important one. Throughout the centuries many settlements were established along the new border. The garrison troops were instructed to reclaim wasteland and to plant crops on it, roads and canals were built, to mention just a few of the works carried out. All these undertakings greatly helped to increase the country’s trade and cultural exchanges with many remote areas and also with the southern, central and western parts of Asia – the formation of the Silk Route. Builders, garrisons, artisans, farmers and peasants left behind a trail of objects, including inscribed tablets, household articles, and written work, which have become extremely valuable archaeological evidence to the study of defense institutions of the Great Wall and the everyday life of these people who lived and died along the wall.

1. -**Chinese cities resembled a maze**
   a) Because they were walled
   b) Because the houses have no external windows
   c) Because the name for cities means “wall”
   d) Because walks have always been important there.

2. -**Constructing a wall that ran the length of the country**
   a) Honored the god of walls and mounts
   b) Was an absurdly laborious task
   c) May have made sense with Chinese culture
   d) Made the country look like a huge maze

3. -**The Great Wall of China**
   a) Was built in a single dynasty
   b) Was refurbished in the fourth and third centuries BC.
   c) Used existing foundations.
   d) was built by the Ch’in, the Chao and the

4. -**Crops were planted**
   a) On wasteland
   b) To reclaim wasteland
   c) On reclaimed wasteland
   d) Along the canals

5. -**The Great Wall**
   a) Helped build trade only inside China
   b) Helped build trade in China and abroad
   c) Helped build trade only abroad
   d) Helped build trade only to remote areas

**Q.3**  
**Add the phrase in brackets to the sentence using 'that' or 'who' and a relative clause.**
1. She worked with the man. (The man used to be an athlete)
2. They called a lawyer. (The lawyer lived nearby)
3. I sent an email to my brother. (My brother lives in Mumbai)
4. The customer liked the waitress. (The waitress is amiable)
5. She loves books (The books have happy endings)
6. Who broke the computer? (The computer belonged to my sister)
7. Tanvi dropped the glass. (The glass was new)
8. They live in a city. (The city is in the north of England)
9. The man is in the garden (The man is wearing a blue jumper)
10. The television was stolen (The television was bought 20 years ago)

Q.4 Match the following words with their synonyms:

<table>
<thead>
<tr>
<th>COLUMN A</th>
<th>COLUMN B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jeopardy</td>
<td>Rowdy</td>
</tr>
<tr>
<td>2. Meticulous</td>
<td>Danger</td>
</tr>
<tr>
<td>3. Noisy</td>
<td>Exhibit</td>
</tr>
<tr>
<td>4. Show</td>
<td>Sluggish</td>
</tr>
<tr>
<td>5. Hate</td>
<td>Fascinating</td>
</tr>
<tr>
<td>6. Delicious</td>
<td>Assassinate</td>
</tr>
<tr>
<td>7. Interesting</td>
<td>Detailed</td>
</tr>
<tr>
<td>8. Lazy</td>
<td>Delectable</td>
</tr>
<tr>
<td>9. Kill</td>
<td>Tranquil</td>
</tr>
<tr>
<td>10. Calm</td>
<td>Loathe</td>
</tr>
</tbody>
</table>

Q.5 Put the verbs into the correct form of tense. (Simple past or past perfect)
1. When he _____ (wake up), his mother (already prepare) ______breakfast.
2. Sonakshi had_______(hurt) me yesterday.
3. We (go) ____ to London because our friends (invite)______us.
4. Jane (already/type)_______three pages when her computer (crash)____.
5. He (hear) ______the news, (go)_______ to the telephone and (call)_____a friend.
6. When she____(arrive), the match ____ (already)____(start)
7. Before he____ (sing) a song, he had (play)_______ the guitar.
8. Susan ______(turn on) the radio after she ____ (wash) the dishes.
9. Jil _____ (phone) Dad at work before she ____ (leave) for her trip.
10. After Fred ______(spend) his holiday in Italy he ______( want) to learn Italian.

Q.6 Put the verbs into the correct form of tenses. (Present perfect/ past perfect):
1. It will get warmer in here. I __________the heating on. (to turn)
2. Do you want to see this film? It _______ (to start)
3. Deepika said something funny last night which made me ______into laughter (burst)
4. The bill isn’t right. They ______a mistake. (make)
5. I was really tired last night. I ______a hard day. (have)
6. You can have that book. I ________ with it. (finish)
7. My mother _______me go to watch movie yesterday. (did not let)
8. The square looked awful. People ____ litter everywhere. (leave)
9. It isn’t raining now. It _____. (stop)
10. We had no car at that time. We __________ our old one. (sell)

Q.7 The pie chart shows the percentage of persons arrested in the five years ending 1994
and the bar chart shows the most recent reasons for arrest.
Summarize the information by selecting and reporting the main features and make comparisons where relevant.

**Persons arrested in five years ending 1994 (%)**

<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrested</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Not arrested</td>
<td>68%</td>
<td>91%</td>
</tr>
</tbody>
</table>

**Reasons for most recent arrest (%)**

- Drink driving
- Public drinking
- Breach of order
- Assault
- Theft
- Other reason
- No answer

Q.8 **In most countries multinational companies and their products are becoming more and more important. This trend is seriously damaging our quality of life.**

Do you agree or disagree? Write at least 250 words.
End Semester Examination, May 2019  
BCA – Fourth Semester  
NUMERICAL ANALYSIS AND STATISTICAL TECHNIQUES  
(BCA-301A (CB))

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. Marks are indicated against each question.

Q.1 Define the following:
   a) Transcendental equation.
   b) Absolute error.
   c) Correlation.
   d) Addition law of probability.
   e) Forward interpolation.
   f) The mean and variance of Binomial distribution are ________ and ________.
   g) State Newton’s divide difference formula.
   h) What is absolute error of the approximation 3.14 to the value \(\pi\)?
   i) Write relationship between mean, median and mode.
   j) The number of significant digits in the number 201.023490 is ________

\[2 \times 10\]

\[PART-A\]

Q.2 a) Use Bisection method to find the real root of the equation corrected upto two decimal places:
   \[x^3 - x - 1 = 0\]  
   \[10\]
   b) Find the value of \(y(3.9)\) by using the following data:

\[
\begin{array}{|c|c|c|c|}
\hline
x & 1 & 2 & 3 & 4 \\
\hline
y & 1 & 8 & 27 & 64 \\
\hline
\end{array}
\]  

\[10\]

Q.3 a) Use Taylor’s series method to solve \(\frac{dy}{dx} = x + y; y(1) = 0\) numerically upto \(x = 1.2\) with \(h = 0.1\). Compare the final result with the value of explicit solution.  
   \[10\]
   b) Use Trapezoidal rule to evaluate \[\int_0^1 x^3 \, dx\] considering five sub intervals.  
   \[10\]

Q.4 a) The population of a town in decimal census was as given below: Estimate the population for the year 1895.

<table>
<thead>
<tr>
<th>Year (x) :</th>
<th>1891</th>
<th>1901</th>
<th>1911</th>
<th>1921</th>
<th>1931</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (y) (in thousands):</td>
<td>46</td>
<td>66</td>
<td>81</td>
<td>93</td>
<td>101</td>
</tr>
</tbody>
</table>
   \[10\]
   b) Briefly describe the various operators used in interpolation and discuss their relationship as well.  
   \[10\]

\[PART-B\]

Q.5 a) 1,500 workers are working in an industry. Their age is classified in the given table. Calculate the median age.

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>No. of workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 22</td>
<td>120</td>
</tr>
<tr>
<td>22 – 26</td>
<td>125</td>
</tr>
<tr>
<td>26 – 30</td>
<td>280</td>
</tr>
</tbody>
</table>
b) Briefly describe the difference between correlation and regression. Discuss their formulae as well.

Q.6  a) Explain Baye’s theorem of probability along with a suitable example.
    b) A candidate is selected for interview of management trainees for 3 companies. For
    the first company there are 12 candidates. For the second, there are 15 candidates
    and for the third, there are 10 candidates. What are the chances of his getting job
    at least at one of the company?

Q.7  Write short notes with mathematical description on following distributions:
    a) Binomial distribution.
    b) Normal distribution.
End Semester Examination, May 2019
M. Com. – Fourth Semester
QUALITY MANAGEMENT (MC-004)

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. Marks are indicated against each question.

Q.1 Answer the following in short:
   a) Write at least four dimensions of quality.
   b) Enlist a few general requirements for a good design.
   c) What is the purpose of checklist?
   d) What is sample? Explain with example.
   e) Show graphically how scatter diagram is interpreted.
   f) Discuss in short the types of production system in manufacturing quality.
   g) What are the two types of variables considered while making a control chart?
   h) Write formula for measuring the upper and lower control limits of R-chart.
   i) Write a short note on ‘MTTF’.
   j) What do you understand by zero defect?  1×10

PART-A

Q.2 Define total quality management. Discuss in detail its principles and practices.  10

Q.3 a) Cause-and-Effect diagram is an important tool for quality control. Discuss.  5
b) Tests of noise ratings at prescribed locations throughout a large stamping mill are given in the frequency distribution below. Noise is measured in decibels. Determine average and construct polygon and ogive as well.

<table>
<thead>
<tr>
<th>Cell Mid Point</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>148</td>
<td>2</td>
</tr>
<tr>
<td>139</td>
<td>3</td>
</tr>
<tr>
<td>130</td>
<td>8</td>
</tr>
<tr>
<td>121</td>
<td>11</td>
</tr>
<tr>
<td>112</td>
<td>27</td>
</tr>
<tr>
<td>103</td>
<td>35</td>
</tr>
<tr>
<td>94</td>
<td>43</td>
</tr>
<tr>
<td>85</td>
<td>33</td>
</tr>
<tr>
<td>76</td>
<td>20</td>
</tr>
<tr>
<td>67</td>
<td>12</td>
</tr>
<tr>
<td>58</td>
<td>6</td>
</tr>
<tr>
<td>49</td>
<td>4</td>
</tr>
<tr>
<td>40</td>
<td>2</td>
</tr>
</tbody>
</table>

Q.4 Define cost of quality and further discuss the categories of quality costs.  10

PART-B

Q.5 Explain the theory of control charts and what are its types with suitable example.  10

Q.6 How does manufacturing unit conduct defect diagnosis and prevent defect?  10
Q.7 Discuss in brief the life cycle of a product in terms of failure rate. Explain quality circle with suitable examples.
Q.1 Explain (any five) the following questions:
   a) Reverse logistics.
   b) Economies of scope versus economies of scale.
   c) International modes of transportation.
   d) Transportation functionality.
   e) Break bulk cargo.
   f) Voyage charter.

**PART-A**

Q.2 a) Logistics and supply chain management are not new ideas. From building of Taj Mahal to Kargil war, the principles underpinning the effective flow of materials and information to meet the requirements of customers have altered a little. All these projects have been completed or won through logistics strengths and capabilities. List the similarities and difference among distribution, logistics and supply chain management.

b) The overall goal of a value chain is to deliver maximum value at the least possible total cost and create a competitive advantage. Discuss how the primary and support activities are an opportunity for a company to maximize efficiency and create competitive advantage.

Q.3 a) Toyota was significantly impacted by the March 2011 Japanese earthquake and tsunami. The auto maker took steps to implement better supply chain risk management practices. Apply these practices in a food supply chain such as Nestle and demonstrate that the steps are universally applicable.

b) Examine the term coined by Hewlett-Packard, “the internal customer service” which has become a buzz phrase. What does it mean? How does it deliver customer value?

Q.4 a) Multimodal is currently the main method used in international logistics. Evaluate its importance in optimization and organization of all transport mods into an integrated continuous system.

b) Malcom McLean’s idea of container was based on the concept that efficiency could be greatly increased. Appraise the role of containerization in international logistics. Describe all the different types of containers used in transportation.

**PART-B**

Q.5 a) List the roles and functions of inland container depot.

b) Develop ABC analysis inventory management system for a truck manufacturing company such as Asia Motor Works.
Q.6 a) Evaluate at least five tipping points of supply chain. 
   b) Analyze the supply chain pain points. Suggest the remedial measures for each pain point.

Q.7 a) Distinguish between 4PL and 3PL with appropriate examples. 
   b) Several surveys have found that sales at retail shops of FMCG products do not fluctuate but variability is quite excessive up the supply chain. How do exaggerated order swings occur? What are the major causes of bullwhip effects and how can they be counteracted?
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
FINANCIAL MANAGEMENT (IB-401 / BIB-403 / BIB-403A)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on (any five):
a) EBIT-EPS analysis.
b) Cost of receivables.
c) Types of inventory.
d) WACC
e) Types of dividend. 5×4

PART-A

Q.2 What is financial management? Explain briefly techniques of time value of money. 20

Q.3 A company expects a net operating income of Rs.1,50,000. It has Rs.5,50,000 in 6% debentures. The overall capitalization rate is 10%. Calculate the value of the firm and the equity capitalization rate (cost of equity) according to the net operating income approach. 20

Q.4 What is leverage? Explain briefly different types of leverage with examples. 20

PART-B

Q.5 What is capital budgeting? Explain the technique of capital budgeting with example. 20

Q.6 From the following information of a company, calculate operating cycle in days:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amounts (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average raw material</td>
<td>Rs.3,50,000</td>
</tr>
<tr>
<td>Average work in progress</td>
<td>Rs.4,20,000</td>
</tr>
<tr>
<td>Average finished goods</td>
<td>Rs.3,40,000</td>
</tr>
<tr>
<td>Average creditors</td>
<td>Rs.1,20,000</td>
</tr>
<tr>
<td>Average debtors outstanding</td>
<td>Rs.6,20,000</td>
</tr>
<tr>
<td>Raw material consumed</td>
<td>Rs.5,20,000</td>
</tr>
<tr>
<td>Total production cost</td>
<td>Rs.8,30,000</td>
</tr>
<tr>
<td>Total cost of goods sold</td>
<td>Rs.8,70,000</td>
</tr>
<tr>
<td>Credit sales for the year</td>
<td>Rs.22,50,000</td>
</tr>
</tbody>
</table>

20

Q.7 What is dividend? Explain briefly theory of relevance and theory of irrelevance. 20
End Semester Examination, May 2019
BCA – Fourth Semester
PROGRAMMING IN JAVA (BCA-403A (CB))

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. Marks are indicated against each question.

Q.1
a) Which package contain color class?
   i) java.applet       ii) java.awt
   iii) java.graphics   iv) java.lang
b) To display text in the applet status bar, __________ method is used.
   i) show status       ii) draw status
   iii) None of the above
c) Which command is used to compile Java program?
   i) javac            ii) java
   iii) javad           iv) javadoc
d) AWT stands for ________.
e) __________ is a software that interprets java byte code
   i) JVM              ii) Java compiler
   iii) Java Debugger  iv) None of the above
f) How many primitive data-types are in Java?
   i) 6                ii) 7
   iii) 8              iv) 9
g) Exception generated in try block is caught in ________ block.
   i) catch            ii) throw
   iii) throws         iv) finally
h) ________ keyword is used for inherit the super class to subclass.
   i) extends          ii) this
   iii) super          iv) static
i) ________ return type is used in constructor.
j) Define API. 2×10

PART-A

Q.2
a) Discuss Java program structure with suitable example. 10
b) What is constant? Discuss various types of constant available in java. Give example of each type. 10

Q.3
a) Write a program that takes a number as input from the user and find factorial of number. 10
b) Discuss syntax, purpose and example of switch statement and conditional operator. 10

Q.4
a) What are constructors used for? Can constructor be overloaded? Write a program in support of your answer. 10
b) What is method overriding? Differentiate overriding and overloading. 5
c) What is Interface? Explain in detail. 5

PART-B

Q.5
a) What is package? How packages are created in Java. Discuss the advantages. 10
b) Define: try, catch, throw, throws. 10
Q.6 a) Explain the lifecycle of an applet with suitable diagram.
b) Write an applet to draw a HUT.

Q.7 Write short notes on the following:
a) Delegation Event Model.
b) Concepts of Adapter Classes.
End Semester Examination, May 2019  
BBA (G) IB – Sixth Semester  
E-COMMERCE (BIB-606)

Time: 3 hrs  
Max Marks: 100  
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. Each question carries equal marks.

Q.1 Answer the following questions:
   a) How e-commerce is different form traditional commerce?
   b) Write the difference between e-commerce and e-business.
   c) Define Convergence.
   d) Write the non-technical limitations of e-commerce.
   e) TCP stands for.
   f) Write a short note on Content Management.
   g) What is a network firewall?
   h) Write about Acid Test.
   i) Define the term threat.
   j) Write two advantages of Mobile Commerce.

   2x10

PART-A

Q.2  
a) What are the advantages of E-commerce? Also explain its limitation.  
   b) Explain B2B e-commerce.

   15  
   5

Q.3  
a) Explain the advantages of bricks and clicks business model.
   b) Explain the advantages and disadvantages of Internet.

   10  
   10

Q.4  
a) Explain the life cycle approach for launching an online business.
   b) Write a note on ISP.

   15  
   5

PART-B

Q.5 Write short notes on:
   a) E-Cash.
   b) Credit Card.
   c) EFT.
   d) Requirement of e-payment system.

   5x4

Q.6  
a) What are the threats to internet security?
   b) Write short notes on:
      i) Cryptography.
      ii) Digital signature.

   10  
   5x2

Q.7  
a) Explain the concept of e-tailing.
   b) Explain the concept of online banking. Explain its advantages and limitations.

   10  
   10
End Semester Examination, May 2019
BCA – Sixth Semester
DATA WAREHOUSING (BCA-605A (CB))

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. Marks are indicated against each question.

Q.1 Multiple choice questions:
   a) __________ is a subject oriented, integrated, time variant and non-volatile collection of data in support of management decisions?
      i) Data warehousing  
      ii) Data Mining  
      iii) Web Mining  
      iv) None of the above
   b) Fact tables are which of the following?
      i) Completely normalized  
      ii) Completely denormalized  
      iii) Partially normalized  
      iv) None of the above
   c) The process of viewing the cross tab with attribute is
      i) Slicing  
      ii) Dicing  
      iii) Pivoting  
      iv) None of the above
   d) OLAP stands for
      i) Online Analytical Processing  
      ii) Online Transaction Processing  
      iii) Online Analysis Processing  
      iv) None of the above
   e) __________ algorithm is used for generating cluster
      i) K Means  
      ii) Apriori  
      iii) None of the above
   f) All set of items whose support is greater than user specified minimum support are called as
      i) Border  
      ii) Frequent  
      iii) Lattice  
      iv) None of the above
   g) __________ is a good alternative to the star schema
      i) Snowflake  
      ii) Fact constellation  
      iii) None of the above
   h) Define data mining.
   i) State true or False: “Record can be updated in data warehouse”.
   j) State true or False: "Metacube and informix are some popular OLAP tools". 2×10

   PART-A

Q.2 a) What is the difference between DBMS and data warehouse?  10
   b) Discuss various characteristics of data warehouse.  10

Q.3 a) Discuss various OLAP operations with example.  10
   b) Explain star schema and snowflake schema. How are they useful in handling adhoc queries?  10

Q.4 a) Discuss three tier data warehouse architecture with suitable diagram.  15
   b) Write short note on virtual data warehouse.  5

   PART-B

Q.5 What do you understand by ETL? Discuss ETL process in detail with diagram. Also mention the various challenges in ETL process.  20

Q.6 Explain various applications of OLAP in the real world.  20
Q.7  a) Explain the various steps involved in the KDD process with a diagram.  

b) Consider the data set that details the transaction of a grocery store with minimum support threshold as 2.

<table>
<thead>
<tr>
<th>T/D</th>
<th>Items sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tomato, Potato, Onion</td>
</tr>
<tr>
<td>2</td>
<td>Tomato, Potato, Brinjal, Pumpkin</td>
</tr>
<tr>
<td>3</td>
<td>Tomato, Potato, Onion, Chilli</td>
</tr>
<tr>
<td>4</td>
<td>Lemon, Chilli</td>
</tr>
</tbody>
</table>

Find different frequent itemsets.
End Semester Examination, May 2019  
M.Com. – Second Semester  
FINANCIAL MANAGEMENT (MC-203A)

Time: 3 Hours  
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 any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Fill in the blanks:
   a) If discount rate is reduced the present value of a future cash flow is _________. (positive / negative)
   b) Two basic dimensions of financial decisions are _________ and _____________.
   c) Profitability Index = __________________ / _____________.
   d) If a project has PI of 1.4: its NPV will be _______________. (positive/negative)
   e) Two modern techniques of CB are ___________ and ____________.

State whether the following statements are TRUE or FALSE:
   f) Financial Manager works as a treasurer.
   g) Cash flow and accounting profit are the same.
   h) Dividend decision is related to reinvestment requirement.
   i) Gross working capital means CA – CL.
   j) Find out E.O.Q. if:
      i) Annual requirement 7000 units
      ii) Ordering cost Rs.63 per order
      iii) Carrying cost per year Rs.5 per unit.  

Q.2 a) “Financial management has expended in its scope during last few decades”. Examine the modern approach to the scope of financial management.  
   b) Mr. X deposits Rs.50,000/- at 6% p.a. interest per 5 years compounded annually. How much would he get at the end of fifth year. (Table value of Rs.1/- at 6% and 5 years is 1.338).

Q.3 A firm whose cost of capital is 10%. Considering two mutually exclusive project X and Y, the details of which are:

<table>
<thead>
<tr>
<th></th>
<th>Project X</th>
<th>Project Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Cash Flows</td>
<td>43,500</td>
<td>36,000</td>
</tr>
<tr>
<td>1 Year</td>
<td>10,000</td>
<td>15,000</td>
</tr>
<tr>
<td>2 Year</td>
<td>12,000</td>
<td>13,000</td>
</tr>
<tr>
<td>3 Year</td>
<td>13,000</td>
<td>12,000</td>
</tr>
<tr>
<td>4 Year</td>
<td>14,000</td>
<td>10,000</td>
</tr>
<tr>
<td>5 Year</td>
<td>16,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Compute both the projects:
   a) NPV at 10% discount rate.  
   b) Profitability Index at 10% discount rate.  
   c) Payback period method.
      p/v of Rs.1 at 10% in
      I  II  III  IV  V
The capital structure and after tax cost of capital of the specific sources of a firm is as follows:

<table>
<thead>
<tr>
<th>Source</th>
<th>Bank Value (Rs.)</th>
<th>Market Value (Rs.)</th>
<th>Specific cost (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt</td>
<td>3,00,000</td>
<td>2,75,000</td>
<td>6</td>
</tr>
<tr>
<td>Preference capital</td>
<td>2,00,000</td>
<td>2,25,000</td>
<td>8</td>
</tr>
<tr>
<td>Equity Capital</td>
<td>4,00,000</td>
<td>7,50,000</td>
<td>14</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>1,00,000</td>
<td>--</td>
<td>13</td>
</tr>
</tbody>
</table>

Compute weighted average cost of capital using:

a) Book value weights
b) Market value weights

**PART-B**

Q.5  

a) Examine the impact of financial leverage on the EPS. Does the financial leverage always increases the EPS?  
b) What is an optimum capital structure? Bring out the qualities of an optimum capital structure.

Q.6  

Compute working capital requirement from the following details:  

Budgeted sales: 20,000 Units per annum

<table>
<thead>
<tr>
<th>Cost /Unit (Rs.)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw materials</td>
<td>8</td>
</tr>
<tr>
<td>Direct labour</td>
<td>8</td>
</tr>
<tr>
<td>Overheads</td>
<td>2</td>
</tr>
<tr>
<td>Total cost</td>
<td>18</td>
</tr>
<tr>
<td>Profit</td>
<td>2</td>
</tr>
<tr>
<td>Selling price</td>
<td>20</td>
</tr>
</tbody>
</table>

Additional information:

a) Raw material will be carried in stock for 4 weeks and finished goods for 2 weeks.
b) Factory processing will take on an average 3 weeks;
c) Suppliers provide 6 weeks credit;
d) Debtors are allowed 8 weeks credit;
e) Assume labour and overheads to accrue evenly throughout the production cycle.

Q.7  

Critically evaluate the Walter dividend model. Discuss its assumptions and limitations.
End Semester Examination, May 2019
BCA – Fourth Semester
ELEMENT OF COMPUTER GRAPHICS (BCA-404A (CB))

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on:
   a) Flat panel devices.
   b) Scan conversion.
   c) Composite transformations.
   d) Animation software.

   

   PART-A

   Q.2 a) Explain the working of CRT with a labelled diagram. 10
   b) Differentiate between random scan and raster scan. 10

   Q.3 What is scan conversion? Scan convert a line whose end points are (5, 10) and (10, 25) using Bresenham’s line drawing algorithm. 20

   Q.4 a) A triangle A (2, 2) B (4, 2) and C (4, 4) is rotated by an angle 90°. Find the transformed coordinates. 10
   b) Prove that two consecutive translations are additive. 10

   PART-B

   Q.5 a) Explain window to viewport mapping. 10
   b) What is clipping? How can we identify the visible, partially visible and not visible lines in a window? Explain with an example. 10

   Q.6 a) Derive transformation matrix to scale a unit cube twice uniformly with respect to origin. Find the coordinates of transformed cube. 10
   b) Differentiate between parallel and perspective projection. 10

   Q.7 a) Define the term animation. Explain the basic types of animation. 10
   b) Explain various animation functions. 10
End Semester Examination, May, 2019
B.C.A.—Second Semester
DATA STRUCTURES (BCA-203 CB)

Time: 3 Hours  Max Marks: 100
No.of pages: 1

Note: Attempt FIVE questions in all. PART—A is compulsory. Attempt any FOUR questions from PART-B. Marks are indicated against each question.

PART-A

Q.1 Multiple choice questions (only one option is correct):

a) With A=False and B = True, which statement evaluate as False?
   i) A OR A
   ii) A OR B
   iii) B OR A
   iv) B OR B

b) Which statement about objects is true?
   i) One object is used to create one class.
   ii) One class is used to create one object.
   iii) One object can used many class.
   iv) One class can create many objects
   v) There is no relationship between objects and classes.

b) Which property determines whether a control is displayed to the user?
   i) Hide
   ii) Show
   iii) Visible
   iv) Enabled

d) Which is not an integer data type:
   i) Single
   ii) byte
   iii) Short
   iv) Integer

e) The Boolean data type:
   i) is unsigned
   ii) has two states
   iii) is displayed by the program as yes or no
   iv) Both i) and ii)
   v) All of the above

f) Which is not an ADO.NET Data Adapter Object?
   i) OleDbDataAdapter
   ii) SQL. DataAdapter
   iii) QueryDataAdapter
   iv) Both i) and ii).

g) The first step of configuring a DataAdapter is to select:
   i) an adapter object
   ii) a connection object
iii) a database object
iv) a dataset object
v) None of the above.

h) A postback occurs when:
i) a browser posts a form to the server
ii) a user’s action activates the handling of a server event
iii) a service posts a form to the client
iv) both i) and ii)
v) all of the above

i) Which is the file extension used for an ASP.NET file?
i) asn
ii) asp
iii) aspn
iv) aspx

j) Where do cookies store information?
i) HTML source
ii) text file
iii) URL
iv) Both i) and ii)

\[2x10\]

**PART-B**

Q.2 Explain all the layers of Dot.Net Framework in detail. Draw a diagram to illustrate the relation between different layers. 20

Q.3 What is a variable? What are the different types of variables available in C#? Give suitable example to support your answer. 20

Q.4 Explain inheritance in C#? How is runtime polymorphism implemented in C#? Give suitable example to support your answer. 20

Q.5 List any 5 components used in creating a desktop application. Give example to illustrate the use of properties in manipulating the behaviour of desktop components. 20

Q.6 Write short notes on the following:
a) Web service
b) XML
c) COM 20

Q.7 Write a program to execute a select query to display all the students from the BCA-VI class on the below mentioned table and populate the results in a grid view. 20
Table student:
<table>
<thead>
<tr>
<th>Name</th>
<th>Roll No</th>
<th>Class</th>
<th>Address</th>
<th>Email ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>student1</td>
<td>'123443</td>
<td>BCA</td>
<td>'22IB Baker Street</td>
<td>'<a href="mailto:student1@gmail.com">student1@gmail.com</a>'</td>
</tr>
</tbody>
</table>

Sample raw ('student1; '123443; BCA;'22IB Baker Street; 'student1@gmail.com').
Q.1 a) **State whether the following statements are TRUE or FALSE:**
   i) Management accounting has a very wide scope.
   ii) Idle time variances is always favorable.
   iii) In marginal costing only variable costs are charged to production.
   iv) Liquid assets mean those assets which are immediately convertible into cash without much loss.
   v) Break-even point is calculated after adding the profit to fixed cost.

b) **Fill in the blanks:**
   i) The production budget is based on _________ budget. (Finance / Sales)
   ii) MUV = _________ + _________.
   iii) Contribution is equal to _________ - _________.
   iv) If sale is ₹4,00,000 total variable ₹ 3,00,000 and profit is ₹40,000 then B.E.P. is ₹__________. (2,40,000 / 3,00,000)
   v) AS-3 is related to _________ statement. (Cash flow / Fund flow)

Q.2 a) “Management accounting assists in corporate planning process”. Illustrate it.

b) Differentiate between financial and management accounting.

Q.3 With the following data at 50% activity, Prepare a budget at 80% and 100% activity level:

<table>
<thead>
<tr>
<th>Production at 50% capacity: 500 units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials ₹100 per unit</td>
</tr>
<tr>
<td>Labour ₹40 per unit</td>
</tr>
<tr>
<td>Expenses ₹10 per unit</td>
</tr>
<tr>
<td>Factory expenses ₹40,000 (40% fixed)</td>
</tr>
<tr>
<td>Admin expenses ₹30,000 (60% fixed)</td>
</tr>
</tbody>
</table>

Q.4 Calculate the labour variances from the following information:

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Labour</td>
<td>Budgeted hrs.</td>
</tr>
<tr>
<td>Grade X</td>
<td>90</td>
<td>2</td>
</tr>
<tr>
<td>Grade Y</td>
<td>60</td>
<td>3</td>
</tr>
</tbody>
</table>

Budgeted gross production 5000 units
Standard loss 20%
Actual loss 900 units
Actual net production (5000-900=4100)

Q.5 You are given the following information:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (₹)</th>
<th>Profit (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>14,00,000</td>
<td>1,30,000</td>
</tr>
<tr>
<td>2017</td>
<td>12,00,000</td>
<td>80,000</td>
</tr>
</tbody>
</table>

Evaluate the following:

a) P/V ratio.

b) Break even sales.
c) Profit when sales is ₹18,00,000.
d) Sales required to earn a profit of ₹1,20,000.

Q.6 Balance sheets of M/s Black and White were as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>01/01/2016</th>
<th>31/12/2016</th>
<th>Assets</th>
<th>1/1/2016</th>
<th>31/12/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>40,000</td>
<td>44,000</td>
<td>Cash</td>
<td>10,000</td>
<td>7,000</td>
</tr>
<tr>
<td>Mr. White’s loan</td>
<td>25,000</td>
<td>----</td>
<td>Debtors</td>
<td>30,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Loan from P.N.</td>
<td>40,000</td>
<td>50,000</td>
<td>Stock</td>
<td>35,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Bank</td>
<td>1,25,000</td>
<td>1,53,000</td>
<td>Machinery</td>
<td>80,000</td>
<td>55,000</td>
</tr>
<tr>
<td>Capital</td>
<td>44,000</td>
<td>50,000</td>
<td>Land</td>
<td>40,000</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Building</td>
<td>35,000</td>
<td>60,000</td>
</tr>
<tr>
<td></td>
<td>2,30,000</td>
<td>2,47,000</td>
<td></td>
<td>2,30,000</td>
<td>2,47,000</td>
</tr>
</tbody>
</table>

a) During the year machine costing ₹10,000 (accumulated depreciation ₹3,000) was sold for ₹5,000.
b) The provision for depreciation against machinery as on 01/01/2016 was ₹25,000 and 31/12/2016 ₹40,000.
c) Net profit for the year 2016 amounted ₹45,000.
You are required to prepare fund flow statement.

Q.7 Write short notes on the following:
a) Different types of responsibility centre.
b) Types of transfer pricing.
Q.1 Answer the following multiple choice questions:

a) What operator is used to concatenate one string to the end of another string?
   i) &
   ii) +
   iii) *
   iv) None of these

b) Which statement about objects is true?
   i) One object is used to create one class.
   ii) One class is used to create one object.
   iii) One object can create many classes.
   iv) One class can create many objects.
   v) There is no relationship between objects and classes.

c) The End If statement is required:
   i) in all If...Then statements.
   ii) in all Multi-line statements with else.
   iii) in Single line statements.
   iv) Both a and b.

d) Data type short is the same as?
   i) Int32
   ii) Int64
   iii) None of the above.

e) The Boolean data type:
   i) is signed.
   ii) has two states.
   iii) is displayed by the program as yes or no.
   iv) Both a and b.
   v) All of the above.

f) Which is not an ADO.NET DataAdapter Object?
   i) OleDbDataAdapter
   ii) SQLDataAdapter
   iii) QueryDataAdapter
   iv) Both a and b.

g) An Exception is another name for a:
   i) compile error.
   ii) logic error.
   iii) runtime error.
   iv) syntax error.

h) Can we inherit more than one interface in a single class?
   i) True.
   ii) False.

i) Command object is used to represent a query?
   i) True
   ii) False

j) Which part of a function procedure declaration statement is optional?
   i) Datatype.
   ii) Function.
   iii) Parameters.
   iv) ProcedureName.

Q.2

a) Explain the different types of data types available in python with the help of suitable example of each.
   10

b) Describe the appropriate flow control of a python program. How much indentation is important in the proper flow of the program in python?
   10

Q.3

a) Write a python program to enter any number and check whether it is prime or not.
   5

b) Differentiate between “List and Tuple” in context to element storage in the program.
   5
c) Define “String in python”. Explain at least 5 string functions with the help of suitable example.  

5

d) Explain different types of operators available in python with the help of suitable example.  

5

Q.4 a) Differentiate between “Global variables” and “Local variables” in python. Explain your answer with the help of suitable example.  

10

b) Write a python program to count the number of each vowel in the given input.  

10

PART-B

Q.5 a) Describe the concept of function in context to any programming language. How functions are created and implemented in python? Explain your answer with the help of suitable example.  

20

Q.6 a) Differentiate between “Readline( )” and “Writeline( )” in context to file handling terminology.  

8

b) Describe the term “Exception handling”. What is difference between built-in exceptions and user defined exceptions?. How exceptions are dissimilar with errors.  

12

Q.7 Explain the following terms:  

a) Finally.  
b) Packages.  

c) Dictionary.  
d) Except.  

5×4
End Semester Examination, May, 2019  
M.Com – Fourth Semester  
INTERNATIONAL ACCOUNTING (MC-408)  

Time: 3 Hours  
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. Marks are indicated against each question.

Q.1 Indicate true or false:  
(a) Mention two objectives of IFRS  
(b) Harmonization is a process to improve the compatibility accounting practice.  
(c) Standardization of accounting is more difficult to implement internationally.  
(d) IASB means _______________________.  
(e) The main cases of difference in international financial reporting is legal system of a country.  

PART-A

Q.2 Define international accounting. Discuss its importance.  

Q.3 Discuss the highlight of financial reporting in U.K.  

Q.4 Analyze the benefits of internationalization of accounting profession.  

PART-B

Q.5 Analyze the need and importance of currency transactions.  

Q.6 Explain the various objection of international transfer pricing.  

Q.7 How is strategy formulation and control done with respect to multinational companies?
End Semester Examination, May 2019
BCA — Sixth Semester
PROGRAMMING IN NET C# (BCA-607CB)

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. Marks are indicated against each question.

Q.1 Answer the following multiple choice questions:

a) What operator is used to concatenate one string to the end of another string?
   i) &
   ii) +
   iii) *
   iv) None of these

b) Which statement about objects is true?
   i) One object is used to create one class.
   ii) One class is used to create one object.
   iii) One object can create many classes.
   iv) One class can create many objects.
   v) There is no relationship between objects and classes.

c) The End If statement is required:
   i) in all If...Then statements.
   ii) in all Multi-line statements with else.
   iii) in Single line statements.
   iv) Both i) and ii).

d) Data type short is the same as?
   i) Int32
   ii) Int16
   iii) Int64
   iv) Double

e) The Boolean data type:
   i) is unsigned.
   ii) has two states.
   iii) is displayed by the program as yes or no.
   iv) Both i) and ii).
   v) All of the above.

f) Which is not an ADO.NET DataAdapter Object?
   i) OleDbDataAdapter
   ii) SQLDataAdapter
   iii) QueryDataAdapter
   iv) Both i) and ii).

g) An Exception is another name for:
   i) compile error.
   ii) logic error.
   iii) runtime error.
   iv) syntax error.

h) Can we inherit more than one interface in a single class?
   i) True.
   ii) False.

i) Command object is used to represent a query?
   i) True
   ii) False

j) Which part of a function procedure declaration statement is optional?
   i) Datatype.
   ii) Function.
   iii) Parameters.
   iv) ProcedureName.

10×2

PART-A

Q.2 What is a CLR? What are the different services provided by CLR? Draw a diagram to explain the functions of the different layers of Dot Net framework. 20

Q.3 What is a property and what is it used for? What are the steps involved in creating and using a property? Give an example to support your answer. 20
Q.4 Explain inheritance in C#. How is runtime polymorphism implemented in C#? Write a program to create a class base and another class child that inherits the class base.

**PART-B**

Q.5 Write short notes on the following:
   a) Exception.
   b) Events.
   c) Finally.

Q.6 Write short notes on the following:
   a) Web service.
   b) XML.
   c) Validator.

Q.7 Write a program to demonstrate the process of querying a table with disconnected querying method (Assume a table of your choice).
End Semester Examination, May 2019
BCA – Second Semester
SOFTWARE ENGINEERING (BCA-405A (CB))

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. Marks are indicated against each question.

Q.1 Answer the following:
   a) What is the most creative phase of software development?
      i) Requirement specification
      ii) Design
      iii) Testing
      iv) Coding
   b) In function point analysis, number of complexity adjustment factors are
      i) 10
      ii) 14
      iii) 20
      iv) 12
   c) Token count metric was developed by
      i) Alen Alprecht
      ii) Berry beehem
      iii) Halstead
      iv) Victor basilli
   d) Which model is most popular for student small projects?
      i) Waterfall
      ii) Build and fix
      iii) Prototype
      iv) Spiral
   e) Which type of cohesion is most required?
      i) Functional
      ii) Logical
      iii) Temporal
      iv) Coincidental
   f) For a function of n variables, boundary value testing yields these test cases
      i) 4n + 1
      ii) 6n + 1
      iii) 4n + 3
      iv) None of these
   g) Testing is a process of _________ errors.
      i) Hiding
      ii) Removing
      iii) Finding
      iv) None of these
   h) Structural testing is known as:
      i) White box
      ii) Regression
      iii) Behavioural
      iv) None of these
   i) Which one is not the strategy of design?
      i) Bottom up
      ii) Embedded
      iii) Top down
      iv) Hybrid
   j) No of maturity level in CMM is:
      i) 1
      ii) 3
      iii) 5
      iv) 7

PART-A

Q.2 Discuss the various characteristics of software engineering and also explain the reasons
for software crises and their utilization in software engineering. 20

Q.3 Suppose the project was estimated 400 KLOC. Calculate efforts, development time and
average staff size, productivity for each three modes i.e. organic, semi-detached and
embedded in basic cocomo model. 20

Q.4 Explain the following:
   a) Function count metrics.
   b) PERT, CPM, WBS 10×2

PART-B
Q.5 Define modular coupling and explain different types of coupling with suitable examples.  

Q.6 A program computer ‘a’ where ‘a’ lies in the range [1, 10] and b lies within [1, 6]. Design test cases using this program using boundary value analysis and robust testing.  

Q.7 What is CMM? Explain its all maturity levels in detail.
End Semester Examination, May 2019  
BBA (G) IB – Second Semester  
MARKETING PRINCIPLES (2.103)

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. Marks are indicated against each question.

Q.1 Write short notes on the following:  
   a) Brand equity versus customer equity.  
   b) Consumer markets.  
   c) BPO.  
   d) FMCG versus durables.  
   e) Differentiation versus positioning.  

PART-A

Q.2 a) Most people think that “marketing” is mainly about advertising. Is it true? Define “marketing.” Explain the nature and scope of marketing in detail.  
   b) Discuss the difference between “product” focus and “need” focus with appropriate examples.

Q.3 a) “The purpose of any business is to create a customer. It is then the customer who determines what a business is”? Distinguish between selling and marketing with suitable examples to prove the statement.  
   b) Discuss the concept of e-marketing giving its advantages and disadvantages in detail.

Q.4 a) Before entering the Indian car market, Toyota conducted a market research on the channel practices. For a car company, what are the necessary questions to be included in the market research study that the company should seek answers for?  
   b) The washing machine market sales in India in 2017-18 were 62, 92, 968 units. The top seven companies had the following sales:

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales (in units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG</td>
<td>18, 24, 961</td>
</tr>
<tr>
<td>Samsung</td>
<td>11, 32, 734</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>9, 43, 945</td>
</tr>
<tr>
<td>Videocon</td>
<td>8, 18, 086</td>
</tr>
<tr>
<td>Godrej</td>
<td>5, 03, 437</td>
</tr>
<tr>
<td>Onida</td>
<td>3, 77, 578</td>
</tr>
<tr>
<td>IFB</td>
<td>3, 14, 648</td>
</tr>
</tbody>
</table>

Determine market share and relative market share of these companies. What is the impact of measuring market share and relative market share on decision making?

PART-B

Q.5 a) Defend services marketing when there is no car to test drive, no shoes to try on, no computer to take home or no book to read. Discuss the characteristics of services.  
   b) Determine Market Share Index of Sensodyne toothpaste by GlaxoSmithKline which is looking for a share of 5% in a market size of ₹60,000 million in 2019. Current market share of Sensodyne is 2.3%. The product has no awareness with 50% of the population. 60% of the population finds that the product is not as effective as it is being promoted.
Q.6  
a) Marketing mix strategy changes in every phase of product life cycle. Describe the marketing mix strategy in every phase of product life cycle with examples.  
b) Firms must innovate to survive. Describe all the stages of a new product development.

Q.7  
a) It is possible to have a brand without a business; it is almost impossible to have an enduring and profitable business without a brand. What is your understanding of a brand? How does a “brand” become a brand? What are the advantages of a brand?  
b) Marketing communications is essentially a part of the marketing mix. What does it define? Distinguish between marketing communications and integrated marketing communications.
Q.1 Define (any ten) of the following:
a) IHRM.
b) HCN.
c) Culture.
d) Multinational company.
e) Pre-departure training.
f) Expat Failure ratio.
g) COLA.
h) Culture shock.
i) Knowledge transfer.
j) Role of communication in cross cultural management.  

**PART-A**

Q.2 a) What are the issues of standardization and localization in general for MNEs and how do they particularly manifest themselves in IHRM activities?  

b) What are the main similarities and differences between domestic and international HRM?  

Q.3 **Case study:**

For a long time our building company had finished an important project concerning a new major route in Kenya. However, not all the money had been paid by our customer. Therefore, the managing director of the Kenyan subsidiary of the building corporation organized a meeting with the representative of the respective Kenyan Government agency.

The meeting was scheduled for the next Friday at 10.00 a.m.

The meeting started and the representative was very polite and friendly. However, at the same time he also seemed to be quite nervous. Every few minutes he received a telephone call or had to initiate a telephone call himself.

All phone discussions were carried out in the local language. Despite the interruptions, I tried to explain the reason for my visit - the outstanding account balance. Of course, the government representative apologized for every interruption.

However, after 15 minutes we were both extremely tense because the conversation did not advance at all.

Eventually, I said that I was sorry that my counterpart had so much to do and asked for another meeting the next Tuesday. Instantly, the government representative was relaxed again and happily confirmed the new meeting. Now he could finally concentrate
on the preparation and organization of his big family meeting this weekend, which is typical for large Kenyan families.

Discussion questions:

a) Relate the described situation to one of the cultural dimensions identified by Hofstede. How can you explain it?  

b) How does this situation compare to comparable situations in your home country? Please explain. Where are the limits of the cultural explanation?  

Q.4  
a) Outline the main characteristics of the four approaches to international staffing.  
b) Discuss two HR activities in which a multinational firm must engage that would not be required in a domestic environment.  

PART-B

Q.5  
Assume you are the HR director for a SME that has begun to use international assignments. You are considering using an external consulting firm to provide pre-departure training for employees, as you do not have the resources to provide this ‘in-house’. What components will you need covered? How will you measure the effectiveness of the pre-departure training program provided by this external consultant?  

Q.6  
a) What are various topics covered in repatriation program?  
b) What do you understand by performance management of non expatriates?  

Q.7  
a) Why is it important for MNEs to understand the compensation practices of the countries? Explain any one approach to international compensation.  
b) Identify a number of HRM problems that typically arise with expatriate assignments. In what ways might the core ethical values and guidelines identified in this chapter are applied to them?
Q.1 **Case study:**

**INTERNATIONAL MACHINE COMPANY**

Mr. Saddhana, the president of International Machine Company, leaned back in his chair and reflected on the success of his firm, which produces and distributes a line of farm machines. That afternoon at a meeting with distributors from different territories, Mr. Saddhana was urged to introduce new models to satisfy the changing demands of the customers. The president, who had an engineering background, recognized the implications of the suggestions that came from distributors. Their implementation would require greater investments in research and development. Furthermore, the changes in the highly automated production line would be very costly indeed. Also, having a wider variety of models would require stocking many more spare parts. Depending on the kinds of changes, workers might need to be retrained.

Reflecting on previous staff meetings he president realized that sales or marketing people always wanted a greater variety of models but never acknowledged the costs involved in changing models. After all the company had been extremely successful with just a few models. Consequently, the president decided against the introduction of new models. Instead, he considered improving the current models and reducing the cost and price. He felt that what the customer really wanted was value. Nevertheless, to test his judgment, the president asked a consultant for an opinion.

Answer the questions related to above case study:

a) Develop case structure.

b) Consider yourself as the president of the company prepare a list of strengths, weaknesses, opportunities and threats of the company for making presentation in front of board of directors. 

**PART-A**

Q.2 Sole proprietorship is considered as the easiest form of organization and also the first stage in the evolution of the forms of organization. Discuss the concept of sole proprietorship along with its merits and demerits. 

Q.3 As a marketing manager of XYZ Ltd. you find that your company is selling flats to middle class segment for which no approval has been taken from the government departments. The company has no intention of construction of flats booked by you, the company has taken ₹20 lacs from hundred customers each:

a) What will be your action after knowing about the unethical practices of your company?

b) Explain your action with logic and managerial approach.

Q.4 A corporate social responsibility (CSR) is an integral responsibility of corporate sector. Discuss the concept of CSR and its importance to the society and organization.

Q.5 Leaders are required to influence and enlighten their followers / employees. Discuss various traits of good leader.

**PART-B**

Q.5 One of the most widely mentioned theories of motivation is the hierarchy of needs put forth by psychologist Abrahim Maslow. Explain the Maslow’s theory along with diagram.
Q.7 Write short notes on (any two) of the following:
   a) Leadership styles.       b) Organizational change.
   c) SWOT analysis.  

5×2
End Semester Examination, May 2019  
M.Com – Second Semester  
MANAGEMENT INFORMATION SYSTEM (MC-001)

Time: 2 Hours
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 any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions:
a) In MIS ________ plays, economically sound and logically in development process.
   i) Information   ii) data  iii) statements  iv) data flow
b) Define a system.
c) The basic components of DSS are ____________, __________.
d) Personal and HRIS are same. (True / False)
e) What is called an instrument system?
f) GDS’s stands for ____________.
g) Transformation system specialists also called as ____________
   i) user consultant  ii) User faculty  iii) user expert  iv) user manager.
h) Name any two information systems.
i) DSS is more useful than GDSS. (True / False)
j) Name levels of management.

PART-A

Q.2 a) Explain elements and characteristics of a system.      5
    b) Define levels of management.       5

Q.3 Explain transaction processing system in detail.           10

Q.4 Describe Robest Antony’s hierarchy of management activities. 10

PART-B

Q.5 Explain characteristics and components of decision support system. 10

Q.6 Define critical success factor in implementation of a information systems. 10

Q.7 Explain use of information systems to functional business areas in detail. 10
End Semester Examination, May 2019
BCA - Fourth Semester
INTRODUCTION TO CLOUD COMPUTING (BCA-407(CB))

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Fill in the blanks:
   a) Two essential concepts of cloud are ______ and ______.
   b) VIM is a management tool of ______________.
   c) An example of public cloud is ____________.
   d) Two major organizations supporting cloud technology are ______ and ______.
   e) Amazon web services offers a classic service oriented architecture (SOA) approach to ____________.
   f) _______ is the fundamental unit of virtualized client in an IaaS deployment.
   g) Pods are aggregated into pools within and IaaS region or site called an __________ zone.
   h) A group of users within a particular instance is called ____________.
   i) IDaaS stands for ____________.
   j) ________ types of dimensions exist in cloud cube model.

   PART-A

Q.2 a) What is meant by cloud computing discuss its advantages and also explain the various layers of cloud computing with suitable example. 12
   b) Explain the following:
      i) Workloads.
      ii) Pods. 4x2

Q.3 a) What are the basic components of an Iaas based solution for cloud computing? Provide some examples of Iaas implementations. 15
   b) Classify different types of clouds. 5

Q.4 a) How is grid different from a cloud? Also differentiate between cloud computing and grid computing by mentioning the advantages and disadvantages of both. 14
   b) Explain any four desired features of a cloud. 6

   PART-B

Q.5 a) Explain the following industry platforms related to cloud:
      i) Amazon web services.
      ii) Google App Engine. 5x2
   b) What are the cloud security challenges? 10

Q.6 a) What is the Aneka container and what is its use? Which types of services are hosted inside Aneka container? 14
   b) Describe the storage architecture implemented in Aneka. 6

Q.7 Write short notes on the following:
   a) Security management in cloud computing.
   b) Data center based SOA.
   c) IaaS and its architecture.
d) Difference between PaaS and SaaS.
End Semester Examination, May 2019
B. Sc. (Information Technology) – Second Semester
ENGLISH FOR ACADEMIC PURPOSES-II-B (EAP-II-B)

Time: 3 hrs. Max Marks: 100
No. of pages: 5

Note: All questions are compulsory. Marks are indicated against each question.

SECTION-A

READING COMPREHENSION-I

Q.1 Read the passage and answer the questions below:
I was 16 when my father unequivocally decided he would send me to wilderness camp for several months. He had threatened to do it many times before, but my mother had always managed to prevent him from actually packing me up and shipping me off. This time he was dead set on it. My latest transgression was viewed as the last straw. In a fit of unbridled rage, I had shoved my maths teacher down a flight of steps at school. He broke his arm at two places and severely dislocated his shoulder. The man hadn't done a thing to me. I am hard-pressed to remember why I was so irritated at him.
Anyway, Mr. Ford, my maths teacher, had agreed not to press charges as favor to my dad. He was a friend of my dad from way back. Mr. Ford knew what was at stake. We all did. Dad was in the middle of a tight race for sheriff in our town. This latest "Danny Thing," as my reckless behavior was now called, had all my dad's closest advisors talking. "John, he's your son and he's a kid, but he is dragging you down," I heard Jake Hutch tell my dad through his closed office door the night after I pushed Mr. Ford. "If it appears you can't set the course for enforcement in your own home, how can you set the course for this town?" So, off to Pisgah National Forest I went. I knew in my heart that "Wilderness Camp" was surely just a euphemism for "Torture Center." I imagined hours of untold abuse at the hands of some lumberjack-sized drill sergeant. I resolved not to be broken and to emerge from the program unchanged. I was who I was. Nearly every day for six months, a small group of other troubled teens and I lugged our 30-pound backpacks on a trek that covered about 10 miles. We hiked in a rugged wilderness that seemed untouched by civilization. The grandeur of the sky, rock, and wilderness made me reverent. Our counselors were firm but kind, not the ogres I had imagined. We learned how to make a fire without matches and create a shelter with twigs, branches, and grass. We learned which plants were safe to eat out in the wild. Late into the night, we talked about our fears and hopes. We were devoid of radios, televisions, and cell phones. I felt myself change. I was calm and often reflective. My old, impulsive self was gone. One morning, six months later, my dad came to pick me up. I ran to hug him and saw relief and love in his eyes. "So what's it like being sheriff?" I asked on the ride home. "I lost the race, Danny," he said. "I'm sorry, Dad." I knew my behavior probably had a lot to do with his defeat. Dad squeezed my shoulder and brought me close. "As long as I don't ever lose you, I'm okay."

a) Which best describes the double meaning of the title?
   i) Danny goes to wilderness camp; it is in a national forest.
   ii) Danny is out of control; he is sent into the wilderness.
   iii) Danny changes at wilderness camp; his father loses a tight race for sheriff.
   iv) Danny hikes in the rugged wilderness; he becomes respectful of nature and others.

b) "I was 16 when my father unequivocally decided he would send me to wilderness camp for several months."
Which of the following is the best way to rewrite the above sentence (from paragraph 1) while keeping its original meaning as used in the story?
I was 16 when my father angrily decided he would send me to wilderness camp for several months.

ii) I was 16 when, over the course of several months, my father decided he would send me to wilderness camp.

iii) I was 16 when my father tentatively decided he would send me to wilderness camp for several months.

iv) I was 16 when my father decided without question he would send me to wilderness camp for several months.

c) What does the idiomatic expression, "the last straw," (in paragraph 2) suggest?
   i) The biggest problem of all
   ii) The worst thing someone could have done
   iii) The last in a line of unacceptable occurrences
   iv) The deed someone wishes he or she could take back

d) As used in paragraph 2, which is the best antonym for unbridled?
   i) Amusing
   ii) Peaceful
   iii) Restrained
   iv) Understandable
   v) Scarce

e) What lesson did Danny seem to learn in this passage?
   i) Fight fire with fire.
   ii) Faith will move mountains.
   iii) Nature exceeds nurture.
   iv) A reed before the wind lives on, while mighty oaks do fall.

f) What is a euphemism (paragraphs 6)?
   i) A code word
   ii) A nickname
   iii) A different name
   iv) A less offensive term
   v) A meaningless title

g) What kind of character is Jake Hutch in this passage?
   i) Round, meaning he/she is fully developed
   ii) Protagonist, meaning he/she is the main character
   iii) Antihero, meaning he/she lacks heroic traits
   iv) Flat, characterized by having only enough traits to fulfill his/her function in the passage
   v) Antagonist, meaning he/she is the person who is opposed to or struggles against another character

h) "The grandeur of the sky, rock, and wilderness made me reverent." Which of the following is the best way to rewrite the above sentence (from paragraph 7) while keeping its original meaning as used in the story?
   i) I was awed by the majesty of the sky, rock, and wilderness.
   ii) I felt small in comparison to the sheer size of the sky, rock, and wilderness.
   iii) The power of the sky, rock, and wilderness made me regret my past behavior.
   iv) The inherent danger of the sky, rock, and wilderness made me nervous.

i) What is evident by the end of the passage?
   I. How much Danny has changed?
   II. How much John loves his son
   III. That John has given up running for office
   i) I only
   ii) I and II
   iii) II and III
   iv) I, II, and III

j) If the counselors at the wilderness camp had been ogres (paragraph 8), how might they have behaved?
   i) By giving teenagers water only when they were thirsty
   ii) By making the teenagers figures out how to build a fort in the rain
   iii) by refusing to treat the teenagers' wounds when they got injured
iv) by encouraging the teens to socialize with one another even if they didn't want to

**READING COMPREHENSION-II**

**The Great Wall of China**

Q.2 Read the passage below and answer the questions:

Walls and wall building have played a very important role in Chinese culture. These people, from the dim mists of prehistory have been wall-conscious; from the Neolithic period - when ramparts of pounded earth were used - to the Communist Revolution, walls were an essential part of any village. Not only towns and villages; the houses and the temples within them were somehow walled, and the houses also had no windows overlooking the street, thus giving the feeling of wandering around a huge maze. The name for "city" in Chinese (ch'eng) means wall, and over these walled cities, villages, houses and temples presides the god of walls and mounts, whose duties were, and still are, to protect and be responsible for the welfare of the inhabitants. Thus a great and extremely laborious task such as constructing a wall, which was supposed to run throughout the country, must not have seemed such an absurdity. However, it is indeed a common mistake to perceive the Great Wall as a single architectural structure, and it would also be erroneous to assume that it was built during a single dynasty. For the building of the wall spanned the various dynasties, and each of these dynasties somehow contributed to the refurbishing and the construction of a wall, whose foundations had been laid many centuries ago. It was during the fourth and third century B.C. that each warring state started building walls to protect their kingdoms, both against one another and against the northern nomads. Especially three of these states: the Ch'in, the Chao and the Yen, corresponding respectively to the modern provinces of Shensi, Shanzi and Hopei, over and above building walls that surrounded their kingdoms, also laid the foundations on which Ch'in Shih Huang Di would build his first continuous Great Wall.

The role that the Great Wall played in the growth of Chinese economy was an important one. Throughout the centuries many settlements were established along the new border. The garrison troops were instructed to reclaim wasteland and to plant crops on it, roads and canals were built, to mention just a few of the works carried out. All these undertakings greatly helped to increase the country's trade and cultural exchanges with many remote areas and also with the southern, central and western parts of Asia - the formation of the Silk Route. Builders, garrisons, artisans, farmers and peasants left behind a trail of objects, including inscribed tablets, household articles, and written work, which have become extremely valuable archaeological evidence to the study of defense institutions of the Great Wall and the everyday life of these people who lived and died along the wall.

a) Chinese cities resembled a maze
   i) Because they were walled
   ii) Because the houses have no external windows
   iii) Because the name for cities means "wall"
   iv) Because walks have always been important there.

b) Constructing a wall that ran the length of the country
   i) Honored the god of walls and mounts
   ii) Was an absurdly laborious task
   iii) May have made sense with Chinese culture
   iv) Made the country look like a huge maze

c) The Great Wall of China
   i) Was built in a single dynasty
   ii) Was refurbished in the fourth and third centuries BC.
   iii) Used existing foundations.
   iv) Was built by the Ch'in, the Chao Yen
d) Crops were planted
   i) On wasteland               ii) To reclaim wasteland
   iii) On reclaimed wasteland   iv) Along the canals

e) The Great Wall
   i) Helped build trade only inside China
   ii) Helped build trade in China and abroad
   iii) Helped build trade only abroad
   iv) Helped build trade only to remote areas

SECTION-B
GRAMMAR

Q.3 Add the phrase in brackets to the sentence using 'that' or 'who' and a relative clause.
   a) She worked with the man. (The man used to be an athlete)
   b) They called a lawyer. (The lawyer lived nearby)
   c) I sent an email to my brother. (My brother lives in Mumbai)
   d) The customer liked the waitress. (The waitress is amiable)
   e) She loves books (The books have happy endings)
   f) Who broke the computer? (The computer belonged to my sister)
   g) Tanvi dropped the glass. (The glass was new)
   h) They live in a city. (The city is in the north of England)
   i) The man is in the garden (The man is wearing a blue jumper)
   j) The television was stolen (The television was brought 20 years ago)

Q.4 Complete the sentences in reported speech.
   a) "I can't drive a lorry". He said.
   b) "Don't waste your money". She said.
   c) "You should revise your lessons". The teacher told the students.
   d) "Be nice to your brother". My mom told me.
   e) "Do you like soccer"? He asked me.
   f) "I don't speak Italian". She said.
   g) "Don't try this at home" the stuntman told the audience.
   h) "Don't play on the grass boys", she said.
   i) "I think it is going to rain tonight". The teacher said.
   j) Brian said that, "The parcel ought to be here the next week."

Q.5 Make the comparative form of adjectives for the following sentences.
   a) London is __________ than Glasgow. (Busy)
   b) Stan is a successful sportsman. But his sister is __________ than him. (Successful)
   c) Florida is sunny. Do you know the __________ place in the USA? (Sunny)
   d) The kids were in the __________ corner of the garden. (Far)
   e) The weather today is __________ than the weather yesterday. (Bad)
   f) Madonna is __________ than Sandra. (Popular)
   g) Many people think that modern life is __________ than life in the past. (Good)
   h) The pollution in my city is __________ (bad) than it used to be.
   i) Who is the __________ in your country? (Powerful)
   j) Mothers are __________ with their children that fathers. (Patient)

Q.6 Put the verbs into the correct form of tense. (Simple past or past perfect)
   a) When he __________ (wake up), his mother (already prepare) __________ breakfast.
   b) It (be) __________ cloudy for days before it (begin) __________ to rain.
   c) We (go) __________ to London because our friends (invite) __________ us.
Q.8 Summary writing (250 words):
The chart below shows the number of men and women in further education in Britain in three periods and whether they were studying full-time or part-time. Summarize the information by selecting and reporting the main features, and make comparisons where relevant.

Q.9 Write on the following topic: (250 words)
Some people believe that teaching a child at home is best for a child’s development while others think that it is important for children to go to school. Discuss the advantages of both methods and give your opinions.
End Semester Examination, May 2019
M.Com – Fourth Semester
E-COMMERCE (MC-401)

Time: 3 Hours
Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) What are non-financial transactions?
   b) Which of the following describes e-commerce?
      i) Doing business electronically.
      ii) Doing business.
      iii) Sale of goods.
      iv) All of them.
   c) Define EDI.
   d) Enlist online commercial options available for supplier.
   e) What is e-wallets?
   f) Define business plan.
   g) Describe in one or two lines about various methods of electronic fund transfer methods used in India.
   h) What are the future benefits of e-Governance in India?
      i) What is encryption?
      j) Explain the working of digital signatures with the help of a diagrammatic representation.

   2x10

PART-A

Q.2 What is e-Commerce? Discuss various e-Commerce organizations models based on transaction type with examples.

Q.3 Define digital payment system in detail. Also explain all modes of online payment.

Q.4 What is the scope of e-Governance in India? Discuss its stages, strategies & limitations in details.

PART-B

Q.5 What is payment gateway mechanism? Discuss in detail various payment gateway modes popular in India.

Q.6 a) Discuss in detail the mechanism of Public Key Infrastructure with the help of a diagrammatic representation.
   b) Write a detailed note on “Password Management”.

Q.7 Write short notes on the following:
   i) Online retail industry.
   ii) Online marketing.
   iii) Online shopping.
   iv) M-Commerce.
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) / BBA (G) IB – Fourth Semester
INTERNATIONAL MARKETING (BIB-404 / BIB-404A)

Time: 3 hrs.                                Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Write short on followings:
a) Elements of international marketing.
b) External environmental factors.
c) Market entry modes.
d) Marketing strategies in global environment.
e) Standardization of product.
f) Packaging.
g) Distribution logistics.
h) Objectives of EXIM policy.
i) Digital revolution.
j) Foreign sales agent. 2×10

PART-A

Q.2 Define international marketing. Also, define the challenges and opportunities in international marketing. 20

Q.3 "Consumer behaviour is the decision making process through which a consumer passes while making a purchase decision". Discuss the statement in context with international market along with the factors affecting the decision making process of a consumer. 20

Q.4 Discuss international marketing research along with its importance to a business. Explain also the process of global marketing research. 20

PART-B

Q.5 Define international pricing. Also, define the objective of it and the factors affecting international pricing strategies. 20

Q.6 "Advertising is a paid form of promotion". Discuss the statement along with the importance of advertising. Also, explain the factors to be considered while choosing an advertising media for international market. 20

Q.7 Write notes on following:
a) Functions of distribution channel.
b) Corporate social responsibility in cross cultural context. 10×2
End Semester Examination, May 2019  
BBA (G) IB – Fourth Semester  
OPERATIONS MANAGEMENT (2.225)

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. Marks are indicated against each question.

Q.1 Briefly explain (any five) (maximum 20 words):
   a) Productivity versus efficiency.
   b) Support activities in the value chain.
   c) Carbon footprint.
   d) ISO
   e) Role of inspection.
   f) Sales and operations planning.  

PART-A

Q.2 You are in your family business of running Maruti Suzuki authorized service station. In the wake of increasing competition, your father has suggested that you seek a loan from the bank in order to add the latest machinery at your service station. Your bank has agreed to provide you the necessary loan provided you increase your contribution at least by 25%. And if you fail to purchase the latest machinery, there is every likelihood that you will be soon out of business. Your management consultant has given you the profit-and-loss statement of your firm with three strategic options to increase contribution: Which option you would select and why?

- Servicing of cars option (including spares) – Increase revenue by 40%
- Finance/Accounting option – Reduce finance costs by 30%
- Operations Management option – Reduce operations costs by 20%

Current data of your firm is:
Revenue from servicing and sale of spare parts – ₹520 million
Cost of goods and servicing – 70%
Finance costs – ₹20 million (fixed)
Taxes – 30%

Q.3 a) Explain quality with an appropriate example. You are contemplating to buy Tata Harrier, the latest sports utility vehicle. Evaluate the vehicle on all the service quality dimensions.  
   b) Demonstrate how you achieve competitive advantage through operations with suitable examples?

Q.4 New Holland India is currently producing 1,00,000 ignition switches per year in its Greater Noida plant, where fixed costs are ₹12,00,00,000 and the variable costs per unit are ₹600. By outsourcing to a firm in Faridabad, annual fixed costs will drop to ₹4,50,00,000 but the variable costs will rise to ₹1200 per unit. Should the company outsource?

PART-B

Q.5 ABB is a global leader in power and automation technologies. It stocks a certain switch connector at its central warehouse for supplying to its field service offices in India. The yearly demand for these connectors is 15,000 units. ABB estimates its holding cost for this item to be ₹1500 per unit. The cost to place and process an order from the supplier is ₹4500. The company operates 300 days per year and the lead time to receive an order
from the supplier is 30 working days. Determine the optimum quantity and expected time between orders.

Q.6 You are the owner of Domino’s Pizza at Manav Rachna. With the new academic year to commence from July, 19, you expect to double your sales. Two companies have quoted you their ovens. Oven A can handle 20 pizzas an hour. The fixed costs associated with oven A are ₹6,00,000 and the variable costs are ₹60 per pizza. Oven B is larger and can handle 40 pizzas an hour. The fixed costs associated with oven B are ₹9,00,000 and variable costs are ₹37 per pizza. The pizzas sell for ₹400 each.

a) What is the breakeven point for each oven?

b) If you expect to sell 12,000 pizzas, which oven should you purchase?

Q.7 You have been employed by PVR Cinemas as General Manager. The area around Manav Rachna is developing fast. The owners are considering opening PVR Multiplex near Manav Rachna. Discuss the location strategies for opening a PVR Multiplex. What are the challenges and opportunities in opening a multiplex near Manav Rachna University?
Q.1 Answer the following questions:
   a) What is RAM? Discuss different types of RAM.
   b) Write the full form of TPS and MIS.
   c) Internet is ______ WAN.
   d) _______ knowledge is intangible.
   e) Give two examples of C2C e-commerce.

Q.2 Describe (with diagram) the basic anatomy of computers by giving suitable example of each part.

Q.3 Write short notes on:
   a) Batch processing and online processing.
   b) DSS.

Q.4 Explain LAN, MAN, WAN.

Q.5 a) Write a short note on ‘impact of computers in personal and social life’.
   b) Write a short note on ‘knowledge management’.

Q.6 What is e-payment system? Explain different types of e-payment system (EPS).

Q.7 Define the term Threat. Explain various threats and some defense mechanism.
Q.1  **State whether the following statements are TRUE or FALSE:**
   a) The deal that is settled in two days is an example of spot rate.
   b) If exchange rate is changed by the government, then it is a case of appreciation/depreciation.
   c) IMF system of exchange rate is still applicable.
   d) Letter of credit is the term used in financing export.
   e) Export-Import bank provides credit for setting up a normal industry not involved in trade.
   f) Indians are not allowed to invest abroad.
   g) Non-Resident Indian can’t maintain rupee deposit account.

Answer the following:

h) Current account and capital account are the terms used in ________ statement.
   i) 1$ = 35 ounce of gold is the exchange rate accepted under ________ system.
   j) How is exchange rate expressed?  2×10

**PART-A**

Q.2  Explain any three factors which affect the exchange rate?  20

Q.3  Explain in detail futures and options.  20

Q.4  What was the basic purpose of IMF guided exchange rate? Under what circumstances, it was good to maintain stability in the exchange rate. What was the reason it failed to function further?  20

**PART-B**

Q.5  What was the purpose of setting up of EXIM bank of India? Write in 60 words that it has been delivering the necessary services to its clients.  20

Q.6  What are the various non-resident deposit accounts? Explain any two.  20

Q.7  What do you understand from balance of payment statement? Give its main components and sub-components. How is the current account deficit neutralized?  20
End Semester Examination, May 2019
BBA (G) IB – First / Third Semester
ACCOUNTING PRINCIPLES (2.101)

Time: 3 hrs.  Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part-A and TWO questions from Part-B. Marks are indicated against each question.

Q.1 Write short notes on (any two):
   a) Periodic inventory system.
   b) Cash flow from operating activities.
   c) Financial statement.  \(10 \times 2\)

**PART-A**

Q.2 Show the accounting equation for the following:
   a) Commenced business with cash `3,00,000/-
   b) Paid rent in advance `3000/-
   c) Purchased goods for cash `40,000/- and credit `90,000/- from Shyam Sunder.
   d) sold goods for cash `1,20,000/- costing `1,00,000/-
   e) Bought motor cycle for personal use `2500/-.  \(4 \times 5\)

Q.3 What is accounting principle? Explain with suitable example various accounting principles.  \(20\)

Q.4 Prepare Journal, ledger for the following:
   September 1, 2016: Bought goods from Rahim `78,00/-.  
   September 15, 2016: Sold goods to Das `25,00/-.  
   November 14, 2016: Settled Rahim account by paying `7,000/-.  
   Goods worth `2000 given as charity.  
   Received dividend `900/-.  \(20\)

**PART-B**

Q.5 What is rectification of errors? Explain with examples errors disclosed by Trial Balance.  \(20\)

Q.6 Prepare store ledger for the following by FIFO method:
   January 2017:

<table>
<thead>
<tr>
<th>Units</th>
<th>Value (`)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1 Balance</td>
<td>300</td>
</tr>
<tr>
<td>January 5 Purchased</td>
<td>200</td>
</tr>
<tr>
<td>January 11 Issued</td>
<td>150</td>
</tr>
<tr>
<td>January 15 Purchased</td>
<td>200</td>
</tr>
<tr>
<td>January 18 Issued</td>
<td>150</td>
</tr>
<tr>
<td>January 20 Issued</td>
<td>200</td>
</tr>
<tr>
<td>January 24 Purchased</td>
<td>200</td>
</tr>
<tr>
<td>January 30 Issued</td>
<td>250</td>
</tr>
</tbody>
</table>

\(20\)

Q.7 What is depreciation? Explain various causes of depreciation.  \(20\)

87/3
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
INTERNATIONAL ADVERTISING AND PROMOTION (BIB-DE-401)

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. Marks are indicated against each question.

Q.1 Answer the following (any five):
   a) How is international advertising different from global advertising?
   b) What is the significance of visual or image in an advertisement?
   c) Name the top five advertising agencies in India.
   d) Discuss some of the promotional media you would suggest for the below given categories:
      i) New Kids play school.
      ii) Online application on 24×7 medical support.
      iii) Awareness of AIDs.
      iv) Launch ceremony of a “Kotler’s new edition of book” inviting delegates from all over India.
      v) New cosmetics series.
   e) How is product advertising different from service advertising? 4×5

PART-A

Q.2 Why is it important to understand and analyze the international marketing environment? Discuss the impact of culture on advertising. 20

Q.3 Answer the following:
   a) Compare and contrast trade and consumer advertising in terms of audience, media and promotional tools.
   b) Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as automobile companies or packaged goods marketers. Discuss. 10×2

Q.4 Answer the following:
   a) “Half the money spent on advertising is a waste”, give reasons.
   b) How important is creativity? Explain how we go about planning the creative strategy in advertising? 10×2

PART-B

Q.5 a) Explain the tools and techniques of sales promotion in detail. 10
    b) Suggest any two sales promotion tools for each of the following products:
       i) Natural juice
       ii) Pen
       iii) TV
       iv) Mineral water.
       v) Comic book. 10

Q.6 As a head of advertising department of your company, you have to decide on elements of advertising campaign for a new brand of “beauty services” for ladies like Urban Clap to be launched soon in the market. With reference to the above, discuss in detail the various elements of advertising campaign. 20

Q.7 Case Study:
Washing Dirty Laundry

Bruce Seth, a project manager at a consumer products company, was wondering how he should proceed with his recommendation for the Endirt commercials. Endirt had been doing well in the market, but not a week went by without a customer (or former customer) writing to complain about the commercial.

There were variations of the commercial, but the central theme was “Dirt on your shirt.” It typically featured a woman saying, “Dirt on your shirt! Dirt on your shirt!” in a taunting voice to a man whose shirt was soiled. The man looked at another lady (presumably his wife), who was very embarrassed at the entire situation. Later shots showed her washing the shirt after rubbing dirt into it and the other woman (or women) saying, “No more dirt on your shirt!” The complaining letters, almost exclusively from women, expressed objections to the commercial because it was demeaning to women and otherwise offensive as well. On the one hand, the brand was doing well; it was the brand leader in a growing market, though a much larger competing company was quite capable of beating Endirt with its brand. On the other hand, were the rights of the women being infringed? All the letters seemed to imply that. Bruce was a believer in the profit motive, but not at the cost of condoning unethical behavior, lie had been asked to make a recommendation for the commercial for the next TV season. After reviewing the sales data and reading the letters of complaint. Bruce was contemplating his next move.

Marketing research managers and project managers worked along with brand managers on specific brand research issues. Bruce reported to Priscilla Wheeling, a marketing research manager, and would provide recommendations to her and to the brand manager responsible for Endirt. Priscilla was a capable, promising executive with excellent graduate degrees. She was supporting her husband through his Ph.D. in history. She did not like the Endirt commercial and made no secret of it. She proclaimed that she would never buy the brand because the message was offensive and because of the role of the woman in the commercial. Bruce was pursuing a graduate degree while working and putting his wife through college; he certainly needed the job and the income. He was a recent recruit still in his probationary period.

Bruce had reviewed all the letters, practically all of which were from women and strongly negative. Many of them said, as Priscilla did, that they would not buy the brand because of the offensive commercial and because it was demeaning to women. Secondary data showed that the primary decision makers and purchasers of the product were women. Part of the reason for Endirt’s success was believed to be the advertising message, which not only had a high level of recall but a high level of association with the brand. Bruce wondered if, in spite of its apparent success, it was ethical to continue with the advertising message if it infringed on the rights of women, the major buyers of the brand.

Read case study given above and answer the following questions:

a) Discuss the above case with reference to ethical issues in advertising.

b) Give your suggestions or recommendations for the above mentioned problem in the case.
Q.1 As an investor you are considering projects to invest. What all aspects will you take into consideration before taking an investment decision?  

Q.2 a) What is WBS and how is it useful in project management?  
b) Explain the differences between “Tall Organization” and “Flat Organization”. Draw both types of organizations.  

Q.3 Balaji projects are a large projects company. They appoint several fresh and experienced projects professionals every year. Last year, they had appointed 6 students from your campus placement. All but one of them is facing some problems on the job. They find the job finite and monotonous. These employees have been posted in far-away sites and do not have access to their HR department. They find that their project managers are hard task masters. They are disillusioned as they are unable to connect their roles with what they learnt at college, and fail to see how they could be contributing to the cause of the organization. What are the problems and its suggested solutions?  

Q.4 List out and describe the basic distinctions between the manager focus and the leadership focus in project management.  

Q.5 What are the three major modes of communication? Explain with examples. Can you say that one of these is the best mode for business communication? Explain your answer.  

Q.6 You have been recently promoted as a Project Manager and given an important project to handle. What steps would you take to manage the project within the given schedule and cost?
Q.1 Write short note on following:
   a) Partnership Deed.
   b) Industry v/s Commerce.
   c) Chamber of Commerce and Industry.
   d) Reasons for business combination.
   e) Merits of a Joint Stock Company.
   f) Levels of management.
   g) Significance of controlling.
   h) Delegation of authority.
   i) Skills of a leader.
   j) Objectives of motivation.  

**PART-A**

Q.2 What do you understand by Business? Also explain the social responsibilities of a business in detail.  

Q.3 "Sole proprietorship is considered one of the best forms of business". Discuss sole proprietorship along with its merits and demerits.  

Q.4 "Business environment consists of those factors which affect the functioning of a business". Elaborate the statement along with the external and internal environmental factors.  

**PART-B**

Q.5 Discuss in detail the principles of management given by Henry Fayol.  

Q.6 Explain the Maslow’s need hierarchy theory of motivation.  

Q.7 Write notes on following:
   a) Decision making process.
   b) Controlling techniques.
Q.1 Answer the following questions:
   a) Give two objectives of purchasing.
   b) Explain the term vendor efficiency.
   c) What is LIFO?
   d) Define “Value analysis”.
   e) What do you mean by integrated management information system?
   f) How can quality be assured?
   g) Explain objectives of material management.
   h) Why do we do the codification of material?
   i) What is vender rating?
   j) Explain “Standardization”.  

   **PART-A**

Q.2 Define “Purchasing”. What are the various methods of purchasing? Explain five R’s of purchasing in detail.  

Q.3 a) Explain the various methods of quality inspection in detail.  
   b) Explain the process of vendor selection and development.  

Q.4 Discuss the process of negotiation. What are the limitations of negotiations? How these can be removed?  

   **PART-B**

Q.5 a) What are the various functions of material management? Explain.  
   b) How will you integrate the various activities of materials management?  

Q.6 a) What is stores management? Explain the objectives, importance and functions of stores management.  
   b) Explain “Store layout”.  

Q.7 a) What is warehouse management system? Enumerate the benefits of warehouse management system.  
   b) Explain disposal of scrap and obsolete material.
Q.1 Case study: MANAGING BLUES IN ADMINISTRATION

The Regional Administration Office of a company was hastily set up. Victor D'Cuhna a young executive was directly recruited to take charge of Data Processing Cell of this office. The data processing was to help the administrative office in planning and monitoring. The officer cadre of the administrative office was a mix of directly recruited officers and promotee officers (promotion from within the organization).

Females dominated the junior clerical cadre. This cadre was not formally trained. The administrative office had decided to give these fresh recruits on-the-job training because when results were not upto the expectations blame was brought on the Data Processing Cell.

Victor D'Cuhna realized that the administrative office was heading for trouble. He knew that his task would not be easy and that he had been selected because of his experience. background and abilities.

He also realized that certain functional aspects of the administrative office were not clearly understood by various functionaries, and systems and procedures were blindly and randomly followed. Feedback was random, scanty and controversial, and Data Processing Cell had to verify every item of feedback. Delays were inevitable. D'Cuhna sought the permission of senior management to conduct a seminar on communication and feedback of which he was an expert. The permission was grudgingly given by the senior management. Everyone appreciated the seminar.

Following the first seminar, D'Cuhna conducted a one week training course for the clerical cadre, especially for the junior, freshly recruited clerks. Amongst other topics, D'Cuhna laid emphasis on filing system, information tracking, communication, and feedback. This helped reorient attitudes to some extent. But the female clerks preferred to ignore the theme and widely circulated the belief that D'Cuhna was an upstart and a show off.

Within a short time, considerable friction had been generated in the administrative office. While directly recruited officers supported D'Cuhna's initiative and the specialist officers admired him, senior management became cautious and uncomfortable. The junior promotee officers were prejudiced against him.

The grand finale followed swiftly. D'Cuhna happened to get annoyed with a female clerk. During the absence of her officer, who was on sick leave and had not been substituted by another officer, she began submitting nil returns. D'Cuhna took pains to explain to her that for certain topics a nil feedback was not tenable. The current status
had to be reported—the stage at which the matter was pending, what had been done, and what would be done about it?

The lady reported that it was none of his business to tell her this. He should talk to her officer when the officer reports back from leave. D'Cuhna said he would, but in the meanwhile she should present the correct picture. When D'Cuhna called for the files, she refused to part with them. D'Cuhna fired her and reported the situation to the Chief Regional Manager. The other ladies were up in the arms against D'Cuhna. The lady also complained to higher management that D'Cuhna had made passes at her. Other ladies supported her complaint, She also complained that D'Cuhna had no business to scold her. D'Cuhna countered that had there been a male clerk in her place he would have scolded him too. When females enjoyed equal rights with males, D'Cuhna felt he must remain Impartial. Nevertheless, D'Cuhna was transferred to another place. The transfer to another place, rather than to another department in same place, was particularly humiliating to him. A shocked and disillusioned D'Cuhna quit the enterprise.

Answer the following questions on the basis of above case study:

a) Develop case structure.

b) Diagnose the problem and enumerate the reasons for the failure of D Chuna.

c) Consider yourself as Victor D Chuna. Apply appropriate principle of management to avoid the unforeseen development in your organization.

**PART-A**

Q.2 Planning and decision making are two most critical issues for the growth of corporate sector. Discuss the steps of planning with suitable examples.

Q.3 In organizing an enterprise, it is necessary to adhere to certain basic principles of organization. Explain the principles of organization with appropriate examples from corporate sector.

Q.4 The term span of control represents a numerical limit of subordinates to be supervised and controlled by a manager. As a CEO of Maruti Udyog Limited identify the factors which determine the span of organization.

**PART-B**

Q.5 Leadership is the ability to secure desirable actions from a group of follower's voluntarily without the use of coercion. Discuss the qualities of good leader with suitable examples from corporate sector.

Q.6 Motivation is one of the most important factors determining organizational efficiency. Explain the importance of motivation.

Q.7 Write short notes on (any two) of the following:

a) Taylor's scientific theory of management.

b) Elements of controlling.

c) Departmentation.
End Semester Examination, May 2019
BBA (G) IB – Third Semester
BUSINESS NEGOTIATION SKILLS (BIB-GE-04A)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Explain the following concept in not more than 80–100 words.
   a) Aspects of negotiation.
   b) Red teaming.
   c) BATNA
   d) ZOPA

   PART-A

Q.2 Explain the different styles of negotiation with suitable examples.
   20

Q.3 Discuss the process of goal setting. Why is it important?
   20

Q.4 Explain the different phases of negotiation. Also discuss the barriers which sometimes make negotiation difficult.
   20

   PART-B

Q.5 Write short notes on:
   a) Principled negotiation.
   b) Mixed negotiation.
   10×2

Q.6 Describe with examples the skills required to make negotiations successful. Give examples.
   20

Q.7 What are the two types of negotiations? What type would you adopt as a negotiator and why?
   20
End Semester Examination, May 2019  
B.Com (Hons.) and Industry Integrated – First Semester  
BUSINESS ORGANIZATION AND MANAGEMENT  
(CH-1.1 / BCH-101/ BCH-101A)

Time: 3 hrs.  
Max Marks: 100  
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.** Marks are indicated against each question.

Q.1 **Answer the following:**
   a) Management and administration are same. *(True/False)*
   b) Entrepreneurs are risk takers. *(True/False)*
   c) Authority can be easily delegated. *(True/False)*
   d) Give any two limitations of planning.
   e) Distinguish between business and profession.

**Define the following terms:**
   f) Delegation.
   g) Business.
   h) Co-ordination.
   i) Communication.
   j) Staffing.

   
**PART-A**

Q.2 a) Discuss the role, importance and features of SMEs in India.  
   b) Write short notes on:
      i) Franchising.  
      ii) E-Commerce.

Q.3 a) What is business plan? Explain the process of preparing business plan report.
   b) Explain briefly the government and business interface.

Q.4 a) Define ‘management’. Explain the principles of management.
   b) Discuss the merits and demerits of decentralization of authority.

**PART-B**

Q.5 a) What is planning? Explain in brief the process of planning.
   b) Elaborately explain the decision making process.

Q.6 “Control is a fundamental function that ensures work accomplishment according to plans”. Analyse this statement and outline various steps involved in control process.  

Q.7 “Communication is sharing of understanding”. Discuss this and bring out the process of communication. Also, discuss any three barriers of communication.
End Semester Examination, May 2019
BBA (G) International Business — Fifth Semester
RESEARCH METHODS (BIB-502 / BIB-507 / 367.503)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Explain (any five) of the following:
a) Bibliography.
b) Types of error.
c) Sample.
d) Normal distribution curve.
e) Hypothesis.
f) Chi-square. 4×5

PART-A

Q.2 Differentiate between the following:
a) Ratio and Ordinal scale.
b) Pure and Applied research. 10×2

Q.3 Explain “Non-Probability Sampling” in detail. What are various situations where this sampling is commonly used? Give two examples to support your answer. 20

Q.4 Explain “Research process” covering with its meaning, flowchart, nature and importance. Give an example of an organizational problem and explain the process for it. 20

PART-B

Q.5 A researcher is interested in finding out why employees at a large strength from one unit have decided to leave. He is going to use a self-report questionnaire. So construct a research questionnaire comprising of 10 questions for this study. 20

Q.6 a) Write short notes on the following:
i) Correlation analysis.
ii) Use of standard deviation in research.
iii) Large sample test.
iv) Interview method. 2½×4
b) What are the four types of measurement scales? Explain with the help of example. 10

Q.7 a) State the importance of interpretation in research and elaborate any two advantages of inferencing. 10
b) Write the steps in report writing. What should be the guidelines for these reports? 10
Q.1  a) **Fill in the blanks:**
   i) __________ is the summary of all functional budgets.
   ii) Material cost variance = __________ + __________.
   iii) P/V ratio = __________ / __________.
   iv) Two main liquidity ratios are __________ and __________.

b) **State whether the statements are TRUE or FALSE:**
   i) Management accounting is based on double entry system.
   ii) Efficiency ratio is the % of actual hours spent in relation to budgeted hours.
   iii) Ideal time variance is always favourable.
   iv) Margin of safety can be improved by lowering fixed cost.
   v) At break even, fixed cost is equal to contribution.
   vi) Responsibility accounting is an accounting technique.

**PART-A**

Q.2  a) Explain the points of distinction between financial accounting and management accounting. Discuss in detail.  
    **10**
   
   b) Discuss the nature and scope management accounting.  
    **10**

Q.3  a) For production of 10,000 units the following are the budgets expences:

<table>
<thead>
<tr>
<th>Per Unit - I</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct material</td>
<td>60</td>
</tr>
<tr>
<td>Direct labour</td>
<td>30</td>
</tr>
<tr>
<td>Variable overheads</td>
<td>25</td>
</tr>
<tr>
<td>Fixed overheads (₹1,50,000)</td>
<td>15</td>
</tr>
<tr>
<td>Variable overheads (direct)</td>
<td>5</td>
</tr>
<tr>
<td>Selling expenses (10% fixed)</td>
<td>15</td>
</tr>
<tr>
<td>Administrative expenses (50,000 rigid)</td>
<td>5</td>
</tr>
<tr>
<td>Distribution expenses (20% fixed)</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>160</td>
</tr>
</tbody>
</table>

Prepare a budget for production of 6,000, 7,000 and 8,000 units.  
    **15**

b) Write a note on “Zero base budgeting”.  
    **5**

Q.4  a) The standard material cost for production of 100 kg of chemical D is made up of:

| Chemical A | 30 kg @ ₹40/kg |
| Chemical B | 40 kg @ ₹50/kg |
| Chemical C | 80 kg @ ₹60/kg |

In a batch of 500 kg of chemical D was produced from a mix of:

| Chemical A | 140 kg at a cost of ₹5880 |
| Chemical B | 220 kg at a cost of ₹10560 |
| Chemical C | 440 kg kg at a cost of ₹28600 |

Calculate material variances.  
    **15**

b) Write a note on disposition of variances.  
    **5**

**PART-B**

Q.5  You are given following data:

<table>
<thead>
<tr>
<th>Sales</th>
<th>Profit</th>
</tr>
</thead>
</table>

98/3
Year 2015 ₹1,20,000 ₹8,000
Year 2016 ₹1,40,000 ₹13,000

Find out:
i) P/V ratio.
ii) B.E point.
iii) Profit when sales are ₹1,80,000.
iv) Sales required to earn profit of ₹12,000.
v) Margin of safety in year 2012.

Q.6 a) Discuss the significance and computation of current ratio and debt equity.
b) Discuss briefly the major classification of cash flows as per AS-3 (revised).

Q.7 What is responsibility centre? Discuss the nature and various types of responsibility centres.
Q.1 Answer in brief:
   a) Define record by giving a suitable example.
   b) What is big data?
   c) What is the symbol for the multivalue key in E-R diagram?
   d) What is DML?
   e) Give applications of data warehouse.
   f) Spatial database.
   g) Write a sql command for deleting a record in a table.
   h) What are the functions of DBMS?
   i) Write applications of big data.
   j) Differentiate between file system and DBMS.

Q.2 a) What do you understand by DBMS? Discuss how DBMS is useful for an organisation?
   b) Who is DBA? Explain the responsibilities of DBA.

Q.3 What is E-R model? Discuss various concepts of E-R model. Draw an E-R diagram for banking system taking at least three entities.

Q.4 Explain the following:
   a) Intersection operator in relations algebra.
   b) Rename.
   c) Difference operator.
   d) Three-layer architecture of DBMS.

Q.5 What is normalization? Discuss the various normal forms. Also write the advantages of normalization.

Q.6 What is data warehouse? Discuss the various characteristics of Data Warehouse.

Q.7 Explain the following:
   a) Virus.
   b) Internet database.
   c) Datamining.
   d) Threats to DBMS.
End Semester Examination, May 2019
BBA (G) IB – First Semester
BUSINESS COMMUNICATION (2.111 / 367.104)

Time: 3 hrs. 
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part-A and TWO questions from Part-B. Marks are indicated against each question.

Q.1 Explain the following concepts briefly:
   a) Active listening.
   b) Gestures.
   c) Tone.
   d) Grapevine.
   e) Oral presentation.
   f) Internet.
   g) Pitch.
   h) Meeting.
   i) Proxemics.
   j) Kinesics.

   2×10

PART-A

Q.2 a) Highlight the process of communication and state why feedback is very important. 10
   b) How can grapevine help in making formal communication more effective? List out its advantages and disadvantages. 10

Q.3 Discuss the different components of voice modulation and body language that help to make communication effective and interesting. How do the above two help in giving a good presentation? 20

Q.4 Write short notes on the following:
   a) Memo.
   b) Email.
   c) Meetings.
   d) Negotiation.

   5x4

PART-B

Q.5 “Listening is the first and most important skill of communication.” Comment on the above statement. How can barriers to listening be removed so that effective listening takes place and correct feedback can be given? 20

Q.6 “Internet is the most important tool of communication in today’s business scenario“. Comment on the above statement by explaining how it can be used effectively. Also, list out its advantages and disadvantages. 20

Q.7 What steps should be kept in mind before planning a presentation? How many types of presentations are there? Explain with the help of examples. 20
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
FUNDAMENTALS OF COMPUTER AND INFORMATION TECHNOLOGY
(BCH-301 / CH-2.2)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) What are the characteristics of a digital computer?
   b) \((1000)_{16} = (\quad)_2\)
   c) List out the topologies used in network.
   d) What is a bit in computer technology?
   e) Name any two firewalls.  

PART-A

Q.2 Write a short note on ‘generations of computer’.  

Q.3  a) ADD \((1111)_2 + (100)_2\)
   b) SUBTRACT \((1110)_2\) from \((11111)_2\)
   c) \((101100)_2 = (\quad)_8\)
   d) \((75.14)_8 = (\quad)_2\) 

Q.4 Differentiate between
   a) RAM and ROM.
   b) Freeware and Firmware.  

PART-B

Q.5 What do you mean by the term system? Explain library management system in detail.  

Q.6 Define the term ‘network’. Explain its types.  

Q.7 Explain computer applications in education field.
End Semester Examination, May 2019  
BCA - First Semester (2018 Batch)  
ELEMENTS OF MATHEMATICS (BCA-102A (CB))

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 Answer the following questions:

a) Define Identity matrix:

b) Find transpose of \( A = \begin{bmatrix} 5 & 2 \\ 3 & 4 \end{bmatrix} \)

c) If \( A = \begin{bmatrix} 1 & 3 \\ 0 & -7 \end{bmatrix} \) and \( B = \begin{bmatrix} 2 & 4 \\ 6 & 8 \end{bmatrix} \) find (A+B).

d) Find \( |A| \) if \( A = \begin{bmatrix} 1 & 2 \\ -5 & 7 \end{bmatrix} \)

e) Find \( \frac{dy}{dx} \) for \( y = x^9 \).

f) \( \log_a \left( \frac{m}{n} \right) = ? \)

g) \( \sec^2 \theta = \quad \tan^2 \theta \)

h) Evaluate: \( p(20,4) \)

i) \( \frac{3}{2}, \frac{3}{2} \)

j) \( \lim_{x \to 1} \frac{x^2 + 4x - 2}{2x} = \quad \).

2x10

PART-A

Q.2 a) Find \( A^{-1} \) where \( A = \begin{bmatrix} 1 & 2 & -1 \\ -1 & 1 & 2 \\ 2 & -1 & 1 \end{bmatrix} \)  

b) Solve the equations, using Cramer’s Rule.

\[
\begin{align*}
6x + y - 3z &= 5 \\
x + 3y - 2z &= 5 \\
2x + y + 4z &= 8 
\end{align*}
\]

10

Q.3 a) Simplify:

\[
\frac{9(4^x)^2}{16^x + 1 - 2^x + 1.8^x}.
\]

b) Simplify:

\[
3\sqrt[3]{147} - \frac{7}{3} \sqrt[3]{1} + 7 \sqrt[3]{1}.
\]

10

Q.4 a) Find the coefficient of \( x^7 \) in the expression of \( (x+2)^9 \).

10
b) How many arrangements can be made with the letters of the word ‘MATHEMATICS’ and how many of them vowels occur together?

**PART-B**

Q.5  a) Prove that  \( \sqrt{\frac{1+\sin A}{1-\sin A}} = \sec A + \tan A \)

b) Prove that  \( \cot^2 60 + \sin^2 45 + \sin^2 30 + \cos^2 90^0 = \frac{13}{12} \)

Q.6  a) Differentiate w.r.t. (x):

\[
\frac{(2x+1)(3x+1)}{(4x+1)}
\]

b) Evaluate:

\[
\lim_{x \to 1} \frac{x^3 - 1}{x - 1}
\]

Q.7  a) Expand \( \log (1+x) \) in powers of \( x \) by Maclaurin’s series.

b) If \( f(x) = x^2 - 5x + 11 \), find the value of \( f\left(\frac{8}{9}\right) \) with the help of Taylor’s series \( f(x+h) \)
End Semester Examination, May 2019
B. Com. (Hons.) and B.Com (Hons.) I.I. — First Semester
INDIAN ECONOMICS AND SOCIAL ENVIRONMENT (BCH-103 / CHE-1.1)

Q.1 Answer the following questions:
   a) Enlist two differences between economic growth and economic development.
   b) State importance of government as a regulator of business.
   c) What is business ecology?
   d) What is structural change?
   e) State two remedial measures taken by the government for sick industries.
   f) What is DGFT?
   g) Enlist two advantages of foreign collaborations.
   h) Enlist two challenges faced by business in globalized world.
   i) What are fiscal sector reforms?
   j) Define EXIM Policy.

Q.2 What is culture? What are its characteristics? What are the symbolic elements of culture? What is the importance of language in transmitting culture?

Q.4 Growth and development of economy is always associated with structural dimensions in the economy. Explain.

Q.5 What are small scale industries? Explain their role in economic development. What should be done to make these industries more competitive and strong?

Q.5 Explain the difference between balance of payments and balance of trade. What are the reasons for deficit in balance of payments and how could these deficits be removed?

Q.6 Discuss the economic scenario which leads to the introduction of reforms. Explain various liberalization measures undertaken by the government of India. State positive impacts of liberalization in India.

Q.7 What are financial Sector Reforms? Elucidate financial sector reforms in context with the banking industry in India.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – First Semester
BUSINESS ORGANIZATION (BBA-101 / BBA-1001)

Time: 3 hrs.  Max Marks: 100
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.** Each question carries equal marks.

Q.1 Write short notes on following:
   a) Objectives of sole proprietorship.
   b) Industry v/s Commerce.
   c) Functions of stock exchange.
   d) Profession v/s employment.
   e) Delegation of authority.
   f) External environmental factors.
   g) Objectives of management.
   h) Importance of motivation.
   i) Skills of a leader.
   j) Span of control.  
   
   **PART-A**

Q.2 “A business should have socially responsible while conducting its operations”. In context with the statement explain the social responsibilities of a business.  

Q.3 “Partnership is a mutual agreement between two or more people for the purpose of doing a business to earn profit”. Discuss the statement along with the merits and demerits of partnership.  

Q.4 What do you understand by business combinations? Explain its different forms along with the reasons for business combinations in detail.  

**PART-B**

Q.5 Discuss the principles of management given by Henry Fayol in detail.  

Q.6 Write notes on the following:
   a) Techniques of decision making.
   b) Importance of leadership.  
   
   10x2

Q.7 “Controlling is comparing the actual performance of an employee with the standard performance”. Discuss controlling and its process. Also discuss the techniques used for better control by an organization in detail.
End Semester Examination, May 2019  
BBA (G) IB – First Semester  
MANAGEMENT PRINCIPLES (2.102/367.102A)

Time: 3 hrs  
Max Marks: 100  
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. Each question carries equal marks.

Q.1 Answer (any two) of the following questions:
   a) "The term management and administration are interchangeable and are often used as synonymous." Critically examine the statement.
   b) Describe the various roles of a manager. Which of these roles are more important from organizational behaviour point of view?
   c) "Staffing is a part of human resource management". Comment on the statement with reasons.

PART-A

Q.2 Write short notes on (any two) of the following:
   a) Situational theory of leadership.
   b) Levels of management.
   c) Maslow theory of motivation.

Q.3 a) What do you understand by Corporate Social Responsibility? Explain the concept using live examples from the industry.
   b) Discuss the meaning and importance of delegation in detail.

Q.4 a) "Management is the art of getting things done, and a science of decision making". "Discuss in detail.
   b) Explain various steps involved in management by objectives.

PART-B

Q.5 What is business environment? Explain the various micro and macro environmental factors affecting environment of a business unit.

Q.6 Write short notes on the following:
   a) Training and placement.
   b) Recruitment and selection.
   c) Control and its importance.
   d) Types of leadership.

Q.7 How morale is related with motivation and productivity? What measures would you take as a manager or leader to build the morale of your team members?
End Semester Examination, May 2019
B.Com. (Hons.) and (Industry Integrated) — Fifth Semester
BANKING (CH-5.2)

Time: 3 hrs.  Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all; taking atleast ONE question from each UNIT. Q.1 is compulsory. Each question carries equal marks.

Q.1 Fill in the blanks:
a) Indian capital market comprises of _________ and __________ market.
b) The full form of SEBI is ________________________.
c) An arrangement in which a bank and an insurance company join hands together so that the insurance company can sell its products to the bank’s clients is known as ________________.
d) The regulatory body for banking institutions in India is ________________.

State TRUE or FALSE:
e) Commercial Papers and debentures are debt instruments.
f) IRDA acts as regulatory body for insurance companies in India.
g) RBI was set up in the year 1956.
h) Shares are issued in primary market and traded in secondary market.
i) In India, Non-Banking Financial Companies are not governed by SEBI.

Differentiate between:
j) Primary Market and Secondary Market.
k) Physical Share Certificate and Demat form of Share.
l) Life Insurance and Non-Life Insurance
m) Capital Market and Money Market.

UNIT-I
Q.2 Explain in detail, the Indian Financial System.  

Q.3 Explain the role of financial system in the economic development of a country.

UNIT-II
Q.4 What do you mean by money market. Specify the functions and instruments of capital market in India.

Q.5. Which are the two major stock exchanges in India? Discuss their role in the Indian capital market.

UNIT-III
Q.6 Write notes on:
a) Importance of Insurance in one’s life.  
b) Development Financial Institutions in India.

Q.7 a) What is a Mutual Fund? How does it function?
    b) What do you mean by Non-Banking Financial Companies?

UNIT-IV
Q.8 What are financial services? Give some key financial services.

Q.9 Who is a merchant banker? What are the functions of a merchant banker?
End Semester Examination, May 2019  
BBA (General and Banking) — First Semester  
BUSINESS MATHEMATICS (BBA-102A / BBA-102 / BBA-1002)

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. Marks are indicated against each question.

Q.1  Answer the following:  
a) What do you mean by singleton set?  
b) What do you mean by rectangular matrix?  
c) If \( a=10 \) & \( d=4 \); find \( S_{20} \).  
d) Construct a 2x2 matrix whose elements are given by \( a_{ij} = \frac{i-j}{2} \).  
e) What do you mean by equal matrices?  
f) If \( P=1200; S.I.=240; T=2 \) years, Find R.  
g) If \( A=\begin{bmatrix} 2 & -1 \\ 0 & 4 \end{bmatrix} \) & \( B=\begin{bmatrix} 1 & 2 \\ 3 & 1 \end{bmatrix} \); then find \( AB \).  
h) Write in roster form: \( \{ x : x \text{ is an integer and } -1 \leq x < 4 \} \).  
i) Differentiate \( \frac{8}{x^2-3} \) wrt \( x \).  
j) Find roots of the equation: \( x^2 - 6x + 8 = 0 \).  

2x10

PART-A

Q.2  a) There are 210 numbers in a club, 100 of them drink tea and 65 drink tea but not coffee. Find: i) How many drink coffee  
ii) How many drink coffee but not tea?  

b) There are 89 people who read magazine A, 67 read magazine B, 94 read magazine C, 20 read both A and B, 23 read A&C, 18 read B&C & 11 read all the three magazines. Find, how many read  
i) exactly one of the three magazines?  
ii) at least one of the three magazines?  
iii) at most two magazines?  
c) If \( A=\{1,2,3,4,5\}; B=\{2,4,6,8\}; C=\{1,3,5,7\} \) and \( U=\{1,2,3,4,5,6,7,8,9,10\} \); then verify that:  
i) \( A-(B \cup C) = (A-B) \cap (A-C) \)  
ii) \( A-B = B^c - A^c \).  

10

Q.3  a) Simplify: \( \frac{3 \cdot (27)^{x+1} + (27) \cdot 3^{3x}}{3!3^{3x+2} - \frac{1}{3} \cdot (27)^{x+1}} \).  

b) If \( 2^x = 3^y = 12^z \); prove that \( \frac{1}{z} = \frac{1}{x} + \frac{2}{y} \).  

c) Find the difference between simple interest and compound interest on Rs.2,400/- for 2 years at 5% per annum, compounded annually.  

7

Q.4  a) The sum of three number’s in A.P. is 30. If 4, 10 and 26 are added to them respectively, they form a G.P. Find the numbers.  

b) Evaluate: \( 0.283 \)  

6
c) The sum of \( n \) terms of two A.P.'s are in the ratio \( 3n+4:n+6 \). Find the ratio of the 8th terms.

**PART-B**

Q.5  

a) Divide 12 into two parts such that sum of their squares is 74.  

b) If \( X=2 \) and \( X=3 \) are roots of the equation \( 3x^2 - 2kx + 2m = 0 \). Find the value of \( K \) and \( m \).

c) Draw the graph for \( y = 3x^2 - 5x + 2 \) and also find intercept of \( x \) and \( y \).

Q.6  

a) Solve the following system of equation by using Cramer’s rule:

\[
\begin{align*}
2x + 4y - z &= 9 \\
3x + y + 2z &= 7 \\
x + 3y - 3z &= 4
\end{align*}
\]

b) If \( A=\begin{bmatrix} 2 & 3 \\ 1 & 2 \end{bmatrix} \), show that \( A^2 - 4A + I_2 = 0 \). Hence find \( A^{-1} \).

Q.7  

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

b) Find \( \frac{dy}{dx} \), if \( y = \frac{\log x}{1 + x \log x} \).

c) Verify that \( \frac{dy}{dx} \cdot \frac{dx}{dy} = 1 \) if \( x^2 + y^2 = a^2 \).
End Semester Examination, May 2019
BBA (G) International Business — Fifth Semester
DECISION SUPPORT SYSTEM (BIB-001)

Time: 3 hrs.  
Max Marks: 100
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. Marks are indicated against each question.

Q.1  Answer the following questions:
   a) Define the term information system.
   b) Write the difference between data, information and knowledge.
   c) What are the types of decision?
   d) The information of MIS comes from the:
      i) Internal source.
      ii) External source.
      iii) All of the above.
      iv) None of the above.
   e) What is data mining?
   f) What is ERP?
   g) DSS stands for:
      i) Deciding support system.
      ii) Decision software system.
      iii) Decision system of systems.
   h) What are the characteristics of data for data warehouse?
   i) Write two differences between data and information.
   j) Name two networking devices.

Q.2  a) Explain Simon model of decision making.  
     b) Discuss the decision making techniques in individual as well as group.

Q.3  a) What do you mean by DSS? What are its components?  
     b) How decision making system helps the managers to improves the decision making process?

Q.4  a) What is data mining? Explain KDD process in detail.  
     b) Write the short note on BI.

Q.5  What is network? Explain the advantages and disadvantages of networking. Also explain the types of network.

Q.6  a) What is information extraction? How does web mining is different from data mining?  
     b) Write a short note on the text mining.

Q.7  Write short notes on the following:  
     a) Data warehouse.  
     b) Knowledge management.
End Semester Examination, May 2019
B. COM. (Hons.) Industry and Integrated – Fifth Semester
FINANCIAL MANAGEMENT (BCH-502 / CHE-5.1)

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. Marks are indicated against each question.

Q.1  a) Fill in the blanks:
   i) Objective of financial management is __________.
   ii) Profitability index is calculated by the formula __________.
   iii) In net operating income approach, __________ remains constant.
   iv) Net operating cycle = Total operating cycle period minus __________.
   v) Walter's model suggests for 100% DP ratio when __________. 2×5

   b) State whether the following statements are TRUE or FALSE:
      i) A series of constant cash flows occurring at regular intervals forever is known as annuity.
      ii) Retained earnings is an external source of finance.
      iii) At financial breakeven level, EBIT is zero.
      iv) Stability of dividend affects the market price of the share.
      v) Sales Price is one of the elements of credit policy. 1×5

   c) Write short notes on any two of the following:
      i) Operating leverage
      ii) Gross and Net working capital.
      iii) NPV (Net Present Value). 2½×2

PART-A

Q.2  a) Write short notes on the following:
      i) Wealth maximization as an objective in financial management.
      ii) Role of finance manager. 5×2

      b) An investor deposits a sum of ₹2,00,000 in a bank account on which interest is credited @ 15% p.a. How much amount can be withdrawn annually for a period of 10 years? (PVAF15%, 10y = 5.019) 10

Q.3  a) Should the investment decision of a firm be based on cash flows or profits? Explain in detail. 7

      b) A company has to consider a project with cost of ₹2,00,000/- and the cash inflows as below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash Inflows (₹)</th>
<th>PVF (14%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>30,000</td>
<td>0.877</td>
</tr>
<tr>
<td>2</td>
<td>50,000</td>
<td>0.769</td>
</tr>
<tr>
<td>3</td>
<td>40,000</td>
<td>0.675</td>
</tr>
<tr>
<td>4</td>
<td>1,00,000</td>
<td>0.592</td>
</tr>
</tbody>
</table>

Compute the following if opportunity cost in 14%.
   a) Pay book period.
   b) NPV (Net Present Value).
   c) P.I.
   Should the company accept this project? 13

Q.4  a) Why are retained earnings important for a company? 5

      b) What are the advantages and limitations of various external sources of finance? 15
**PART-B**

Q.5  
a) Enumerate the assumptions of NI approach. Is there an optimal capital structure as per NI approach? Explain in detail.  
b) A firm has sales of ₹10,00,000, variable cost of ₹7,00,000 and fixed cost of ₹2,00,000 and debt of ₹5,00,000 at 10% rate of interest. What are the operating, financial and combined leverages? If the firm wants to double its EBIT, how much of a rise in sales would be needed on a percentage basis?  

10

Q.6  
a) Explain the trade-off between costs and benefits associated with the credit policy of a firm.  
b) Explain the Miller-Orr model of cash management.  
c) The following information is available in respect of an item: 
   
   Annual usage: 30,000 units  
   Ordering cost: ₹1,875 per order  
   Carrying cost: ₹4 per unit p.a.  
   
   Find out the economic order quantity of the item.  

7  
6

Q.7  
a) Write a short note on Walter's Approach to dividend policy.  
b) Explain briefly the factors which influence the dividend policy of a firm.  

7  
13
End Semester Examination, May 2019  
M.Com. – First Semester  
ECONOMICS FOR BUSINESS DECISION (MC-102)  

Time: 3 hrs.  
Max Marks: 100  
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. Each question carries equal marks.  

Q.1 Write brief answer to the following:  
a) Give three features of a mixed economy.  
b) Distinguish between extension and increase in demand.  
c) What does revealed preference theory of demand state?  
d) Does law of demand apply to a computer professional if the product in internet connection?  
e) Give two practical examples of the operation of law of variable proportions.  
f) Who is a discriminating monopolist?  
g) Give 2 real-life examples of product differentiation.  
h) Why is collusive oligopoly considered bad?  
i) What do you understand by economic efficiency?  
j) What is mobility of capital?  

2×10

PART-A  

Q.2 a) How does the knowledge of economics help a business manager in taking rational business decisions?  
10  
b) Explain the relationship between public and private sectors in a modern mixed economy.  
10  

Q.3 a) Demonstrate how price effect of a fall in the price of a product be understood in terms of income and substitution effect.  
10  
b) At the monthly income of Rs.40,000/- a consumer sees 4 movies each month on the average. When his income rises to Rs.50,000/- he sees 6 movies in a month. Calculate his income elasticity of demand for movies.  
5  

Q.4 a) Show producer’s equilibrium using isoquants. How is the equilibrium affected if there is relative fall in the cost of capital?  
10  
b) Why are average cost curves μ-shaped?  
10  

PART-B  

Q.5 a) What are the essential conditions of monopoly? Show equilibrium of a firm under monopoly.  
10  
b) How will you locate shutdown point for a perfectly competitive firm? Should a firm close down at this point?  
10  

Q.6 a) Give two real-life examples of monopolistic competition. What is non-price competition faced by a firm in this form of the market?  
10  
b) What is the nature of demand curve faced by an oligopolist? Explain price rigidity under oligopoly.  
10  

Q.7 a) How does mobility of capital affect business decisions?  
10  
b) How does productivity of labour influence capital investment decisions?  
10
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Fifth Semester
COMPANY LAW (BBA-502 / bba-5003)

Time: 3 hrs.  
Max Marks: 100

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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Company.
   b) Auditor.
   c) Articles of association.
   d) CIN.  5x4

PART-A

Q.2 Define Company. Explain the features and types of company in detail.  20

Q.3 Define Articles of Association and Memorandum of Association. Differentiate between them in tabular form.  20

Q.4 Who is called as member of company? What are the various rights and liabilities of a member?  20

PART-B

Q.5 Explain the process of appointment of an auditor. What are the various rights and powers of an auditor?  20

Q.6 Define ‘winding up of company’. What are the various consequences of voluntary winding up?  20

Q.7 Define Liquidator. How is liquidator appointed? What are the various duties of liquidator?  20
Q.1 Fill in the blanks:

a) As per section 2 (68) of the companies Act, 2013, a private company is one which by its articles of association ______ the right to transfer the shares. (Set free/restricts)

b) An OPC means a private limited company with only ______ as its member. (One person/two person)

c) A debenture is issued under the ______ of company (Seal/authority/membership)

d) As per rule 18 (7) (C) of the companies (share capital and debenture) Rules 2014, every company required to invest ______ of the amount of its debenture is to be redeemed during the year ending on 31st March of the next year. (25%, 15%, 30%).

e) The persons or institutions who or which guarantee or undertake this issue are Luminas (share holder/underwriter).

Sate whether the following statements are TRUE or FALSE:

f) When the under writers, under write only a portion of the issue, it is called firm underwriting.

g) Net assets method is a method of valuation of goodwill.

h) The amount in excess of normal profit is called super profit.

i) Some time when bad debts appears in trial balance it must be deducted from the debtors and should be shown in the statement of profit and loss.

j) Liquidation expenses are paid after making payments to the equity share holders at the time of liquidation.

Solve the following/answer the following:

k) Discuss the rule for treatment of the “Preferential creditor” in preparing the liquidator’s final statement of account.

l) Calculate the value of share if the paid-up value of share is ₹100 and if it declares a dividend of 30% where as the normal rate of dividend in the industry is 15%.

m) Sudhir Ltd. took over assets of ₹8,50,000 and liabilities of ₹1,50,000 of Gopal Ltd. at an agreed price of ₹7,20,000. The purchase consideration was discharged by issuing 12% debentures of ₹100 each at a premium of 20%.

Give journal entries in the books of Sudhir Ltd.

n) Discuss any four characteristics of debentures.

PART-A

Q.2 a) Give journal entries for forfeiture and re-issue of shares

i) A Ltd. forfeited 1,000 shares of ₹10 each, ₹7 called up issued at a premium of 20% (to be paid at the time of allotment) for non payment a first call of ₹2 per share. Out of these, 600 shares were re-issued as ₹7 paid up for ₹4 per share.

ii) B Ltd. forfeited 1,000 shares of ₹10 each, ₹7 called up, issued at a premium of 20% (to be paid at the time of allotment) for non payment of allotment money of ₹4 per share (Including premium) and first call of ₹2 per share. Out of these, 600 shares were re-issued as fully paid in such away ₹900 were transferred to Capital Reserve.

iii) Pass necessary journal entries:
Madhav Ltd. issued fully paid shares of ₹60 each at a premium of 25% for the purchase of a running business from Gupta Bros for a sum of ₹15,00,000. The assets and liabilities counted of the following stock ₹3,00,000 truck ₹7,00,000, Machinery ₹6,00,000 and sundry creditor ₹5,00,000. You are required to pass the necessary journal entries for the above transactions in the books of Madhav Ltd.

b) Gopal Dry Fruits Ltd. wants to redeem its 4000 8% preference shares of ₹100 each, ₹75 called-up at 10% premium. Its books showed the following position.

<table>
<thead>
<tr>
<th>₹</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Securities Premium A/c</td>
<td>17,000</td>
</tr>
<tr>
<td>Surplus</td>
<td>1,50,000</td>
</tr>
</tbody>
</table>

The director redeemed the shares by making the minimum fresh issue of equity shares of ₹10 each @5% premium pass necessary journal entries.

c) What do you understand by “bonus shares”? Write down four advantages and four disadvantages of bonus shares.

Q.3  
a) Explain briefly issue of debentures of par, at discount and at premium taking imaginary examples pass necessary journal entries in all the cases.

b) The following balances appeared in the books of Vishal Paper Ltd. on 1st Oct., 2009.

<table>
<thead>
<tr>
<th>₹</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12% debentures</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Sinking fund</td>
<td>1,50,000</td>
</tr>
<tr>
<td>Sinking fund investment</td>
<td>1,70,000</td>
</tr>
</tbody>
</table>

(Face value)

Interest on investments is received on 30th Sept. and 31st March @8% p.a. Annual contribution to sinking fund was ₹25,000 made on 31st March each year. Debenture fell due for payment on 31st March 2010. The company carried out the redemption by the sale of sinking fund investments at 95%. On that date balance at bank stood at ₹72,000 (before interest on investment has been received). Pass journal entries and ledger accounts arising out of above.

Q.4  
a) The following are the balances of Johri Aabhushan Bhandar Co Ltd. as at 31st March 2018.

<table>
<thead>
<tr>
<th>Credit</th>
<th>₹</th>
<th>Debit</th>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital (₹100 shares)</td>
<td>40,00,000</td>
<td>Premises</td>
<td>30,72,000</td>
</tr>
<tr>
<td>12% Debentures</td>
<td>30,00,000</td>
<td>Plant</td>
<td>33,00,000</td>
</tr>
<tr>
<td>P &amp; L Balances</td>
<td>6,00,000</td>
<td>Opening Inventory</td>
<td>7,50,000</td>
</tr>
<tr>
<td>Bills Payable</td>
<td>3,70,000</td>
<td>Trade Receivable</td>
<td>8,70,000</td>
</tr>
<tr>
<td>Trade payables</td>
<td>4,00,000</td>
<td>Goodwill</td>
<td>2,50,000</td>
</tr>
<tr>
<td>Sales</td>
<td>41,50,000</td>
<td>Cash at Bank</td>
<td>7,44,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>2,50,000</td>
<td>Calls in Arrear</td>
<td>75,000</td>
</tr>
<tr>
<td>Bad-debts Provision on 01-04-2017</td>
<td>35,000</td>
<td>(On 1000 shares)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Interim Dividend Paid</td>
<td>3,92,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Purchases</td>
<td>18,50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Share issue expenses</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wages</td>
<td>9,79,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General expenses</td>
<td>68,350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Salaries</td>
<td>2,02,250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bad debts</td>
<td>21,100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Debenture interest Paid</td>
<td>1,80,000</td>
</tr>
</tbody>
</table>

1,28,05,000       1,28,05,000

Additional Information:  
i) Depreciate plant by 15%.
ii) Write off ₹5000 from share issue expenses.
iii) Half year debenture interest due.
iv) Create 5% provision on trade receivables for doubtful debts.
v) Provide for income tax 50%.
vi) Inventory on 31st March 2018 was ₹9,50,000.

vii) A claim of ₹25,000 for workmen’s compensation is being disputed by the company.
viii) The directors recommended a dividend of 15% including interim dividend. It was also decided to transfer 5% of Net profit to general reserve.
ix) The corporate dividend tax is 20.358%.

b) State briefly the items that are included in the major head of ‘Current Assets’ in the balance sheet of a company.

**Q.5**

a) Write notes on the following:
   i) Firm underwriting.
   ii) Underwriting commission.
   5×2

b) A enters into a contract with B Ltd. to underwrite its 5,000 shares of ₹10 each in consideration of commission of 2.5%. He also enters into an agreement with C to sub-underwrite 1,000 shares of B. Ltd. at a commission of 1%. The public subscribes for 2000 shares only and subsequently these shares are taken up by A who sells his share @ ₹9 per shares. The shares taken up by C are sold at the rate of ₹10 per share. Expenses of underwriting amount to ₹600. Prepare underwriting account in the book of A.

**Q.6**

a) X has invested an average sum of ₹3,00,000 in his own business which is very profitable one. The annual profit earned from his business is ₹60,000 which includes a sum of ₹10,000 received as compensation for acquisition of a part of his business premises. The money could have been invested in the deposits for a period of 5 years and over at 10% interest and he himself could earn ₹7200 per annum in alternative employment. Considering 2% as fair compensation for the risk involved in the business calculate the value of goodwill of his business on capitalization of super profit at normal rate.

b) Explain fully and illustrate with an imaginary example the yield method of the valuation of equity shares.

**Q.7**

a) Discuss the order of payment adopted by a liquidator. Also discuss the method of calculating the liquidator’s remuneration.

b) Madras Textiles Ltd. want into voluntary liquidation on 31st March 2015 following information is available:

<table>
<thead>
<tr>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in hand</td>
</tr>
<tr>
<td>The assets realized as follows:</td>
</tr>
<tr>
<td>i) Plant and Machinery</td>
</tr>
<tr>
<td>ii) Inventory</td>
</tr>
<tr>
<td>Preferential Creditors</td>
</tr>
<tr>
<td>Unsecured Creditors</td>
</tr>
<tr>
<td>8% debentures</td>
</tr>
<tr>
<td>Liquidation Expenses</td>
</tr>
<tr>
<td>Share Capital</td>
</tr>
</tbody>
</table>
Prepare liquidator final statement of A/C all creditors paid off according to the order. The liquidator remuneration was 2½% on assets realized.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – Third Semester
COST AND MANAGEMENT ACCOUNTING (BBA-303 / BBA-3001)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Cost audit.
   b) ABC analysis.
   c) Time keeping.
   d) Fixed budget.
   e) Cost apportionment. 4×5

PART-A

Q.2 What is cost accounting? What is the role of a cost accountant in an organization? 20

Q.3 From the information given below, prepare store ledger account using FIFO method.
   Jan. 1 Purchased 500 units @ ₹4 per unit
   Jan. 2 Purchased 400 units @ ₹3 per unit
   Jan. 6 Purchased 300 units @ ₹4 per unit
   Jan. 10 Issued 700 units
   Jan. 11 Issued 100 units
   Jan. 15 Purchased 400 units @ ₹3 per unit
   Jan. 20 Issued 200 units
   Jan. 26 Purchased 400 units @ ₹3 per unit
   Jan. 29 Issued 100 units
   Show the value of stock on 31st January. 20

Q.4 Explain any two:
   a) Process costing.
   b) Contract costing.
   c) Batch costing. 10×2

PART-B

Q.5 A company produces 1,000 units at 100% capacity. Costs at this level of activity are:
   Fixed cost 12,000
   Variable cost ₹4 per unit
   Semi variable cost ₹5 per unit (40% variable)
   Prepare flexible budget for 60%, 80% and 100% budgeted levels of activity. 20

Q.6 What is variance? How are variances calculated for direct material cost, direct material
   price and direct material usage? 20

Q.7 Write a detailed note on utility of CVP analysis. 20
End Semester Examination, May 2019  
BBA (G) IB – First / Second Semester  
BUSINESS MATHEMATICS AND STATISTICS (2.115)

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 Answer the following:  
a) Find roots of equation:  \( x^2 - 6x + 5 = 0 \).  
b) What do you mean by sample and census?  
c) What is the difference between frequency and mode?  
d) Write two rules of laws of exponents.  
e) If \( P = 800; \ R = 10\% \) p.a. and S.I. = 240; find T.

\[ 2 \times 5 \]

\[ PART-A \]

Q.2 a) If \( m = a^{1/3} + a^{-1/3} \); prove that: \( m^3 - 3m = a + \frac{1}{a} \).  

b) If one root of \( 3x^2 - 2px - 1 = 0 \) is 1; find the other root and also find value of p.

\[ 5 \]

Q.3 a) Sum the series: 5+55+555+..........n terms.  
b) Prove that: \( x^{1/2} \cdot x^{1/4} \cdot x^{1/8} \) .......... Upto \( \infty = x \).

\[ 6 \]

Q.4 a) Find the difference between C.I. and S.I. on Rs. 15,000 at 12% p.a. for 3 years.  
b) In how many years, will a sum of Rs. 6,400/- compounded semi-annually at 5% p.a. amount to Rs. 6,560?

\[ 15 \]

\[ PART-B \]

Q.5 a) Define table. Explain different parts of a table giving an example.  
b) Draw a more than ogive curve for data given below:

<table>
<thead>
<tr>
<th>C.I.:</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>f</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>12</td>
<td>9</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

\[ 6 \]

Q.6 Calculate mean, median, mode, \( Q_3 \), \( D_4 \) and \( P_{25} \) for the data given below:

<table>
<thead>
<tr>
<th>C.I.:</th>
<th>0-4</th>
<th>4-8</th>
<th>8-12</th>
<th>12-16</th>
<th>16-20</th>
<th>20-24</th>
<th>24-28</th>
</tr>
</thead>
<tbody>
<tr>
<td>f</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>13</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

\[ 10 \]

Q.7 a) Three ships x, y and z sail from India to London. Odds in favour of their arriving safely are 2:5, 3:8 and 4:7 respectively. Find the probability that they all arrive safely.  
b) Two balls are drawn from a bag containing 9 red and 14 white balls. Find the chance that they are:  
i) Both of the same colour.  
ii) Each of different colour.

\[ 6 \]

\[ 4 \]
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) Industry Integrated – Fifth / Sixth Semester
CORPORATE TAX PLANNING (CH-5.4 / BCH-604)

Time: 3 hrs
Max Marks: 100
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 Answer the following:
   a) Difference between tax planning and tax management?
   b) Define a company and Indian company.
   c) What are the special provisions available to a non-resident assessee?
   d) What are the provisions regarding conversion of company into limited liability partnership?

   5x4

PART-A

Q.2 What is tax planning? Explain the factors on the basis of which tax planning is done. 20

Q.3 a) Explain any five deductions available to a corporate assessee. 10
   b) What do you mean by minimum alternate tax? Explain in detail. 10

Q.4 From the information given below, calculate the tax liability of each partner in each of the 3 cases:-

<table>
<thead>
<tr>
<th></th>
<th>Case 1</th>
<th>Case 2</th>
<th>Case 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of partners</td>
<td>3</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Profit sharing ratio</td>
<td>Equal (Rs.)</td>
<td>Equal (Rs.)</td>
<td>Equal (Rs.)</td>
</tr>
<tr>
<td>Total capital contribution of partners (each contributing identical amount)</td>
<td>10,00,000</td>
<td>15,00,000</td>
<td>80,00,000</td>
</tr>
<tr>
<td>Profit of the previous year 2018-19</td>
<td>6,00,000</td>
<td>12,00,000</td>
<td>60,00,000</td>
</tr>
<tr>
<td>Other income of each partner</td>
<td>1,60,000</td>
<td>1,50,000</td>
<td>1,60,000</td>
</tr>
<tr>
<td>Life Insurance Premium paid by each partner</td>
<td>1,60,000</td>
<td>1,50,000</td>
<td>1,90,000</td>
</tr>
</tbody>
</table>

   20

PART-B

Q.5 XYZ Ltd. is considering the purchase of a new machine costing `60,000 with an expected life of 5 years with salvage value of `3000, in replacement of an old machine purchased 3 years ago for `30,000 with expected life of 8 years. The present market value of this old machine is `35000. Because of the purchase of new machinery, the annual profit before depreciation are expected to increase by `12,000. The relevant depreciation rate of the machine is 15% on written down value basis and the tax rate is 34.608%. Assume the after tax cost of capital (discounting rate) to be 14%. Advise the company suitably. 20

Q.6 What is advance ruling? What is the procedure followed by the concerned authority on receipt of application for advance ruling? 20

Q.7 What is amalgamation? What are the conditions that must be satisfied for a “merger” to qualify as an “Amalgamation”? 20
End Semester Examination, May 2019
M. Com. – First Semester
MARKETING MANAGEMENT (MC-103A)

Time: 3 hrs.  Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following questions:
   a) Name the various elements of micro environment.
   b) List out the various stages of marketing research process.
   c) Name the various types of buying roles.
   d) Draw and name any three pattern of targeting marketing.
   e) Draw a neatly labeled diagram of composition of product.
   f) The longest stage in PLC is __________.
   g) Full form of AIDA ____________.
   h) Define three C’s criteria for the selection of channels.
   i) Name 3R’s of green marketing.
   j) Define advertising.

2x10

PART-A

Q.2 a) “Marketing mix framework 4Ps is applicable to tangible products only and not to service products”. Do you agree? Justify your answers with examples. 12
   b) In what manner do the economic and technological factors influence the demand for a product or service? 8

Q.3 a) Briefly explain the stages in the buying decision process. Do all consumers pass through all stages in buying a shampoo or a laptop? 10
   b) In what aspects can an family influence buying behavior? 10

Q.4 a) What is market segmentation? What should be suitable bases for segmenting the market for the following:
      i) Cars ii) Cosmetics iii) Shoes 12
   b) Which do you understand by product mix? With the help of multi-product company. Explain length, width, depth and consistency of product mix. 8

PART-B

Q.5 a) How do you define geographical pricing? Is it possible for a company to have same price all over the country? Justify. 10
   b) What channels of distribution would you suggest for marketing the following products and why?
      i) Soft drink ii) Computer software iii) Chemical solution. 10

Q.6 The marketing mix needs to be redesigned for going rural. Suggest the marketing mix for rural marketing. 20

Q.7 Write short notes on:
   a) Green marketing.
   b) Social marketing. 10x2
End Semester Examination, May 2019  
BBA (Global) IB – Third Semester  
CROSS CULTURAL COMMUNICATION (BBA-O-02 / IB-301)

Time: 3 Hours  
Max Marks: 100

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 the following (any two):
   a) Ethnocentrism.
   b) Non-verbal communication.
   c) Anthropology.  
   10x2

PART-A

Q.2 Explain in detail the various elements of intercultural communication process.  
20

Q.3 Differentiate between the following:
   a) Micro culture and Macro culture.
   b) Cultural baggage and Cultural relativism.  
   10x2

Q.4 What is “Conflict management”? Discuss some of the techniques used to manage conflicts.  
20

PART-B

Q.5 What is “Cultural shock”? Discuss its various stages.  
20

Q.6 Answer the following (any two):
   a) Highlight the significance of language in cross-cultural communication.
   b) Discuss the importance of “Feedback” in intercultural communication process.
   c) What are the attributes and abilities that a global manager must have?  
   10x2

Q.7 Discuss briefly Hofstede’s five dimensions of cultural analysis.  
20
End Semester Examination, May 2019
BBA (Gen) / BBA (Banking) - First Semester
MANAGERIAL ECONOMICS (bba-108)

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following questions in short:
   a) What is managerial economics?
   b) What do you understand by change in demand?
   c) The price of gold increases will this affect the demand for gold. How?
   d) Define cardinal utility.
   e) Write any two reasons why Giffen goods constitute an exception to the law of demand.
   f) When the price of commodity X was `10 per unit, people consumed 3000 units. With a fall in price to `9, they consumed 3150 units. Calculate the elasticity of demand for commodity X.
   g) What is isoquant?
   h) AC=__________+________.
   i) What is meant by opportunity cost?
   j) What is meant by internal economies of scale? 2x10

   PART-A

Q.2 a) State and explain the law of demand. Are there any exceptions to the law of demand? 10
   b) What are the determinants of supply? 10

Q.3 a) What are the properties indifference curve? Explain in detail. 10
   b) Explain the consumer equilibrium under indifference curve approach. 10

Q.4 a) Explain the law of returns to scale. 10
   b) Complete the following table:

<table>
<thead>
<tr>
<th>Units of output</th>
<th>TFC</th>
<th>TVC</th>
<th>TC</th>
<th>MC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100</td>
<td></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>100</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   PART-B

Q.5 a) Define ‘monopoly’. How does a firm attain equilibrium under monopoly? 10
   b) Define monopolistic competition. What are the features of monopolistic competition? 10

Q.6 a) What are the objectives of pricing policy? 10
   b) Describe the important pricing techniques under competitive conditions. 10

Q.7 a) Discuss the control of market power. 10
   b) Discuss the tools of Government intervention in business. 10

125/3
Q.1  **State whether the following statements are TRUE or FALSE:**
   a) Acceptance once made cannot be revoked at all.  
   b) A contract of insurance is a wagering agreement.  
   c) Delivery means voluntary transfer of possession of goods from one person to another.  
   d) Writing of a person’s name on the face or back of an instrument or an a slip of paper attached to is known as transfer of negotiation instrument.  
   e) The information technology Act was passed in 2000 and is applicable to whole of India.  
   f) An LLP can be wound up by two ways i.e. voluntary winding up and creditor’s winding up.  

   **Fill in the blanks:**
   g) A bearer instrument is negotiated by ___________ only.  
   h) As provided by section 65 of IT Act, the offender is punishable with upto Rs. ___________ fine and imprisonment upto ___________ yrs or both.  
   i) An LLP is exempted from getting its accounts audited if the turnover does not exceeds from Rs. ___________ or contribution does not exceed from Rs. ___________, in a financial year.  
   j) A hands over his car to B at a his service station for repairs. This is example of ___________ bailment.  

   **Solve the following practical problems:**
   k) A furniture dealer, covers the cracks in the furniture by polishing it and B buys the furniture of from A without examining it. Is the contract suffering from fraud?  
   l) X owes Y Rs. 50,000/- for last 5 years and the payment is time barred and signed a promissory note for the same. Is it a valid contract.  
   m) P changes a 100 rupee note with coins for Rs. 100. Is this transaction of sale?  
   n) X agrees to sell land to Y at a price to be fixed by z. z refuses to fix the price. Is the contract enforceable?  

   **Part-A**

   Q.2  a) “All contracts are agreements, but all agreements are not contract”. Explain.  
   b) Explain the doctrine of privity of contract.  

   Q.3  a) What is specific performance? When can the court enforce specific performance of the contract?  
   b) Discuss the rights and responsibilities of a bailee.  

   Q.4  a) Explain briefly the various implied conditions and warranties in a contract of sale.  
   b) ‘Discuss various rights of an unpaid seller under the sales of goods Act, 193.  

   **Part-B**
Q.5  Distinguish between a ‘holder’ and “a holder in due course”. Explain fully the privileges granted to a ‘holder in due course’ under the negotiable instrument Act.  

Q.6  a) Describe in brief, the provisions of the LLP Act, 2008 relating to voluntary winding up of an LLP.  
   b) Write a note on ‘The statement of account and solvency’.  

Q.7  a) Who is an information disseminator? Discuss various duties of an information disseminator under RTI Act, 2005.  
   b) Who can file a complaint under consumer protection Act, 1986? Also discuss the grounds on which a complaint can be made and the time frame within which a complaint can be filed.
End Semester Examination, May 2019
BBA (G) IB – Third Semester
INFORMATION TECHNOLOGY AND CONCEPTS (2.112)

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. Marks are indicated against each question.

Q.1  a) Give two examples of application software.
     b) MIS provides supports to which level management.
     c) You have two computers connected by an Ethernet HUB AT HOME. Is this a LAN, a MAN on a WAN? Explain your answer.
     d) Write full form of ERP and B2B.
     e) What is security in context to information technology?

PART-A

Q.2  Write short notes on:
     a) Computer memory.
     b) Input and output devices.

Q.3  What is information system? Explain TPS in detail.

Q.4  What is network? Explain its type?

PART-B

Q.5  a) Write a note on ‘personal and social impact of computers’.
     b) Write a short note on ‘ERP system’.

Q.6  What is E-commerce? Explain the benefits and limitations of E-commerce.

Q.7  What are different threats in information system? Explain some defence mechanism.
Q.1  a) **State whether the following statements are TRUE or FALSE:**
   i) A person making any interstate outward supplies of goods cannot opt for composition scheme.
   ii) In case of inward supply of goods from an unregistered dealer, reverse charge mechanism would apply.
   iii) Either ITC or depreciation can be claimed on the tax component of capital goods.
   iv) Change in the legal name of business requires amendment in the registration certificate.
   v) A tax invoice is same as a bill of supply.  

   b) **Fill in the blanks:**
   i) In case of intra-state supply of goods, ________ applies. (CGST/SGST/IGST)
   ii) The time of supply of vouchers when the supply with respect to the voucher is identifiable is ________.
   iii) The details of inward supplies of goods or services in Form GSTR 2 shall be submitted by ________ of the succeeding month.
   iv) The tax invoice should be issued within ________ from the date of supply of services.
   v) The effective rate of duty on baggage is ________ as per the customs law.  

   c) **Answer the following question:**
   i) What is the manner of utilization of input tax credit (ITC) on IGST?
   ii) Define location of recipient of services.
   iii) A trader sells 2000 shirts @ ₹500 per shirt and gives a trade discount of 25%. What is the value of supply?
   iv) Which all returns are required to be filed by a regular tax payer?
   v) What is Indian exclusive economic zone?  

Q.2  a) Discuss the role of GST Network under the GST system.  
   b) Discuss the provisions relating to various types of registration under the CGST act, 2017.  

Q.3  Discuss the specific provisions for determining the place of supply in domestic transactions with suitable examples.  

Q.4  a) Give a short note on ‘job work’.
   b) What is a consolidated tax invoice? What are the conditions for issue of consolidated tax invoice?
   c) Discuss the provisions relating to issuance of credit and debit notes under CGST act and the rules there under.
Q.5  a) Explain the provisions relating to furnishing details of outward supplies under the GST system.  

b) What is input tax credit? What are the conditions under section 16(2) which must be fulfilled in order to avail ITC? 

Q.6  a) A registered dealer of Maharashtra purchased goods from another registered dealer in Delhi at ₹20,00,000 plus IGST @ 20%. Out of interstate purchases he supplied some goods in Maharashtra at ₹12,00,000 plus SGST and CGST @ 10% each and remaining goods to a dealer located in Karnataka at ₹12,00,000 plus IGST @ 20%. Compute the net tax liability of A in respect of IGST, CGST and SGST.  

b) Write a short note on E-Way Bill. 

Q.7  a) Explain the Baggage Rules, 2016 issued by the government in pursuance of the powers conferred under section 79 of the customs act.  

b) Consider the following information:  

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOB</td>
<td>₹5,00,000</td>
</tr>
<tr>
<td>Transportation cost</td>
<td>₹70,000</td>
</tr>
<tr>
<td>Cost of insurance</td>
<td>₹6,200</td>
</tr>
<tr>
<td>Landing charges</td>
<td>₹1,500</td>
</tr>
</tbody>
</table>

Find out the assessable value if the material has been imported by air.
End Semester Examination, May 2019  
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester  
BUSINESS STATISTICS (BCH-303/CH-2.1)

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. Marks are indicated against each question.

Q.1 State whether the following statements are TRUE or FALSE:
   a) Mode is the measure of central tendency.
   b) The value of correlation coefficient, r = – 1.32.
   c) Seasonal variations are regular in nature.
   d) The positional averages D5 and P50 are equal.
   e) Geometric mean is the best average.

Answer the following:
   g) Give an example of exclusive inclusive series.
   h) What do you mean by mutually exclusive events?
   i) Why correlation is said to be non-sense?
   j) What is the difference between frequency and mode?

PART-A

Q.2 a) Define tabulation. Explain all the parts of a table by giving an example.
   b) Draw less than and more than Ogive curves for the data given below:

<table>
<thead>
<tr>
<th>C.I.</th>
<th>f</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–10</td>
<td>2</td>
</tr>
<tr>
<td>10–20</td>
<td>8</td>
</tr>
<tr>
<td>20–30</td>
<td>10</td>
</tr>
<tr>
<td>30–40</td>
<td>15</td>
</tr>
<tr>
<td>40–50</td>
<td>20</td>
</tr>
<tr>
<td>50–60</td>
<td>13</td>
</tr>
<tr>
<td>60–70</td>
<td>7</td>
</tr>
<tr>
<td>70–80</td>
<td>5</td>
</tr>
</tbody>
</table>

   (10)

Q.3 a) Calculate mean, median, Q3, D8 and P60 for the data given below:

<table>
<thead>
<tr>
<th>C.I.</th>
<th>f</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–6</td>
<td>6</td>
</tr>
<tr>
<td>6–12</td>
<td>11</td>
</tr>
<tr>
<td>12–18</td>
<td>18</td>
</tr>
<tr>
<td>18–24</td>
<td>24</td>
</tr>
<tr>
<td>24–30</td>
<td>9</td>
</tr>
<tr>
<td>30–36</td>
<td>4</td>
</tr>
<tr>
<td>36–42</td>
<td>2</td>
</tr>
</tbody>
</table>

   (10)

   b) A person divides his journey of 120 Km in four parts. First part of 30 Km he covered with the speed of 58 Km/hr., next, 40 Km with the speed of 49 Km/hr., next 28 Km with the speed of 40 Km/hr. and last 22 Km with the speed of 36 Km/hr. Find the average speed of the entire journey.

   (10)

Q.4 a) in a certain day care class, 30% of the children have grey eyes, 50% of them have blue and the other 20%’s eyes are in other colours. One day they play a game together. In the first run, 65% of the grey eyed ones, 82% of the blue eyed ones and 50% of the children with other eyed colour were selected. Now, if a child is selected at random from the class and we know that he/she was not in the first game, what is the probability that the child has blue eyes?

   (10)

   b) A sub-committee of 6 members is to be formed out of a group consisting of seven men and four women. Calculate the probability that the sub-committee will consist of

   i) exactly two women; and
   ii) at least two women.

   (10)

PART-B

Q.5 a) Find regression equation of x on y, y on x, both the regression coefficient and also find coefficient of correlation for the data given below:

<table>
<thead>
<tr>
<th>x:</th>
<th>36</th>
<th>42</th>
<th>46</th>
<th>40</th>
<th>47</th>
<th>35</th>
<th>30</th>
<th>31</th>
<th>50</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>y:</td>
<td>12</td>
<td>20</td>
<td>22</td>
<td>18</td>
<td>31</td>
<td>30</td>
<td>10</td>
<td>15</td>
<td>11</td>
<td>14</td>
</tr>
</tbody>
</table>

   (15)
b) What do you mean by regression? Write the properties of regression coefficients.  

Q.6  

a) Define value index number. Write the problem which arise in the construction of an index number.  

b) Construct Laspeyres, Paasche’s and fisher’s index number for the data given below:

<table>
<thead>
<tr>
<th>Commodities</th>
<th>( P_0 )</th>
<th>( V_0 )</th>
<th>( P_1 )</th>
<th>( V_1 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3</td>
<td>15</td>
<td>6</td>
<td>42</td>
</tr>
<tr>
<td>B</td>
<td>4</td>
<td>24</td>
<td>8</td>
<td>64</td>
</tr>
<tr>
<td>C</td>
<td>6</td>
<td>30</td>
<td>9</td>
<td>90</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>20</td>
<td>8</td>
<td>96</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
<td>75</td>
<td>10</td>
<td>200</td>
</tr>
</tbody>
</table>

Q.7  

a) Define time series. What are the components of time series? Also, write the limitations of time series analysis in forecasting.  

b) Fit a straight line trend by using least square method for the data given below:

<table>
<thead>
<tr>
<th>Years</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>48</td>
</tr>
<tr>
<td>2003</td>
<td>49</td>
</tr>
<tr>
<td>2004</td>
<td>45</td>
</tr>
<tr>
<td>2005</td>
<td>50</td>
</tr>
<tr>
<td>2007</td>
<td>52</td>
</tr>
<tr>
<td>2009</td>
<td>54</td>
</tr>
<tr>
<td>2010</td>
<td>56</td>
</tr>
<tr>
<td>2011</td>
<td>57</td>
</tr>
<tr>
<td>2012</td>
<td>58</td>
</tr>
<tr>
<td>2013</td>
<td>60</td>
</tr>
<tr>
<td>2014</td>
<td>62</td>
</tr>
</tbody>
</table>
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Fifth Semester
MONEY AND BANKING (BBA-DE-502)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following (maximum 20 words):
a) What makes financial system?
b) What is money supply?
c) Briefly explain one difference between banking and non-banking financial intermediaries.
d) What do you mean by interest rates?
e) What is inflation?
f) What are depository institutions: name only one?
g) Name any one function of RBI.
h) What do you mean by bank rates?
i) Whether India has uniform interest rates? (Yes/No)
j) Whether credit given by the banks is a part of money supply? (Yes/No) 2×10

PART-A

Q.2 Explain financial system. Write down the two functions of each part of the financial system. 20

Q.3 What do you mean by the financial instruments? How do these serve different purposes? 20

Q.4 How the risk and terms structure are related? Why risk varies with the term structure? Explain in detail. 20

PART-B

Q.5 What are the depository institutions? How are these different from each other? How do these functions? 20

Q.6 Explain the structure of RBI. Explain its four most important functions. 20

Q.7 What are the components of monetary policy? How these are implemented? What is their impact? 20
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – First Semester
MICROECONOMICS FOR BUSINESS DECISIONS
(BBA-105/BBA-107/bba-1006)

Time: 3 hrs. 
Max Marks: 100
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.** Marks are indicated against each question.

**Q.1** Answer the following (maximum 20 words):

a) What do you mean by scarcity in economics?

b) Give one limitation of microeconomics?

c) Define Demand?

d) What do you mean by the law of supply?

e) What do you mean by utility?

f) What is consumer equilibrium?

g) What do you mean by fixed cost?

h) What do you understand by return to scale?

i) Whether entry and exit makes any difference to the firm in perfect competition? *(Yes/ No)*

j) Name the economist who has pioneered the liquidity preference theory of interest rates?  

2×10

**PART-A**

Q.2 What are the characteristics features of the planned economy? How does the planned economy function?  

20

Q.3 What do you mean by the elasticity of demand? What are the various elasticities of demand? Explain in detail.  

20

Q.4 Explain cardinal and ordinal utilities. What are the features of indifference curve?  

20

**PART-B**

Q.5 What do you understand by the cost in the context of a firm? What are the types of cost for a firm? Explain the fixed costs.  

20

Q.6 What are the various types of markets? Explain in detail the perfect competition and oligopoly.  

20

Q.7 What do you mean by the theory of distribution? Explain the liquidity theory of interest.  

20
End Semester Examination, May 2019  
BBA (G) IB – Fifth Semester  
INTERNATIONAL TRADE (367.502/BIB-602)

Time: 3 hrs.  
Max Marks: 100  
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.** Marks are indicated against each question.

Q.1 Explain in brief:  
   a) Two differences between the domestic trade and international trade.  
   b) What is physical environment for international business?  
   c) Give one example of non-tariff barrier.  
   d) What is current account?  
   e) Expand UNCTAD.  
   f) Give one benefit of regional integration.  
   g) Give one difference between FDI and FPI/FII.  
   h) When the government intervenes in the foreign exchange market, the currency is depreciated or devalued? (tick the correct one).  
   i) Whether Afghanistan has the capability to function with MNC? (Yes/No)  
   j) What are compared in the purchasing power parity to get the exchange rate?  

**PART-A**

Q.2 Explain any three modes of entry into international business. Explain what type of entry is Hyundai Automobile?  

Q.3 Draw hypothetically BOP statement of India while giving each component. What are the uses of BOP statement?  

Q.4 What do you mean by regional integration? What is its importance for each country in the economic integration?  

**PART-B**

Q.5 Explain in what ways the foreign investment has benefitted India. What would be the good and adverse impact if the foreign investment in multibrand retail is allowed in India?  

Q.6 When exchange rate is said to be affected? Explain the two factors which affect the exchange rate positively and negatively both?  

Q.7 In what ways the MNCs are good for India? What are the sectors in which MNCs are so far discouraged are allowed would have adverse impact on the security and employment in India?
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – Third Semester
HUMAN RESOURCE MANAGEMENT (BBA-304 / BBA-3002)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Sources of recruitment.
   b) Process of selection.
   c) Placement.
   d) Induction.
   e) Job Analysis.
   f) Social security of employees.
   g) Essentials of wage and salary administration.
   h) Objectives of trade union.
   i) Fringe benefits.
   j) Any three importance of performance appraisal. 2×10

PART-A

Q.2 What do you understand by human resource management? Also explain the objectives and functions of HRM. 20

Q.3 Write a detailed note on training, its objectives and methods of training. 20

Q.4 Discuss the environmental factors which affect the functioning of human resource department in an organization. 20

PART-B

Q.5 “Performance appraisal is comparing the actual results of employees with the expected results.” Discuss the statement and explain the process and method of performance appraisal. 20

Q.6 What do you understand by wage and salary administration? Discuss the methods of wage payments to employees along with the process of establishing a sound wage and salary system. 20

Q.7 Describe the nature and importance of industrial relations. 20
End Semester Examination, May 2019
BBA (Banking) — Fifth Semester
PRIVATE BANKING (BBA-IC-505)

Time: 3 hrs.                                      Max Marks: 100
No. of pages: 1                                    

Note: Attempt FIVE questions in all; PART-A is compulsory. Attempt any FOUR questions from
PART-B. Marks are indicated against each question.

PART-A

Q.1 Answer the following questions:
 a) Define the role of private banker.
 b) Explain “Time weighted return”.
 c) Explain “Private equity”.
 d) What is a REIT?
 e) What are different approaches to calculate the life insurance need?  4×5

PART-B

Q.2 Explain “Private banking” and its importance in Indian market.  20
Q.3 Explain different types of portfolio risk and how these are correlated with diversification.  20
Q.4 What are the various ways to invest in equity market? Highlight the advantages and risk associated with equity investment.  20
Q.5 Define and explain any three measures to choose the equity mutual fund.  20
Q.6 Explain “Value and Growth investing”. How we can identify value and growth stocks?  20
Q.7 What are important factors that one look into while choosing the debt mutual fund. Explain it with examples.  20
End Semester Examination, May 2019  
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. Marks are indicated against each question.

Q.1 Explain (any five):  
a) Globalization of markets.  
b) Economic systems.  
c) Characteristics of developed countries.  
d) Tiger economy.  
e) Currency swap.  

\[2 \times 5\]

PART-A

Q.2 a) A decade ago the idea that medical procedures might move offshore was unthinkable. Today it is a reality. What trends have facilitated this process? How is it good or bad for the Indian economy?  
5  
b) Why do you think companies like GE invest aggressively in foreign expansion? What opportunities are these companies trying to exploit? 
5

Q.3 a) Intellectual property refers to creations of the mind. Why should you protect it? What are the various ways to protect it?  
5  
b) One of the dimensions of political system is collectivism as opposed to individualism. Distinguish between these dimensions with examples.  
5

Q.4 a) Exports are largely responsible for China’s recent rapid economic growth. Do you think China is pursuing an economic policy that can be characterized as neo-mercantilist? Why?  
5  
b) Distinguish the key differences between Absolute Advantage and Comparative Advantage theories.  
5

PART-B

Q.5 a) Distinguish between tariffs and quotas with appropriate examples. What are the key reasons for implementing tariffs?  
5  
b) How are exports and imports treated under GST? Illustrate with suitable examples.  
5

Q.6 Export business is a lucrative business for any business house in the present scenario. What are the different ways of entering foreign markets? Write about all of them with their benefits.  
10

Q.7 a) Your banker has quoted you, being the exporter, the following rate USD/INR = 73.4659/99. What do you interpret from the quotation? Identify base and counter currencies, ask and bid prices and spread and pips.  
5  
b) How does “Law of One Price” work? Illustrate with an example. How is it different from “Purchasing Power Parity?”  
5
End Semester Examination, May 2019
BBA (G) International Business — Fifth Semester
EXPORT AND IMPORT POLICY, PROCEDURES AND DOCUMENTATION
(BIB-504)

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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Foreign trade.
   b) Million, billion and trillion.
   c) Zero-rated supply.
   d) Tiger economy.
   e) Declarative theory of statehood.
   f) Specific and ad valorem tariffs.
   g) Cooperative versus Competitive federalism.
   h) Dumping margin.
   i) Threshold limit of FDI
   j) SEZ versus EOU. 2×10

PART-A

Q.2 a) Export led growth results in lowering standards in the country, why? What are the
   consequences of export-led growth? 10
   b) International business is influenced by various policy measures employed to regulate
   trade, both by home and host countries. What could be the possible reasons for
   government’s intervention in international trade? What are the justifications for
   implementing tariffs? 10

Q.3 a) India has a comprehensive institutional set up to promote international trade. Write
   about any two institutions. 10
   b) Special economic zone is a geographical region that has economic laws different
   from a country’s generally applicable economic laws. What are the underlying
   objectives of such economic laws? What are its benefits? 10

Q.4 a) International trade is one of the hot industries of the new millennium. Your friend
   staying at USA has suggested that you enter the export business. Describe all that is
   needed to setup an export company in India. What kind of company formation
   would you contemplate? What are the benefits of such formation? 10
   b) Your friend has found a prospect for you in New York who is willing to buy designer
   ladies handbags in large number. You have been asked to send a quotation for the
   handbags. What all would you include in your quotation if you have decided to
   quote a price of each designer bag as $20? 10

PART-B

Q.5 a) Assume you were the importer based at India and you imported electronic media
   from China. Terms of sale of the contract were documents against acceptance. You
   obtained the material on signing the bill of exchange. On due date, you defaulted.
   What options are available with the Chinese company to recover payment from you
   in India? 10
   b) What is the procedure for customs clearance of imports in India? 10
Q.6  a) Explain the term used in letter of credit like applicant, Beneficiary, Issuing Bank, Advising Bank, Negotiating Bank, Documents Against Acceptance and Documents against payment.  
    b) What is currency speculation? Illustrate it with an example. Differentiate between direct quote and indirect quote. Give an example of a currency quote with another currency.

Q.7  a) Write all the steps involved in processing of an export order, starting from the receipt of order to its final shipment.  
    b) How are some of the companies able to dump material at lower than the production costs in other countries? Illustrate with appropriate examples.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – First Semester
FINANCIAL ACCOUNTING (BBA-104 / BBA-1003)

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. Marks are indicated against each question.

Q.1 Write short notes on the following (any two):
   a) Balance sheet.
   b) Bad debts.
   c) Rules of accounting.
   d) Bank reconciliation statement.

   Fill in the blanks:
   e) Bank account is a ________ account.
   f) Investment is a ________ asset.
   g) Depreciation is diminution in the value of ________.
   h) Accounting has ________ aspects.
   i) Discount received is a ______________.

Q.2 a) Explain with example accounting convention in detail.
   b) Show the accounting equation for the following:
      i) Y started business with cash ₹90,000/- and goods ₹10,000/-
      ii) Purchased goods on credit ₹50,000/-
      iii) Sold goods costing ₹20,000/- for ₹40,000/-
      iv) Drawn cash for personal use ₹5000/-
      v) Paid to credit ₹40,000/-

Q.3 Journalize the following transactions and prepare ledger and trial balance as on March 2017.
   July 5, 2016: Started business with cash ₹80,000 Goods ₹40,000 and furniture ₹20,000.
   August 8, 2016: Sold goods to Nandlal of the list price of ₹20,000/- at trade discount of 10%.
   December 12, 2016: Received from Nandlal ₹14150/- in full settlement of his account.
   January 8, 2017: cash withdrawn from of price for personal use ₹5000/-
   February 27, 2017: Goods worth ₹2,000 given as charity.

Q.4 What is rectification of errors? Explain briefly with suitable examples error disclosed by trial balance.

PART-B

Q.5 Attempt the following:
a) What is deferred revenue expenditure? Explain in detail.  

b) State with explained which of the following items will be charged to capital or revenue?
   i) A sum of `500/- were spent on painting the new factory.
   ii) Sum of `10,000/- was paid as compensation to the employees who were retrenched.

Q.6 A second hand machine is imported on 1st July, 2014 for `1,80,000/- paid custom duty and freight `30,000/- and incurred erection charges `50,000/-. Another machine costing `80,000/- was purchased on February 02, 2015. On 1st July, 2016, 1/3rd of the machine purchased in 2014 year was sold for `40,000/-. Depreciation is calculated at 20% per annum on straight line method. Accounting year closes an 31st March every year. Prepare machinery account for 2014, 2015, 2016 and 2017.  

Q.7 Write the adjustment entry for the following and show the effect on Trial Balance, P&L and Balance Sheet.
   a) Depreciation on motor car @15% on value `40,000/-.  
   b) Outstanding rent `20,000/-  
   c) Insurance premium amounting `15000/- paid in advance.  
   d) Prepaid insurance `300/-
End Semester Examination, May 2019
M. Com. – First Semester
FINANCIAL ACCOUNTING (MC-104)

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 State whether the statements following are TRUE or FALSE:
   a) The function of accounting is to record economic data.
   b) Recording of transaction freedom dual aspect is called double account system.
   c) Cash account and cash book both are different.
   d) Transactions are recorded first of all in ledger.
   e) The language used in the report should be simple and clear.

   Fill in the blanks:
   f) AS-1 is related to ______________ of ______________ policy.
   g) AS-17 is related to ________.
   h) Assets-liabilities= __________.
   i) Purchase book shows only ________ purchases.
   j) Sales made to Mahesh for cash should be debited to __________. 2×10

PART-A

Q.2 Write short notes on:
   a) Realisation concept. 5
   b) Business entity concept. 5
   c) Users of financial accounting informations. 10

Q.3 a) Describe the role of accountant in auditing. 10
     b) Examine the provision of AS-18 and AS-29. 10

Q.4 a) Following are the extract from the Trial Balance of a firm:

   Trial balance as on 31st Dec, 2016
   
<table>
<thead>
<tr>
<th>Particular</th>
<th>Dr. Amount</th>
<th>Cr. Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundry Debtors</td>
<td>50,000</td>
<td>—</td>
</tr>
<tr>
<td>Provision for Bad debts</td>
<td>—</td>
<td>5,000</td>
</tr>
<tr>
<td>Provision for discount</td>
<td>—</td>
<td>2,000</td>
</tr>
<tr>
<td>Bad debts</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>Discount</td>
<td>1,000</td>
<td></td>
</tr>
</tbody>
</table>

   Additional information:
   i) Further bad debts ₹1,000/-. 5
   ii) Create a provision for bad debts @10% on debtors.
   iii) Additional discount ₹5,00/-.
   iv) Create a provision for discount on debtors @ 5% on debtors.
   Show how the different items will appear in the firm final account and balance sheet. 15
   b) Differentiate between receipt and payment account and income and expenditure account. 5

PART-B
Q.5 Atlantic paper products send goods to Bhopal Branch at cost plus 25%. You are given the following particular:

- Opening stock at branch at its cost: 5,000
- Goods sent to branch at I.P.: 20,000
- Loss in transit at I.P.: 2,500
- Theft at I.P.: 1,000
- Loss in weight (normal at I.P.): 500
- Sales: 25,500
- Expenses: 8,000
- Closing stock at branch at cost to branch: 6,000
- Claim received from the insurance company for loss in transit: 2,000

You are required to prepare in the H.O. books:

a) Branch accounts.
b) Branch adjustment account.
c) Branch profit and loss account.

Q.6 Write shot notes on:

a) Objective of reporting in financial accounting.
b) International financial reporting standard.

Q.7 a) Discuss the benefits of segment reporting in manufacturing business.
b) Write a detail note on ‘social reporting’.
Q.1 Answer the following questions:
   a) What is inductive method?
   b) What is a concept?
   c) Explain moderating variable with an example.
   d) What are the various sources of secondary data?
   e) What is hypothesis?
   f) Distinguish between quantitative and qualitative research.
   g) What is convenience sampling?
   h) What are closed ended questions? Give examples.
   i) What is sampling error?
   j) Draw neatly the flowchart of problem identification process.

**PART-A**

Q.2 What is the scope of research? Discuss exploratory research in detail with suitable example.

Q.3 What is the meaning of research proposal? Discuss the various contents (ingredients) included in a research proposal.

Q.4 What is scaling and discuss any two of its type with example? Further also illustrate in brief the methods of collecting primary data.

**PART-B**

Q.5 What is the need of sampling? Enumerate various methods of probabilistic sampling with suitable examples.

Q.6 What is a questionnaire? Explain the process of questionnaire designing, if a researcher is designing one for measuring the employee satisfaction.

Q.7 What should be the ideal structure of a research report?
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) - Industry Integrated – First Semester
MICRO ECONOMICS –I / MICRO ECONOMICS (CH-1.3 / BCH-105)

Time: 3 hrs. Max Marks: 100

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. Each question carries equal marks.

Q.1 Answer the following questions:
   a) An individuals demand curve for commodity X is given as Q_x=8-P_x, ceteris paribus. Plot the individuals demand curve.
   b) Distinguish between decrease in supply and contraction in supply.
   c) Define consumer’s equilibrium.
   d) What is marginal rate of technical substitution?
   e) What is firms expansion path?
   f) Average cost must equal marginal cost at the point where average cost is ________.
   g) Distinguish between pure and perfect competition.
   h) What is dumping?
   i) What is excess capacity?
   j) Distinguish between selling costs and production costs. 2x10

PART-A

Q.2 a) Calculate cross elasticity of demand between coffee (X) and (Y) from the following data and comment on the relationship between the two goods:

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price (Rs./Unit)</td>
<td>Quality (Unit/Month)</td>
</tr>
<tr>
<td>Coffee (X)</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Tea (Y)</td>
<td>40</td>
<td>50</td>
</tr>
</tbody>
</table>

b) Discuss the income effect and substitution effect of a fall in the price of a commodity. Use suitable diagrams. 10

Q.3 a) Discuss the main properties of an iso-product curve. How do these curve differ from indifference curves.
   b) Explain the law of diminishing returns. Does it apply to agriculture only? 10

Q.4 a) Explain the nature of short run cost-curves. Show the relationship between short-run average cost (SAC) and marginal cost (MC) curves. Use diagrams.
   b) How are internal and external economics related to the long run average cost curve? 10

PART-B

Q.5 a) Explain equilibrium of the firm and industry in the short run and long-run under perfect competition.
   b) Draw the supply curve of a firm and industry under perfect competition in long run. 10

Q.6 a) What do you mean by monopoly? How are the price and output determined under it?
   b) Explain absence of supply curve under monopoly. 10
Q.7 Explain in detail Cournot Duopoly Model.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – Third Semester
PRODUCTION MANAGEMENT (BBA-305/bba-3003)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following question in brief:
   a) Define ‘store-keeping’.
   b) Full form of JIT.
   c) Full form of LIFO.
   d) Define ‘breakdown maintenance’.
   e) Give two differences between products and services.
   f) Define ‘MPS’.
   g) Full form of SPT.
   h) Define ‘plant location’.
   i) Define ‘quality’.
   j) Full form of ABC analysis.

PART-A

Q.2 a) Define ‘production process’. What are the activities of production management? 10
   b) Explain the decisions of production management in detail. 10

Q.3 a) What do you understand by plant layout? What are the characteristics of good plant layout? Explain principles of good plant layout. 10
   b) Explain process and product layout in detail. 10

Q.4 a) Define production planning and control. What are its elements? 15
   b) Write a short note on: ‘Sequencing’. 5

PART-B

Q.5 What is maintenance? What are its objectives? Write down advantages of maintenances? 20

Q.6 Write short notes on:
   a) Acceptance sampling. 10
   b) Inspection. 2

Q.7 a) Define ‘inventory control’. What are its various types and explain various advantages of inventory control in an organization. 10
   b) Define material management and its various objectives. 10
Q.1 Write short notes on the following:
   a) Brand equity versus customer equity.
   b) Consumer markets.
   c) BPO.
   d) FMCG versus durables.
   e) Differentiation versus positioning.

**PART-A**

Q.2 a) Most people think that “marketing” is mainly about advertising. Is it true? Define “marketing.” Explain the nature and scope of marketing. 10
   b) Discuss the difference between “product” focus and “need” focus with appropriate examples. 10

Q.3 a) “The purpose of any business is to create a customer. It is then the customer who determines what a business is”? Distinguish between selling and marketing with suitable examples to prove the statement. 10
   b) Discuss the concept of e-marketing giving its advantages and disadvantages. 10

Q.4 a) Before entering the Indian car market, Toyota conducted a market research on the channel practices. For a car company, what are the necessary questions to be included in the market research study that the company should seek answers for? 10
   b) The washing machine market sales in India in 2017-18 were 62, 92, 968 units. The top seven companies had the following sales:

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales (in units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG</td>
<td>18, 24, 961</td>
</tr>
<tr>
<td>Samsung</td>
<td>11, 32, 734</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>9, 43, 945</td>
</tr>
<tr>
<td>Videocon</td>
<td>8, 18, 086</td>
</tr>
<tr>
<td>Godrej</td>
<td>5, 03, 437</td>
</tr>
<tr>
<td>Onida</td>
<td>3, 77, 578</td>
</tr>
<tr>
<td>IFB</td>
<td>3, 14, 648</td>
</tr>
</tbody>
</table>

Determine market share and relative market share of these companies. What is the impact of measuring market share and relative market share on decision making? 10

**PART-B**

Q.5 a) Defend services marketing when there is no car to test drive, no shoes to try on, no computer to take home or no book to read. Discuss the characteristics of services. 10
   b) Determine Market Share Index of Sensodyne toothpaste by GlaxoSmithKline which is looking for a share of 5% in a market size of ₹60,000 million in 2019. Current market share of Sensodyne is 2.3%. The product has no awareness with 50% of the population. 60% of the population finds that the product is not as effective as it is being promised.
Q.6  a) Marketing mix strategy changes in every phase of product life cycle. Describe the marketing mix strategy in every phase of product life cycle with examples. 
   b) Firms must innovate to survive. Describe all the stages of new product development.

Q.7  a) It is possible to have a brand without a business; it is almost impossible to have an enduring and profitable business without a brand. What is your understanding of a brand? How does a “brand” become a brand? What are the advantages of a brand?
   b) Marketing communications is essentially a part of the marketing mix. What does it define? Distinguish between marketing communications and integrated marketing communications.
Q.1 Write short notes on the following:
   a) Product versus need focus.
   b) Consumer markets.
   c) FMCG versus durables.
   d) Company potential versus company forecast.
   e) Product mix.

Q.2 a) Describe key customer markets. How are business markets different from consumer markets? Illustrate with examples.
   b) E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs. How? What are the advantages and disadvantages of e-marketing?

Q.3 a) All product forms including hardware, software, processed materials and services finally deliver intangible benefits to customers and are used in the service of people. What does this phenomenon depict? What are the characteristics of services?
   b) "Go rural" is the slogan. Why are companies focusing on rural market and developing effective strategies to tap its market potential?

Q.4 a) Your company is launching Air Purifiers in India. You have been asked to conduct market research. Describe the marketing research process you will pursue.
   b) Companies today recognize that they cannot appeal to all buyers in the marketplace or at least not to all buyers in the same way. What is the solution? How do you identify target market? What is positioning? Illustrate with examples.

Q.5 a) Explain backward, forward, vertical and horizontal integration with examples.
   b) BCG matrix is often used to prioritise which products within the company product mix get more funding and attention. How is the matrix used? Illustrate with examples.

Q.6 a) Brand management is the key to the company's worth. In this perspective, explain the terms, brand promise, brand experience, brand image and brand orientation? What is brand equity?
   b) Intermediaries help in the smooth flow of goods and services. What functions do the intermediaries perform? What is distribution management? Illustrate with examples.

Q.7 a) Describe Marketing Communications Mix with examples.
   b) Distinguish between Distribution Management and Supply Chain Management with examples. What is the role of a retailer in the supply chain?
End Semester Examination, May 2019
BBA (G) IB – Fifth Semester
FOREIGN LANGUAGE-II (FRENCH) (BIB-GE-07)

Time: 3 hrs. Max Marks: 100
No. of pages: 3

Note: Attempt ALL questions.

Q. 1  a) Conjuguez les verbes suivants:
(Conjugate the following verbs)

<table>
<thead>
<tr>
<th></th>
<th>Marcher</th>
<th>Faire</th>
<th>Avoir</th>
<th>Être</th>
<th>Aller</th>
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</thead>
<tbody>
<tr>
<td>Je</td>
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<tr>
<td>Tu</td>
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<tr>
<td>Il/elle</td>
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<tr>
<td>Nous</td>
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<td>Vous</td>
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<td>Ils/elles</td>
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</tbody>
</table>

½×30

b) Conjuguez les verbs suivants:
(Conjugate the following verbs)
i) Nous _________________ (nager) dans la piscine.
ii) Tu _________________ (vouloir) du café.
iii) Ils _________________ (pouvoir) m’aider.
iv) Nous _________________ (commencer) notre travail.
v) Je _________________ (boire) du thé.

1x5

Q. 2  Remplissez avec les pronoms sujets:
(Fill in the blanks with subject pronouns)

a) ________ aimons le chocolat.
b) ________ dansons ensemble.
c) ________ parles bien.
d) ________ mange du sandwich.
e) ________ regardes la télé.

1x5

Q. 3  Quelle heure est-il?
(What time is it?)
a) 3:15  ____________________________.
b) 21:40 ____________________________.
c) 4:00  ____________________________.
d) 15:20 ____________________________.
e) 9:35  ____________________________.

2x5

Q. 4  a) Écrivez les salutations en anglais:
(Write the salutations in English)
i) S’il vous plait  ____________________________
ii) Salut  ____________________________
iii) Madame  ____________________________
iv) Bon soir  ____________________________
v) Désolé

b) Écrivez en français:
(Write in French)
i) It's pleasant

ii) It's hot

iii) It's cold

iv) It's pleasant

v) In winters

Q.5 a) Présentez-vous en cinq phrases:
(Describe yourself in 5 sentences)

b) Décrivez votre ami(e) en cinq phrases:
(Describe your friend in 5 sentences)

Q.6 a) Écrivez en chiffres (cardinaux et ordinaux):
(Write the following numbers in digits, in cardinal or ordinal form)

<table>
<thead>
<tr>
<th></th>
<th>troisième</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Quatre-vingt-dix-huit</td>
</tr>
<tr>
<td></td>
<td>Trente-cinq</td>
</tr>
<tr>
<td></td>
<td>huitième</td>
</tr>
<tr>
<td></td>
<td>Soixante-deux</td>
</tr>
</tbody>
</table>

b) Écrivez les nombres cardinaux/ordinaux:
(Write the cardinal or ordinal numbers in words)
i) 78

ii) 14th

iii) 54

iv) 7th

v) 100
Q.7  
a) Complétez avec les articles définis (le, la, l’, les)  
(Complete with definite articles)  
i) ________ oncle  
ii) ________ fille  
iii) ________ stylos  
iv) ________ table  
v) ________ tableau

b) Complétez avec les articles indéfinis (un, une, des)  
(Complete with indefinite articles)  
i) ________ oiseau  
ii) ________ gâteaux  
iii) ________ sac  
iv) ________ fruits  
v) ________ montre

Q.8  
Complétez avec l’article partitif (du, de la, de l’, des)  
(Complete with partitive article)  
a) Il veut ________ thé ou ________ café.  
b) Nous mangeons ________ riz et ________ pain.  
c) Il boit ________ vin.

Q.9  
Écrivez les jours ou les mois:  
(Write the days or months)  
a) Le premier jour de la semaine  
b) Le troisième jour de la semaine  
c) Le cinquième jour de la semaine  
d) Le deuxième jour de la semaine  
e) Le weekend  
f) Le dixième mois de l’année  
g) L’ huitième mois de l’année  
h) L’onzième mois de l’année  
i) Le dernier (last) mois de l’année  
j) Le mois après (after) avril  
k) Le jour après Mardi  
l) Le mois avant (before) Septembre  
m) Le mois entre (between) Janvier et Mars  
n) Le sixième mois de l’année  

Q.10  
Formulez les questions pour les réponses suivantes:  
(Make questions for the following answers)  
a) Je m’appelle Carol.  

b) J’habite à York.  
c) ça va bien, merci.  
d) J’ai vingt ans.  
e) Je suis étudiant.
End Semester Examination, May 2019
BBA (General and Banking) — First Semester
COMPUTER FUNDAMENTALS (BBA-103 / BBA-103A / BBA-1004)

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. Marks are indicated against each question.

Q.1 Answer the following:
   a) Give example of two analog devices.
   b) Define the term MSD.
   c) How plotter is different from printer?
   d) Find the complement of 1110001.
   e) CPU time is a __________ to the computer:
   f) Name two operating systems.
   g) Write the full form of USB.
   h) __________ is a non-impact printer.
      i) ink-jet ii) Dot-matrix iii) Daisy-wheel iv) None of the above.
   i) Write any two applications of computer in banking system.
   j) \((10001111)_2 = (\text{?})_{16}\)

 PART-A

Q.2 What are the characteristics of a computer system? Also, explain the generations of computer system.

Q.3 Answer the following:
   a) Subtract \((1011)_2\) from \((11011)_2\)
   b) Add \((1011)_2\) and \((1100)_2\)
   c) \((214)_{10} = (\text{?})_8\)
   d) \((C8D)_{16} = (\text{?})_{10}\)
   e) \((11011.01)_2 = (\text{?})_{10}\)

Q.4 Differentiate impact and non impact printer. Explain all the printers in detail.

 PART-B

Q.5 a) Differentiate system software and application software.
    b) What is operating system? Why it is called resonance manager.

Q.6 Define 'computer network'. Also, explain its types.

Q.7 Explain the applications of computers in office and education fields.
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
MARKETING MANAGEMENT (BCH-304 / BCH-304A / CH-3.4)

Time: 3 hrs.  No. of pages: 1
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions in brief:
   a) Define ‘marketing’.
   b) What are the stages in the buying behaviour process?
   c) Discuss any two patterns for market targeting.
   d) Draw a neatly labeled diagram of the composition of a product.
   e) Tell whether the price will be set high or low in the following situations:
      i) When the firm is introducing a new luxurious product?
      ii) When the company is marketing a perishable product?
   f) Differentiate between ‘product differentiation’ and ‘market segmentation’.
   g) Define channels of distribution.
   h) List the various types of small scale retailers.
   i) Discuss any two unique characteristics of rural marketing.
   j) Name specific problem being faced by online marketers in India. 2×10

   **PART-A**

Q.2 a) How would you use different marketing mix elements to formulate marketing strategy? 10
    b) Discuss the various macro factors that constitute the marked environment of a firm. 10

Q.3 a) What are the characteristics of market segmentation? Further elaborate the major levels of market segmentation in detail. 10
    b) Draw a neatly labeled diagram of product life cycle and explain the marketing strategies adopted at its each stage. 10

Q.4 What are the basic functions of promotion in marketing? Enumerate the various promotional tools used by organizations to boost the sales. 20

   **PART-B**

Q.5 What are the functions of channel of distribution? In the light of recent developments, explain the significance of retailing in India. Further also elaborate the various types of small scale retailers with suitable examples. 20

Q.6 “The importance of rural marketing is increasing in view of its potential.” Comment upon the statement giving various reasons for rural marketing. 20

Q.7 a) Why is important for marketers to follow the customer relationship management strategies these days?
    b) What are the basic objectives of going green? Why is it becoming so important these days? 10×2
End Semester Examination, May 2019
B. Com. (Hons.) Industry and Integrated – Fifth Semester
BANKING AND INSURANCE (BCH-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. Marks are indicated against each question.

Q.1 Answer the following questions;
a) What is a bank?
b) What do you mean by insurance?
c) What is quantity theory of money?
d) What is online banking?
e) What do you mean by insurance coverage? 2×5

PART-A

Q.2 a) What is the structure of banking in India? 5
b) How does the Indian bank plays an important role on the economy? 5

Q.3 What is inflation? Discuss the causes for inflation and its control measures in detail. 10

Q.4 Write short notes on the following:
a) Merchant banking.
b) Project financing. 5×2

PART-A

Q.5 What do you mean by insurance? Explain the various types and principles of insurance. 10

Q.6 a) What is insurance sector? Explain the role and functions of an agent in detail. 5
b) What are annuity plans? Discuss the various types of annuities in detail. 5

Q.7 a) What is meant by pooling of risk? 2½
b) Explain different types of risks in brief. 2½
c) What are the factors that cause variations in return and risk? 5
Q.1  State whether the following statements are 'True' or 'False' with brief reason.
   a) CSR is a part of corporate governance.
   b) Company management has responsibility only towards its shareholders.
   c) Corporate social responsibility is totally linked with the principles of sustainable development.
   d) The institution of business exists only if it fulfills the society’s expectations.
   e) Corporate social responsibility concerns with external stakeholder relationship.

   Answer in brief:
   f) Write at least three roles of a CFO.
   g) Who all are the members of standing committee?
   h) Explain the role of business ethics in CSR.
   i) Who are the drivers of CSR?
   j) What is the meaning of corporate philanthropy?

Q.2  Write notes on (any two) of the following:
   a) Evolution of corporate governance development in India.
   b) Green governance, E-governance.
   c) Regulatory framework of corporate governance in India.
   d) Role of PSU’s and banks in corporate governance.

Q.3  a) What is business ethics? Describe its nature. What benefits accrue to business if ethics is made a part of strategy?  
   b) You are working as the manager in an electronics manufacturing company from past few years. One day you noticed that the financial manager is window dressing the financial statement and is tempering the books of accounts. As a loyal employee of the company you want to disclose this foul playing to the seniors. But you realized that even your superiors are involved in this filthy playing. What should you do in such a scenario? Discuss the spirit of whistle blowing along with the different kinds of whistleblowings.

Q.4  a) Differentiate between management and governance.
   b) Discuss the role and responsibilities of a CEO. Also, explain the internal constituents of the corporate governance in detail.

Q.5  State the provisions relating to the composition of the board. What are the roles of a Board of the company?

Q.6  Write notes on the following:
   a) CSR models.
   b) Major codes on CSR.

Q.7  Discuss a case study on corporate social responsibility in any one of following:
a) Reliance   b) TATA   c) Coca Cola.
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. Each question carries equal marks.

Q.1 Fill in the blanks with appropriate verb:
   a) A number of students ________ absent today.
   b) The girls ________ dancing merrily.
   c) In hot weather milk ________ sour fast.
   d) The nears ________ false.
   e) The earth ________ on its own axis.
   f) Gulliver's travels ________ a huge amount.
   g) The boy ________ actually waiting for school to reopen.
   h) Neither the principal nor the teachers ________ able to give a satisfactory explanation.
   i) One of my friends ________ gone to France.
   j) Oil and water ________ not mix.

PART-A

Q.2 What do you understand by term: communication? Discuss the flow of communication and types of communications in detail.

Q.3 Discuss the meaning and importance of e-mail communication. Write an e-mail to your manager stating that you require 10 days of leave for marriage at your home.

Q.4 Explain 7C's of an effective communication in detail.

PART-B

Q.5 Write short notes on the following:
   a) Agenda.
   b) Memo.

Q.6 Draft a sales letter to consumers informing them about the new product launch and schemes.

Q.7 What do you understand by the term “report”? Explain various types of report writing with examples.
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Third Semester
LEADERSHIP AND TEAM BUILDING SKILLS (BBA-GE-06)

Time: 3 hrs. 
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Explain the following briefly:
   a) Complementary skills.
   b) Interpersonal skills.
   c) Trust
   d) Motivation
   e) Goals
   f) Inspiration
   g) Teams
   h) Meeting
   i) Group decision-making.
   j) Coaching

   2×10

PART-A

Q.2 Highlight the methods of creating trust. What factors are responsible for creating an effective team?
   20

Q.3 How do teams function? Discuss with examples the different kinds of teams.
   20

Q.4 Discuss the different types of groups operating in todays organizations. How is group decision making done?
   20

PART-B

Q.5 Write short notes on:
   a) Influencing skills.
   b) Communication skills.
   c) Presentation skills.
   d) Goal setting.

   5×4

Q.6 Discuss the complementary skills required to make a team effective. Explain the characteristics of a successful team.
   20

Q.7 Explain the different styles of leadership existing in organizations. Which style according to you is the best and why?
   20
End Semester Examination, May 2019  
BBA (G) IB – Third Semester  
INTERNATIONAL MARKETING (BIB-404A / BIB-302)

Time: 3 Hours  
Max Marks: 100  
No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Write short notes on the following:  
a) Challenges of international market.  
b) Functions of a distribution channel in foreign market.  
c) Sales promotion.  
d) Inventory management.  
e) Web marketing.  
f) Benefits of appointing foreign sales agent.  
g) International branding.  
h) Opportunities in international market.  
i) Customization of product.  
j) Provisions of EXIM Policy.  

PART-A

Q.2 Global marketing environment includes many factors to be analyzed while approaching international market. Discuss in detail the external and internal environmental factors that affect the functioning of a business while moving internationally.  

Q.3 What do you understand by buying behaviour of a global consumer? Discuss the decision making process of a consumer while buying a product along with the factors affecting the decision making process of a consumer in international market.  

Q.4 Write notes on the following:  
a) Market entry modes in international market.  
b) International marketing research.  

PART-B

Q.5 "Price is the only element which generates revenue for a company”. Define international pricing along with the factors affecting international pricing. Also define also the strategies to be used by a company during the introduction state of a product in international market.  

Q.6 “Personal selling is face to face interaction between a buyer and seller”. Discuss the statement along with the objectives of personal selling in international market. Also discuss the process that should be adopted by a sales man while approaching an international customer.  

Q.7 Write a detailed note on ‘corporate social responsibility’ in cross cultural context.
Q.1 Explain the following concepts briefly (around 80-100 words)
   a) Red teaming.
   b) ZOPA
   c) BATNA
   d) Two types of negotiations.  

   **PART-A**

Q.2 Discuss the stages of negotiation in details. Discuss the barriers which can delay the negotiation process.  

Q.3 "Goal setting is one of the most important parts of negotiation”. Discuss the above statement and highlight the process of goal setting with examples.  

Q.4 Write short notes on (any two):
   a) Strategies to boost negotiation.
   b) Aspects of negotiation.
   c) Cultural differences in negotiations.  

   **PART-B**

Q.5 Highlight with examples the skills required in order to be a successful negotiator.  

Q.6 Write short notes on any two:
   a) Positioned bargaining.
   b) Transactional analysis.
   c) Cross-cultural negotiations.  

Q.7 Discuss the relationship between mixed and principled negotiation. How does social interaction help in the process of negotiation?
Q.1 Write short notes on the following:
   a) Challenges of International Market
   b) Functions of a distribution channel in foreign market
   c) Sales Promotion
   d) Inventory management
   e) Web marketing
   f) Benefits of appointing foreign sales agent
   g) International Branding
   h) Opportunities in international market
   i) Customization of product
   j) Provisions of EXIM Policy.

**PART-A**

Q.2 Global marketing environment includes many factors to be analyzed while approaching international market. Discuss in detail the external and internal environmental factors that affect the functioning of a business while moving internationally.  

Q.3 What do you understand by buying behaviour of a global consumer? Discuss the decision making process of a consumer while buying a product along with the factors affecting the decision making process of a consumer in international market.

Q.4 Write notes on the following:
   a) Market modes in international market.
   b) International marketing research.

**PART-B**

Q.5 "Price is the only element which generates revenue for a company". Define international pricing along with the factors affecting international pricing. Define also the strategies to be used by a company during the introduction state of a product in international market.

Q.6 "Personal selling is face to face interaction between a buyer and seller". Discuss the statement along with the objectives of personal selling in international market. Also discuss the process that should be adopted by a sales man while approaching an international customer.

Q.7 Write a detailed note on corporate social responsibility in cross cultural context.
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – First Semester
BUSINESS COMMUNICATION (BBA-GE-01 / BBA-GE-01A)

Time: 3 hrs.  
Max Marks: 100 
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.** Marks are indicated against each question.

**Q.1**  
**Answer the following briefly:**  
a) Four skills of communication.  
b) Channels of communication followed in organizations.  
c) One merit of oral communication and one merit of written communication.  

**Explain the following in one or two sentences only:**  
d) Listening skill.  
e) Oral presentation.  
f) Agenda.  
g) Employment letter.  
h) Resume.  

**PART-A**

Q.2  
Highlight the barriers which make communication ineffective and incomplete? Suggest ways to minimize these barriers.  

Q.3  
What points should be kept in mind while delivering a good speech? How does voice modulation help in making a speech effective?  

Q.4  
Write a sales letter to promote the sale of your new product using the AIDA strategy. Write a claim letter for a shirt which you had purchased from amazon.com? Tell them about the faded shirt and the wrong size sent by them.  

**PART-B**

Q.5  
Write short notes on:  
a) Notice.  
b) Circular.  
c) Memo.  
d) Classified document.  

Q.6  
Write a report on a survey carried out to find out about the dipping sale of your product. Mention the reasons why your product is not doing well and give suggestions on how the sales can be improved?  

Q.7  
Write the dos and don'ts while preparing for an interview. Explain the importance of voice modulation and body language to leave a good first impression.
Q.1 Fill in the blanks:
   a) Listening means hearing with _________.
   b) The rise and fall of voice is called _________.
   c) Space language is also known as ___________.
   d) Another name for body language is ___________.
   e) When students are not listening at all, it is called _________.
   f) Communication between people at the same level is called __________. communication.
   g) A ________ is an account of a person’s personal details and qualifications.
   h) A ________ goes to people but people come to a ___________.
   i) Points to be discussed in a meeting are written in an ___________.
   j) An example of intra-office communication is ___________.

State whether the following are TRUE or FALSE:
   k) A circular is always acknowledged.
   l) Active listening is when audience is not paying attention to the speaker.
   m) Scanning is the fastest type of reading.
   n) Oral communication is proof for future reference.
   o) 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? 20

Q.3 Feedback is the most important part of the communication process. Discuss the barriers which make communication and feedback incomplete. 20

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. 20

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? 20

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? 20
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.

Q.9 Design a brochure for your college festival, giving all details like date, venue, events and give an attractive name to the festival.
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
CAPITAL MARKETS (BCH-305 / BCH-305A)

Time: 2 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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) What is an IPO?
b) What is primary market?
c) What is portfolio management?
d) Enlist two types of risk involved in capital market.
e) What are derivatives?
f) What is the full form of NEAT?
g) What is a scrip?
h) What is a circuit breaker?
i) Who is a broker in stock market?
j) Define ‘bulls’.

PART-A

Q.2 Explain advantages and disadvantages of listing of securities. 10

Q.3 Discuss in detail settlement system in stock exchanges. 10

Q.4 What are stock indices? Why are indices required in stock market? 10

PART-B

Q.5 What are the objectives of surveillance system of BSE? 10

Q.6 Explain main provisions of securities contract regulation Act 1956. 10

Q.7 Explain the nature of bear in a stock market. 10
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
FINANCIAL MARKET AND INSTRUMENTS (BCH-306)

Time: 2 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.** Marks are indicated against each question.

Q.1 Answer the following in brief:
   a) Differentiate between banks and NBFCs.
   b) What is recourse factoring?
   c) Enlist one disadvantage of credit rating.
   d) What is NAV?
   e) What is discounting of bill of exchange?
   f) What are interval scheme of mutual funds?
   g) Differentiate between commercial bank and central bank.
   h) What are quantitative technique of credit control?
   i) Give two responsibilities of an insurer.
   j) What are SIPs?

**PART-A**

Q.2 What is a financial system? Discuss the components of a formal financial system. 10
Q.3 What is credit rating? What are its objectives? What are its benefits to investors? 10
Q.4 Explain working mechanism of mutual funds in India. 10

**PART-B**

Q.5 What are commercial banks? Explain the policies of commercial bank. 10
Q.6 Write a note on development banks in India. 10
Q.7 What is UTI? State its functions and critical evaluation. Highlight role of UTI in industrial finance. 10
End Semester Examination, May 2018
BBA (G) International Business — Fifth Semester
ADVANCE INFORMATION TECHNOLOGY (BIB-DE-501)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) Data v/s Information.
b) Data mining.
c) Database administrator.
d) Big data. 5×4

PART-A

Q.2 a) Define database management system with its advantages. 10
b) Explain the schema, subschema and instances by illustrating an example for each. 10

Q.3 What do you understand by datawarehouse? Explain the different characteristics of dataware house in detail. 20

Q.4 Explain “ERP”. How an organization can implement ERP? 20

PART-B

Q.5 With the advancement of internet technology cyber crimes are increasing. Explain the importance of cyber laws and describe the different sections meant for cyber law in India. 20

Q.6 Explain distributed system with its advantages and disadvantages. 20

Q.7 What is electronic commerce? Explain the different sectors where e-commerce can be used. 20
End Semester Examination, May 2019
BBA (G) IB – Third Semester
INTERNATIONAL ECONOMICS (BIB-301)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 State whether the following statements are TRUE or FALSE:
   a) Money supply lies in the domain of international economics.
   b) Heckscher-Ohlin theory is same as factor endowment theory.
   c) New trade theory does not consider absolute cost advantage.
   d) Outsourcing is meant for core activities.
   e) BATA a shoe manufacturing company is multinational enterprise.

   Fill in the blanks:
   f) Quantitative restriction (Quota) is __________ barrier.
   g) India’s import is __________ export.
   h) Shortfall in the foreign currency can be met __________. (name the institution)
   i) In globalization countries have no __________.
   j) Foreign direct investment is suitable case of __________ globalization. 2×10

   PART-A

Q.2 What is the domain of international economics? How international economics is useful for inter-country studies? Cite an example. 20

Q.3 Analyse Richardian theory. How it is different from heckscher ohlin theory? Make critical analysis. 20

Q.4 How outsourcings operate in real life? What are its uses? 20

   PART-B

Q.5 What are the instruments of trade policy? Explain each one of these. 20

Q.6 Give comprehensive view of international monetary system. 20

Q.7 Explain in detail the happening of global financial crisis. 20
End Semester Examination, May 2019
BBA (BANKING) – Third Semester
FUNDAMENTAL AND TECHNICAL ANALYSIS (BBA-IC-307)

Time: 3 hrs.  Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all; PART-A is compulsory. Attempt any FOUR questions from PART-B. Marks are indicated against each question.

**PART-A**

Q.1  a) Explain the difference between top down and bottom up approach.
b) Explain GDP and its importance in fundamental analysis.
c) Explain any leading Economic Indicator with an example.
d) What is Dow Theory? Explain it in brief.
e) Explain the support and resistance in technical analysis.

**PART-B**

Q.2  Explain the Candlestick chart in detail. Also explain the White and Black candle.

Q.3  Define (any two) concepts of technical analysis:
a) Fibonacci Retracement.
b) Bollinger Bands.
c) RSI.

Q.4  Define (any two) concepts:
a) Defensive Industry.
b) Growth Industry.
c) Cyclical Industry.

Q.5  Following is the information about three companies:

<table>
<thead>
<tr>
<th></th>
<th>ABC Ltd.</th>
<th>XYZ Ltd.</th>
<th>PQR Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>P/E</td>
<td>30</td>
<td>30</td>
<td>35</td>
</tr>
<tr>
<td>EPS Growth Rate</td>
<td>30%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>ROE</td>
<td>18%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Which is the suitable company for investment? Support your answer with proper explanation.

Q.6  Explain P/E and P/BV ratio with example.

OR

Explain any two valuation ratio with proper example.
End Semester Examination, May 2019
B.Com. (Hons) and (Industry Integrated) – First Semester
FINANCIAL ACCOUNTING (CH-1.2 / BCH-102 / BCH-102A)

Time: 3 hrs. Max Marks: 100
No. of pages: 3

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 Fill in the blanks:
   a) In case of default in the payment of installments under installment payment system, the seller ________ repossess the goods.
   b) In context to hire purchase system, the formula for calculating rebate is ________.
   c) On admission of a partner, goodwill is paid to the old partners in their ________ ratio.
   d) According to the rule of Garner Vs Murray, the loss arising due to the insolvency of a partner is a ________ loss.
   e) The price for which the business of a firm is sold to a company is known as ________.

State whether the following statements are TRUE or FALSE:
   f) Deferred Revenue expenditure is current year’s revenue expenditure to be paid in later years.
   g) Goodwill is a fictitious asset.
   h) Depreciation should be provided only when the company can show some profit in a financial year.
   i) Profit from sale of assets are not considered as the revenue of the business.
   j) In context to not for profit organizations, donations for specific purposes are always capitalized.

Briefly distinguish between the following:
   j) Leasing and hire purchase.
   l) Gaining ratio and sacrificing ratio.
   m) Depreciation and Amortization.
   n) Capital receipt and revenue receipt.
   q) Dissolution of partnership and dissolution of partnership firm.

PART-A

Q.2 a) Discuss the meaning and objective of accounting. 5
   b) Explain any five accounting conventions and principles. 15

Q.3 a) What is meant by Bank reconciliation statement? Discuss the causes of difference between the balance as shown by the bank pass book and the balance as shown by the firm’s cash book. 6
   b) Ajay commenced business on 1st January, 2012 on the same date, he purchased a machinery for `7,00,000/- charging depreciation @15% p.a. on diminishing balance method. The company adopted a policy of charging full years depreciation on any additions made during the year. Books are closed on 31st December every year. Over the years, the purchases of machinery have been:
      01.08.2013 `1,50,000/-
      30.09.2016 `2,00,000/-
      On 01.01.2016, the company decided to change the method and rate of depreciation to 10% p.a. on origical cost method with retrospective effect from
01.01.2012, the adjustment being made in the accounts for the year ending 31.12.2016. Calculate the difference in depreciation to be adjusted in the machinery account on 01.01.2016 and show the ledger account for the year 2016.

Q.4  a) Classify the following into capital, revenue and deferred revenue expenditure. Give reasons:

1. Rs. 10 lac spent on the construction of railway sidings.
2. Rs. 50,000/- spent on experimenting on a chemical product which did not result in success.
3. A sum of Rs. 40,000/- was spent in overhauling its entire pant which resulted in adding five years to its working life.
4. Expenditure on advertisement Rs. 25,000.

b) The receipts and payments account for the year ending 31st March, 2015 of Netaji Subhash Club is as follows:

<table>
<thead>
<tr>
<th>Receipts</th>
<th>Payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Cash Balance</td>
<td>By Salaries</td>
</tr>
<tr>
<td>To Membership subscriptions:</td>
<td>50,000</td>
</tr>
<tr>
<td>2013-14 10,000</td>
<td>By Rent</td>
</tr>
<tr>
<td>2014-15 1,00,000</td>
<td>By Printing and</td>
</tr>
<tr>
<td></td>
<td>stationery</td>
</tr>
<tr>
<td>2015-16 5,000</td>
<td>By water and power</td>
</tr>
<tr>
<td></td>
<td>By Newsaper and</td>
</tr>
<tr>
<td></td>
<td>periodicals</td>
</tr>
<tr>
<td>To Income from entertainments</td>
<td>By furniture</td>
</tr>
<tr>
<td>To Interest</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>By Repairs to furniture</td>
</tr>
<tr>
<td></td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td>By Refreshments</td>
</tr>
<tr>
<td></td>
<td>1,15,000</td>
</tr>
<tr>
<td></td>
<td>By Closing Balance</td>
</tr>
</tbody>
</table>

| 1,68,500                          | 1,68,500 |

a) The number of members of the club was 500 and the membership subscription was `20 per month.
b) The rent of the club was `1,500 per month.
c) At the end of the year, prepaid salary was `2,000/-.
d) In 2013-14, `50,000/- were deposited in fixed deposit account for 3 years in a bank, carrying 6% interest p.a.
e) The other assets on 1st April, 2014 were as follows:

Furniture `80,000 and sports equipment `40,000.
f) Depreciation is to be provided @ 10% p.a. on furniture and sports equipment.

Prepare income and expenditure account for the year ending 31st March, 2015 and balance sheet as on date.

PART-B

Q.5  a) Balance Sheet of P&Q, who Share profits and losses in the ratio of 5:3, as at 31st March, 2015 was as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital accounts:</td>
<td>Land &amp; Building</td>
</tr>
<tr>
<td>P 2,50,000</td>
<td>3,00,000</td>
</tr>
<tr>
<td>Q 1,50,000</td>
<td>4,00,000</td>
</tr>
<tr>
<td>Profit and loss A/c</td>
<td>1,30,000</td>
</tr>
<tr>
<td></td>
<td>Machinery</td>
</tr>
<tr>
<td></td>
<td>2,00,000</td>
</tr>
</tbody>
</table>
They admit R as a partner for \( \frac{1}{3} \) share in the profits of the firm which he acquires from P and Q in the ratio of 3:1. R brings in `4,00,000/- as his capital. Ascertain the amount of goodwill and pass journal entries on the admission of R.  

b) Explain the meaning, nature and characteristics of goodwill.

Q.6  
a) What do you understand by realization account? How does it differ from revaluation account?  
b) Explain the concept of piecemeal distribution of assets at the time of dissolution of firm.  
c) X, Y and Z were partners sharing profits and losses in the ratio of 5:3:2. The balance sheet of the firm as at 31st March, 2012 was as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Accounts:</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>50,000</td>
</tr>
<tr>
<td>Y</td>
<td>40,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>20,000</td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>35,000</td>
</tr>
<tr>
<td>X’s loan:</td>
<td>18,000</td>
</tr>
<tr>
<td>X’s Drawings</td>
<td></td>
</tr>
<tr>
<td>Y’s Drawings</td>
<td></td>
</tr>
<tr>
<td>Z’s Capital account</td>
<td></td>
</tr>
</tbody>
</table>

The firm was dissolved on that date. Assets realized as follows:  
Machinery `31,000/-; Furniture `26,000/- Stock `32,000/- Realisation expenses amounted to `2,600. Z was declared insolvent and 50 paise in a ` was recovered from this estate. Prepare necessary ledger accounts to close the books of the firm. Apply Garner vs Murray decision.

Q.7  
a) What is meant by leasing? Explain the types of lease.  
b) Give any six differences between hire-purchase and installment payment system.  
c) Give journal entries to be recorded in the books of hire-purchaser and hire-vendor in case of total asset value method under hire-purchase system.
End Semester Examination, May 2019
BBA (G) IB – First Semester
BUSINESS ECONOMICS (367.106A/2.113)

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. Marks are indicated against each question.

Q.1 Do as directed:
   a) Resources are abundant. (True/False)
   b) Supply is an inverse function of price. (True/False)
   c) Equation for profit is Profit = revenue —___________.
   d) In monopoly there could be a competition (Yes/No).
   e) The ratio proportionate change in demand to the proportionate change in prices is called ___________.
   f) Define GDP.
   g) Write one function of the labor union.
   h) What do you mean by crowding out effect?
   i) Write any one goal of monetary policy.
   j) Elaborate government expenditure.

PART-A

Q.2 Explain the various types of demand elasticity. Also, explain all the cases of price elasticity of the demand. 10

Q.3 What do you mean by short run and long run production? Explain the law of return to scale. 10

Q.4 Explain the monopolistic competition in detail. 10

PART-B

Q.5 What do you mean by the terms: inflationary and recessionary gap? Illustrate them with the examples and how do these affect the economy? 10

Q.6 Explain in detail the components of demand of money and supply of money. 10

Q.7 What do you understand by the balance of payment? How the balance of payment can be controlled? What are the two important parts of the BOP statement? 10
Q.1 Objective type Questions:

a) For term loans under long term borrowings the following shall be mandatorily disclosed as per Schedule VI.
   i) Terms of repayment
   ii) Name of lender
   iii) Date of execution of loan agreement
   iv) Amount of installment

b) Loans repayable on demand are disclosed under Short term borrowings.
   i) True
   ii) False

c) Operating cycle has duration of:
   i) Twelve months
   ii) More than Twelve months
   iii) Less than Twelve months
   iv) Can be any of the above

d) Accounting standard issued by ICAI for preparation of cash flow statement is:
   i) AS-4
   ii) AS-5
   iii) AS-3
   iv) AS-2

e) It is mandatory for all companies listed on any stock exchange in India to prepare cash flow statement.
   i) True
   ii) False

f) Match each item in Column A to the most appropriate item in Column B. Each item in Column A corresponds to only one item in Column B.

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Purchase of raw materials</td>
<td>i) Cash flow from financing activities</td>
</tr>
<tr>
<td>ii) Loans made to suppliers</td>
<td>ii) Cash flow from operating activities</td>
</tr>
<tr>
<td>iii) Revaluation of fixed assets</td>
<td>iii) Cash flow from investing activities</td>
</tr>
<tr>
<td>iv) Buyback of shares</td>
<td>iv) Not a cash flow</td>
</tr>
</tbody>
</table>

g) An estimate may have to be revised if, circumstances change on which the estimate was based.
   i) True
   ii) False

h) Revenue recognition is an example of accounting policy.
   i) True
   ii) False

i) Match the items in Column A to the most appropriate item in Column B.

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Lower provision for doubtful debt</td>
<td>i) Ordinary activity</td>
</tr>
<tr>
<td>2) LIFO to FIFO method</td>
<td>ii) Prior period item</td>
</tr>
<tr>
<td>3) Litigation settlements</td>
<td>iii) Change in accounting estimate</td>
</tr>
<tr>
<td>4) Error in calculating salary of previous year</td>
<td>iv) Change in accounting policy</td>
</tr>
</tbody>
</table>

j) Decline in market value of investments after balance sheet date is
   i) Adjusting event
   ii) Non adjusting event
iii) Both i) and ii) iv) None of the above
k) A change in the useful life of a depreciable fixed asset will have an impact on
   i) Current period ii) Future periods
   iii) Both i) and ii) iv) None of the above
l) Change in the method of depreciation is a
   i) Change in accounting policy ii) Change in accounting estimate
   iii) Prior period item iv) Extraordinary item
m) Permanent diminution in the value of investment made in the associate should be reduced from the carrying value of the investment.
   i) True ii) False
n) No adjustment is required for eliminating the unrealised profits and losses resulting from the transactions between the associate and the investor.
   i) True ii) False
o) ABC Limited owns 100% in PQR Limited. PQR Limited owns 35% in XYZ Limited. ABC Limited should:
   i) Account for the investment in XYZ Limited under AS 23
   ii) Should not account for the investment in XYZ Limited under AS 23 since it does not own 35% directly.
   iii) Should not account for the investment in XYZ Limited; instead PQR Limited should account for the investment as per AS 21
   iv) Account for the investment in XYZ Limited under AS 21
p) What will be the effect in the consolidated financial statements of unrealised profits on goods sold by the investor to the associate lying in the associate’s year-end inventory?
   i) Adjustment would be made to investment in the balance sheet and income from associates in the profit and loss.
   ii) Adjustment would be made to inventory in the balance sheet and income from associates in the profit and loss.
   iii) Adjustment would be made to investment and inventory in the balance sheet
   iv) None of the above
q) ABC Limited acquired 25% stake in PQR Limited for a temporary period. How will ABC Limited account for the investment?
   i) AS 23 ii) AS 13
   iii) AS 21 iv) AS 14
r) Goodwill / capital reserve should be computed
   i) When the first investment is made in the associate
   ii) On each occasion when an investment is made in the associate
   iii) At the end of each year
   iv) None of the above
s) As per Schedule VI, corresponding amounts for all items in financial statements and notes shall be given for:
   i) Immediately preceding two reporting periods.
   ii) Immediately preceding one reporting period
   iii) Immediately preceding three reporting period
   iv) Not required to be given
t) Reserves and Surplus may have a negative balance.
   i) True ii) False

Q.2 Short answer type question:
   a) What information need be disclosed for share capital as per schedule III of the Companies Act?
   b) Give Illustrative disclosures needed for trade receivables as per schedule III of the Companies Act.
c) ABC limited built a new factory building during 2011 at a cost of ₹20,00,000. At December 31, 2011, the net book value of the building was ₹19,00,000. Subsequent to year-end, on March 15, 2012, the building was destroyed by fire and the claim against the insurance company proved futile because the cause of the fire was negligence on the part of the caretaker of the building. The date of authorization of the financial statements for the year ended December 31, 2011, was March 31, 2012. How this transaction need to be accounted and disclosed in the financial statements for the year ended on December 31, 2011?

d) Explain the exceptions for preparation of consolidated financial statements.

Q.3 Long answer type question:

a) The following is the Trial Balance of Glory Ltd as on 31st March, 2015

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest on Debentures</td>
<td>32,400</td>
<td>Share Transfer Fees</td>
<td>15,000</td>
</tr>
<tr>
<td>Travelling Expenses</td>
<td>10,200</td>
<td>12% Debentures</td>
<td>2,70,000</td>
</tr>
<tr>
<td>Delivery van expenses</td>
<td>5,100</td>
<td>Commission received</td>
<td>7,400</td>
</tr>
<tr>
<td>Bad Debts</td>
<td>6,500</td>
<td>Sales</td>
<td>6,45,500</td>
</tr>
<tr>
<td>Discount</td>
<td>7,000</td>
<td>Share Capital</td>
<td>5,00,000</td>
</tr>
<tr>
<td>Purchases</td>
<td>3,15,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Stock</td>
<td>72,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freight outward</td>
<td>8,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free samples</td>
<td>5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>38,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Showroom expenses</td>
<td>11,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank balance</td>
<td>1,58,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wages</td>
<td>93,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land &amp; Building</td>
<td>4,00,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Equipment</td>
<td>1,45,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture</td>
<td>1,22,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>14,37,900</td>
<td></td>
<td>14,37,900</td>
</tr>
</tbody>
</table>

Closing stock was valued at ₹85,500
Prepare statement of profit and loss account as per Schedule III of the companies Act.

b) From the following ledger balances of Regal Limited as on 31st March 2015. You are required to prepare the Balance Sheet as on 31st March 2015 as per Revised schedule III of the Indian Companies Act.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>₹</th>
<th>Particulars</th>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Equipment</td>
<td>4,80,600</td>
<td>General Reserve</td>
<td>4,15,000</td>
</tr>
<tr>
<td>9% Debentures in APCO Ltd</td>
<td>2,45,000</td>
<td>Creditors for Goods</td>
<td>1,68,500</td>
</tr>
<tr>
<td>Loose Tools</td>
<td>1,63,000</td>
<td>Creditors for Expenses</td>
<td>36,000</td>
</tr>
<tr>
<td>Plant &amp; machinery</td>
<td>18,00,000</td>
<td>Cash Credit</td>
<td>75,000</td>
</tr>
<tr>
<td>Computer Software</td>
<td>83,250</td>
<td>Mortgage loan</td>
<td>3,10,000</td>
</tr>
<tr>
<td>Debtors for goods</td>
<td>1,90,000</td>
<td>8% Preference Share</td>
<td>5,50,000</td>
</tr>
<tr>
<td>Advertisement (unwritten off)</td>
<td>30,000</td>
<td>Equity Share Capital</td>
<td>15,00,000</td>
</tr>
<tr>
<td>Stores &amp; Spares</td>
<td>1,00,200</td>
<td>Staff Welfare Fund</td>
<td>85,000</td>
</tr>
<tr>
<td>Interest accrued on investment</td>
<td>51,000</td>
<td>Provision for Taxation</td>
<td>26,550</td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>23,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.4 Long answer type question:
a) Following are the Balance Sheet of Oswal Mills as on 31st March, 2016 and 2017 (₹ in Lakhs)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Note No.</th>
<th>31st March 2017 (₹)</th>
<th>31st March 2016 (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Equity and Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Shareholders’ Funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Share capital</td>
<td>1</td>
<td>1,300</td>
<td>1,400</td>
</tr>
<tr>
<td>b) Reserve and surplus (Surplus)</td>
<td></td>
<td>4,700</td>
<td>4,000</td>
</tr>
<tr>
<td>2. Current Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Short-term borrowings</td>
<td></td>
<td>200</td>
<td>600</td>
</tr>
<tr>
<td>b) Trade payables</td>
<td></td>
<td>500</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6,700</td>
<td>6,400</td>
</tr>
<tr>
<td>II. Assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Non-current assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Fixed assets</td>
<td>2</td>
<td>2,400</td>
<td>2,400</td>
</tr>
<tr>
<td>b) Non-current investments</td>
<td></td>
<td>300</td>
<td>200</td>
</tr>
<tr>
<td>2. Current assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Inventories</td>
<td></td>
<td>1,200</td>
<td>1,300</td>
</tr>
<tr>
<td>b) Trade receivables</td>
<td></td>
<td>800</td>
<td>900</td>
</tr>
<tr>
<td>c) Cash and cash equivalents</td>
<td></td>
<td>1,200</td>
<td>800</td>
</tr>
<tr>
<td>d) Short-term loans and advances</td>
<td></td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6,700</td>
<td>6,400</td>
</tr>
</tbody>
</table>

Notes to Account ₹ in Lakhs

<table>
<thead>
<tr>
<th>Particulars</th>
<th>31st March 2017 (₹)</th>
<th>31st March 2016 (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Share capital</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity share capital</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>10% preference share capital</td>
<td>300</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td>1,300</td>
<td>1,400</td>
</tr>
<tr>
<td>2. Fixed assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td>3,600</td>
<td>3,400</td>
</tr>
<tr>
<td>Less: Accumulated depreciation</td>
<td>(1,200)</td>
<td>(1,000)</td>
</tr>
<tr>
<td>Total</td>
<td>2,400</td>
<td>2,400</td>
</tr>
</tbody>
</table>

Statement of profit and loss account for the year ended 31st March 2017. (₹ in Lakhs)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Note No.</th>
<th>31st March 2017 (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Revenue from operation</td>
<td></td>
<td>2,800</td>
</tr>
<tr>
<td>II. Other income (dividend income)</td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td>III. Total Revenue</td>
<td></td>
<td>3,800</td>
</tr>
<tr>
<td>IV. Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of material consumed</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>Employees benefit expenses</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>Finance cost (interest paid)</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>Depreciation</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>Loss due to earthquake</td>
<td></td>
<td>1,100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2,100</td>
</tr>
<tr>
<td>V. Profit before tax</td>
<td></td>
<td>1,700</td>
</tr>
<tr>
<td>VI. Tax paid</td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td>Profit after tax</td>
<td></td>
<td>700</td>
</tr>
</tbody>
</table>
Prepare a statement showing cash from operating activities.
b) Using the information given in question 4 (a), prepare a statement showing cash flow from investing activities and financial activities.

Q.5 Long answer type question:
a) Balance sheet of H. Ltd. and S Ltd. as on 31.03.2018 were as under. (Amount in ₹)

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>H. Ltd.</th>
<th>S. Ltd.</th>
<th>Assets</th>
<th>H. Ltd.</th>
<th>S. Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity share capital of ₹</td>
<td>10,00,000</td>
<td>5,00,000</td>
<td>Land &amp; Build</td>
<td>3,00,000</td>
<td>1,80,000</td>
</tr>
<tr>
<td>10 each</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserves &amp; Surplus:</td>
<td>1,00,000</td>
<td>--</td>
<td>Plant &amp; Machinery</td>
<td>5,75,000</td>
<td>5,05,000</td>
</tr>
<tr>
<td>Capital General Reserve</td>
<td>2,00,000</td>
<td>1,00,000</td>
<td>Investments (40000 shares in S. Ltd.)</td>
<td>6,20,000</td>
<td></td>
</tr>
<tr>
<td>Profit and Loss A/c</td>
<td>2,00,000</td>
<td>1,50,000</td>
<td>Stock</td>
<td>1,20,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Secured Loan</td>
<td>3,00,000</td>
<td>1,00,000</td>
<td>Sundry Debtors</td>
<td>2,00,000</td>
<td>1,20,000</td>
</tr>
<tr>
<td>15% Debentures</td>
<td>40,000</td>
<td>20,000</td>
<td>Bills</td>
<td>75,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Current Liabilities:</td>
<td></td>
<td></td>
<td>Receivable Bank Balance</td>
<td>25,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>75,000</td>
<td>50,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bills payable</td>
<td>40,000</td>
<td>20,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional Information:
1) H. Ltd. acquired shares on 1st October 2017 on which date General Reserve of S. Ltd. was ₹1,00,000 Balance in profit and loss A/c on 1.04.2017 was ₹80,000
2) Sundry Debtors of H. Ltd. includes ₹30,000 dues from S Ltd. similarly bills receivable includes ₹20,000 accepted by S Ltd.
3) Stock of S. Ltd. includes ₹25,000 purchased from H. Ltd. On which profit made by H. Ltd. 25% of cost.

b) Using the information given in question no. 5 (a) prepare consolidated balance sheet.

Q.6 Long answer type Question:
a) What do you mean by changes in accounting policy? Give suitable example. Mention the accounting treatment of changes in accounting policy.
End Semester Examination, May 2019
M. Com. — First Semester
CORPORATE COMMUNICATION (MC-GE-01)

Time: 2 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. Each question carries equal marks.

Q.1 Define the following:
a) Communication networks.
b) Negotiation skills.
c) Group discussion.
d) Grapevine.
e) Report.

Q.2 What are the various types of barriers to communication in a professional organisations? How can these be removed? 10

Q.3 What is communication structure of organization? Explain with the help of suitable examples. 10

Q.4 Draft a letter to be sent to the local government offices and business houses for promoting sale of a newly designed steel cabinet your firm has just placed in market. 10

Q.5 Study the table given below showing the number of total road accidents during 1997-2001. Then basing your account on the statistics supplied, write a clear and concise report on the subject:

<table>
<thead>
<tr>
<th>Year</th>
<th>Pedestrians</th>
<th>Cyclists</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>2380</td>
<td>830</td>
<td>1310</td>
</tr>
<tr>
<td>1998</td>
<td>2315</td>
<td>850</td>
<td>1615</td>
</tr>
<tr>
<td>1999</td>
<td>2255</td>
<td>805</td>
<td>1750</td>
</tr>
<tr>
<td>2000</td>
<td>2460</td>
<td>750</td>
<td>2060</td>
</tr>
<tr>
<td>2001</td>
<td>2050</td>
<td>735</td>
<td>800</td>
</tr>
</tbody>
</table>

Q.6 Write short notes on:
a) SWOT analysis.
b) Negotiation skills. 5x2

Q.7 In what way would you prepare yourself if called for a job interview? 10
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) Industry Integrated – First Semester
FINANCIAL ACCOUNTING-I (BCH-102K / CH-1.2K)

Time: 3 hrs. Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any FOUR questions out of remaining FIVE questions. Marks are indicated against each question.

Q.1 Objective type questions:

a) What is the amount of Gross Profit when Net Purchase = Rs. 50,000, Net Sales = Rs. 80,000 & Sales Returns = Rs. 10,000?
   i) 30,000
   ii) 20,000
   iii) 70,000
   iv) 40,000

b) According to Going Concern, a business is assumed as having:
   i) An indefinite life
   ii) A limited life
   iii) A very long life

iii) The balance of petty cash book is:
   i) An asset
   ii) A liability
   iii) An expense
   iv) A gain

c) The term imprest system is used in relation to
   i) Petty cash book
   ii) Purchase book
   iii) Sales book
   iv) Cash book

d) In Book Keeping "debit" means:
   i) Entry on the left hand side of the same account
   ii) Decrease in asset
   iii) Increase in Liability
   iv)

g) Liabilities increase by:
   i) All of these
   ii) Purchase of goods on credit
   iii) Taking loan from bank
   iv) Rent due.

h) Entry for two aspects of the transaction.
   i) Entry for two sets of books.
   ii) Entry for two dates.
   iv) Entry for two transaction

i) A Payment of Rs.2000/- to ABC Transporters for bringing a machine to our factory should debited to:
   i) Machine a/c
   ii) ABC Transporters
   iii) Carriage inwards a/c
   iv) Cash a/c

j) Sale of Goods to X for Cash should be debited to:
   i) Cash
   ii) X
   iii) Sales.
o) The process of transferring debits and credits from journal to the respective account in ledger is known as __________.

p) Writing the difference of totals on the shorter side of the account is known as __________.

q) __________ is just opposite of Accrued income.

r) Ledger is a book of __________ entry.

s) Liquid Assets = Total Current Assets – (_________ + __________)

t) Accounting equation is statement of __________ between debits and credits. 1×20

Q.2 a) Explain Trade discount and cash discount with their accounting treatment.

b) Write a short note on GAAP.

c) What is the difference between Capital Expenditure & Revenue Expenditure?

d) Following are the accounting transactions relating to Mr. P’s business. Use the accounting equation to show their effect on his assets, liabilities and capital.

   o Commenced business with a Capital of 50,000

   o Bought Machinery for cash 10,000

   o Purchased goods for cash 15,000

   o Purchased goods from A on credit 5,000

   o Sold goods for cash 10,000 5×4

Q.3 a) From the following source document, prepare an accounting voucher in the books of M/S Narmada Traders, Chandigarh:

<table>
<thead>
<tr>
<th>Kharidlo Traders, Bihar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale bill No. 1232 Date:28-05-2014</td>
</tr>
<tr>
<td>TO : M/S Narmada Traders (Credit Sale)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Particulars</th>
<th>Rate</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Nos.</td>
<td>28&quot; Trousers</td>
<td>2000</td>
<td>20,000</td>
</tr>
<tr>
<td>10 Nos.</td>
<td>XL&quot; Shirts-full sleeves</td>
<td>1000</td>
<td>10,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>30,000</td>
</tr>
</tbody>
</table>

S/d

Narmada Traders. Chandigarh

b) Prepare Debit note with the help of given information:

   Invoice No. 1420
   Name of the seller:TFS Pvt. Ltd.
   Name of the buyer: M/S Pectech Ltd.
   Date of Invoice: 1/07/14
   Description of goods: 30 trousers (@ R.s.700/- each) and 20 shirts (R.s.600/- each)

   On 15/07/14, 20 trousers & 10 shirts were returned back to the seller by the buyer.10

Q.4 a) Explain following terms:

   i) Accrual Basis
   ii) "E & OE"
   iii) "True & Fair View"
   iv) Recognition
   v) Going concern 10

b) Explain any five Qualitative characteristics of financial statements. 10

Q.5 a) On checking Mohan’s Cash book with bank statement of his overdraft current account for the month of March 2019, following transactions were revealed:
i) Cash book showed an overdraft of Rs. 4,500.

ii) The payment side of the cash book had been undercast by Rs. 150.

iii) A cheque for Rs. 750 drawn on his saving deposit account has been shown as drawn on current account.

iv) Cheques amounting to Rs. 7,000 drawn & entered in the cash book had not been presented.

v) Cheques amounting to Rs. 6,000 sent to the bank for collection, through entered in the cash book, had not been credited by the bank.

vi) Bank charges of Rs. 75 as per bank statement of account had not been taken in the cash book.

You are requested to arrive at the balance as it would appear in the bank statement as on 31st March 2019.

b) Journalise the following transactions in the books of Abhishek:

<table>
<thead>
<tr>
<th>Date</th>
<th>Transaction Description</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 January</td>
<td>Paid cash to Narayan And discount received from him</td>
<td>4800</td>
</tr>
<tr>
<td>4 January</td>
<td>Received cash from Sita And discount allowed to her</td>
<td>3920</td>
</tr>
<tr>
<td>10 January</td>
<td>Goods sold to Mahesh</td>
<td>24,000</td>
</tr>
<tr>
<td>12 January</td>
<td>Goods returned by Mahesh</td>
<td>1,600</td>
</tr>
<tr>
<td>14 January</td>
<td>Received cash from Mahesh in full settlement of his account</td>
<td>22,000</td>
</tr>
</tbody>
</table>

Q.6 a) Pass rectification entries for the following, if required:

i) Goods costing Rs. 20,000 were purchased for various members of the staff and the cost was included in "Purchases". A similar amount was deducted from the salaries of the staff members concerned and the net payments to them debited to Salaries account.

ii) Wages paid to the firm's workmen for making certain additions to machinery amounting to Rs. 20,000 were debited to wages account.

iii) Purchase of equipment from ABC Ltd worth Rs. 50,000 in cash, was entered through the purchase day book and accordingly credited to supplier account.

iv) Material from store Rs. 10,000 and wages Rs. 4,000 had been used in making Tools and Implements for use in own factory, but no adjustments were made in the books.

v) A builder's bill for Rs 15,000 for erection of a shed was debited to Repairs Account.

b) On 31st December, 2016, the Provision for Bad and Doubtful Debts Account in the books of a trader stands at Rs. 4,800. During 2017, debts amounting to Rs. 5,920 are written off as bad, and at 31st December, 2017, the necessary provision for bad and doubtful debts is calculated at Rs. 3,400. In 2018, debts amounting to Rs. 4,560 are written off, and 31st December, 2018, the necessary provision is calculated to be Rs. 4,000. Show the Bad Debts Account and the Provision for Bad and Doubtful Debts Account for the years 2017 and 2018.
Q.1 Objective type Questions:
   a) Which out of the following is not a feature of credit sales?
      i) Pay for the product at a later date.
      ii) It usually is the same amount as the actual amount as it does not have the
           element of interest included in it.
      iii) Buyer is allowed to take immediate possession.
      iv) There is loss of interest to the seller due to delayed payment.
   b) When can the revenue be recognised?
      i) At the time of purchase of service.
      ii) At time of sale of service but payments should not be in installments.
      iii) When the payments are made by installments but at the time of purchase of
           service.
      iv) At the time of sale or rendering even though payments are made by
           installments.
   c) What are the features of cash discount?
      i) Deduction allowed by the seller of goods or by the provider of services.
      ii) Motivate the customer to pay within a specified time.
      iii) It is an incentive that a seller offers to a buyer in return for paying a bill owed
           before the scheduled due date.
      iv) All of the above
   d) Revenue should normally be recognised when the customer accepts delivery and
      installation and inspection are complete?
      i) True 
      ii) False
   e) Sales on approval and Guarantee sales are part of which of the following:
      i) Installment sales.
      ii) Delivery is delayed at buyers request and buyer takes title and accepts billing.
      iii) Delivered subject to conditions.
      iv) Advertising and insurance agency commissions.
   f) Revenue should be recognised for the amount excluding the amount of retention
      money?
      i) True 
      ii) False
   g) Which of the following is not a type of construction contract?
      i) Profitable contracts
      ii) Fixed price contract
      iii) Cost plus contracts
      iv) Fixed price and cost plus
   h) Under fixed price contracts, the contractor is reimbursed for allowable or otherwise
      defined costs, plus a percentage of these costs or a fixed fee.
      i) True 
      ii) False
   i) In a finance lease, the lessor should recognise the leased asset as an asset in his
      books of accounts.
      i) True 
      ii) False
j) The leased asset is recognised as an asset and liability at higher of present value of Minimum Lease Payments or fair value of the leased asset.
   i) True  
   ii) False

k) The lessee can use his incremental borrowing rate for discounting the minimum lease payments, in case it is not practicable to determine the IRR.
   i) True  
   ii) False

l) Amount expected to be realised on disposal of fixed asset
   i) Original cost  
   ii) Fair value  
   iii) Scrap value  
   iv) Revalued price

m) Painting expenditure incurred on existing car
   i) Capitalize to the cost of car  
   ii) Charge to profit and loss account  
   iii) Both i) and ii)  
   iv) None of the above

n) When there is a downward revaluation, “Revaluation Reserve Account” is created
   i) True  
   ii) False

o) Which of the following could be used to determine the Net selling price?
   i) Binding sale agreement  
   ii) Best estimate based on information  
   iii) Active market  
   iv) All of the above

p) What is the maximum period for which estimates of future cash flows can be reasonably developed?
   i) Five years  
   ii) Three years  
   iii) Eight years  
   iv) Ten years

q) ABC Limited revalued a plant on 1 April 2011 at ₹15,00,000. Historical cost of the plant is ₹25,00,000 on 1 April 2009. Depreciation is provided on SLM basis at an estimated useful life of 10 years. On revaluation,
   i) Debit profit and loss account – ₹5,00,000
   ii) Credit revaluation reserve account – ₹5,00,000
   iii) Debit profit and loss account – ₹10,00,000
   iv) Credit revaluation reserve account – ₹10,00,00

r) Interest costs may be included as part of construction costs, irrespective of whether it meets the criteria laid down in AS 16 for capitalisation of borrowing costs.
   i) True  
   ii) False

s) Where Construction WIP exceeds progress billings, the difference (i.e. Net WIP) is recorded as a:
   i) Asset  
   ii) Liability  
   iii) Expense  
   iv) Income

t) Which of the following costs are excluded from costs of purchase?
   i) Unloading charges at factory  
   ii) Non-refundable taxes  
   iii) Refundable taxes

Q.2 Short answer type question:
   a) Differentiate revenue and income.
   b) Mention the criteria’s for classifying a lease as finance lease.
   c) What are the components included in historical cost of an asset.
   d) Mention the internal evidences that indicates impairment.

Q.3 Long answer type question:
   a) Explain the revenue recognition criteria in case of following
      i) Sales of goods
      ii) Sale of services
      iii) Interest, Royalty and dividend.
   b) The following expenditure was incurred on a contract of `12,00,000 for the year ending 31-12-2015’.
      Materials 2,40,000
Wages 3,28,000
Plant 40,000
Overheads 17,200

Cash received on account of the contract to 31st Dec., 2015 was `4,80,000, being 80% of the work certified. The value of materials in hand was `20,000. The plant had undergone 20% depreciation. Prepare Contract Account.

Q.4 Long answer type question:
   a) XYZ Limited, a contractor, presents following information relating to a contract entered into with a client:

<table>
<thead>
<tr>
<th></th>
<th>Revenue (in ₹)</th>
<th>Cost (in ₹)</th>
<th>Profit (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Estimate</td>
<td>20,000</td>
<td>16,000</td>
<td>4,000</td>
</tr>
<tr>
<td>Actual so far</td>
<td></td>
<td>9,000</td>
<td></td>
</tr>
<tr>
<td>Costs includes material not installed</td>
<td></td>
<td>1,000</td>
<td></td>
</tr>
</tbody>
</table>

As per Technical Evaluation method, 70% work is complete based on physical verification and as per survey method 60% of work is completed. Calculate the amount of profits to be recognized on this contract under:
   i) Cost completion method
   ii) Survey method
   iii) Technical evaluation method.

b) ABC Limited has taken assets on lease from XYZ Limited on 1 April 2011. Information regarding the lease agreement is detailed below:
   - Lease term – 6 years; useful life of the asset is 7 years
   - Fair value at the inception of lease – ₹19,00,000
   - Lease Rent – ₹4,00,000 pa
   - Residual value expected at the end of the lease period – ₹1,00,000
   - Guaranteed value by the lessee – ₹75,000.

   The carrying amount of these leased assets in the books of XYZ Limited on 1 Apr 2011 is ₹17,00,000. IRR – 10%.
   Show the accounting in the books of the lessee for first three years assuming lease as finance lease.

Q.5 Long answer type question:
   a) ABC limited purchased a machine on 1st April 2005 for ₹80,00,000 with an estimated useful life of 10 years. Depreciation is provided on SLM basis. ABC limited revalued the machinery on 1st April 2008 at ₹60,00,000. On 1st April 2011, ABC limited revalued the fixed asset to ₹30,00,000.
      i) What is the amount credited to revaluation reserve account on 1 April 2008?
      ii) What is the depreciation amount charged in the year 2008-2009?
      iii) What is the depreciable amount for the year 2011-2012?
      iv) What is the depreciation amount for the year 2011-2012?

   b) ABC Limited purchased a new machinery on 1st August 2011 for ₹50,00,000. The company incurred following expenditure in connection with the purchase:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase cost</td>
<td>40,00,000</td>
</tr>
<tr>
<td>Freight</td>
<td>50,000</td>
</tr>
<tr>
<td>Transit insurance</td>
<td>10,000</td>
</tr>
<tr>
<td>GST</td>
<td>18% on purchase price</td>
</tr>
<tr>
<td>Import duty (Non refundable)</td>
<td>50,000</td>
</tr>
</tbody>
</table>
ABC Limited has taken a loan from a financial institution for ₹30,00,000 at 10% rate of interest per annum. The machinery is expected to be ready for use by 20 March 2012. Determine cost of machine to capitalize and pass necessary journal entries.

Q.6 Long answer type Question:
   a) ABC Limited has plant and machinery with carrying value of ₹25,00,000 as on 31st March 2012. The balance useful is 3 years and residual value at the end of 3 years is ₹1,00,000. Estimated future cash flows from plant and machinery from next 3 years are as follows:

<table>
<thead>
<tr>
<th>For the year ended on</th>
<th>Estimated cash flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Mar 2013</td>
<td>5,00,000</td>
</tr>
<tr>
<td>31 Mar 2014</td>
<td>11,00,000</td>
</tr>
<tr>
<td>31 Mar 2015</td>
<td>4,00,000</td>
</tr>
</tbody>
</table>

The estimated discount rate to be applied is 10%. Net selling price of plant and machinery is ₹16,00,000.

From the data provided above, what will be the value in use for plant and machinery of ABC Limited?

b) XYZ Limited has three different sources of borrowings during financial year 2011-12. Details are given below:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Outstanding balance (in ₹)</th>
<th>Interest charge (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 year loan</td>
<td>50,00,000</td>
<td>5,00,000</td>
</tr>
<tr>
<td>28 year loan</td>
<td>1,50,00,000</td>
<td>14,50,000</td>
</tr>
</tbody>
</table>

All these borrowings are general in nature.

i) Calculate capitalisation rate for these borrowings if they are used in production of qualifying assets?

ii) What will be borrowing cost need to be capitalized in case a factory is constructed using above funds if the cost of factory is ₹50,00,000 and construction period was five months?
End Semester Examination, May 2019
BBA (Banking) — First Semester
FUNDAMENTALS OF FINANCIAL PLANNING (BBA-IC-106)

Time: 3 hrs.  
Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all; Part-A is compulsory. Attempt any FOUR questions from Part-B. Marks are indicated against each question.

(Numerical questions require the use of excel formulas. Please write the input values of excel functions in your answer sheet while solving these questions. Please draw a timeline wherever required).

PART-A

Q.1 Answer the following questions:
   a) Elaborate the first step of financial planning process.
   b) Explain the characteristics of Money market.
   c) What is the Effective and Nominal Rate?
   d) What do you mean by Financial Goals?
   e) Explain the concept of Insurance.

   4×5

PART-B

Q.2 What do you understand by Monetary Policy? Explain the tools used by RBI to control the money supply?

20

Q.3 Explain (any two) of the following:
   a) Growth Stock.
   b) Mental Accounting.
   c) Value Stock.
   d) Contrarian Investment.

   10x2

Q.4 An investor invested Rs.50,000 into an account three years ago. Today, the account value is Rs. 68,578. What is the investor's annual rate of return on an annual compounded basis?

20

Q.5 If Fund A has given the return of 1% p.m.:
   a) Calculate p.a. return compounded annually.
   b) Calculate p.a return compounded monthly.

20

Q.6 Explain Business cycle with their characteristics.

OR

Mr. Arora is planning for his Son's higher education which is due after 10 years. The current cost of the Higher education is Rs. 20 lac. What amount would be required by Mr. Arora for this goal in future if cost of the education is increasing at the rate of 8% p.a?

20
End Semester Examination, May 2019
BBA (G) IB – First Semester
PROCESS OF GLOBALIZATION (BIB-103)

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Write short notes on the following:
   a) Characteristics of developed countries.
   b) Offshore outsourcing.
   c) Consequences of financial markets deregulation and capital flows liberalization.
   d) Venture capitalist versus angel investor.
   e) Globalization of law.

PART-A

Q.2 a) In recent years, the concept of sovereignty has been debated because globalization means that nation states submit themselves to international treaties and international agreements. How is sovereignty of a country threatened because of globalization? What kind of administrative and government support needed to protect sovereignty of a country? Will it affect the democratization of a country? Why not?  
   10

   b) Why is Bretton Woods Agreement regarded to be a landmark system for monetary and exchange rate management? Illustrate it with appropriate examples.  
   10

Q.3 a) In a world of increased conflict and turmoil, surely the cross-border flow of money, ideas, information, goods and services will begin to slow or even reverse. What do you perceive as the challenges of globalization in the next decade?  
   10

   b) As a result of McDonalization, consumers’ needs and preferences have become similar. What are the other components that are accelerating globalization?  
   10

Q.4 a) What is Bitcoin? How is it disrupting the financial markets globally?  
   10

   b) Explain the nature of money and capital markets with suitable examples.  
   10

PART-B

Q.5 a) Briefly write about any five driving factors of globalization.  
   10

   b) Carefully observe your daily life and state whether you find globalization to be a curse or boon. Support your answer taking examples from your life.  
   10

Q.6 a) Cultural globalization or political globalization, which has more important role to play in making the countries interdependent?  
   10

   b) How do patents, copyrights and trademarks help in protecting the technology transfer?  
   10

Q.7 a) Your bank has quoted you the following exchange rates today:  
   $1 =CHF 1.2725;  
   $1 = JPY 111.25
   Determine CHF/JPY.  
   10

   b) What is Forex and how does it promote globalization? Illustrate with appropriate examples.  
   10
End Semester Examination, May 2019
BBA (G) IB – Third Semester
RETAIL MANAGEMENT (2.227)

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**. Marks are indicated against each question.

Q.1 Answer the following questions in brief:
   a) What do you understand by impulse purchase? Give examples.
   b) How is POS used in retailing?
   c) Discuss in brief the scope of retailing.
   d) Differentiate between the Organized and Unorganized retailing.
   e) Distinguish between variety and assortment.  

   **PART-A**

Q.2 What do you understand by ‘retail strategy’? Explain classification of retailers by strategy mix on food based retailers.  

Q.3 Multichannel retailing is based on the assumption that customers have their preferred ways of interacting with a company. Distinguish between multichannel retailing and omni-channel retailing. Give two examples of omni-channel retailing in India. Shopping has come a long way. How do retailers become solution-providers today?  

Q.4 a) Discuss in brief the importance of strategic planning.
   b) Briefly explain few retail strategies used by retailers these days.  

   **PART-B**

Q.5 a) Critique at least two emerging trends that are affecting web based retailing.
   b) Do you think customization should become an integral part of CRM Cycle? Discuss in detail.  

Q.6 Describe the term ‘retail merchandising’. Explain the process of merchandising management with the help of suitable examples.  

Q.7 Write short notes on the following:
   a) Human resource management in retail.
   b) Managing retail store.
End Semester Examination, May 2019
BBA (GEN) / BBA (G) IB / BBA (Banking) / B. Com (Hons.) / B. Com (Hons.)
Industrial Integrated – Third Semester
BASICS OF ENTREPRENEURSHIP (BBA-O-06)

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

Note: Attempt FIVE questions in all; Q.1 is compulsory. Marks are indicated against each question.

Q.1 State whether the following statements are true or false:
   a) E-CV is made by entrepreneurs to showcase their strengths, achievements and skills.
   b) Mind mapping is used for evaluation, checking, tracking and for measuring.
   c) 80% business fails in first 18 months.
   d) Effectuation is a terms to describe entrepreneurial thought process.
   e) Entrepreneurs target niche markets so as to allow sensible use of resources.

Fill in the blanks:
   f) Customers don’t switch to other products and services for two reasons, first is ______ and second in psychological biases.
   g) To design value proposition, one has to create products and services that perfectly match ______ needs and desires.
   h) A prototype is the ______ version of the product.
   i) MVP is a version of prototype that allows you to collect ______ feedback from your customer with ______ set of features and minimum effort put in. 1×10

Q.2 What is entrepreneurial CV? What are the aspects one entrepreneur should cover while preparing his/her CV and why? 10

Q.3 Explain the D.I.S.R.U.P.T model for idea generation. Use the D.I.S.R.U.P.T model to come with your new ideas. 10

Q.4 Write short notes on:
   a) Decision matrix analysis.
   b) Paired comparison analysis.
   c) 5Q framework.
   d) 1 minute elevator pitch. 2½×4

Q.5 What is effectuation? Demonstrate any two principles of effectuation. 10

Q.6 Write short notes on (any four):
   a) Niche marketing.
   b) Outcome driver innovations.
   c) Prototyping.
   d) Blue ocean strategy.
   e) Minimum viable Product (MVP). 2½×4
End Semester Examination, May 2019
BCA–Third Semester
INTRODUCTION TO OPERATING SYSTEM (BCA-303(CB))

Time: 3 hrs. Max Marks: **100**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory.** Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1  
**a)** When does thrashing occur?  
**b)** What is root partition?  
**c)** What is multitasking?  
**d)** What is caching?  
**e)** What is spoofing?  
**f)** How internal fragmentation is different from external fragmentation?  
**g)** Differentiate between Assembler and compiler?  
**h)** What is preemption?  
**i)** What is plumbing/piping.  
**j)** What is VFS?  

**PART-A**

Q.2  
**a)** What is the relationship between operating systems and computer hardware? How buffering can improve the performance of a computer system?  
**b)** What are the advantages of multiprogramming? How they are different from multiprocesing systems?

Q.3  
**a)** What are necessary conditions that the process should satisfy to prevent it from entering in to critical section? How semaphore is used in solving CS problem?  
**b)** Consider the following scenario:

<table>
<thead>
<tr>
<th>State</th>
<th>Current Loan</th>
<th>Maximum need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process A</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Process B</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Process C</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

Total resources are: 8  
Apply the Banker’s algorithm:  
**i)** What is the content of matrix need?  
**ii)** Is the system is safe state?

Q.4  
Consider the following set of processes with the length of CPU burst time given in millisecond.

<table>
<thead>
<tr>
<th>Process</th>
<th>Burst time</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>P_1</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>P_2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>P_3</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>P_4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>P_5</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>P_6</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

The processes are assumed to have arrived in order P_1, P_2, P_3, P_4, P_5, P_6 all at time 0.  
**a)** Draw Gantt charts illustrating the executions of these processes using FCFS, SJF, a non-preemptive priority and RR (quantum = 2) scheduling.
b) What is turnaround time of each process for each of the scheduling algorithms?
c) Average waiting time of each scheduling algorithm?
d) Which algorithm is best scheduling algorithm?

**PART-B**

Q.5  a) Given memory partitions of 100 k, 500 k, 200 k, 300 k and 600 k (in order), how would each of the First fit, Best-fit and worst-fit algorithm place process of 212 k, 417 k, 112 k and 426 k (in order)? Which algorithm makes the most efficient use of memory?

b) Differentiate between physical address space and logical address space? How paging is used in virtual memory?

Q.6  a) Define ‘virtual memory’. Consider the following string 16,20,13,21,24,25,14,12,19,18,14,15 using 5 frame. All frames are initially empty. How many page faulty would occur for the following page replacement algorithm.

   i) LRU
   ii) FIFO
   iii) Optimal

Q.7  Write short note on:

   a) Disk management
   b) Windows V/s Linux operating system.
End Semester Examination, May 2019
M. Com.—Third Semester
BUSINESS ENVIRONMENT ANALYSIS (MC-303)

Time: 3 hrs.  
Max Marks: 100
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. Marks are indicated against each question.

Q.1  
a) Fill in the blanks:
   i) _________ environment is beyond the control of the business.
   ii) _________ policy is named as foreign trade policy.  

b) Answer the following questions:
   i) “Foreign trade helps a country to export its surplus production”. Is this statement true or false?
   ii) What is environment scanning?
   iii) “Business and society are closely related to each other”. Is this statement true or false?
   iv) Define “Balance of Trade”.
   v) Write the name of any two MNC’s in India.
   vi) Write any two reasons of industrial sickness in India.
   vii) Mention any two role of private sector in India.
   viii) What is globalization?  

PART-A

Q.2 Analyze the different environment factors that create a profound impact on business. Why should the business policy of a firm be dynamic?  

Q.3 a) Give an arguments for and against economic reforms in India.
    b) Write a detail note on competitive strength of Indian industries.

Q.4 Discuss the main features of the latest export import policy of India. Explain the objectives in which this policy seek to achieve

PART-B

Q.5 Examine the role of MNC’s with reference to India. What is the policy of the government regarding MNC’s?

Q.6 Explain the causes of poor performance of public enterprises in India. Give suggestions to improve their performance.

Q.7 Write short notes on the following:
   a) Corporate social policy.
   b) Ecological and environmental issues toward India corporate sector.
End Semester Examination, May 2019
M. Com.—Third Semester
BUSINESS ENVIRONMENT ANALYSIS (MC-303)

Time: 3 hrs.                      Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt ANY TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) What are specific objectives in research?
   b) State two differences between research methods and research methodology.
   c) What is ethnographic research?
   d) Define “Intervening Variable”.
   e) What is the power of a hypothesis test?
   f) What is inferential statistics?
   g) Enlist two goals of content analysis.
   h) What is citation?
   i) What is type I error in testing of hypothesis?
   j) What is parametric test? 2×10

PART-A

Q.2 a) Induction and deduction are used together in research reasoning. It is double movement of reflexive thought. Explain in detail. 10
   b) Write a note on research and scientific method. Discuss the features of scientific method. 10

Q.3 Explain the process of questionnaire design with the help of a flow chart. 20

Q.4 Explain the procedure of hypothesis testing. What is a one tail test in hypothesis testing? 20

PART-B

Q.5 The life time of electric bulbs for a random sample of 10 from a large consignment gave the following data:
   Item   Life in 000 hrs.
   1      4.2
   2      4.6
   3      3.9
   4      4.1
   5      5.2
   6      3.8
   7      3.9
   8      4.3
   9      4.4
   10     5.6
   Can we accept the average life time of bulbs in 4000 hrs? 20

Q.6 What are various types of focus groups? Explain the process to conduct a focus group research study. 20

Q.7 Write a detailed note on layout of a research paper. 20
End Semester Examination, May 2019
M. Com.—Third Semester
BUSINESS POLICY AND STRATEGIC MANAGEMENT (MC-301)

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. Marks are indicated against each question.

Q.1 Case Study: 
**Fly 60 UK, USA for less than ₹14,000, but just with a “Personal item”**.
If you can think out of the box and fly to the US or Europe without carrying even a hand bag, then Icelandic carrier Wow Air will fly you out of Delhi for as little as ₹13,500, one way. Low-cost long-haul flights at eye-popping promotional fares are set to debut in India with the launch of Delhi-Reykjavik flights by Wow Air on 7 Dec 2018. But there is a huge catch. You can carry only what the airline calls, a “Personal item”, which could be small bag like a laptop bag or an office bag. You cannot carry any suitcase that goes into the cabin as a hand bag or any check-in bag. You also won’t be served food on board the 12-hour flight from Delhi to Iceland’s capital Reykjavik and onwards to Chicago, Los Angeles, Washington, Boston, Toronto, London or any of the destinations the airline connects to from its hub. The cheapest fare is ₹13,500 for flights to Reykjavik and onwards to at least 10 destinations in the US and Europe. But the ₹13,500 basic fare is hard to come by and on Tuesday, most of these tickets were already booked. The next fare bucket was for ₹26,000, which isn’t a great deal considering the “Personal item” condition. On some days, December 22 for instance, the one-way basic fare without the bags and food was as high as ₹94,000. In comparison, fares on flights offered by some full-service Indian and Middle Eastern carriers to Europe begin at ₹40,000 that too with all perks included. (Source-The Times of India)

Attempt the following questions related to the case study.

a) Develop case structure.  
b) Analyze the whole case through SWOT.  
c) Give your views about the strategy of Icelandic carrier wow Air – “Passengers won’t be served food on board the 12-hour flight from Delhi to Reykjavik”.  
d) As CEO of wow Air, suggest the strategy which could be helpful for increasing the revenue of the company  

**PART-A**

Q.2 The formulation of policies takes place at various organizational levels. Some basic and important policies are developed by the top management, while some are developed at middle management, while some are developed at middle management level. Define the concept of policy and discuss the factors which should be considered in formulating the various policies.  

20

Q.3 Organizations legitimize themselves by performing some functions that are valued by the society. A mission statement defines the basic reason for existence of organization. Describe the characteristics possessed by effective mission statement.  

20

Q.4 As a CEO of Maruti Udyog Limited. Develop PEST analysis for scanning its external environment.  

20

**PART-B**
Q.5 Strategic options for a company entering and competing in foreign market that decides to expand outside its domestic market and compete globally. Discuss the following strategic options for a company competing in global market:
   a) Export strategies.
   b) Franchising strategies.  

Q.6 Hon’ble Prime minister of India Sh. Narendra Modi developed strategical mission for India – Make in India, which gives direction that India should be manufacturing hub. Consider yourself as advisor or mix of the following strategies for pricing the products being manufactures in India under the strategical approach of the prime minister:
   a) Strategically compete with the quality and high priced products of America. Explain why?
   b) Complete with the lower priced products of China. Explain with reasons.
   c) If not any of the above, develop your own strategies.

Q.7 Write short notes on any two of the following:
   a) BCG matrix.
   b) Elements of strategic management.
   c) Business models.
End Semester Examination, May 2019  
BBA (G) IB — Second Semester  
PERSONALITY DEVELOPMENT (BIB-GE-01)

Time: 3 hrs. 
Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on any five of the following:
  a) 360°0 Assessment.
  b) Ambivert personality.
  c) Audience analysis.
  d) Mind mapping.
  e) Intensive reading.
  f) Empathy.  

  4×5

PART-A

Q.2 What factors are responsible for shaping the personality of an individual? Discuss in detail.  

  20

Q.3 Explain the following with examples:
  a) Competence mapping.
  b) Communication etiquette.  

  10×2

Q.4 Discuss the 7 habits of highly effective people.  

  20

PART-B

Q.5 “Note taking is important to save time and help memorize notes better”. Discuss highlight the importance of listening skills while taking down notes.  

  20

Q.6 Write short notes on the following:
  a) Debates.
  b) Role plays.
  c) Newspaper reading.
  d) Extempore speaking. 

  5×4

Q.7 What do you understand by a presentation? Discuss the planning process of a presentation.  

  20
End Semester Examination, May 2019  
BBA (G) IB — Second Semester  
BUSINESS LEADERSHIP AND TEAM BUILDING (BIB-GE-03)

Time: 3 hrs.  
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt ANY TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1  
a) Write short notes on any two of the following:  
i) Group.  
ii) Decision making.  
iii) Etiquettes.  
iv) Introverts.  
v) Presentation.  
\(2 \times 5\)
b) Draw a mind map on the topic “Time management”.  
\(10\)

\[\text{PART-A}\]

Q.2  
a) What factors are responsible for shaping the personality of a leader?  
\(10\)
b) Discuss the seven habits of highly effective people which make them an efficient leader.  
\(10\)

Q.3  
Write short notes on any two of the following with examples:  
a) Business etiquette.  
\(10\times2\)
b) 360° Assessment.  
c) Competence mapping.  
\(10\times2\)

Q.4  
a) Explain the different types of groups existing in organizations today.  
\(10\)
b) What is the process of group decision making?  
\(10\)

\[\text{PART-B}\]

Q.5  
Discuss the different styles of leadership in today’s organizations. Which according to you is the best and why?  
\(20\)

Q.6  
a) Explain the characteristics of an effective team.  
\(10\)
b) Discuss the different types of teams and the complementary skills required for a successful team.  
\(10\)

Q.7  
a) Why are business presentations necessary?  
\(10\)
b) Discuss the steps involved in planning presentation.  
\(10\)
End Semester Examination, May 2019
M. Com. — Third Semester
DIRECT TAX LAW AND PRACTICE (MC-310)

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. Marks are indicated against each question.

Q.1  a) State whether the following statement are true or false:
  i) Transport allowance exempted from taxes under salary head is upto ₹1600 per month for a handicapped employee.
  ii) The statement in form no. 12BA is required to be furnished by an employer to an employee if the amount of salary paid or payable to the employee is more than ₹1,50,000.
  iii) Deduction under sec. 80u in case of a person with severe disability is allowed maximum to ₹50,000.
  iv) Short term capital less can be set off as against the short term capital gain in the same financial year.

b) Solve the following practical problems:
  i) What will be the assessment year of a business, which commences as on 01/01/2017?
  ii) Mr. Madan transferred ₹50,000 in his daughter-in-law's account, without any consideration. She received an interest of ₹6000 on the same amount during the previous year. State in whose income, the said interest will be added.
  iii) Mr. Ravi submits the following information regarding his income for the previous year:
    • Gross salary per annum ₹6,50,000
    • Agriculture Income ₹3,00,000
    • Rent received @ 5000p.m. ₹60,000
  Compute his taxable income for the current assessment year.

Q.2  The incidence of income tax depends upon the residential status of an individual. Discuss in detail.

Q.3  Mr. Rajiv who was an employee of IT solution Ltd. in Delhi, has furnished the following particulars regarding his income for the financial year ending 31/03/2018.
    • Salary ₹18,000 p.m.
    • Dearness allowance ₹3,000 p.m.
    • HRA (Actual rent paid ₹6000) ₹4,500 p.m.
    • He retired from his services on 01/12/2017 after completing 25 years and 8 months of service with the company. The company paid following to the assessee at the time of retirement.
      • ₹1,70,000 as gratuity.
      • ₹1,30,000 from RPF (half contributed by employer)
      • Pension @ ₹4,500 p.m.
  Compute the taxable income of Mr. Rajiv under the head “Salary” for the A.Y- 2017-18.

Q.5  What are the provisions for inclusion of income of a minor child and the wife of an assessee in his total income?

Q.6  a) Write a note on deduction of tax from salary under sec. 192 of the act.
    b) Discuss in brief the payment of advance tax.
Q.7 It is compulsory to file a return of income. If so what is the time limit for submission of the return of income.
Q.1 a) State whether the following statements are TRUE or FALSE:
   i) Capital redemption reserve can be used for making partly paid shares as fully paid.
   ii) Discount allowed on reissue of forfeited shares cannot exceed the amount received on forfeited shares.
   iii) Debentures issued on collateral security will be debited to debenture suspension account.
   iv) Called-up share capital ₹ always less than the paid up share capital.
   v) Dividend can be paid out of capital.  

b) Fill in the blanks:
   i) When debentures of ₹30,000 are issued at par but redeemable at premium of 10%, the premium payable on redemption account will be debited to __________.
   ii) When calculating actual average profits for goodwill valuation, abnormal gains are ________ (added to /subtracted from) the profits.
   iii) Amalgamation in the nature of merger is _________ (same as/ different from) amalgamation in the nature of purchase.
   iv) NPA stand for _________.
   v) Holding company’s share in pre-acquisition receives and profit is treated as __________ (capital/ revenue profits). 

Q.2 B Ltd. issued 2,00,000 shares of ₹10 each at a premium of ₹3 payable ₹4 on application (including premium) ₹5 on allotment (including premium) and the balance on first and final call. Application were received from 3,00,000 shares. Applications for 50,000 shares were rejected and allotment made on pro-rate basis to remaining. Mr. X, who was allotted 800 shares, failed to pay allotment and call money. The shares were forfeited and later on these shares were reissued as fully paid at ₹8.50 per share. Give journal entries and balance sheet. 

Q.3 Prepare a summarized form the statement of profit and loss of a company as per schedule III of a companies act 2013, taking imaginary figures.

Q.4 ABC Company Ltd. is to be absorbed by XYZ Company Ltd. And in order to decide upon the purchase consideration. It is necessary to value the goodwill of ABC Company Ltd. The two companies agree that the basis of the calculation of goodwill shall be three years purchase of the average annual super profits, the net profits being averaged over five years. The profits of the ABC Company Ltd. for the last five years (before charging income tax @ 55% on income) are as follows:

2006 ₹50,000
2007 ₹65,000
2008 ₹45,000
2009 ₹55,000
2010 ₹75,000
The directors of ABC Company Ltd. (3 in number) will be appointed to the board of XYZ Company Ltd. On absorption and it is considered that their services have been (and will be in the future) worth ₹5,000 each per annum. There has never been made any charge against the profits of ABC Company for such services. The average capital invested in net tangible assets over the period is ₹1,80,000 and it is considered that the normal return to be expected from the particular type of business carried on the XYZ Company Ltd is 10%.

Calculate good will of ABC Company Ltd.

**PART-B**

Q.5 A Ltd. goes into liquidation on 31\textsuperscript{st} March, 2015 having assets appearing in the books as follows:

- Works and other properties ₹9,00,000
- Liquid assets ₹1,00,000
- Liabilities are ₹2,00,000 and its capital (paid up) ₹10,00,000. The business is sold to B Company for ₹5,00,000 payable as to ₹4,50,000 in equity shares of ₹10 each credited with ₹7.50 per share paid up and ₹50,000 in cash close the books of the company in liquidation. Also prepare opening entries in the books of B Company.

Q.6 On 31\textsuperscript{st} March, 2006 the balance sheet of Rama Ltd. and Shyama Ltd. was as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rama Ltd.</th>
<th>Shyama Ltd.</th>
<th>Assets</th>
<th>Rama Ltd</th>
<th>Shyama Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital:</td>
<td></td>
<td></td>
<td>Plant and Machinery</td>
<td>5,00,000</td>
<td>-----</td>
</tr>
<tr>
<td>Equity share of ₹10 each fully paid up</td>
<td>7,00,000</td>
<td>6,00,000</td>
<td>Furniture and Fitting</td>
<td>40,000</td>
<td>60,000</td>
</tr>
<tr>
<td>General reserve</td>
<td>3,30,000</td>
<td>-----</td>
<td>Stock</td>
<td>4,50,000</td>
<td>4,00,000</td>
</tr>
<tr>
<td>P/L Account</td>
<td>80,000</td>
<td>-----</td>
<td>Debtors</td>
<td>1,00,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>1,60,000</td>
<td>1,00,000</td>
<td>Cash at Bank</td>
<td>1,80,000</td>
<td>40,000</td>
</tr>
<tr>
<td></td>
<td>12,70,000</td>
<td>7,00,000</td>
<td>P/L Account</td>
<td>-----</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

On this date Rama Ltd. took over the business of Shyama Ltd. for ₹5,00,000 payable in the form of its equity shares of ₹10 each at par.

You are requested to give journal entries for the purchase of business in the books of Rama Ltd. and draw Rama Ltd’s balance sheet after takeover.

Q.7 a) Give a short note on non-banking assets.

b) Explain the provision regarding advances in the balance sheet of banking company.
Q.1 Write short on following:
a) Objectives of business strategy.
b) External environmental factors.
c) Combination strategy.
d) Corporate governance.
e) Vertical Structural Framework.
f) Sources of environmental scanning.
g) Strategic leadership.
h) Advantages of strategic evaluation.
i) Corporate culture.
j) Strategic human resource management.

PART-A

Q.2 “Strategic management is defined as a dynamic process of formulation, implementation, evaluation and control of strategies”. Discuss the statement along with the process of strategic management giving appropriate examples.

Q.3 If sales are good and cash flow adequate, should you go for expansion strategy? Define expansion strategy. What different types of expansion strategies pursued. Differentiate between expansion and stability strategies.

Q.4 Used as a business tool, SWOT analysis helps a company curve a sustainable niche in the market. How is this tool effectively used? Discuss in detail its use in a starttrip company.

PART-B

Q.5 “While evaluating the performance of a strategy, its actual outcome is compared with expected outcome to know about deviations, if any. Describe the purpose of strategy evaluation. Also describe the process to be followed for the “evaluation of strategy”.

Q.6 Illustrate the following with suitable examples:
a) Strategic control.
b) Behavioral implementation of strategy.

Q.7 “A strategy has to be activated through strategic implementation.” Discuss the statement along with the nature of strategic implementation and the barriers coming in the way of implementation of strategy.
End Semester Examination, May 2019
BBA (G) International Business – Second Semester
BUSINESS ECONOMICS (2.113)

Time: 3 hrs.
Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on the following:
a) Law of supply.
b) Oligopoly.
c) Functions of money.
d) Total costs.

PART-A

Q.2 Explain the concept of price elasticity of demand and its degrees. Also, discuss the various methods of measuring price elasticity of demand.

Q.3 Explain the law of variable proportions. Discuss three stages of production with example and diagram.

Q.4 What do you mean by monopoly? How are the price and output determined under it? Differentiate between monopoly and perfect competition.

PART-B

Q.5 Define GDP and its importance. Explain three methods of calculating GDP.

Q.6 Illustrate the following with suitable examples:
a) Goals of monetary policy.
b) Unemployment.
c) Effective demand.
d) Fiscal policy measures.

Q.7 What is inflation and what are its causes? How is it measured?
Q.1 State whether the following statements are **TRUE** or **FALSE**:

a) Transfer of right in goods without transfer of title in goods would be treated as supply of services as per schedule II of the CGST Act.

b) Time of supply is known in case of identifiable vouchers.

c) Registered person under Composition scheme can claim ITC for capital goods.

d) If the recipient is located in taxable territory, is services provided by author to publisher by way of transfer of copyright, attracts payment of taxes under Reverse charge mechanism.

e) Audit of accounts is required if aggregate turnover of taxable person during a financial year exceeds ₹2 crores.

f) Zero rated supply means supply taxable at zero rate.

g) First 12 nautical miles from the base line on the coast of India, is known as Indian territorial waters.

h) Mr. Bansal fulfills all the conditions for availment of ITC under GST laws. He has a sum of ₹1,20,000 of ITC on account of SGST available in the e-credit ledger for the month of May, 2018. The output GST payables as per e-liability register are as follows:

<table>
<thead>
<tr>
<th>GST Payable</th>
<th>Amount in (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Outward IGST</td>
<td>40,000</td>
</tr>
<tr>
<td>ii) Outward CGST</td>
<td>55,000</td>
</tr>
<tr>
<td>iii) Outward SGST</td>
<td>55,000</td>
</tr>
</tbody>
</table>

Determine the order of utilization of the ITC on account of SGST. Also prepare a statement showing the amount due, adjusted and payable in cash.

Q.2 a) Explain the special provisions of registration relating to casual taxable person and non-resident taxable person.

b) Who is an eligible person to opt for composition levy scheme? Also specify the GST rates under this scheme.

Q.3 a) Determine the place of supply in the following cases.

i) An architect designs a house in Agra. He belongs to London.

ii) A boarded a train from Kota. The tickets were booked in Delhi.

iii) A chartered accountant in Rohtak provides services to his client in Delhi.

iv) Goods are imported from Mr. M of Delhi from USA.

b) Dua travels have sold air tickets for transport of passengers from various domestic flights during the month of April, 2018. The total amount charged is ₹72,50,000 on the flight out of which ₹7,20,000 is towards passenger taxes. Determine the value of taxable supply as per rule 32(3) of CGST rules, 2017.

Q.4 How is input tax credit on capital goods is reversed under section 18 of the CGST Act? Explain with suitable illustration.
Q.5 Enlist various returns under GST and also mention their frequency and due date of filing.

Q.6 Write short notes on the following (any two):
   a) Anti-profiteering measure.
   b) TDS
   c) Assessment under GST.

Q.7 a) Write a short note on baggage.
   b) FOB ₹30,00,000. Transportation cost ₹6,20,000; cost of insurance ₹38,000; Landing charges ₹40,000. Find out assessable value if the material has been imported by Air.
End Semester Examination, May 2019
M. Com. – Fourth Semester
PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS (MC-402)

Time: 3 hrs.                                                 Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Case Study:
Jet co-pilot slaps lady pilot, both grounded

Saurabh.Sinha
@timesgroup.com

New Delhi: Jet Airways has grounded two of its senior commanders for fighting inside the cockpit of a London-Mumbai flight on January 1. The commander flying as co-pilot allegedly slapped the woman commander mid-flight after which she left the cockpit in tears.

She was persuaded to return to the cockpit after some time but is learned to have come out again in a huff. This time the frightened cabin crew, fearing for everyone’s safety, requested her to go back to the controls. The plane landed safely.

The Directorate General

a) Write case structure.                                      4
b) Consider yourself as VP-HRD of Jet Airways, put up your decision about this incident before the CEO of the company for his approval.  8
c) Suggest the proposal of conducting some sort of training programme for pilots to avoid unpleasant incidents in future.  8

PART-A

Q.2 Personnel management means employing people, developing their resources, maintaining and compensating their services in time with job and organisational requirements. Discuss the scope and nature of personnel management.  20

Q.3 'Personnel manager plays an important role for the effectiveness of an organisation'. Explain the role of a personnel manager in detail.  20

Q.4 Organisations are required to take decisions to go for recruitment through internal sources or external sources. Discuss the merits and demerits of both the sources of
recruitment.

**PART-B**

Q.5 Collective bargaining an essential element of industrial democracy is a two party procedure for arriving at a commonly agreed solution. Discuss the concept of collective bargaining and its benefits to employees.  

Q.6 Trade unions are considered as best tool available to workers for protecting their rights while working in companies. Write the merits and demerits of trade unions.  

Q.7 Write notes on *(any two)* of the following:  
   a) Women participation in management.  
   b) Importance of labour laws.  
   c) Grievance handling in corporate sector.
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
INTERNATIONAL TRADE (BIB-602)

Time: 3 hrs.  
Max Marks: 100
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. Marks are indicated against each question.

Q.1  
a) Write two commodities that are exported by India.  
b) If India has huge labour force, what type of business environment is this?  
c) On which account, balance of payment arises? Whether India had faced balance of payment in the last 27-28 years? If yes, which year?  
d) Britain is a part of __________, whether deal of Brexit is still going on (yes/no).  
e) To which regional economic integration, India is a part-of?  
f) In what way return from FDI and FII taken?  
g) If things become costlier in India, will the exchange rate between dollar and rupee make rupee cheaper or costlier?  
h) Foreign investors are buying Indian bands, what type of foreign investment is this?  
i) MNCs have forced the Indian companies to be more competitive. Whether Indian goods will be cheaper or costlier?  
j) In what way NAFTA has proved useful to Mexico? Give two benefits.  

PART-A

Q.2  
What are various modes of entry into international business? Explain one each of non-investment and investment mode.  

Q.3  
What are various tariff and non-tariff measures? Explain any three of them.  

Q.4  
What are the various forms of economic integration? What type of integration EU is? Give four reasons that countries of EU are benefitted.  

PART-B

Q.5  
Explain in 250 words that foreign investment is useful in India.  

Q.6  
What are the various factors which affect exchange rate? In what way each one of them affects exchange rate? Illustrate.  

Q.7  
Name any two MNCs functioning in India. Whether it was not possible to manage the economy alone by India companies? Give four reasons that India has benefitted by allowing MNCs to operate in India.
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
HUMAN RESOURCE MANAGEMENT (2.226)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Define international human resource management.
   b) Explain any two human resource management policies.
   c) Distinguish between time wage rate and piece wage rate.
   d) Write full form of OCTAPACE culture.
   e) Differentiate between golden parachute and golden handshake. 2×5

   PART-A

Q.2 Define job analysis. Discuss the objectives of job analysis. 10

Q.3 Write short notes on the following:
   a) Strategic HRM.
   b) Objectives of HR planning. 5×2

Q.4 a) What are the benefits of workforce diversity?
   b) Explain the methods of training and development. 5×2

   PART-B

Q.5 Define recruitment. Describe in detail the internal and external sources of recruitment. 10

Q.6 Explain the terms (any two):
   a) Induction and placement.
   b) Promotion and transfer.
   c) Layoff and retrenchment. 5×2

Q.7 What is performance appraisal? Describe any three methods of performance appraisal. 10
End Semester Examination, May 2019
M. Com. — Second Semester
BUSINESS RESEARCH METHODS-I (MC-202/MC-202A)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Enlist two features of a good research.
   b) State two major problems encountered by researchers in India.
   c) What is a revised research proposal?
   d) Enlist two characteristic of a research problem.
   e) State two differences between a questionnaire and a schedule.
   f) Enlist two major disadvantages of secondary data.
   g) State two measures to check the authenticity of information collected by secondary data sources.
   h) What is ordinal scale?
   i) What is rank order scaling?
   j) State two disadvantages of projective techniques. 2×10

PART-A

Q.2 “Research process involves a series of steps”. Explain it in detail. 20

Q.3 “Identification and formulation of the correct business problem is the basis of conduct of sound research”. Explain in detail. 20

Q.4 How are research design classified? What are the distinguishing features of each research design? Differentiate by giving appropriate examples. 20

PART-B

Q.5 How can secondary data be classified? Elaborate on each type with suitable examples. 20

Q.6 Explain non-comparative scaling techniques in detail. 20

Q.7 Write notes on the following:
   a) Methods of non-probability sampling.
   b) Advantages of observation method. 10×2
End Semester Examination, May 2019
BCA – Sixth Semester
SECURITY OF INFORMATION SYSTEM (BCA-606A (CB))

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.** Marks are indicated against each question.

Q.1 Multiple choice questions:
   a) A packet filter firewalls filter at
      i) Physical layer                      ii) Data link layer
      iii) Network layer or transport layer iv) Application layer
   b) A stateful firewall maintains a ________ which is a list of active connections.
      i) Routing table                     ii) Bridging table
      iii) State table                     iv) connection table
   c) In asymmetric key cryptography, the private key is kept by
      i) Sender                            ii) Receiver
      iii) Sender and receiver             iv) All the connected device to the network
   d) Caesar’s cipher is an example of
      i) Polyalphabetic cipher             ii) Mono alphabetic cipher
      iii) Multipalphabetic cipher         iv) Bi alphabetic cipher.
   e) DES follows:
      i) Hash algorithm                   ii) Caesars cipher
      iii) Feistel cipher structure       iv) SP networks
   f) What is the block size in the simplified AES algorithm?
      i) 8 bits                          ii) 40 bits
      iii) 16 bits                       iv) 36 bits
   g) An algorithm for transforming an intelligible message into unintelligible by transposition and/or substitution is called as ________.
      i) Cipher                          ii) Proxy server
      iii) Ethernet                      iv) Protocol
   h) How Bell-LaPadula security model provides confidentiality?
      i) Apply Caesar cipher with k = 5 and decrypt the given cipher text “sjybtwp xjhzwnyd”.
   j) What is the difference between substitution and transposition techniques? 2×10

**PART-A**

Q.2 a) How external factors have forced the organisation to consider computer security as an important aspect? Justify with relevant examples. 10
   b) Explain why it is important to include security in system development lifecycle? Explain the phases of SSDLC. 10

Q.3 a) Explain how malware can be a security threats and how the information system can be protected against malware? 10
   b) How Chinese wall model provides a dynamic access control for security? Explain with the help of suitable diagram. 10

Q.4 Explain how you can assess the risks to information system? Explain the stages of information security risk management in detail. 20
PART-B

Q.5  a) Differentiate between symmetric and asymmetric cryptography.  
     b) Explain DES (data encryption standard) with an example.  
     10

Q.6  Write short notes on:  
     a) Digital signature.  
     b) IP security protocol.  
     10×2

Q.7  a) How electronic payment system works? Is it secure to use electronic payment system?  
     b) What is firewall? Explain the working of pocket filtering firewall in detail.  
     10
End Semester Examination, May 2019  
BCA – Sixth Semester  
MULTIMEDIA AND ANIMATION (BCA-603A (CB))  

Time: 3 hrs.  
Max Marks: 100  

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

**Q.1**  
a) One of the limitations of multimedia is:  
i) Cost  
ii) Usability  
iii) Adaptability  
iv) None  
b) How many types of video compressions are there?  
i) 2  
ii) 3  
iii) 4  
iv) 6  
c) What is another name for 2D animation?  
i) Path animation  
ii) Cel animation  
d) Images included in many software titles are called __________.  
i) Clipart  
ii) Bitmap  
iii) jpg files  
iv) None of these  
e) A combination of an encryption algorithm and decryption algorithm is called a __________.  
i) Plain text  
ii) Cipher  
iii) Original text  
iv) None of these  
f) Each individual measurement of a sound that is stored as digital information is called __________.  
i) Buffer  
ii) Stream  
iii) Sample  
iv) None of these  
g) The building blocks of project management are:  
i) Budgets  
ii) Splines  
iii) None  
iv) Proposals  
v) Tasks  
h) DAT is an acronym for __________.  
i) Real-time traffic needs support of multicasting. (True/False)  
j) GIF means graphic interchange format. (True/False)  

2×10

**PART-A**

Q.2 Describe the primary multimedia delivery methods – Internet, wireless, CD-ROM and DVD. Cite the history of multimedia and projected changes in the future of multimedia.  

20

Q.3 a) Discuss the problems encountered using text across computer platforms and in different languages.  

10  
b) Discuss the difference among multimedia, interactive multimedia, hypertext and hypermedia.  

10

Q.4 a) List important steps and considerations in recording and editing digital audio.  

10  
b) Determine which audio file formats best used in a multimedia project?  

10

**PART-B**

Q.5 a) Define ‘animation’. Discuss the principles of animation. Also, describe how animation can be used in multimedia.  

10  
b) Discuss animation file formats.  

10
Q.6 Discuss several considerations in shooting and editing video for multimedia. What techniques would you use to produce the best possible video at a reasonable cost? Which of these techniques apply specifically to multimedia? 20

Q.7 a) Discuss the hardware multimedia. 10
    b) Discuss the intangible elements needed to make good multimedia. 10
Q.1 Answer the followings:
   a) What is international financial analysis?
   b) Explain any two uses of transfer pricing.
   c) Explain any two diversities in foreign exchange transactions.
   d) What do you understand by direct and indirect quotations of foreign exchange rate?
   e) What is meant by monetary and non-monetary methods of foreign exchange exposures? 2×5

**PART-A**

Q.2 Is the growing use of international financial reporting standards around the world are the examples of accounting harmonization or accounting standardization? Discuss in detail. 10

Q.3 Write a note on problems faced by MNC's in India for reporting the financial statement. 10

Q.4 Differentiate between US GAAP and Indian GAAP. 10

**PART-B**

Q.5 How would you define transaction exposure? How it is different from economic exposure? 10

Q.6 What is transfer pricing? Describe the major participants affected by transfer pricing policies in detail. 10

Q.7 Analyse the issues related to consolidation of financial statement of MNC's. 10
End Semester Examination, May 2019
BBA (G) International Business – Second Semester
ENGLISH STUDY WRITING (2.120)

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. Marks are indicated against each question.

Q.1 Write an essay on (any one) of the following:
   a) Technology destroying creativity.
   b) Politics a dirty game.
   c) Role of youth in the development of the country. 6

PART-A

Q.2 Write short notes on the following:
   a) Introductions and conclusions.
   b) Objectivity v/s subjectivity. 3×2

Q.3 Explain the following with examples:
   a) In-text citation.
   b) Comparative and contrasting essays. 3×2

Q.4 What are the important points that should be kept in mind while preparing a questionnaire? How can plagiarism be avoided? 6

PART-B

Q.5 What points should be kept in mind while writing a book review? Why is it necessary to write a book review? 6

Q.6 Write a report on the following:
   a) A road accident.
   b) Condition of roads in your area. 3×2

Q.7 Explain the following:
   a) Time management.
   b) Bloom’s taxonomy. 3×2
End Semester Examination, May 2019  
BCA – Second Semester  
INTERNET TECHNOLOGIES (BCA-205A (CB))

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1 Write short notes on:  
a) IP addressing.  
b) Copyright laws.  
c) Cyber security.  
d) Cross site scripting.  

PART-A

Q.2 a) “A browser is a program that your computer runs to communicate with web server”. Justify the statement while explaining the working mechanism.  
   10  
 b) Explain the evolution of internet and state the various application areas of internet.  
   10

Q.3 a) Name the protocol which is used to assign address to their domain names. Explain the working of the same and also specify their type of records.  
   15  
 b) Explain the significance of email for business purposes in brief.  
   5

Q.4 a) “Email is one of the basic internet services which lets us communicate on the internet”. Justify the statement and explain its structure.  
   10  
 b) Write short notes on:  
   i) Copyright  
   ii) Patents  
   5×2

PART-B

Q.5 Define hacking. Differentiate between ethical and unethical hacking. Explain the various techniques for hacking.  
   20

Q.6 a) What are the different methods to protect yourself from cybercrime?  
   10  
 b) Explain various data security threat techniques.  
   10

Q.7 Define the term IoT. What is the relation between machine to machine integration and IoT. Explore its various application areas.  
   20
End Semester Examination, May 2019
BCA – Second Semester
DATA STRUCTURE USING “C” (BCA-203A (CB))

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. Marks are indicated against each question.

Q.1 Answer the following multiple choice questions:
   a) How many nodes in a tree have no ancestors.
      i) 0  ii) 1
      iii) 2  iv) n
   b) Which data structure is used for implementing recursion?
      i) Queue.  ii) Stack.
      iii) Arrays.  iv) List.
   c) A technique for direct search is:
      i) Binary Search  ii) Linear Search
      iii) Tree Search  iv) Hashing
   d) The complexity of multiplying two matrices of order m*n and n*p is:
      i) mnp  ii) mp
      iii) mn  iv) np
   e) A(n) __________ is a graph in which each connection has two directions.
      i) undirected graph  ii) weighted graph
      iii) bidirectional graph  iv) None of the above
   f) The largest element of an array index is called its.
      i) lower bound.  ii) range.
      iii) upper bound.  iv) All of these.

Short answer type questions:
   g) What are the techniques of graph traversing?
   h) What do you mean by threaded tree?
   i) What is the meaning of sorting?
   j) What is overflow and underflow condition in a linked list?
   k) Describe the structure of node in doubly linked list.
   l) Differentiate between linear and binary search. Which is better and why?
   m) What is dequeue?

PART-A

Q.2 a) Write an algorithm for insertion in single linked list at Beg, Mid., End. Also explain it diagrammatically. 12
   b) An array A [5][5] is stored in the memory with elements occupying 4 bytes of space. Assuming the base address of A to be 1000, compute the address of A[2][4] when the array is stored i) row wise ii)column wise. 8

Q.3 a) Sort the given list using Heap sort 23, 34, 45, 12, 17, 18.45, 56. 32, 42. 15
   b) Write an algorithm to Binary Search. 5

Q.4 a) Convert the expression into its postfix form and also evaluate it.
   5*(6+2)-12/4 12
   b) Write an algorithm for insertion and deletion operations in linear queue. 8
PART-B

Q.5  a) Construct a tree with given data:
    Preorder  G B Q A C K F P D E R H
    Inorder   Q B K C F A G P E D H R
   
   b) How threading is helpful to improve the memory utilization?

Q.6  a) Differentiate between:
      • Trees and Graphs
      • Sequential and Indexed Sequential File Organization
   
   b) What do you mean by hashing? What are various methods for collision resolution?

Q.7  Traverse the given graph using graph traversal methods DFS and BFS with A as source and J as destination vertex and also write algorithm for the same.
Q.1
Answer the following:

a) Write short note on private income.
b) Distinguish between ‘real flows’ and ‘money flows’.
c) Why must AD be equal to AS at the equilibrium level of income and output?
d) Define propensity to consume.
e) Rate of inflation = ____________.

State whether the following statements are true or false:

f) Monetary policy is concerned with expenditure of a government.
g) BOP shows trends in export and import of an economy.
h) Globalization is integration of an economy with the world economy.
i) Economic growth is an increase in the capacity of an economy to produce goods and services.
j) Contraction is the phase of business cycle during which real output falls.

PART-A

Q.2
a) Why do the problems of poverty and unemployment often persists in even the fast growing economics? Write your answer in the context of the Indian economy.
b) Given the following, calculate national Income and GNP sub{MP}.

\( \text{(₹ Lakh)} \)

\begin{align*}
\text{i) } & \text{NDP sub{MP}} & 114 \\
\text{ii) } & \text{NIT} & 12 \\
\text{iii) } & \text{Consumption of fixed capital} & 13 \\
\text{iv) } & \text{Net factor income from abroad} & (-1)
\end{align*}

Q.3
Describe the classical theory of inflation. How is neo-classical theory of inflation different from the classical theory?

Q.4
a) Describe the absolute income hypothesis. What are its main properties and weaknesses?
b) What is ‘money illusion’?

PART-B

Q.5
a) Define fiscal policy and its instruments in detail.
b) Discuss various limitations of fiscal policy in an underdeveloped economy.

Q.6
What is meant by the disequilibrium in BOP? Explain the automatic adjustment mechanism under flexible exchange rate system.

Q.7
a) What do you understand by globalization?
b) Discuss various obstacles and factors favouring globalization.
End Semester Examination, May 2019
M. Com. – Second Semester
MACROECONOMIC FOUNDATIONS (MC-201)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following:
   a) Write short note on private income.
   b) Distinguish between ‘real flows’ and ‘money flows’.
   c) Why must AD be equal to AS at the equilibrium level of income and output?
   d) Define propensity to consume.
   e) Rate of inflation = ____________.

State whether the following statements are true or false:
   f) Monetary policy is concerned with expenditure of a government.
   g) BOP shows trends in export and import of an economy.
   h) Globalization is integration of an economy with the world economy.
   i) Economic growth is an increase in the capacity of an economy to produce goods and services.
   j) Contraction is the phase of business cycle during which real output falls. 2×10

PART-A

Q.2  a) Why do the problems of poverty and unemployment often persists in even the fast growing economies? Write your answer in the context of the Indian economy. 15
   b) Given the following, calculate national Income and GNP_{MP}.
      (₹ Lakh)
      i) \text{NDP}_{MP} \hspace{1cm} 114
      ii) \text{NIT} \hspace{1cm} 12
      iii) Consumption of fixed capital \hspace{1cm} 13
      iv) Net factor income from abroad \hspace{1cm} (-1) 5

Q.3  Describe the classical theory of inflation. How is neo-classical theory of inflation different from the classical theory? 20

Q.4  a) Describe the absolute income hypothesis. What are its main properties and weaknesses? 15
   b) What is ‘money illusion’? 5

PART-B

Q.5  a) Define fiscal policy and its instruments in detail. 10
   b) Discuss various limitations of fiscal policy in an underdeveloped economy. 10

Q.6  What is meant by the disequilibrium in BOP? Explain the automatic adjustment mechanism under flexible exchange rate system. 20

Q.7  a) What do you understand by globalization? 10
   b) Discuss various obstacles and factors favouring globalization. 10
Q.1 Read the passage and answer the questions below:

I was 16 when my father unequivocally decided he would send me to wilderness camp for several months. He had threatened to do it many times before, but my mother had always managed to prevent him from actually packing me up and shipping me off. This time he was dead set on it. My latest transgression was viewed as the last straw. In a fit of unbridled rage, I had shoved my math teacher down a flight of steps at school. He broke his arm in two places and severely dislocated his shoulder. The man hadn’t done a thing to me. I am hard-pressed to remember why I was so irritated at him. Anyway, Mr. Ford, my math teacher, had agreed not to press charges as favor to my dad. He was a friend of my dad’s from way back. Mr. Ford knew what was at stake. We all did. Dad was in the middle of a tight race for sheriff in our town. This latest “Danny Thing,” as my reckless behavior was now called, had all my dad’s closest advisors talking. “John, he’s your son and he’s a kid, but he is dragging you down,” I heard Jake Hutch tell my dad through his closed office door the night after I pushed Mr. Ford. “If it appears you can’t set the course for enforcement in your own home, how can you set the course for this town?” So, off to Pisgah National Forest I went. I knew in my heart that “Wilderness Camp” was surely just a euphemism for “Torture Center.” I imagined hours of untold abuse at the hands of some lumberjack-sized drill sergeant. I resolved not to be broken and to emerge from the program unchanged. I was who I was. Nearly every day for six months, a small group of other troubled teens and I lugged our 30-pound backpacks on a trek that covered about 10 miles. We hiked in a rugged wilderness that seemed untouched by civilization. The grandeur of the sky, rock, and wilderness made me reverent. Our counselors were firm but kind, not the ogres I had imagined. We learned how to make a fire without matches and create a shelter with twigs, branches, and grass. We learned which plants were safe to eat out in the wild. Late into the night, we talked about our fears and hopes. We were devoid of radios, televisions, and cell phones. I felt myself change. I was calm and often reflective. My old, impulsive self was gone. One morning, six months later, my dad came to pick me up. I ran to hug him and saw relief and love in his eyes. “So what’s it like being sheriff?” I asked on the ride home. “I lost the race, Danny,” he said. “I’m sorry, Dad.” I knew my behavior probably had a lot to do with his defeat. Dad squeezed my shoulder and brought me close. “As long as I don’t ever lose you, I’m okay.”

Questions:

1) Which best describes the double meaning of the title?

A. Danny goes to wilderness camp; it is in a national forest.
B. Danny is out of control; he is sent into the wilderness.
C. Danny changes at wilderness camp; his father loses a tight race for sheriff.
D. Danny hikes in the rugged wilderness; he becomes respectful of nature and others.
2) "I was 16 when my father unequivocally decided he would send me to wilderness camp for several months."
Which of the following is the best way to rewrite the above sentence (from paragraph 1) while keeping its original meaning as used in the story?

A. I was 16 when my father angrily decided he would send me to wilderness camp for several months.
B. I was 16 when, over the course of several months, my father decided he would send me to wilderness camp.
C. I was 16 when my father tentatively decided he would send me to wilderness camp for several months.
D. I was 16 when my father decided without question he would send me to wilderness camp for several months.

3) What does the idiomatic expression, "the last straw," (in paragraph 2) suggest?

A. the biggest problem of all
B. the worst thing someone could have done
C. the last in a line of unacceptable occurrences
D. the deed someone wishes he or she could take back

4) As used in paragraph 2, which is the best antonym for unbridled?

A. amusing
B. peaceful
C. restrained
D. understandable
E. scarce

5) What lesson did Danny seem to learn in this passage?

A. Fight fire with fire.
B. Faith will move mountains.
C. Nature exceeds nurture.
D. A reed before the wind lives on, while mighty oaks do fall.

6) What is a euphemism (paragraph 6)?

A. a code word
B. a nickname
C. a different name
D. a less offensive term
E. a meaningless title

7) What kind of character is Jake Hutch in this passage?

A. Round, meaning he/she is fully developed
B. Protagonist, meaning he/she is the main character
C. antihero, meaning he/she lacks heroic traits
D. flat, characterized by having only enough traits to fulfill his/her function in the passage
E. antagonist, meaning he/she is the person who is opposed to or struggles against another character

8) "The grandeur of the sky, rock, and wilderness made me reverent." Which of the following is the best way to rewrite the above sentence (from paragraph 7) while keeping its original meaning as used in the story?

A. I was awed by the majesty of the sky, rock, and wilderness.
B. I felt small in comparison to the sheer size of the sky, rock, and wilderness.
C. The power of the sky, rock, and wilderness made me regret my past behavior.
D. The inherent danger of the sky, rock, and wilderness made me nervous.

9) What is evident by the end of the passage?
I. How much Danny has changed?
II. How much John loves his son
III. That John has given up running for office

A. I only
B. I and II
C. II and III
D. I, II, and III

10) If the counselors at the wilderness camp had been ogres (paragraph 8), how might have they behaved?
A. By giving teenagers water only when they were thirsty
B. By making the teenagers figure out how to build a fort in the rain
C. By refusing to treat the teenagers’ wounds when they got injured
D. By encouraging the teens to socialize with one another even if they didn’t want to

Q.2 Read the passage below and answer the questions:
Walls and wall building have played a very important role in Chinese culture. These people, from the dim mists of prehistory have been wall-conscious; from the Neolithic period – when ramparts of pounded earth were used - to the Communist Revolution, walls were an essential part of any village. Not only towns and villages; the houses and the temples within them were somehow walled, and the houses also had no windows overlooking the street, thus giving the feeling of wandering around a huge maze. The name for “city” in Chinese (ch’eng) means wall, and over these walled cities, villages, houses and temples presides the god of walls and mounts, whose duties were, and still are, to protect and be responsible for the welfare of the inhabitants. Thus a great and extremely laborious task such as constructing a wall, which was supposed to run throughout the country, must not have seemed such an absurdity. However, it is indeed a common mistake to perceive the Great Wall as a single architectural structure, and it would also be erroneous to assume that it was built during a single dynasty. For the building of the wall spanned the various dynasties, and each of these dynasties somehow contributed to the refurbishing and the construction of a wall, whose foundations had been laid many centuries ago. It was during the fourth and third century B.C. that each warring state started building walls to protect their kingdoms, both against one another and against the northern nomads. Especially three of these states: the Ch’in, the Chao and the Yen, corresponding respectively to the modern provinces of Shensi, Shanzi and Hopei, over and above building walls that
surrounded their kingdoms, also laid the foundations on which Ch’in Shih Huang Di would build his first continuous Great Wall.

The role that the Great Wall played in the growth of Chinese economy was an important one. Throughout the centuries many settlements were established along the new border. The garrison troops were instructed to reclaim wasteland and to plant crops on it, roads and canals were built, to mention just a few of the works carried out. All these undertakings greatly helped to increase the country’s trade and cultural exchanges with many remote areas and also with the southern, central and western parts of Asia – the formation of the Silk Route. Builders, garrisons, artisans, farmers and peasants left behind a trail of objects, including inscribed tablets, household articles, and written work, which have become extremely valuable archaeological evidence to the study of defense institutions of the Great Wall and the everyday life of these people who lived and died along the wall.

1. - Chinese cities resembled a maze
   e) Because they were walled
   f) Because the houses have no external windows
   g) Because the name for cities means “wall”
   h) Because walks have always been important there.

2. - Constructing a wall that ran the length of the country
   e) Honored the god of walls and mounts
   f) Was an absurdly laborious task
   g) May have made sense with Chinese culture
   h) Made the country look like a huge maze

3. - The Great Wall of China
   e) Was built in a single dynasty
   f) Was refurbished in the fourth and third centuries BC.
   g) Used existing foundations.
   h) was built by the Ch’in, the Chao and the

4. - Crops were planted
   e) On wasteland
   f) To reclaim wasteland
   g) On reclaimed wasteland
   h) Along the canals

5. - The Great Wall
   e) Helped build trade only inside china
   f) Helped build trade in China and abroad
   g) Helped build trade only abroad
   h) Helped build trade only to remote areas

Q.3 Add the phrase in brackets to the sentence using 'that' or 'who' and a relative clause.
11. She worked with the man. (The man used to be an athlete)
12. They called a lawyer. (The lawyer lived nearby)
13. I sent an email to my brother. (My brother lives in Mumbai)
14. The customer liked the waitress. (The waitress is amiable)
15. She loves books (The books have happy endings)
16. Who broke the computer? (The computer belonged to my sister)
17. Tanvi dropped the glass. (The glass was new)
18. They live in a city. (The city is in the north of England)
The man is in the garden (The man is wearing a blue jumper)
The television was stolen (The television was bought 20 years ago)

Q.4  **Match the following words with their synonyms:**

<table>
<thead>
<tr>
<th>COLUMN A</th>
<th>COLUMN B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jeopardy</td>
<td>Rowdy</td>
</tr>
<tr>
<td>2. Meticulous</td>
<td>Danger</td>
</tr>
<tr>
<td>3. Noisy</td>
<td>Exhibit</td>
</tr>
<tr>
<td>4. Show</td>
<td>Sluggish</td>
</tr>
<tr>
<td>5. Hate</td>
<td>Fascinating</td>
</tr>
<tr>
<td>6. Delicious</td>
<td>Assassinate</td>
</tr>
<tr>
<td>7. Interesting</td>
<td>Detailed</td>
</tr>
<tr>
<td>8. Lazy</td>
<td>Delectable</td>
</tr>
<tr>
<td>9. Kill</td>
<td>Tranquil</td>
</tr>
<tr>
<td>10. Calm</td>
<td>Loathe</td>
</tr>
</tbody>
</table>

Q.5  **Put the verbs into the correct form of tense. (Simple past or past perfect)**
11. When he _____ (wake up), his mother (already prepare) ______breakfast.
12. Sonakshi had______(hurt) me yesterday.
13. We (go) _____ to London because our friends (invite)______us.
14. Jane (already/type)_______three pages when her computer (crash)____.
15. He (hear) ______the news, (go)______ to the telephone and (call)____a friend.
16. When she______(arrive), the match ____ (already)______(start)
17. Before he_____ (sing) a song, he had (play)_______ the guitar.
18. Susan ______(turn on) the radio after she ____ (wash) the dishes.
19. Jill _____ (phone) Dad at work before she ____ (leave) for her trip.
20. After Fred ______(spend) his holiday in Italy he _____( want) to learn Italian.

Q.6  **Put the verbs into the correct form of tenses. (Present perfect/ past perfect):**
11. It will get warmer in here. I __________the heating on. (to turn)
12. Do you want to see this film? It ______ (to start)
13. Deepika said something funny last night which made me ______ into laughter (burst)
14. The bill isn’t right. They ______ a mistake. (make)
15. I was really tired last night. I ______ a hard day. (have)
16. You can have that book. I ______ with it. (finish)
17. My mother ______ me go to watch movie yesterday. (did not let)
18. The square looked awful. People _____ litter everywhere. (leave)
19. It isn’t raining now. It ______. (stop)
20. We had no car at that time. We ________ our old one. (sell)

Q.7  **The pie chart shows the percentage of persons arrested in the five years ending 1994 and the bar chart shows the most recent reasons for arrest.**
Q.8 In most countries multinational companies and their products are becoming more and more important. This trend is seriously damaging our quality of life. Do you agree or disagree? Write at least 250 words.
End Semester Examination, May 2019
BCA – Fourth Semester
NUMERICAL ANALYSIS AND STATISTICAL TECHNIQUES
(BCA-301A (CB))

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. Marks are indicated against each question.

Q.1 Define the following:
   a) Transcendental equation.
   b) Absolute error.
   c) Correlation.
   d) Addition law of probability.
   e) Forward interpolation.
   f) The mean and variance of Binomial distribution are ________ and ________.
   g) State Newton’s divide difference formula.
   h) What is absolute error of the approximation 3.14 to the value π?
   i) Write relationship between mean, median and mode.
   j) The number of significant digits in the number 201.023490 is ________ 2×10

PART-A

Q.2 a) Use Bisection method to find the real root of the equation corrected upto two decimal places:
   \[ x^3 - x - 1 = 0 \] 10
   b) Find the value of \( y(3.9) \) by using the following data:
   \[ \begin{array}{c|c|c|c|c}
   x & 1 & 2 & 3 & 4 \\
   y & 1 & 8 & 27 & 64 \\
   \end{array} \] 10

Q.3 a) Use Taylor’s series method to solve \( \frac{dy}{dx} = x + y \); \( y(1) = 0 \) numerically upto \( x = 1.2 \)
   with \( h = 0.1 \). Compare the final result with the value of explicit solution. 10
   b) Use Trapezoidal rule to evaluate \( \int_0^1 x^3 dx \) considering five sub intervals. 10

Q.4 a) The population of a town in decimal census was as given below: Estimate the population for the year 1895.
   \[ \begin{array}{c|c|c|c|c|c}
   Year (x) : & 1891 & 1901 & 1911 & 1921 & 1931 \\
   Population (y) (in thousands): & 46 & 66 & 81 & 93 & 101 \\
   \end{array} \] 10
   b) Briefly describe the various operators used in interpolation and discuss their relationship as well. 10

PART-B

Q.5 a) 1,500 workers are working in an industry. Their age is classified in the given table. Calculate the median age.
   \[ \begin{array}{c|c}
   Age (years) & No. of workers \\
   \hline
   18 – 22 & 120 \\
   22 – 26 & 125 \\
   26 – 30 & 280 \\
   \end{array} \]
Q.6  a) Explain Baye’s theorem of probability along with a suitable example.  
       b) A candidate is selected for interview of management trainees for 3 companies. For 
          the first company there are 12 candidates. For the second, there are 15 candidates 
          and for the third, there are 10 candidates. What are the chances of his getting job 
          at least at one of the company?  

Q.7  Write short notes with mathematical description on following distributions: 
      a) Binomial distribution.  
      b) Normal distribution.
Q.1 Answer the following in short:
   a) Write at least four dimensions of quality.
   b) Enlist a few general requirements for a good design.
   c) What is the purpose of checklist?
   d) What is sample? Explain with example.
   e) Show graphically how scatter diagram is interpreted.
   f) Discuss in short the types of production system in manufacturing quality.
   g) What are the two types of variables considered while making a control chart?
   h) Write formula for measuring the upper and lower control limits of R-chart.
   i) Write a short note on ‘MTTF’.
   j) What do you understand by zero defect? 1×10

PART-A

Q.2 Define total quality management. Discuss in detail its principles and practices. 10

Q.3
   a) Cause-and-Effect diagram is an important tool for quality control. Discuss. 5
   b) Tests of noise ratings at prescribed locations throughout a large stamping mill are given in the frequency distribution below. Noise is measured in decibels. Determine overage and construct polygon and ogive as well.

<table>
<thead>
<tr>
<th>Cell Mid Point</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>148</td>
<td>2</td>
</tr>
<tr>
<td>139</td>
<td>3</td>
</tr>
<tr>
<td>130</td>
<td>8</td>
</tr>
<tr>
<td>121</td>
<td>11</td>
</tr>
<tr>
<td>112</td>
<td>27</td>
</tr>
<tr>
<td>103</td>
<td>35</td>
</tr>
<tr>
<td>94</td>
<td>43</td>
</tr>
<tr>
<td>85</td>
<td>33</td>
</tr>
<tr>
<td>76</td>
<td>20</td>
</tr>
<tr>
<td>67</td>
<td>12</td>
</tr>
<tr>
<td>58</td>
<td>6</td>
</tr>
<tr>
<td>49</td>
<td>4</td>
</tr>
<tr>
<td>40</td>
<td>2</td>
</tr>
</tbody>
</table>

5

Q.4 Define cost of quality and further discuss the categories of quality costs. 10

PART-B

Q.5 Explain the theory of control charts and what are its types with suitable example. 10

Q.6 How does manufacturing unit conduct defect diagnosis and prevent defect? 10
Q.7 Discuss in brief the life cycle of a product in terms of failure rate. Explain quality circle with suitable examples.
End Semester Examination, May 2019
BBA (G) International Business — Sixth Semester
INTERNATIONAL LOGISTICS MANAGEMENT (BIB-603)

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. Marks are indicated against each question.

Q.1 Explain (any five) the following questions:
   a) Reverse logistics.
   b) Economies of scope versus economies of scale.
   c) International modes of transportation.
   d) Transportation functionality.
   e) Break bulk cargo.
   f) Voyage charter.

   \[4 \times 5\]

PART-A

Q.2 a) Logistics and supply chain management are not new ideas. From building of Taj Mahal to Kargil war, the principles underpinning the effective flow of materials and information to meet the requirements of customers have altered a little. All these projects have been completed or won through logistics strengths and capabilities. List the similarities and difference among distribution, logistics and supply chain management.
   \[10\]

b) The overall goal of a value chain is to deliver maximum value at the least possible total cost and create a competitive advantage. Discuss how the primary and support activities are an opportunity for a company to maximize efficiency and create competitive advantage.
   \[10\]

Q.3 a) Toyota was significantly impacted by the March 2011 Japanese earthquake and tsunami. The auto maker took steps to implement better supply chain risk management practices. Apply these practices in a food supply chain such as Nestle and demonstrate that the steps are universally applicable.
   \[10\]

b) Examine the term coined by Hewlett-Packard, “the internal customer service” which has become a buzz phrase. What does it mean? How does it deliver customer value?
   \[10\]

Q.4 a) Multimodal is currently the main method used in international logistics. Evaluate its importance in optimization and organization of all transport mods into an integrated continuous system.
   \[10\]

b) Malcom McLean’s idea of container was based on the concept that efficiency could be greatly increased. Appraise the role of containerization in international logistics. Describe all the different types of containers used in transportation.
   \[10\]

   PART-B

Q.5 a) List the roles and functions of inland container depot.
   \[10\]

b) Develop ABC analysis inventory management system for a truck manufacturing company such as Asia Motor Works.
   \[10\]
Q.6  a) Evaluate at least five tipping points of supply chain.  
     b) Analyze the supply chain pain points. Suggest the remedial measures for each pain point.

Q.7  a) Distinguish between 4PL and 3PL with appropriate examples.
     b) Several surveys have found that sales at retail shops of FMCG products do not fluctuate but variability is quite excessive up the supply chain. How do exaggerated order swings occur? What are the major causes of bullwhip effects and how can they be counteracted?
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
FINANCIAL MANAGEMENT (IB-401 / BIB-403 / BIB-403A)

Time: 3 hrs. No. of pages: 1
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part-A and TWO questions from Part-B. Marks are indicated against each question.

Q.1 Write short notes on (any five):
   a) EBIT-EPS analysis.
   b) Cost of receivables.
   c) Types of inventory.
   d) WACC
   e) Types of dividend. 5×4

   PART-A

Q.2 What is financial management? Explain briefly techniques of time value of money. 20

Q.3 A company expects a net operating income of Rs.1,50,000. It has Rs.5,50,000 in 6% debentures. The overall capitalization rate is 10%. Calculate the value of the firm and the equity capitalization rate (cost of equity) according to the net operating income approach. 20

Q.4 What is leverage? Explain briefly different types of leverage with examples. 20

   PART-B

Q.5 What is capital budgeting? Explain the technique of capital budgeting with example. 20

Q.6 From the following information of a company, calculate operating cycle in days:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amounts (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average raw material</td>
<td>Rs.3,50,000</td>
</tr>
<tr>
<td>Average work in progress</td>
<td>Rs.4,20,000</td>
</tr>
<tr>
<td>Average finished goods</td>
<td>Rs.3,40,000</td>
</tr>
<tr>
<td>Average creditors</td>
<td>Rs.1,20,000</td>
</tr>
<tr>
<td>Average debtors outstanding</td>
<td>Rs.6,20,000</td>
</tr>
<tr>
<td>Raw material consumed</td>
<td>Rs.5,20,000</td>
</tr>
<tr>
<td>Total production cost</td>
<td>Rs.8,30,000</td>
</tr>
<tr>
<td>Total cost of goods sold</td>
<td>Rs.8,70,000</td>
</tr>
<tr>
<td>Credit sales for the year</td>
<td>Rs.22,50,000</td>
</tr>
</tbody>
</table>

20

Q.7 What is dividend? Explain briefly theory of relevance and theory of irrelevance. 20
End Semester Examination, May 2019
BCA – Fourth Semester
PROGRAMMING IN JAVA (BCA-403A (CB))

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. Marks are indicated against each question.

Q.1 a) Which package contain color class?
   i) java.applet       ii) java.awt
   iii) java.graphics   iv) java.lang
b) To display text in the applet status bar, _________ method is used.
   i) show status       ii) draw status
   iii) None of the above
c) Which command is used to compile Java program?
   i) javac             ii) java
   iii) javad            iv) javadoc
d) AWT stands for _________.
e) _________ is a software that interprets java byte code
   i) JVM                ii) Java compiler
   iii) Java Debugger   iv) None of the above
f) How many primitive data-types are in Java?
   i) 6                  ii) 7
   iii) 8                iv) 9
g) Exception generated in try block is caught in _________ block.
   i) catch              ii) throw
   iii) throws           iv) finally
h) _________ keyword is used for inherit the super class to subclass.
   i) extends            ii) this
   iii) super            iv) static
i) _________ return type is used in constructor.
j) Define API.          2×10

PART-A

Q.2 a) Discuss Java program structure with suitable example. 10
   b) What is constant? Discuss various types of constant available in java. Give example of each type. 10

Q.3 a) Write a program that takes a number as input from the user and find factorial of number. 10
   b) Discuss syntax, purpose and example of switch statement and conditional operator. 10

Q.4 a) What are constructors used for? Can constructor be overloaded? Write a program in support of your answer. 10
   b) What is method overriding? Differentiate overriding and overloading. 5
   c) What is Interface? Explain in detail. 5

PART-B

Q.5 a) What is package? How packages are created in Java. Discuss the advantages. 10
   b) Define: try, catch, throw, throws.
Q.6  
a) Explain the lifecycle of an applet with suitable diagram.  
b) Write an applet to draw a HUT.  

Q.7  
Write short notes on the following:  
a) Delegation Event Model.  
b) Concepts of Adapter Classes.
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
E-COMMERCE (BIB-606)

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following questions:
   a) How e-commerce is different form traditional commerce?
   b) Write the difference between e-commerce and e-business.
   c) Define Convergence.
   d) Write the non-technical limitations of e-commerce.
   e) TCP stands for.
   f) Write a short note on Content Management.
   g) What is a network firewall?
   h) Write about Acid Test.
   i) Define the term threat.
   j) Write two advantages of Mobile Commerce.

**PART-A**

Q.2 a) What are the advantages of E-commerce? Also explain its limitation. 15
   b) Explain B2B e-commerce. 5

Q.3 a) Explain the advantages of bricks and clicks business model. 10
   b) Explain the advantages and disadvantages of Internet. 10

Q.4 a) Explain the life cycle approach for launching an online business. 15
   b) Write a note on ISP. 5

**PART-B**

Q.5 Write short notes on:
   a) E-Cash.
   b) Credit Card.
   c) EFT.
   d) Requirement of e-payment system. 5x4

Q.6 a) What are the threats to internet security? 10
   b) Write short notes on:
      i) Cryptography.
      ii) Digital signature. 5x2

Q.7 a) Explain the concept of e-tailing. 10
   b) Explain the concept of online banking. Explain its advantages and limitations. 10
End Semester Examination, May 2019  
BCA – Sixth Semester  
DATA WAREHOUSING (BCA-605A (CB))

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**. Marks are indicated against each question.

**Q.1**  
Multiple choice questions:  

a) __________ is a subject oriented, integrated, time variant and non-volatile collection of data in support of management decisions?  
i) Data warehousing  
ii) Data Mining  
iii) Web Mining  
iv) None of the above  

b) Fact tables are which of the following?  
i) Completely normalized  
ii) Completely denormalized  
iii) Partially normalized  
iv) None of the above  

c) The process of viewing the cross tab with attribute is  
i) Slicing  
ii) Dicing  
iii) Pivoting  
iv) None of the above  

d) OLAP stands for  
i) Online Analytical Processing  
ii) Online Transaction Processing  
iii) Online Analysis Processing  
iv) None of the above  

e) __________ algorithm is used for generating cluster  
i) K Means  
ii) Apriori  
iii) None of the above  

f) All set of items whose support is greater than user specified minimum support are called as  
i) Border  
ii) Frequent  
iii) Lattice  
iv) None of the above  

g) __________ is a good alternative to the star schema  
i) Snowflake  
ii) Fact constellation  
iii) None of the above  

h) Define data mining.  
i) State true or False: “Record can be updated in data warehouse”.  
j) State true or False: “Metacube and informix are some popular OLAP tools”.  

2×10  

**PART-A**

Q.2  
a) What is the difference between DBMS and data warehouse?  

b) Discuss various characteristics of data warehouse.  

Q.3  
a) Discuss various OLAP operations with example.  
b) Explain star schema and snowflake schema. How are they useful in handling adhoc queries?  

Q.4  
a) Discuss three tier data warehouse architecture with suitable diagram.  
b) Write short note on virtual data warehouse.  

**PART-B**

Q.5  
What do you understand by ETL? Discuss ETL process in detail with diagram. Also mention the various challenges in ETL process.  

Q.6  
Explain various applications of OLAP in the real world.  

2×10
Q.7  

a) Explain the various steps involved in the KDD process with a diagram.  

b) Consider the data set that details the transaction of a grocery store with minimum support threshold as 2.  

<table>
<thead>
<tr>
<th>T/D</th>
<th>Items sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tomato, Potato, Onion</td>
</tr>
<tr>
<td>2</td>
<td>Tomato, Potato, Brinjal, Pumpkin</td>
</tr>
<tr>
<td>3</td>
<td>Tomato, Potato, Onion, Chilli</td>
</tr>
<tr>
<td>4</td>
<td>Lemon, Chilli</td>
</tr>
</tbody>
</table>

Find different frequent itemsets.
End Semester Examination, May 2019
M.Com. – Second Semester
FINANCIAL MANAGEMENT (MC-203A)

Time: 3 Hours
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 any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Fill in the blanks:
   a) If discount rate is reduced the present value of a future cash flow is ______________. (positive / negative)
   b) Two basic dimensions of financial decisions are ___________ and _______________.
   c) Profitability Index = ________________ / ________________.
   d) If a project has PI of 1.4: its NPV will be _______________. (positive/negative)
   e) Two modern techniques of CB are ___________ and ____________.

State whether the following statements are TRUE or FALSE:
   f) Financial Manager works as a treasurer.
   g) Cash flow and accounting profit are the same.
   h) Dividend decision is related to reinvestment requirement.
   i) Gross working capital means CA – CL.
   j) Find out E.O.Q. if;
      i) Annual requirement 7000 units
      ii) Ordering cost Rs.63 per order
      iii) Carrying cost per year Rs.5 per unit.

PART-A

Q.2 a) “Financial management has expended in its scope during last few decades”. Examine the modern approach to the scope of financial management. 15
   b) Mr. X deposits Rs.50,000/- at 6% p.a. interest per 5 years compounded annually. How much would he get at the end of fifth year. (Table value of Rs.1/- at 6% and 5 years is 1.338). 5

Q.3 A firm whose cost of capital is 10%. Considering two mutually exclusive project X and Y, the details of which are:

<table>
<thead>
<tr>
<th></th>
<th>Project X</th>
<th>Project Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash Flows</td>
<td>43,500</td>
<td>36,000</td>
</tr>
<tr>
<td>1 Year</td>
<td>10,000</td>
<td>15,000</td>
</tr>
<tr>
<td>2 Year</td>
<td>12,000</td>
<td>13,000</td>
</tr>
<tr>
<td>3 Year</td>
<td>13,000</td>
<td>12,000</td>
</tr>
<tr>
<td>4 Year</td>
<td>14,000</td>
<td>10,000</td>
</tr>
<tr>
<td>5 Year</td>
<td>16,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Compute both the projects:
   d) NPV at 10% discount rate. 10
   e) Profitability Index at 10% discount rate. 5
   f) Payback period method.
      p/v of Rs.1 at 10% in
      I    II   III   IV   V
Q.4 The capital structure and after tax cost of capital of the specific sources of a firm is as follows:

<table>
<thead>
<tr>
<th>Source</th>
<th>Bank Value (Rs.)</th>
<th>Market Value (Rs.)</th>
<th>Specific cost (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt</td>
<td>3,00,000</td>
<td>2,75,000</td>
<td>6</td>
</tr>
<tr>
<td>Preference capital</td>
<td>2,00,000</td>
<td>2,25,000</td>
<td>8</td>
</tr>
<tr>
<td>Equity Capital</td>
<td>4,00,000</td>
<td>7,50,000</td>
<td>14</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>1,00,000</td>
<td>--</td>
<td>13</td>
</tr>
</tbody>
</table>

Compute weighted average cost of capital using:

c) Book value weights

d) Market value weights

**PART-B**

Q.5 a) Examine the impact of financial leverage on the EPS. Does the financial leverage always increases the EPS? 10

b) What is an optimum capital structure? Bring out the qualities of an optimum capital structure. 10

Q.6 Compute working capital requirement from the following details:

<table>
<thead>
<tr>
<th>Budgeted sales: 20,000 Units per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost /Unit (Rs.)</td>
</tr>
<tr>
<td>Raw materials 8</td>
</tr>
<tr>
<td>Direct labour 8</td>
</tr>
<tr>
<td>Overheads 2</td>
</tr>
<tr>
<td>Total cost 18</td>
</tr>
<tr>
<td>Profit 2</td>
</tr>
<tr>
<td>Selling price 20</td>
</tr>
</tbody>
</table>

Additional information:

f) Raw material will be carried in stock for 4 weeks and finished goods for 2 weeks.
g) Factory processing will take on an average 3 weeks;
h) Suppliers provide 6 weeks credit;
i) Debtors are allowed 8 weeks credit;
j) Assume labour and overheads to accrue evenly throughout the production cycle. 20

Q.7 Critically evaluate the Walter dividend model. Discuss its assumptions and limitations. 20
End Semester Examination, May 2019
BCA – Fourth Semester
ELEMENT OF COMPUTER GRAPHICS (BCA-404A (CB))

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on:
a) Flat panel devices.
b) Scan conversion.
c) Composite transformations.
d) Animation software.

**PART-A**

Q.2 a) Explain the working of CRT with a labelled diagram.  
   b) Differentiate between random scan and raster scan.
   
Q.3 What is scan conversion? Scan convert a line whose end points are (5, 10) and (10, 25) using Bresenham’s line drawing algorithm.
   
Q.4 a) A triangle A (2, 2) B (4, 2) and C (4, 4) is rotated by an angle 90°. Find the transformed coordinates.
   b) Prove that two consecutive translations are additive.

**PART-B**

Q.5 a) Explain window to viewport mapping.
   b) What is clipping? How can we identify the visible, partially visible and not visible lines in a window? Explain with an example.
   
Q.6 a) Derive transformation matrix to scale a unit cube twice uniformly with respect to origin. Find the coordinates of transformed cube.
   b) Differentiate between parallel and perspective projection.
   
Q.7 a) Define the term animation. Explain the basic types of animation.
   b) Explain various animation functions.
End Semester Examination, May, 2019
B.C.A.—Second Semester
DATA STRUCTURES (BCA-203 CB)

Time: 3 Hours
Max Marks: 100
No.of pages: 1

Note: Attempt **FIVE** questions in all. **PART–A** is compulsory. Attempt any **FOUR** questions from **PART–B**. Marks are indicated against each question.

**PART-A**

Q.1 Multiple choice questions (only one option is correct):

 c) With A=False and B = True, which statement evaluate as False?
    i) A OR A
    ii) A OR B
    iii) B OR A
    iv) B OR B

 b) Which statement about objects is true?
    i) One object is used to create one class.
    ii) One class is used to create one object.
    iii) One object can used many class.
    iv) One class can create many objects
    v) There is no relationship between objects and classes.

d) Which property determines whether a control is displayed to the user?
    i) Hide
    ii) Show
    iii) Visible
    iv) Enabled

d) Which is not an integer data type:
    i) Single
    ii) byte
    iii) Short
    iv) Integer

e) The Boolean data type:
    i) is unsigned
    ii) has two states
    iii) is displayed by the program as yes or no
    iv) Both i) and ii)
    v) All of the above

f) Which is not an ADO.NET Data Adapter Object?
    i) OleDbDataAdapter
    ii) SQL. DataAdapter
    iii) QueryDataAdapter
    iv) Both i) and ii).

g) The first step of configuring a DataAdapter is to select:
    i) an adapter object
    ii) a connection object
iii) a database object
iv) a dataset object
v) None of the above.

h) A postback occurs when:
i) a browser posts a form to the server
ii) a user's action activates the handling of a server event
iii) a service posts a form to the client
iv) both i) and ii)
v) all of the above

i) Which is the file extension used for an ASP.NET file?
i) asn
ii) asp
iii) aspn
iv) aspx

j) Where do cookies store information?
i) HTML source
ii) text file
iii) URL
iv) Both i) and ii)

PART-B

Q.2 Explain all the layers of Dot.Net Framework in detail. Draw a diagram to illustrate the relation between different layers. 20

Q.3 What is a variable? What are the different types of variables available in C#? Give suitable example to support your answer. 20

Q.4 Explain inheritance in C#? How is runtime polymorphism implemented in C#? Give suitable example to support your answer. 20

Q.5 List any 5 components used in creating a desktop application. Give example to illustrate the use of properties in manipulating the behaviour of desktop components. 20

Q.6 Write short notes on the following:
a) Web service
b) XML
c) COM 20

Q.7 Write a program to execute a select query to display all the students from the BCA-VI class on the below mentioned table and populate the results in a grid view. 20
Table student:
Name
Roll No
Class
Address
Email ID
Sample raw ('student1; '123443; BCA;'22IB Baker Street; 'student1@gmail.com').
End Semester Examination, May 2019  
M. Com. — Second Semester  
ADVANCE COST AND MANAGEMENT ACCOUNTING (MC-204)

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. Marks are indicated against each question.

Q.1  
a) **State whether the following statements are TRUE or FALSE:**
   i) Management accounting has a very wide scope.
   ii) Idle time variances is always favorable.
   iii) In marginal costing only variable costs are charged to production.
   iv) Liquid assets mean those assets which are immediately convertible into cash without much loss.
   v) Break-even point is calculated after adding the profit to fixed cost.  

b) **Fill in the blanks:**
   i) The production budget is based on _______ budget. (Finance / Sales)
   ii) MUV = _______ + _______.
   iii) Contribution is equal to _______ - _______.
   iv) If sale is ₹4,00,000 total variable ₹ 3,00,000 and profit is ₹40,000 then B.E.P. is ₹ _______. (2,40,000 / 3,00,000)
   v) AS-3 is related to _______ statement. (Cash flow / Fund flow)

**PART-A**

Q.2  
a) ”Management accounting assists in corporate planning process”. Illustrate it.  
b) Differentiate between financial and management accounting.

Q.3  
With the following data at 50% activity, Prepare a budget at 80% and 100% activity level:

<table>
<thead>
<tr>
<th>Production at 50% capacity:</th>
<th>500 units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials</td>
<td>₹100 per unit</td>
</tr>
<tr>
<td>Labour</td>
<td>₹40 per unit</td>
</tr>
<tr>
<td>Expenses</td>
<td>₹10 per unit</td>
</tr>
<tr>
<td>Factory expenses</td>
<td>₹40,000 (40% fixed)</td>
</tr>
<tr>
<td>Admin expenses</td>
<td>₹30,000 (60% fixed)</td>
</tr>
</tbody>
</table>

Q.4  
Calculate the labour variances from the following information:

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Labour</td>
<td>Rate</td>
</tr>
<tr>
<td>Grade X</td>
<td>90</td>
<td>2</td>
</tr>
<tr>
<td>Grade Y</td>
<td>60</td>
<td>3</td>
</tr>
</tbody>
</table>

Budgeted gross production 5000 units  
Standard loss 20%  
Actual loss 900 units  
Actual net production (5000-900=4100)

**PART-B**

Q.5  
You are given the following information:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (₹)</th>
<th>Profit (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>14,00,000</td>
<td>1,30,000</td>
</tr>
<tr>
<td>2017</td>
<td>12,00,000</td>
<td>80,000</td>
</tr>
</tbody>
</table>

Evaluate the following:
   a) P/V ratio.
   b) Break even sales.
c) Profit when sales is ₹18,00,000.
d) Sales required to earn a profit of ₹1,20,000.

Q.6 Balance sheets of M/s Black and White were as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>01/01/2016</th>
<th>31/12/2016</th>
<th>Assets</th>
<th>1/1/2016</th>
<th>31/12/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>40,000</td>
<td>44,000</td>
<td>Cash</td>
<td>10,000</td>
<td>7,000</td>
</tr>
<tr>
<td>Mr. White’s loan</td>
<td>25,000</td>
<td>----</td>
<td>Debtors</td>
<td>30,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Loan from P.N.</td>
<td>40,000</td>
<td>50,000</td>
<td>Stock</td>
<td>35,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Bank</td>
<td>1,25,000</td>
<td>1,53,000</td>
<td>Machinery</td>
<td>80,000</td>
<td>55,000</td>
</tr>
<tr>
<td>Capital</td>
<td>44,000</td>
<td>50,000</td>
<td>Land</td>
<td>40,000</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Building</td>
<td>35,000</td>
<td>60,000</td>
</tr>
<tr>
<td></td>
<td>2,30,000</td>
<td>2,47,000</td>
<td></td>
<td>2,30,000</td>
<td>2,47,000</td>
</tr>
</tbody>
</table>

a) During the year machine costing ₹10,000 (accumulated depreciation ₹3,000) was sold for ₹5,000.
b) The provision for depreciation against machinery as on 01/01/2016 was ₹25,000 and 31/12/2016 ₹40,000.
c) Net profit for the year 2016 amounted ₹45,000.
You are required to prepare fund flow statement.

Q.7 Write short notes on the following:
a) Different types of responsibility centre.
b) Types of transfer pricing.
End Semester Examination, May 2019
BCA — Sixth Semester
PROGRAMMING IN C# (BCA-607CB)

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. Marks are indicated against each question.

Q.1 Answer the following multiple choice questions:
   a) What operator is used to concatenate one string to the end of another string?
      i) &
      ii) +
      iii) *
      iv) None of these
   b) Which statement about objects is true?
      i) One object is used to create one class.
      ii) One class is used to create one object.
      iii) One object can create many classes.
      iv) One class can create many objects.
      v) There is no relationship between objects and classes.
   c) The End If statement is required?
      i) in all If...Then statements.
      ii) in all Multi-line statements with else.
      iii) in Single line statements.
      iv) Both a and b.
   d) Data type short is the same as?
      i) Int32
      ii) Int16
      iii) Int64
      iv) Double
   e) The Boolean data type:
      i) is unsigned.
      ii) has two states.
      iii) is displayed by the program as yes or no.
      iv) Both a and b.
      v) All of the above.
   f) Which is not an ADO.NET DataAdapter Object?
      i) OleDbDataAdapter
      ii) SQLDataAdapter
      iii) QueryDataAdapter
      iv) Both a and b.
   g) An Exception is another name for a:
      i) compile error.
      ii) logic error.
      iii) runtime error.
      iv) syntax error.
   h) Can we inherit more than one interface in a single class?
      i) True.
      ii) False.
   i) Command object is used to represent a query?
      i) True
      ii) False
   j) Which part of a function procedure declaration statement is optional?
      i) Datatype
      ii) Function
      iii) Parameters
      iv) ProcedureName.

   10×2

   PART-A

Q.2   a) Explain the different types of data types available in python with the help of suitable example of each. 10
   b) Describe the appropriate flow control of a python program. How much indentation is important in the proper flow of the program in python? 10

Q.3   a) Write a python program to enter any number and check whether it is prime or not. 5
   b) Differentiate between “List and Tuple” in context to element storage in the program. 5
c) Define “String in python”. Explain at least 5 string functions with the help of suitable example.

5

d) Explain different types of operators available in python with the help of suitable example.

5

Q.4  
a) Differentiate between “Global variables” and “Local variables” in python. Explain your answer with the help of suitable example.

10

b) Write a python program to count the number of each vowel in the given input.

10

PART-B

Q.5  
a) Describe the concept of function in context to any programming language. How functions are created and implemented in python? Explain your answer with the help of suitable example.

20

Q.6  
a) Differentiate between “Readline( )” and “Writeline( )” in context to file handling terminology.

8

b) Describe the term “Exception handling”. What is difference between built-in exceptions and user defined exceptions?. How exceptions are dissimilar with errors.

12

Q.7  
Explain the following terms:

5×4

a) Finally.

b) Packages.

c) Dictionary.

d) Except.
End Semester Examination, May, 2019
M.Com – Fourth Semester
INTERNATIONAL ACCOUNTING (MC-408)

Time: 3 Hours
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. Marks are indicated against each question.

Q.1 Indicate true or false:
a) Mention two objectives of IFRS
b) Harmonization is a process to improve the compatibility accounting practice.
c) Standardization of accounting is more difficult to implement internationally.
d) IASB means ______________________.
e) The main cases of difference in international financial reporting is legal system of a country. 2x5

PART-A

Q.2 Define international accounting. Discuss its importance. 10
Q.3 Discuss the highlight of financial reporting in U.K. 10
Q.4 Analyze the benefits of internationalization of accounting profession. 10

PART-B

Q.5 Analyze the need and importance of currency transactions. 10
Q.6 Explain the various objection of international transfer pricing. 10
Q.7 How is strategy formulation and control done with respect to multinational companies? 10
End Semester Examination, May 2019
BCA — Sixth Semester
PROGRAMMING IN NET C# (BCA-607CB)

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. Marks are indicated against each question.

Q.1 Answer the following multiple choice questions:
   a) What operator is used to concatenate one string to the end of another string?
      i) & ii) +
      iii) * iv) None of these
   b) Which statement about objects is true?
      i) One object is used to create one class.
      ii) One class is used to create one object.
      iii) One object can create many classes.
      iv) One class can create many objects.
      v) There is no relationship between objects and classes.
   c) The End If statement is required:
      i) in all If...Then statements.
      ii) in all Multi-line statements with else.
      iii) in Single line statements.
      iv) Both i) and ii).
   d) Data type short is the same as?
      i) Int32 ii) Int16
      iii) Int64 iv) Double
   e) The Boolean data type:
      i) is unsigned.
      ii) has two states.
      iii) is displayed by the program as yes or no.
      iv) Both i) and ii).
      v) All of the above.
   f) Which is not an ADO.NET DataAdapter Object?
      i) OleDbDataAdapter ii) SQLDataAdapter
      iii) QueryDataAdapter iv) Both i) and ii).
   g) An Exception is another name for:
      i) compile error. ii) logic error.
      iii) runtime error. iv) syntax error.
   h) Can we inherit more than one interface in a single class?
      i) True. ii) False.
   i) Command object is used to represent a query?
      i) True. ii) False.
   j) Which part of a function procedure declaration statement is optional?
      i) Datatype. ii) Function.
      iii) Parameters. iv) ProcedureName.

   \[10\times 2\]

   PART-A

Q.2 What is a CLR? What are the different services provided by CLR? Draw a diagram to explain the functions of the different layers of Dot Net framework.

Q.3 What is a property and what is it used for? What are the steps involved in creating and using a property? Give an example to support your answer.
Q.4 Explain inheritance in C#. How is runtime polymorphism implemented in C#? Write a program to create a class base and another class child that inherits the class base.

PART-B

Q.5 Write short notes on the following:
   a) Exception.
   b) Events.
   c) Finally.

Q.6 Write short notes on the following:
   a) Web service.
   b) XML.
   c) Validator.

Q.7 Write a program to demonstrate the process of querying a table with disconnected querying method (Assume a table of your choice).
End Semester Examination, May 2019
BCA – Second Semester
SOFTWARE ENGINEERING (BCA-405A (CB))

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. Marks are indicated against each question.

Q.1 Answer the following:
   a) What is the most creative phase of software development?
      i) Requirement specification  ii) Design
      iii) Testing  iv) Coding
   b) In function point analysis, number of complexity adjustment factors are
      i) 10  ii) 14
      iii) 20  iv) 12
   c) Token count metric was developed by
      i) Alen Alprecht  ii) Berry beehem
      iii) Halstead  iv) Victor basilli
   d) Which model is most popular for student small projects?
      i) Waterfall  ii) Build and fix
      iii) Prototype  iv) Spiral
   e) Which type of cohesion is most required?
      i) Functional  ii) Logical
      iii) Temporal  iv) Coincidental
   f) For a function of n variables, boundary value testing yields these test cases
      i) 4n + 1  ii) 6n + 1
      iii) 4n + 3  iv) None of these
   g) Testing is a process of __________ errors.
      i) Hiding  ii) Removing
      iii) Finding  iv) None of these
   h) Structural testing is known as:
      i) White box  ii) Regression
      iii) Behavioural  iv) None of these
   i) Which one is not the strategy of design?
      i) Bottom up  ii) Embedded
      iii) Top down  iv) Hybrid
   j) No of maturity level in CMM is:
      i) 1  ii) 3
      iii) 5  iv) 7

   \[2\times10\]

PART-A

Q.2 Discuss the various characteristics of software engineering and also explain the reasons for software crises and their utilization in software engineering.  \[20\]

Q.3 Suppose the project was estimated 400 KLOC. Calculate efforts, development time and average staff size, productivity for each three modes i.e. organic, semi-detached and embedded in basic cocomo model.  \[20\]

Q.4 Explain the following:
   a) Function count metrics.
   b) PERT, CPM, WBS  \[10\times2\]

PART-B
Q.5 Define modular coupling and explain different types of coupling with suitable examples.  
Q.6 A program computer \( a \) where \( a \) lies in the range \([1, 10]\) and \( b \) lies within \([1, 6]\). Design test cases using this program using boundary value analysis and robust testing.  
Q.7 What is CMM? Explain its all maturity levels in detail.
End Semester Examination, May 2019
BBA (G) IB – Second Semester
MARKETING PRINCIPLES (2.103)

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. Marks are indicated against each question.

Q.1 Write short notes on the following:
a) Brand equity versus customer equity.
b) Consumer markets.
c) BPO.
d) FMCG versus durables.
e) Differentiation versus positioning. 4x5

PART-A

Q.2 a) Most people think that “marketing” is mainly about advertising. Is it true? Define “marketing.” Explain the nature and scope of marketing in detail. 10
b) Discuss the difference between “product” focus and “need” focus with appropriate examples. 10

Q.3 a) “The purpose of any business is to create a customer. It is then the customer who determines what a business is”? Distinguish between selling and marketing with suitable examples to prove the statement. 10
b) Discuss the concept of e-marketing giving its advantages and disadvantages in detail. 10

Q.4 a) Before entering the Indian car market, Toyota conducted a market research on the channel practices. For a car company, what are the necessary questions to be included in the market research study that the company should seek answers for? 10
b) The washing machine market sales in India in 2017-18 were 62, 92, 968 units. The top seven companies had the following sales:

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales (in units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG</td>
<td>18, 24, 961</td>
</tr>
<tr>
<td>Samsung</td>
<td>11, 32, 734</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>9, 43, 945</td>
</tr>
<tr>
<td>Videocon</td>
<td>8, 18, 086</td>
</tr>
<tr>
<td>Godrej</td>
<td>5, 03, 437</td>
</tr>
<tr>
<td>Onida</td>
<td>3, 77, 578</td>
</tr>
<tr>
<td>IFB</td>
<td>3, 14, 648</td>
</tr>
</tbody>
</table>

Determine market share and relative market share of these companies. What is the impact of measuring market share and relative market share on decision making? 10

PART-B

Q.5 a) Defend services marketing when there is no car to test drive, no shoes to try on, no computer to take home or no book to read. Discuss the characteristics of services. 10
b) Determine Market Share Index of Sensodyne toothpaste by GlaxoSmithKline which is looking for a share of 5% in a market size of ₹60,000 million in 2019. Current market share of Sensodyne is 2.3%. The product has no awareness with 50% of the population. 60% finds that the product is not as effective as it is being promoted.
Q.6  a) Marketing mix strategy changes in every phase of product life cycle. Describe the marketing mix strategy in every phase of product life cycle with examples.
   b) Firms must innovate to survive. Describe all the stages of a new product development.

Q.7  a) It is possible to have a brand without a business; it is almost impossible to have an enduring and profitable business without a brand. What is your understanding of a brand? How does a "brand" become a brand? What are the advantages of a brand?
   b) Marketing communications is essentially a part of the marketing mix. What does it define? Distinguish between marketing communications and integrated marketing communications.
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
INTERNATIONAL HUMAN RESOURCE MANAGEMENT (BIB-605)

Time: 3 Hours
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 any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Define (any ten) of the following:
   a) IHRM.
   b) HCN.
   c) Culture.
   d) Multinational company.
   e) Pre-departure training.
   f) Expat Failure ratio.
   g) COLA.
   h) Culture shock.
   i) Knowledge transfer.
   j) Role of communication in cross cultural management.

   2x10

PART-A

Q.2 a) What are the issues of standardization and localization in general for MNEs and how do they particularly manifest themselves in IHRM activities?
   b) What are the main similarities and differences between domestic and international HRM?

Q.3 Case study:

For a long time our building company had finished an important project concerning a new major route in Kenya. However, not all the money had been paid by our customer. Therefore, the managing director of the Kenyan subsidiary of the building corporation organized a meeting with the representative of the respective Kenyan Government agency.

The meeting was scheduled for the next Friday at 10.00 a.m.

The meeting started and the representative was very polite and friendly. However, at the same time he also seemed to be quite nervous. Every few minutes he received a telephone call or had to initiate a telephone call himself.

All phone discussions were carried out in the local language. Despite the interruptions, I tried to explain the reason for my visit - the outstanding account balance. Of course, the government representative apologized for every interruption.

However, after 15 minutes we were both extremely tense because the conversation did not advance at all.

Eventually, I said that I was sorry that my counterpart had so much to do and asked for another meeting the next Tuesday. Instantly, the government representative was relaxed again and happily confirmed the new meeting. Now he could finally concentrate
on the preparation and organization of his big family meeting this weekend, which is typical for large Kenyan families.

Discussion questions:
c) Relate the described situation to one of the cultural dimensions identified by Hofstede. How can you explain it? 10

d) How does this situation compare to comparable situations in your home country? Please explain. Where are the limits of the cultural explanation? 10

Q.4  
a) Outline the main characteristics of the four approaches to international staffing. 10

b) Discuss two HR activities in which a multinational firm must engage that would not be required in a domestic environment. 10

**PART-B**

Q.5  
Assume you are the HR director for a SME that has begun to use international assignments. You are considering using an external consulting firm to provide pre-departure training for employees, as you do not have the resources to provide this 'in-house'. What components will you need covered? How will you measure the effectiveness of the pre-departure training program provided by this external consultant? 20

Q.6  
a) What are various topics covered in repatriation program? 10

b) What do you understand by performance management of non expatriates? 10

Q.7  
a) Why is it important for MNEs to understand the compensation practices of the countries? Explain any one approach to international compensation. 10

b) Identify a number of HRM problems that typically arise with expatriate assignments. In what ways might the core ethical values and guidelines identified in this chapter are applied to them? 10
End Semester Examination, May 2019
M. Com. — Second Semester
BUSINESS LEADERSHIP (MC-GE-06)

Time: 2 hrs. \hspace{1cm} 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. Marks are indicated against each question.

Q.1 Case study:
INTERNATIONAL MACHINE COMPANY

Mr. Saddhana, the president of International Machine Company, leaned back in his chair and reflected on the success of his firm, which produces and distributes a line of farm machines. That afternoon at a meeting with distributors from different territories, Mr. Saddhana was urged to introduce new models to satisfy the changing demands of the customers.

The president, who had an engineering background, recognized the implications of the suggestions that came from distributors. Their implementation would require greater investments in research and development. Furthermore, the changes in the highly automated production line would be very costly indeed. Also, having a wider variety of models would require stocking many more spare parts. Depending on the kinds of changes, workers might need to be retrained.

Reflecting on previous staff meetings he president realized that sales or marketing people always wanted a greater variety of models but never acknowledged the costs involved in changing models. After all the company had been extremely successful with just a few models. Consequently, the president decided against the introduction of new models.

Instead, he considered improving the current models and reducing the cost and price. He felt that what the customer really wanted was value. Nevertheless, to test his judgment, the president asked a consultant for an opinion.

Answer the questions related to above case study:

a) Develop case structure.

b) Consider yourself as the president of the company prepare a list of strengths, weaknesses, opportunities and threats of the company for making presentation in front of board of directors.


Q.2 Sole proprietorship is considered as the easiest form of organization and also the first stage in the evolution of the forms of organization. Discuss the concept of sole proprietorship along with its merits and demerits.

Q.3 As a marketing manager of XYZ Ltd. you find that your company is selling flats to middle class segment for which no approval has been taken from the government departments. The company has no intention of construction of flats booked by you, the company has taken ₹20 lacs from hundred customers each:

a) What will be your action after knowing about the unethical practices of your company?

b) Explain your action with logic and managerial approach.

Q.4 A corporate social responsibility (CSR) is an integral responsibility of corporate sector. Discuss the concept of CSR and its importance to the society and organization.

Q.5 Leaders are required to influence and enlighten their followers / employees. Discuss various traits of good leader.

Q.6 One of the most widely mentioned theories of motivation is the hierarchy of needs put forth by psychologist Abraham Maslow. Explain the Maslow's theory along with diagram.

---

The text contains a case study on International Machine Company, discussing the potential introduction of new models and the president's decision against it. It also includes questions on sole proprietorship, ethics in business, corporate social responsibility, and leadership theories.

**PART-A**

Q.2 Sole proprietorship is considered as the easiest form of organization and also the first stage in the evolution of the forms of organization. Discuss the concept of sole proprietorship along with its merits and demerits.

Q.3 As a marketing manager of XYZ Ltd. you find that your company is selling flats to middle class segment for which no approval has been taken from the government departments. The company has no intention of construction of flats booked by you, the company has taken ₹20 lacs from hundred customers each:

a) What will be your action after knowing about the unethical practices of your company?

b) Explain your action with logic and managerial approach.

**PART-B**

Q.4 A corporate social responsibility (CSR) is an integral responsibility of corporate sector. Discuss the concept of CSR and its importance to the society and organization.

Q.5 Leaders are required to influence and enlighten their followers / employees. Discuss various traits of good leader.

Q.6 One of the most widely mentioned theories of motivation is the hierarchy of needs put forth by psychologist Abraham Maslow. Explain the Maslow's theory along with diagram.
Q.7 Write short notes on *any two* of the following:
   a) Leadership styles.  
   b) Organizational change.  
   c) SWOT analysis.
End Semester Examination, May 2019
M.Com – Second Semester
MANAGEMENT INFORMATION SYSTEM (MC-001)

Time: 2 Hours
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 any TWO questions from PART-B. Marks are indicated against each question.

Q.1  Answer the following questions:
  a) In MIS ________ plays, economically sound and logically in development process.
     i) Information  ii) data  iii) statements  iv) data flow
  b) Define a system.
  c) The basic components of DSS are ______________, __________.
  d) Personal and HRIS are same. (True / False)
  e) What is called an instrument system?
  f) GDS’s stands for ____________.
  g) Transformation system specialists also called as __________
     i) user consultant  ii) User faculty  iii) user expert  iv) user manager.
  h) Name any two information systems.
     i) DSS is more useful than GDSS. (True / False)
  j) Name levels of management.  

  PART-A

Q.2  a) Explain elements and characteristics of a system.  5
     b) Define levels of management.  5

Q.3  Explain transaction processing system in detail.  

Q.4  Describe Robest Antony’s hierarchy of management activities.  

  PART-B

Q.5  Explain characteristics and components of decision support system.  

Q.6  Define critical success factor in implementation of a information systems.  

Q.7  Explain use of information systems to functional business areas in detail.  

1x10
Q.1 Fill in the blanks:
   a) Two essential concepts of cloud are ______ and ______.
   b) VIM is a management tool of ______________.
   c) An example of public cloud is ____________.
   d) Two major organizations supporting cloud technology are _______ and ______.
   e) Amazon web services offers a classic service oriented architecture (SOA) approach to ____________.
   f) _______ is the fundamental unit of virtualized client in an IaaS deployment.
   g) Pods are aggregated into pools within and IaaS region or site called an __________ zone.
   h) A group of users within a particular instance is called ____________.
   i) IDaaS stands for ____________.
   j) __________ types of dimensions exist in cloud cube model. 2x10

Q.2 a) What is meant by cloud computing discuss its advantages and also explain the various layers of cloud computing with suitable example. 12
   b) Explain the following:
      i) Workloads.
      ii) Pods. 4x2

Q.3 a) What are the basic components of an Iaas based solution for cloud computing? Provide some examples of Iaas implementations. 15
   b) Classify different types of clouds. 5

Q.4 a) How is grid different from a cloud? Also differentiate between cloud computing and grid computing by mentioning the advantages and disadvantages of both. 14
   b) Explain any four desired features of a cloud. 6

Q.5 a) Explain the following industry platforms related to cloud:
      i) Amazon web services.
      ii) Google App Engine. 5x2
   b) What are the cloud security challenges? 10

Q.6 a) What is the Aneka container and what is its use? Which types of services are hosted inside Aneka container? 14
   b) Describe the storage architecture implemented in Aneka. 6

Q.7 Write short notes on the following:
   a) Security management in cloud computing.
   b) Data center based SOA.
   c) IaaS and its architecture.
d) Difference between PaaS and SaaS.
End Semester Examination, May 2019
B. Sc. (Information Technology) – Second Semester
ENGLISH FOR ACADEMIC PURPOSES-II-B (EAP-II-B)

Time: 3 hrs.  Max Marks: 100
Note: All questions are compulsory. Marks are indicated against each question.

SECTION-A
READING COMPREHENSION-I

Q.1 Read the passage and answer the questions below:
   I was 16 when my father unequivocally decided he would send me to wilderness camp for several months. He had threatened to do it many times before, but my mother had always managed to prevent him from actually packing me up and shipping me off. This time he was dead set on it. My latest transgression was viewed as the last straw. In a fit of unbridled rage, I had shoved my maths teacher down a flight of steps at school. He broke his arm at two places and severely dislocated his shoulder. The man hadn't done a thing to me. I am hard-pressed to remember why I was so irritated at him. Anyway, Mr. Ford, my maths teacher, had agreed not to press charges as favor to my dad. He was a friend of my dad from way back. Mr. Ford knew what was at stake. We all did. Dad was in the middle of a tight race for sheriff in our town. This latest "Danny Thing," as my reckless behavior was now called, had all my dad's closest advisors talking. "John, he's your son and he's a kid, but he is dragging you down," I heard Jake Hutch tell my dad through his closed office door the night after I pushed Mr. Ford. "If it appears you can't set the course for enforcement in your own home, how can you set the course for this town?" So, off to Pisgah National Forest I went. I knew in my heart that "Wilderness Camp" was surely just a euphemism for "Torture Center." I imagined hours of untold abuse at the hands of some lumberjack-sized drill sergeant. I resolved not to be broken and to emerge from the program unchanged. I was who I was. Nearly every day for six months, a small group of other troubled teens and I lugged our 30-pound backpacks on a trek that covered about 10 miles. We hiked in a rugged wilderness that seemed untouched by civilization. The grandeur of the sky, rock, and wilderness made me reverent. Our counselors were firm but kind, not the ogres I had imagined. We learned how to make a fire without matches and create a shelter with twigs, branches, and grass. We learned which plants were safe to eat out in the wild. Late into the night, we talked about our fears and hopes. We were devoid of radios, televisions, and cell phones. I felt myself changed. I was calm and often reflective. My old, impulsive self was gone. One morning, six months later, my dad came to pick me up. I ran to hug him and saw relief and love in his eyes. "So what's it like being sheriff?" I asked on the ride home. "I lost the race, Danny," he said. "I'm sorry, Dad." I knew my behavior probably had a lot to do with his defeat. Dad squeezed my shoulder and brought me close. "As long as I don't ever lose you, I'm okay."

a) Which best describes the double meaning of the title?
   i) Danny goes to wilderness camp; it is in a national forest.
   ii) Danny is out of control; he is sent into the wilderness.
   iii) Danny changes at wilderness camp; his father loses a tight race for sheriff.
   iv) Danny hikes in the rugged wilderness; he becomes respectful of nature and others.

b) "I was 16 when my father unequivocally decided he would send me to wilderness camp for several months."
   Which of the following is the best way to rewrite the above sentence (from paragraph 1) while keeping its original meaning as used in the story?
I) I was 16 when my father angrily decided he would send me to wilderness camp for several months.

ii) I was 16 when, over the course of several months, my father decided he would send me to wilderness camp.

iii) I was 16 when my father tentatively decided he would send me to wilderness camp for several months.

iv) I was 16 when my father decided without question he would send me to wilderness camp for several months.

c) What does the idiomatic expression, "the last straw," (in paragraph 2) suggest?
   i) The biggest problem of all
   ii) The worst thing someone could have done
   iii) The last in a line of unacceptable occurrences
   iv) The deed someone wishes he or she could take back

d) As used in paragraph 2, which is the best antonym for unbridled?
   i) Amusing
   ii) Peaceful
   iii) Restrained
   iv) Understandable
   v) Scarce

e) What lesson did Danny seem to learn in this passage?
   i) Fight fire with fire.
   ii) Faith will move mountains.
   iii) Nature exceeds nurture.
   iv) A reed before the wind lives on, while mighty oaks do fall.

f) What is a euphemism (paragraphs 6)?
   i) A code word
   ii) A nickname
   iii) A different name
   iv) A less offensive term
   v) A meaningless title

g) What kind of character is Jake Hutch in this passage?
   i) Round, meaning he/she is fully developed
   ii) Protagonist, meaning he/she is the main character
   iii) Antihero, meaning he/she lacks heroic traits
   iv) Flat, characterized by having only enough traits to fulfill his/her function in the passage
   v) Antagonist, meaning he/she is the person who is opposed to or struggles against another character

h) "The grandeur of the sky, rock, and wilderness made me reverent." Which of the following is the best way to rewrite the above sentence (from paragraph 7) while keeping its original meaning as used in the story?
   i) I was awed by the majesty of the sky, rock, and wilderness.
   ii) I felt small in comparison to the sheer size of the sky, rock, and wilderness.
   iii) The power of the sky, rock, and wilderness made me regret my past behavior.
   iv) The inherent danger of the sky, rock, and wilderness made me nervous.

i) What is evident by the end of the passage?
   I. How much Danny has changed?
   II. How much John loves his son
   III. That John has given up running for office
   i) I only
   ii) I and II
   iii) II and III
   iv) I, II, and III

j) If the counselors at the wilderness camp had been ogres (paragraph 8), how might they have behaved?
   i) By giving teenagers water only when they were thirsty
   ii) By making the teenagers figures out how to build a fort in the rain
   iii) by refusing to treat the teenagers' wounds when they got injured
iv) by encouraging the teens to socialize with one another even if they didn't want to

**READING COMPREHENSION-II**

**The Great Wall of China**

Q.2 Read the passage below and answer the questions:

Walls and wall building have played a very important role in Chinese culture. These people, from the dim mists of prehistory have been wall-conscious; from the Neolithic period - when ramparts of pounded earth were used - to the Communist Revolution, walls were an essential part of any village. Not only towns and villages; the houses and the temples within them were somehow walled, and the houses also had no windows overlooking the street, thus giving the feeling of wandering around a huge maze. The name for "city" in Chinese (ch'eng) means wall, and over these walled cities, villages, houses and temples presides the god of walls and mounts, whose duties were, and still are, to protect and be responsible for the welfare of the inhabitants. Thus a great and extremely laborious task such as constructing a wall, which was supposed to run throughout the country, must not have seemed such an absurdity.

However, it is indeed a common mistake to perceive the Great Wall as a single architectural structure, and it would also be erroneous to assume that it was built during a single dynasty. For the building of the wall spanned the various dynasties, and each of these dynasties somehow contributed to the refurbishing and the construction of a wall, whose foundations had been laid many centuries ago. It was during the fourth and third century B.C. that each warring state started building walls to protect their kingdoms, both against one another and against the northern nomads. Especially three of these states: the Ch'in, the Chao and the Yen, corresponding respectively to the modern provinces of Shensi, Shanzi and Hopei, over and above building walls that surrounded their kingdoms, also laid the foundations on which Ch'in Shih Huang Di would build his first continuous Great Wall.

The role that the Great Wall played in the growth of Chinese economy was an important one. Throughout the centuries many settlements were established along the new border. The garrison troops were instructed to reclaim wasteland and to plant crops on it, roads and canals were built, to mention just a few of the works carried out. All these undertakings greatly helped to increase the country's trade and cultural exchanges with many remote areas and also with the southern, central and western parts of Asia - the formation of the Silk Route. Builders, garrisons, artisans, farmers and peasants left behind a trail of objects, including inscribed tablets, household articles, and written work, which have become extremely valuable archaeological evidence to the study of defense institutions of the Great Wall and the everyday life of these people who lived and died along the wall.

a) Chinese cities resembled a maze
   i) Because they were walled
   ii) Because the houses have no external windows
   iii) Because the name for cities means "wall"
   iv) Because walks have always been important there.

b) Constructing a wall that ran the length of the country
   i) Honored the god of walls and mounts
   ii) Was an absurdly laborious task
   iii) May have made sense with Chinese culture
   iv) Made the country look like a huge maze

c) The Great Wall of China
   i) Was built in a single dynasty
   ii) Was refurbished in the fourth and third centuries BC.
   iii) Used existing foundations.
   iv) Was built by the Ch’in, the Chao Yen
d) Crops were planted
   i) On wasteland       ii) To reclaim wasteland
   iii) On reclaimed wasteland   iv) Along the canals

e) The Great Wall
   i) Helped build trade only inside China
   ii) Helped build trade in China and abroad
   iii) Helped build trade only abroad
   iv) Helped build trade only to remote areas

SECTION B
GRAMMAR

Q.3 Add the phrase in brackets to the sentence using 'that' or 'who' and a relative clause.
   a) She worked with the man. (The man used to be an athlete)
   b) They called a lawyer. (The lawyer lived nearby)
   c) I sent an email to my brother. (My brother lives in Mumbai)
   d) The customer liked the waitress. (The waitress is amiable)
   e) She loves books (The books have happy endings)
   f) Who broke the computer? (The computer belonged to my sister)
   g) Tanvi dropped the glass. (The glass was new)
   h) They live in a city. (The city is in the north of England)
   i) The man is in the garden (The man is wearing a blue jumper)
   j) The television was stolen (The television was brought 20 years ago)

Q.4 Complete the sentences in reported speech.
   a) "I can't drive a lorry". He said.
   b) "Don't waste your money". She said.
   c) "You should revise your lessons". The teacher told the students.
   d) "Be nice to your brother". My mom told me.
   e) "Do you like soccer"? He asked me.
   f) "I don't speak Italian". She said.
   g) "Don't try this at home" the stuntman told the audience.
   h) "Don't play on the grass boys", she said.
   i) "I think it is going to rain tonight". The teacher said.
   j) Brian said that, "The parcel ought to be here the next week."

Q.5 Make the comparative form of adjectives for the following sentences.
   a) London is _________ than Glasgow. (Busy)
   b) Stan is a successful sportsman. But his sister is _________ than him. (Successful)
   c) Florida is sunny. Do you know the _________ place in the USA? (Sunny)
   d) The kids were in the _________ corner of the garden. (Far)
   e) The weather today is _________ than the weather yesterday. (Bad)
   f) Madonna is _________ than Sandra. (Popular)
   g) Many people think that modern life is _________ than life in the past. (Good)
   h) The pollution in my city is _________ (bad) than it used to be.
   i) Who is the _________ in your country? (Powerful)
   j) Mothers are _________ with their children that fathers. (Patient)

Q.6 Put the verbs into the correct form of tense. (Simple past or past perfect)
   a) When he _________ (wake up), his mother (already prepare) _________ breakfast.
   b) It (be) _________ cloudy for days before it (begin) _________ to rain.
   c) We (go) _________ to London because our friends (invite) _________ us.
d) Jane (already/type) ________ three pages when her computer (crash) ________.
e) He (hear) ________ the news, (go) ________ to the telephone and (call) ________ a friend.
f) When she ________ (arrive), the match ________ (already) ________ (start)
g) Before he ________ (sing) a song, he had (play) ________ the guitar.
h) Susan ________ (turn on) the radio after she ________ (wash) the dishes.
i) Jil ________ (phone) Dad at work before she ________ (leave) for her trip.
j) After Fred ________ (spend) his holiday in Italy he ________ (want) to learn Italian.

Q.7 Put the verbs into the correct form of tenses. (Present perfect/ past perfect)
a) It will get warmer in here. I ________ the heating on. (to turn)
b) Do you want to see this film? It ________ (to start)
c) There is no more bread. We ________ (eat) it all.
d) The bill isn't right. They ________ a mistake, (make)
e) I was really tired last night. I ________ a hard day. (have)
f) You can have that book. I ________ with it. (finish)
g) There was no sign of a taxi although I ________ it half an hour before, (order)
h) The square looked awful. People ________ litter everywhere, (leave)
i) It isn't raining now. It ________ . (stop)
j) We had no car at that time. We ________ our old one. (sell) 1×10

Q.8 Summary writing (250 words):
The chart below shows the number of men and women in further education in Britain in three periods and whether they were studying full-time or part-time. Summarize the information by selecting and reporting the main features, and make comparisons where relevant.

Q.9 Write on the following topic: (250 words)
Some people believe that teaching a child at home is best for a child’s development while others think that it is important for children to go to school. Discuss the advantages of both methods and give your opinions.

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End Semester Examination, May 2019
M.Com – Fourth Semester
E-COMMERCE (MC-401)

Time: 3 Hours
Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) What are non-financial transactions?
   b) Which of the following describes e-commerce?
      i) Doing business electronically.
      ii) Doing business.
      iii) Sale of goods.
      iv) All of them.
   c) Define EDI.
   d) Enlist online commercial options available for supplier.
   e) What is e-wallets?
   f) Define business plan.
   g) Describe in one or two lines about various methods of electronic fund transfer methods used in India.
   h) What are the future benefits of e-Governance in India?
      i) What is encryption?
      j) Explain the working of digital signatures with the help of a diagrammatic representation.

   2x10

PART-A

Q.2 What is e-Commerce? Discuss various e-Commerce organizations models based on transaction type with examples.
20

Q.3 Define digital payment system in detail. Also explain all modes of online payment.
20

Q.4 What is the scope of e-Governance in India? Discuss its stages, strategies & limitations in details.
20

PART-B

Q.5 What is payment gateway mechanism? Discuss in detail various payment gateway modes popular in India.
20

Q.6 a) Discuss in detail the mechanism of Public Key Infrastructure with the help of a diagrammatic representation.
   12
   b) Write a detailed note on “Password Management”.
   8

Q.7 Write short notes on the following:
   i) Online retail industry.
   ii) Online marketing.
   iii) Online shopping.
   iv) M-Commerce.
5x4
End Semester Examination, May 2019  
BBA (GEN) / BBA (Banking) / BBA (G) IB – Fourth Semester  
INTERNATIONAL MARKETING (BIB-404 / BIB-404A)

Time: 3 hrs.  
Max Marks: 100  
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.** Marks are indicated against each question.

Q.1 Write short on followings:
   a) Elements of international marketing.  
   b) External environmental factors.  
   c) Market entry modes.  
   d) Marketing strategies in global environment.  
   e) Standardization of product.  
   f) Packaging.  
   g) Distribution logistics.  
   h) Objectives of EXIM policy.  
   i) Digital revolution.  
   j) Foreign sales agent.  

**PART-A**

Q.2 Define international marketing. Also, define the challenges and opportunities in international marketing.  

Q.3 "Consumer behaviour is the decision making process through which a consumer passes while making a purchase decision". Discuss the statement in context with international market along with the factors affecting the decision making process of a consumer.  

Q.4 Discuss international marketing research along with its importance to a business. Explain also the process of global marketing research.  

**PART-B**

Q.5 Define international pricing. Also, define the objective of it and the factors affecting international pricing strategies.  

Q.6 "Advertising is a paid form of promotion". Discuss the statement along with the importance of advertising. Also, explain the factors to be considered while choosing an advertising media for international market.  

Q.7 Write notes on following:
   a) Functions of distribution channel.  
   b) Corporate social responsibility in cross cultural context.  

2×10
End Semester Examination, May 2019  
BBA (G) IB – Fourth Semester  
OPERATIONS MANAGEMENT (2.225)

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. Marks are indicated against each question.

Q.1 Briefly explain (any five) (maximum 20 words):
   a) Productivity versus efficiency.  
   b) Support activities in the value chain.  
   c) Carbon footprint.  
   d) ISO  
   e) Role of inspection.  
   f) Sales and operations planning.  

PART-A

Q.2 You are in your family business of running Maruti Suzuki authorized service station. In the wake of increasing competition, your father has suggested that you seek a loan from the bank in order to add the latest machinery at your service station. Your bank has agreed to provide you the necessary loan provided you increase your contribution at least by 25%. And if you fail to purchase the latest machinery, there is every likelihood that you will be soon out of business. Your management consultant has given you the profit-and-loss statement of your firm with three strategic options to increase contribution: Which option you would select and why?

   • Servicing of cars option (including spares) – Increase revenue by 40%  
   • Finance/Accounting option – Reduce finance costs by 30%  
   • Operations Management option – Reduce operations costs by 20%

Current data of your firm is:
Revenue from servicing and sale of spare parts – ₹520 million  
Cost of goods and servicing – 70%  
Finance costs – ₹20 million (fixed)  
Taxes – 30%  

Q.3 a) Explain quality with an appropriate example. You are contemplating to buy Tata Harrier, the latest sports utility vehicle. Evaluate the vehicle on all the service quality dimensions.  
   b) Demonstrate how you achieve competitive advantage through operations with suitable examples.  

Q.4 New Holland India is currently producing 1,00,000 ignition switches per year in its Greater Noida plant, where fixed costs are ₹12,00,00,000 and the variable costs per unit are ₹600. By outsourcing to a firm in Faridabad, annual fixed costs will drop to ₹4,50,00,000 but the variable costs will rise to ₹1200 per unit. Should the company outsource?  

PART-B

Q.5 ABB is a global leader in power and automation technologies. It stocks a certain switch connector at its central warehouse for supplying to its field service offices in India. The yearly demand for these connectors is 15,000 units. ABB estimates its holding cost for this item to be ₹1500 per unit. The cost to place and process an order from the supplier is ₹4500. The company operates 300 days per year and the lead time to receive an order
from the supplier is 30 working days. Determine the optimum quantity and expected time between orders.

Q.6 You are the owner of Domino’s Pizza at Manav Rachna. With the new academic year to commence from July, 19, you expect to double your sales. Two companies have quoted you their ovens. Oven A can handle 20 pizzas an hour. The fixed costs associated with oven A are ₹6,00,000 and the variable costs are ₹60 per pizza. Oven B is larger and can handle 40 pizzas an hour. The fixed costs associated with oven B are ₹9,00,000 and variable costs are ₹37 per pizza. The pizzas sell for ₹400 each.

a) What is the breakeven point for each oven?
b) If you expect to sell 12,000 pizzas, which oven should you purchase?

Q.7 You have been employed by PVR Cinemas as General Manager. The area around Manav Rachna is developing fast. The owners are considering opening PVR Multiplex near Manav Rachna. Discuss the location strategies for opening a PVR Multiplex. What are the challenges and opportunities in opening a multiplex near Manav Rachna University?
Q.1 Answer the following questions:
   a) What is RAM? Discuss different types of RAM.
   b) Write the full form of TPS and MIS.
   c) Internet is ______ WAN.
   d) _______ knowledge is intangible.
   e) Give two examples of C2C e-commerce.  

   **PART-A**

   Q.2 Describe (with diagram) the basic anatomy of computers by giving suitable example of each part.  

   Q.3 Write short notes on:
       a) Batch processing and online processing.
       b) DSS.  

   Q.4 Explain LAN, MAN, WAN.  

   **PART-B**

   Q.5 a) Write a short note on ‘impact of computers in personal and social life’.  
       b) Write a short note on ‘knowledge management’.  

   Q.6 What is e-payment system? Explain different types of e-payment system (EPS).  

   Q.7 Define the term Threat. Explain various threats and some defense mechanism.
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
FOREIGN EXCHANGE MANAGEMENT (BIB-DE-402 / BIB-406)

Time: 3 hrs. Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 State whether the following statements are TRUE or FALSE:
   a) The deal that is settled in two days is an example of spot rate.
   b) If exchange rate is changed by the government, then it is a case of appreciation/depreciation.
   c) IMF system of exchange rate is still applicable.
   d) Letter of credit is the term used in financing export.
   e) Export-Import bank provides credit for setting up a normal industry not involved in trade.
   f) Indians are not allowed to invest abroad.
   g) Non-Resident Indian can’t maintain rupee deposit account.

Answer the following:
   h) Current account and capital account are the terms used in _________ statement.
   i) 1$ = 35 ounce of gold is the exchange rate accepted under _________ system.
   j) How is exchange rate expressed? 2×10

PART-A

Q.2 Explain any three factors which affect the exchange rate? 20

Q.3 Explain in detail futures and options. 20

Q.4 What was the basic purpose of IMF guided exchange rate? Under what circumstances, it was good to maintain stability in the exchange rate. What was the reason it failed to function further? 20

PART-B

Q.5 What was the purpose of setting up of EXIM bank of India? Write in 60 words that it has been delivering the necessary services to its clients. 20

Q.6 What are the various non-resident deposit accounts? Explain any two. 20

Q.7 What do you understand from balance of payment statement? Give its main components and sub-components. How is the current account deficit neutralized? 20
End Semester Examination, May 2019
BBA (G) IB – First / Third Semester
ACCOUNTING PRINCIPLES (2.101)

Time: 3 hrs. 
Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on (any two):
a) Periodic inventory system.
b) Cash flow from operating activities.
c) Financial statement. 10×2

PART-A

Q.2 Show the accounting equation for the following:
a) Commenced business with cash `3,00,000/-
b) Paid rent in advance `3000/-
c) Purchased goods for cash `40,000/- and credit `90,000/- from Shyam Sunder.
d) sold goods for cash `1,20,000/- costing `1,00,000/-
e) Bought motor cycle for personal use `2500/-. 4x5

Q.3 What is accounting principle? Explain with suitable example various accounting principles. 20

Q.4 Prepare Journal, ledger for the following:
September 1, 2016: Bought goods from Rahim ₹78,00/
September 15, 2016: Sold goods to Das ₹25,00/
November 14, 2016: Settled Rahim account by paying ₹7,000/
Goods worth ₹2000 given as charity.
Received dividend ₹900/-. 20

PART-B

Q.5 What is rectification of errors? Explain with examples errors disclosed by Trial Balance. 20

Q.6 Prepare store ledger for the following by FIFO method:
January 2017:

<table>
<thead>
<tr>
<th>Units</th>
<th>January 1 Balance</th>
<th>January 5 Purchased</th>
<th>January 11 Issued</th>
<th>January 15 Purchased</th>
<th>January 18 Issued</th>
<th>January 20 Issued</th>
<th>January 24 Purchased</th>
<th>January 30 Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (`)</td>
<td>300</td>
<td>200</td>
<td>150</td>
<td>200</td>
<td>150</td>
<td>200</td>
<td>200</td>
<td>250</td>
</tr>
</tbody>
</table>

Q.7 What is depreciation? Explain various causes of depreciation. 20
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
INTERNATIONAL ADVERTISING AND PROMOTION (BIB-DE-401)

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. Marks are indicated against each question.

Q.1 Answer the following (any five):
   a) How is international advertising different from global advertising?
   b) What is the significance of visual or image in an advertisement?
   c) Name the top five advertising agencies in India.
   d) Discuss some of the promotional media you would suggest for the below given categories:
      i) New Kids play school.
      ii) Online application on 24×7 medical support.
      iii) Awareness of AIDs.
      iv) Launch ceremony of a “Kotler’s new edition of book” inviting delegates from all over India.
      v) New cosmetics series.
   e) How is product advertising different from service advertising? 4×5

PART-A

Q.2 Why is it important to understand and analyze the international marketing environment? Discuss the impact of culture on advertising. 20

Q.3 Answer the following:
   a) Compare and contrast trade and consumer advertising in terms of audience, media and promotional tools.
   b) Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as automobile companies or packaged goods marketers. Discuss. 10×2

Q.4 Answer the following:
   a) “Half the money spent on advertising is a waste”, give reasons.
   b) How important is creativity? Explain how we go about planning the creative strategy in advertising? 10×2

PART-B

Q.5 a) Explain the tools and techniques of sales promotion in detail. 10
   b) Suggest any two sales promotion tools for each of the following products:
      i) Natural juice
      ii) Pen
      iii) TV
      iv) Mineral water.
      v) Comic book. 10

Q.6 As a head of advertising department of your company, you have to decide on elements of advertising campaign for a new brand of “beauty services” for ladies like Urban Clap to be launched soon in the market. With reference to the above, discuss in detail the various elements of advertising campaign. 20

Q.7 Case Study:
Washing Dirty Laundry

Bruce Seth, a project manager at a consumer products company, was wondering how he should proceed with his recommendation for the Endirt commercials. Endirt had been doing well in the market, but not a week went by without a customer (or former customer) writing to complain about the commercial.

There were variations of the commercial, but the central theme was “Dirt on your shirt.” It typically featured a woman saying, “Dirt on your shirt! Dirt on your shirt!” in a taunting voice to a man whose shirt was soiled. The man looked at another lady (presumably his wife), who was very embarrassed at the entire situation. Later shots showed her washing the shirt after rubbing dirt into it and the other woman (or women) saying, “No more dirt on your shirt!” The complaining letters, almost exclusively from women, expressed objections to the commercial because it was demeaning to women and otherwise offensive as well. On the one hand, the brand was doing well; it was the brand leader in a growing market, though a much larger competing company was quite capable of beating Endirt with its brand. On the other hand, were the rights of the women being infringed? All the letters seemed to imply that. Bruce was a believer in the profit motive, but not at the cost of condoning unethical behavior. He had been asked to make a recommendation for the commercial for the next TV season. After reviewing the sales data and reading the letters of complaint, Bruce was contemplating his next move.

Marketing research managers and project managers worked along with brand managers on specific brand research issues. Bruce reported to Priscilla Wheeling, a marketing research manager, and would provide recommendations to her and to the brand manager responsible for Endirt. Priscilla was a capable, promising executive with excellent graduate degrees. She was supporting her husband through his Ph.D. in history. She did not like the Endirt commercial and made no secret of it. She proclaimed that she would never buy the brand because the message was offensive and because of the role of the woman in the commercial. Bruce was pursuing a graduate degree while working and putting his wife through college; he certainly needed the job and the income. He was a recent recruit still in his probationary period. Bruce had reviewed all the letters, practically all of which were from women and strongly negative. Many of them said, as Priscilla did, that they would not buy the brand because of the offensive commercial and because it was demeaning to women. Secondary data showed that the primary decision makers and purchasers of the product were women. Part of the reason for Endirt’s success was believed to be the advertising message, which not only had a high level of recall but a high level of association with the brand. Bruce wondered if, in spite of its apparent success, it was ethical to continue with the advertising message if it infringed on the rights of women, the major buyers of the brand.

Read case study given above and answer the following questions:
a) Discuss the above case with reference to ethical issues in advertising.
b) Give your suggestions or recommendations for the above mentioned problem in the case.
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
PROJECT MANAGEMENT (BIB-O-03)

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

Note: Attempt any FIVE questions. Marks are indicated against each question.

Q.1 As an investor you are considering projects to invest. What all aspects will you take into consideration before taking an investment decision? 10

Q.2 a) What is WBS and how is it useful in project management? 5
b) Explain the differences between “Tall Organization” and “Flat Organization”. Draw both types of organizations. 5

Q.3 Balaji projects are a large projects company. They appoint several fresh and experienced projects professionals every year. Last year, they had appointed 6 students from your campus placement. All but one of them is facing some problems on the job. They find the job finite monotonous. These employees have been posted in far-away sites and do not have access to their HR department. They find that their project managers are hard task masters. They are disillusioned as they are unable to connect their roles with what they learnt at college, and fail to see how they could be contributing to the cause of the organization. What are the problems and its suggested solutions? 10

Q.4 List out and describe the basic distinctions between the manager focus and the leadership focus in project management. 10

Q.5 What are the three major modes of communication? Explain with examples. Can you say that one of these is the best mode for business communication? Explain your answer. 10

Q.6 You have been recently promoted as a Project Manager and given an important project to handle. What steps would you take to manage the project within the given schedule and cost? 10
End Semester Examination, May 2019  
BBA (GEN) / BBA (BANKING) – First Semester  
BUSINESS ORGANIZATION AND MANAGEMENT  
(BBA-101A / BBA-101B)  

Time: 3 hrs.  
Max Marks: 100  
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. Each question carries equal marks.  

Q.1 Write short note on following:  
a) Partnership Deed.  
b) Industry v/s Commerce.  
c) Chamber of Commerce and Industry.  
d) Reasons for business combination.  
e) Merits of a Joint Stock Company.  
f) Levels of management.  
g) Significance of controlling.  
h) Delegation of authority.  
i) Skills of a leader.  
j) Objectives of motivation.  

PART-A  

Q.2 What do you understand by Business? Also explain the social responsibilities of a business in detail.  

Q.3 "Sole proprietorship is considered one of the best forms of business". Discuss sole proprietorship along with its merits and demerits.  

Q.4 "Business environment consists of those factors which affect the functioning of a business". Elaborate the statement along with the external and internal environmental factors.  

PART-B  

Q.5 Discuss in detail the principles of management given by Henry Fayol.  

Q.6 Explain the Maslow's need hierarchy theory of motivation.  

Q.7 Write notes on following:  
a) Decision making process.  
b) Controlling techniques.
END SEMESTER EXAMINATION, MAY 2019
BBA (General and Banking)—Fifth Semester
PURCHASE AND MATERIAL MANAGEMENT (BBA-501/5001)

Time: 3 hrs. Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following questions:
   a) Give two objectives of purchasing.
   b) Explain the term vendor efficiency.
   c) What is LIFO?
   d) Define “Value analysis”.
   e) What do you mean by integrated management information system?
   f) How can quality be assured?
   g) Explain objectives of material management.
   h) Why do we do the codification of material?
   i) What is vendor rating?
   j) Explain “Standardization”.

PART-A

Q.2 Define “Purchasing”. What are the various methods of purchasing? Explain five R’s of purchasing in detail.

Q.3 a) Explain the various methods of quality inspection in detail.
   b) Explain the process of vendor selection and development.

Q.4 Discuss the process of negotiation. What are the limitations of negotiations? How these can be removed?

PART-B

Q.5 a) What are the various functions of material management? Explain.
   b) How will you integrate the various activities of materials management?

Q.6 a) What is stores management? Explain the objectives, importance and functions of stores management.
   b) Explain “Store layout”.

Q.7 a) What is warehouse management system? Enumerate the benefits of warehouse management system.
   b) Explain disposal of scrap and obsolete material.
Q.1 **Case study:**

MANAGING BLUES IN ADMINISTRATION

The Regional Administration Office of a company was hastily set up. Victor D'Cuhna a young executive was directly recruited to take charge of Data Processing Cell of this office. The data processing was to help the administrative office in planning and monitoring. The officer cadre of the administrative office was a mix of directly recruited officers and promotee officers (promotion from within the organization).

Females dominated the junior clerical cadre. This cadre was not formally trained. The administrative office had decided to give these fresh recruits on-the-job training because when results were not upto the expectations blame was brought on the Data Processing Cell.

Victor D'Cuhna realized that the administrative office was heading for trouble. He knew that his task would not be easy and that he had been selected because of his experience, background and abilities.

He also realized that certain functional aspects of the administrative office were not clearly understood by various functionaries, and systems and procedures were blindly and randomly followed. Feedback was random, scanty and controversial, and Data Processing Cell had to verify every item of feedback. Delays were inevitable. D'Cuhna sought the permission of senior management to conduct a seminar on communication and feedback of which he was an expert. The permission was grudgingly given by the senior management. Everyone appreciated the seminar.

Following the first seminar, D'Cuhna conducted a one week training course for the clerical cadre, especially for the junior, freshly recruited clerks. Amongst other topics, D'Cuhna laid emphasis on filing system, information tracking, communication, and feedback. This helped reorient attitudes to some extent. But the female clerks preferred to ignore the theme and widely circulated the belief that D'Cuhna was an upstart and a show off.

Within a short time, considerable friction had been generated in the administrative office. While directly recruited officers supported D'Cuhna's initiative and the specialist officers admired him, senior management became cautious and uncomfortable. The junior promotee officers were prejudiced against him.

The grand finale followed swiftly. D'Cuhna happened to get annoyed with a female clerk. During the absence of her officer, who was on sick leave and had not been substituted by another officer, she began submitting nil returns. D'Cuhna took pains to explain to her that for certain topics a nil feedback was not tenable. The current status
had to be reported—the stage at which the matter was pending, what had been done, and what would be done about it?

The lady reported that it was none of his business to tell her this. He should talk to her officer when the officer reports back from leave. D'Cuhna said he would, but in the meanwhile she should present the correct picture. When D'Cuhna called for the files, she refused to part with them. D'Cuhna fired her and reported the situation to the Chief Regional Manager. The other ladies were up in the arms against D'Cuhna. The lady also complained to higher management that D'Cuhna had made passes at her. Other ladies supported her complaint. She also complained that D'Cuhna had no business to scold her. D'Cuhna countered that had there been a male clerk in her place he would have scolded him too. When females enjoyed equal rights with males, D'Cuhna felt he must remain Impartial. Nevertheless, D'Cuhna was transferred to another place. The transfer to another place, rather than to another department in same place, was particularly humiliating to him. A shocked and disillusioned D'Cuhna quit the enterprise.

Answer the following questions on the basis of above case study:

a) Develop case structure.
b) Diagnose the problem and enumerate the reasons for the failure of D Chuna.
c) Consider yourself as Victor D Chuna. Apply appropriate principle of management to avoid the unforeseen development in your organization.

**PART-A**

Q.2 Planning and decision making are two most critical issues for the growth of corporate sector. Discuss the steps of planning with suitable examples.

Q.3 In organizing an enterprise, it is necessary to adhere to certain basic principles of organization. Explain the principles of organization with appropriate examples from corporate sector.

Q.4 The term span of control represents a numerical limit of subordinates to be supervised and controlled by a manager. As a CEO of Maruti Udyog Limited identify the factors which determine the span of organization.

**PART-B**

Q.5 Leadership is the ability to secure desirable actions from a group of follower's voluntarily without the use of coercion. Discuss the qualities of good leader with suitable examples from corporate sector.

Q.6 Motivation is one of the most important factors determining organizational efficiency. Explain the importance of motivation.

Q.7 Write short notes on (any two) of the following:
a) Taylor's scientific theory of management.
b) Elements of controlling.
c) Departmentation.
End Semester Examination, May 2019
BBA (G) IB – Third Semester
BUSINESS NEGOTIATION SKILLS (BIB-GE-04A)

Time: 3 hrs. Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Explain the following concept in not more than 80–100 words.
a) Aspects of negotiation.
b) Red teaming.
c) BATNA
d) ZOPA

PART-A

Q.2 Explain the different styles of negotiation with suitable examples.

Q.3 Discuss the process of goal setting. Why is it important?

Q.4 Explain the different phases of negotiation. Also discuss the barriers which sometimes make negotiation difficult.

PART-B

Q.5 Write short notes on:
a) Principled negotiation.
b) Mixed negotiation.

Q.6 Describe with examples the skills required to make negotiations successful. Give examples.

Q.7 What are the two types of negotiations? What type would you adopt as a negotiator and why?
End Semester Examination, May 2019
B.Com (Hons.) and Industry Integrated – First Semester
BUSINESS ORGANIZATION AND MANAGEMENT
(CH-1.1 / BCH-101/ BCH-101A)

Time: 3 hrs. 
Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following:
a) Management and administration are same. (True/False)
b) Entrepreneurs are risk takers. (True/False)
c) Authority can be easily delegated. (True/False)
d) Give any two limitations of planning.
e) Distinguish between business and profession.

Define the following terms:
f) Delegation.
g) Business.
h) Co-ordination.
i) Communication.
j) Staffing.

PART-A

Q.2 a) Discuss the role, importance and features of SMEs in India. 12
b) Write short notes on:
   i) Franchising.
   ii) E-Commerce. 8

Q.3 a) What is business plan? Explain the process of preparing business plan report. 12
b) Explain briefly the government and business interface. 8

Q.4 a) Define ‘management’. Explain the principles of management. 12
b) Discuss the merits and demerits of decentralization of authority. 8

PART-B

Q.5 a) What is planning? Explain in brief the process of planning. 12
b) Elaborately explain the decision making process. 8

Q.6 “Control is a fundamental function that ensures work accomplishment according to plans”. Analyse this statement and outline various steps involved in control process. 20

Q.7 “Communication is sharing of understanding”. Discuss this and bring out the process of communication. Also, discuss any three barriers of communication. 20
Q.1 Explain (any five) of the following:
   a) Bibliography.
   b) Types of error.
   c) Sample.
   d) Normal distribution curve.
   e) Hypothesis.
   f) Chi-square.

**PART-A**

Q.2 Differentiate between the following:
   a) Ratio and Ordinal scale.
   b) Pure and Applied research.

Q.3 Explain “Non-Probability Sampling” in detail. What are various situations where this sampling is commonly used? Give two examples to support your answer.

Q.4 Explain “Research process” covering with its meaning, flowchart, nature and importance. Give an example of an organizational problem and explain the process for it.

**PART-B**

Q.5 A researcher is interested in finding out why employees at a large strength from one unit have decided to leave. He is going to use a self-report questionnaire. So construct a research questionnaire comprising of 10 questions for this study.

Q.6 a) Write short notes on the following:
   i) Correlation analysis.
   ii) Use of standard deviation in research.
   iii) Large sample test.
   iv) Interview method.

b) What are the four types of measurement scales? Explain with the help of example.

Q.7 a) State the importance of interpretation in research and elaborate any two advantages of inferencing.

b) Write the steps in report writing. What should be the guidelines for these reports?
End Semester Examination, May 2019
B. Com. (Hons.) and B. Com. (Hons.) Industry Integrated — Fifth Semester
MANAGEMENT ACCOUNTING (BCH-501A/BCH-501/CH-5.1)

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. Marks are indicated against each question.

Q.1 a) Fill in the blanks:
   i) __________ is the summary of all functional budgets.
   ii) Material cost variance = __________ + __________.
   iii) P/V ratio = __________ / __________.
   iv) Two main liquidity ratios are __________ and __________. 2×7

b) State whether the statements are TRUE or FALSE:
   i) Management accounting is based on double entry system.
   ii) Efficiency ratio is the % of actual hours spent in relation to budgeted hours.
   iii) Ideal time variance is always favourable.
   iv) Margin of safety can be improved by lowering fixed cost.
   v) At break even, fixed cost is equal to contribution.
   vi) Responsibility accounting is an accounting technique. 1×6

PART-A

Q.2 a) Explain the points of distinction between financial accounting and management accounting.
   Discuss in detail. 10
b) Discuss the nature and scope management accounting. 10

Q.3 a) For production of 10,000 units the following are the budgets budgeted expenses:

<table>
<thead>
<tr>
<th></th>
<th>Per Unit - I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct material</td>
<td>60</td>
</tr>
<tr>
<td>Direct labour</td>
<td>30</td>
</tr>
<tr>
<td>Variable overheads</td>
<td>25</td>
</tr>
<tr>
<td>Fixed overheads (₹1,50,000)</td>
<td>15</td>
</tr>
<tr>
<td>Variable overheads (direct)</td>
<td>5</td>
</tr>
<tr>
<td>Selling expenses (10% fixed)</td>
<td>15</td>
</tr>
<tr>
<td>Administrative expenses (50,000 rigid)</td>
<td>5</td>
</tr>
<tr>
<td>Distribution expenses (20% fixed)</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>160</td>
</tr>
</tbody>
</table>

Prepare a budget for production of 6,000, 7,000 and 8,000 units. 15
b) Write a note on “Zero base budgeting”. 5

Q.4 a) The standard material cost for production of 100 kg of chemical D is made up of:
   Chemical A 30 kg @ ₹40/kg
   Chemical B 40 kg @ ₹50/kg
   Chemical C 80 kg @ ₹60/kg

   In a batch of 500 kg of chemical D was produced from a mix of:
   Chemical A 140 kg at a cost of ₹5880
   Chemical B 220 kg at a cost of ₹10560
   Chemical C 440 kg kg at a cost of ₹28600

   Calculate material variances. 15
b) Write a note on disposition of variances. 5

PART-B

Q.5 You are given following data:

<table>
<thead>
<tr>
<th>Sales</th>
<th>Profit</th>
</tr>
</thead>
</table>

289/3
Year 2015  ₹1,20,000  ₹8,000  
Year 2016  ₹1,40,000  ₹13,000  

Find out:

i) P/V ratio.
ii) B.E point.
iii) Profit when sales are ₹1,80,000.
iv) Sales required to earn profit of ₹12,000.
v) Margin of safety in year 2012.

Q.6  
a) Discuss the significance and computation of current ratio and debt equity.  
b) Discuss briefly the major classification of cash flows as per AS-3 (revised).  

Q.7  
What is responsibility centre? Discuss the nature and various types of responsibility centres.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – Third Semester
DATABASE MANAGEMENT SYSTEM (BBA-302 / BBA-3004)

Time: 3 hrs.                                   Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer in brief:
a) Define record by giving a suitable example.
b) What is big data?
c) What is the symbol for the multivalue key in E-R diagram?d) What is DML?
e) Give applications of data warehouse.
f) Spatial database.
g) Write a sql command for deleting a record in a table.
h) What are the functions of DBMS?i) Write the applications of big data.
j) Differentiate between file system and DBMS. 2×10

PART-A

Q.2 a) What do you understand by DBMS? Discuss how DBMS is useful for an organisation? 15
b) Who is DBA? Explain the responsibilities of DBA. 5

Q.3 What is E-R model? Discuss various concepts of E-R model. Draw an E-R diagram for banking system taking at least three entities. 20

Q.4 Explain the following:
a) Intersection operator in relations algebra.
b) Rename.
c) Difference operator.
d) Three-layer architecture of DBMS. 5×4

PART-B

Q.5 What is normalization? Discuss the various normal forms. Also write the advantages of normalization. 20

Q.6 What is data warehouse? Discuss the various characteristics of Data Warehouse. 20

Q.7 Explain the following:
a) Virus.
b) Internet database.
c) Datamining.
d) Threats to DBMS. 5×4
Q.1 Explain the following concepts briefly:
   a) Active listening.
   b) Gestures.
   c) Tone.
   d) Grapevine.
   e) Oral presentation.
   f) Internet.
   g) Pitch.
   h) Meeting.
   i) Proxemics.
   j) Kinesics.

\[2 \times 10\]

**PART-A**

Q.2 a) Highlight the process of communication and state why feedback is very important. \[10\]
b) How can grapevine help in making formal communication more effective? List out its advantages and disadvantages. \[10\]

Q.3 Discuss the different components of voice modulation and body language that help to make communication effective and interesting. How do the above two help in giving a good presentation? \[20\]

Q.4 Write short notes on the following:
   a) Memo.
   b) Email.
   c) Meetings.
   d) Negotiation. \[5 \times 4\]

**PART-B**

Q.5 “Listening is the first and most important skill of communication.” Comment on the above statement. How can barriers to listening be removed so that effective listening takes place and correct feedback can be given? \[20\]

Q.6 “Internet is the most important tool of communication in today’s business scenario”. Comment on the above statement by explaining how it can be used effectively. Also, list out its advantages and disadvantages. \[20\]

Q.7 What steps should be kept in mind before planning a presentation? How many types of presentations are there? Explain with the help of examples. \[20\]
Q.1 Answer the following questions:
   a) What are the characteristics of a digital computer?
   b) \((1000)_{16} = (\quad)_{2}\)
   c) List out the topologies used in network.
   d) What is a bit in computer technology?
   e) Name any two firewalls.

\[\text{PART-A}\]

Q.2 Write a short note on ‘generations of computer’.

Q.3 a) \(\text{ADD } (1111)_2 + (100)_2\)
    b) \(\text{SUBTRACT } (1110)_2 \text{ from } (11111)_2\)
    c) \((101100)_2 = (\quad)_8\)
    d) \((75.14)_8 = (\quad)_2\)

Q.4 Differentiate between
   a) RAM and ROM.
   b) Freeware and Firmware.

\[\text{PART-B}\]

Q.5 What do you mean by the term system? Explain library management system in detail.

Q.6 Define the term ‘network’. Explain its types.

Q.7 Explain computer applications in education field.
Q.1 Answer the following questions:
   a) Define Identity matrix:
   b) Find transpose of \( A = \begin{bmatrix} 5 & 2 \\ 3 & 4 \end{bmatrix} \)
   c) If \( A = \begin{bmatrix} 1 & 3 \\ 0 & -7 \end{bmatrix} \) and \( B = \begin{bmatrix} 2 & 4 \\ 6 & 8 \end{bmatrix} \) find \((A+B)\).
   d) Find \(|A|\) if \( A = \begin{bmatrix} 1 & 2 \\ -5 & 7 \end{bmatrix} \)
   e) Find \( \frac{dy}{dx} \) for \( y = x^9 \).
   f) \( \log_a \left[ \frac{m}{n} \right] = ? \)
   g) \( \sec^2 \theta = \frac{1}{\cos^2 \theta} + \tan^2 \theta \)
   h) Evaluate: \( P(20,4) \)
   i) \( x^{\frac{3}{2}} \cdot x^{\frac{3}{2}} = \) 
   j) \( \lim_{x \to 1} \frac{x^2 + 4x - 2}{2x} = \)

**PART-A**

Q.2 a) Find \( A^{-1} \) where \( A = \begin{bmatrix} 1 & 2 & -1 \\ -1 & 1 & 2 \\ 2 & -1 & 1 \end{bmatrix} \)

b) Solve the equations, using Cramer’s Rule.
   \( 6x + y - 3z = 5 \)
   \( x + 3y - 2z = 5 \)
   \( 2x + y + 4z = 8 \)

Q.3 a) Simplify: \( \frac{9(4^x)^2}{16^{x+1} + 2^{x+1.8^x}} \)

b) Simplify: \( 3\sqrt[3]{147} - \frac{7}{3} \sqrt[3]{27} + \frac{7}{3} \sqrt[3]{3} \)

Q.4 a) Find the coefficient of \( x^7 \) in the expression of \( (x+2)^9 \).
b) How many arrangement can be made with the letters of the word 'MATHEMATICS' 
and how many of them vowels occurs together? \hfill \text{10}

**PART-B**

Q.5 a) Prove that $\sqrt{\frac{1+\sin A}{1-\sin A}} = \sec A + \tan A$ \hfill \text{10}

b) Prove that $\cot^2 60 + \sin^2 45 + \sin^2 30 + \cos^2 90^0 = \frac{13}{12}$ \hfill \text{10}

Q.6 a) Differentiate w.r.t.(x):

$$\frac{(2x+1)(3x+1)}{(4x+1)}$$ \hfill \text{10}

b) Evaluate:

$$\lim_{x \to 1} \frac{x^3 - 1}{x - 1}$$ \hfill \text{10}

Q.7 a) Expand $\log(1+x)$ in powers of $(x)$ by Maclaurin’s series. \hfill \text{10}

b) If $f(x) = x^2 - 5x + 11$, find the value of $f\left(\frac{8}{9}\right)$ with the help of taylor’s series $f(x+h)$ \hfill \text{10}
Q.1 Answer the following questions:
   a) Enlist two differences between economic growth and economic development.
   b) State importance of government as a regulator of business.
   c) What is business ecology?
   d) What is structural change?
   e) State two remedial measures taken by the government for sick industries.
   f) What is DGFT?
   g) Enlist two advantages of foreign collaborations.
   h) Enlist two challenges faced by business in globalized world.
   i) What are fiscal sector reforms?
   j) Define EXIM Policy.

PART-A

Q.2 What is culture? What are its characteristics? What are the symbolic elements of culture? What is the importance of language in transmitting culture? 

Q.4 Growth and development of economy is always associated with structural dimensions in the economy. Explain.

Q.5 What are small scale industries? Explain their role in economic development. What should be done to make these industries more competitive and strong?

PART-B

Q.5 Explain the difference between balance of payments and balance of trade. What are the reasons for deficit in balance of payments and how could these deficits be removed?

Q.6 Discuss the economic scenario which leads to the introduction of reforms. Explain various liberalization measures undertaken by the government of India. State positive impacts of liberalization in India.

Q.7 What are financial Sector Reforms? Elucidate financial sector reforms in context with the banking industry in India.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – First Semester
BUSINESS ORGANIZATION (BBA-101 / BBA-1001)

Time: 3 hrs.  Max Marks: 100
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.** Each question carries equal marks.

Q.1 Write short notes on following:
   a) Objectives of sole proprietorship.
   b) Industry v/s Commerce.
   c) Functions of stock exchange.
   d) Profession v/s employment.
   e) Delegation of authority.
   f) External environmental factors.
   g) Objectives of management.
   h) Importance of motivation.
   i) Skills of a leader.
   j) Span of control.

   **PART-A**

Q.2 “A business should have socially responsible while conducting its operations”. In context with the statement explain the social responsibilities of a business.  

Q.3 “Partnership is a mutual agreement between two or more people for the purpose of doing a business to earn profit”. Discuss the statement along with the merits and demerits of partnership. 

Q.4 What do you understand by business combinations? Explain its different forms along with the reasons for business combinations in detail.

   **PART-B**

Q.5 Discuss the principles of management given by Henry Fayol in detail. 

Q.6 Write notes on the following:
   a) Techniques of decision making.
   b) Importance of leadership.

Q.7 “Controlling is comparing the actual performance of an employee with the standard performance”. Discuss controlling and its process. Also discuss the techniques used for better control by an organization in detail.
End Semester Examination, May 2019
BBA (G) IB – First Semester
MANAGEMENT PRINCIPLES (2.102/367.102A)

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer (any two) of the following questions:
   a) "The term management and administration are interchangeable and are often used as synonymous.” Critically examine the statement.
   b) Describe the various roles of a manager. Which of these roles are more important from organizational behaviour point of view?
   c) "Staffing is a part of human resource management”. Comment on the statement with reasons.

   10x2

   PART-A

Q.2 Write short notes on (any two) of the following:
   a) Situational theory of leadership.
   b) Levels of management.
   c) Maslow theory of motivation.

   10x2

Q.3 a) What do you understand by Corporate Social Responsibility? Explain the concept using live examples from the industry.
   b) Discuss the meaning and importance of delegation in detail.

   10

Q.4 a) "Management is the art of getting things done, and a science of decision making”.
   "Discuss in detail.
   b) Explain various steps involved in management by objectives.

   10

   PART-B

Q.5 What is business environment? Explain the various micro and macro environmental factors affecting environment of a business unit.

   20

Q.6 Write short notes on the following:
   a) Training and placement.
   b) Recruitment and selection.
   c) Control and its importance.
   d) Types of leadership.

   5x4

Q.7 How morale is related with motivation and productivity? What measures would you take as a manager or leader to build the morale of your team members?

   20
End Semester Examination, May 2019
B.Com. (Hons.) and (Industry Integrated) — Fifth Semester
BANKING (CH-5.2)

Time: 3 hrs.  Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all; taking atleast ONE question from each UNIT. Q.1 is compulsory. Each question carries equal marks.

Q.1 Fill in the blanks:
a) Indian capital market comprises of _________ and __________ market.
b) The full form of SEBI is __________________________.
c) An arrangement in which a bank and an insurance company join hands together so that the insurance company can sell its products to the bank’s clients is known as ____________.
d) The regulatory body for banking institutions in India is _____________.

2×5

State TRUE or FALSE:
e) Commercial Papers and debentures are debt instruments.
f) IRDA acts as regulatory body for insurance companies in India.
g) RBI was set up in the year 1956.
h) Shares are issued in primary market and traded in secondary market.
i) In India, Non-Banking Financial Companies are not governed by SEBI.

2×5

Differentiate between:
j) Primary Market and Secondary Market.
k) Physical Share Certificate and Demat form of Share.
l) Life Insurance and Non-Life Insurance
m) Capital Market and Money Market.

5×4

UNIT-I

Q.2 Explain in detail, the Indian Financial System. 15

Q.3 Explain the role of financial system in the economic development of a country. 15

UNIT-II

Q.4 What do you mean by money market. Specify the functions and instruments of capital market in India. 15

Q.5. Which are the two major stock exchanges in India? Discuss their role in the Indian capital market. 15

UNIT-III

Q.6 Write notes on:
a) Importance of Insurance in one’s life. 7
b) Development Financial Institutions in India. 8

Q.7 a) What is a Mutual Fund? How does it function? 7
b) What do you mean by Non-Banking Financial Companies? 8

UNIT-IV

Q.8 What are financial services? Give some key financial services. 15

Q.9 Who is a merchant banker? What are the functions of a merchant banker? 15
End Semester Examination, May 2019  
BBA (General and Banking) — First Semester  
BUSINESS MATHEMATICS (BBA-102A / BBA-102 / BBA-1002)

Time: 3 hrs.                                             Max Marks: 100  
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from  
PART-A and TWO questions from PART-B. Marks are indicated against each question.  

Q.1 Answer the following:  
a) What do you mean by singleton set?  
b) What do you mean by rectangular matrix?  
c) If $a=10 \& d=4$; find $S_{20}$.  
d) Construct a $2\times2$ matrix whose elements are given by $aij=\frac{i-j}{2}$.  
e) What do you mean by equal matrices?  
f) If $P=1200$; S.I.=$240$; T= 2 years, Find R.  
g) If $A=\begin{bmatrix}2 & -1 \\ 0 & 4 \end{bmatrix}$ & $B=\begin{bmatrix}1 & 2 \\ 3 & 1 \end{bmatrix}$; then find $AB$.  
h) Write in roster form: \{ $x: x$ is an integer and $-1 \leq x < 4$\}.  
i) Differentiate $w.r.t.x: \log(2x+3)$.  
j) Find roots of the equation: $x^2-6x+8=0$.  

PART-A

Q.2 a) There are 210 numbers in a club, 100 of them drink tea and 65 drink tea but not coffee. Find: i) How many drink coffee    ii) How many drink coffee but not tea?  
b) There are 89 people who read magazine A, 67 read magazine B, 94 read magazine C, 20 read both A and B, 23 read A&C, 18 read B&C &11 read all the three magazines. Find, how many read i) exactly one of the three magazines?    ii) atleast one of the three magazines?    iii) atmost two magazines?  
c) If $A=\{1,2,3,4,5\}; B=\{2,4,6,8\}; C=\{1,3,5,7\}$ and $U=\{1,2,3,4,5,6,7,8,9,10\}$; then verify that: i) $A-(B \cup C)=(A-B) \cap (A-C)$   ii) $A-B=B'-A'$  

Q.3 a) Simplify: $\frac{3\cdot(27)^{x+1}+(27)\cdot3^{3x}}{3!3^{x+2}-\frac{1}{3}\cdot(27)^{x+1}}$.  
b) If $2^x=3^y=12^z$; prove that $\frac{1}{z}=\frac{1}{y}+\frac{2}{x}$.  
c) Find the difference between simple interest and compound interest on Rs.2,400/- for 2 years at 5% per annum, compounded annually.  

Q.4 a) The sum of three number’s in A.P. is 30. If 4, 10 and 26 are added to them respectively, they form a G.P. Find the numbers.  
b) Evaluate: $0\cdot283$
c) The sum of \( n \) terms of two A.P.’s are in the ratio \( 3n+4:n+6 \). Find the ratio of the 8\(^{th} \) terms.

**PART-B**

Q.5  

a) Divide 12 into two parts such that sum of their squares is 74. 

b) If \( X=2 \) and \( X=3 \) are roots of the equation \( 3x^2 - 2kx + 2m = 0 \). Find the value of \( K \) and \( m \).

c) Draw the graph for \( y = 3x^2 - 5x + 2 \) and also find intercept of \( x \) and \( y \).

Q.6  

a) Solve the following system of equation by using Cramer’s rule:
\[
\begin{align*}
2x + 4y - z &= 9 \\
3x + y + 2z &= 7 \\
x + 3y - 3z &= 4
\end{align*}
\]

b) If \( A = \begin{bmatrix} 2 & 3 \\ 1 & 2 \end{bmatrix} \), show that \( A^2 - 4A + I_2 = 0 \). Hence find \( A^{-1} \).

Q.7  

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

b) Find \( \frac{dy}{dx} \), if \( y = \frac{\log x}{1 + x \log x} \).

c) Verify that \( \frac{dy}{dx} \cdot \frac{dx}{dy} = 1 \) if \( x^2 + y^2 = a^2 \).
Q.1 Answer the following questions:
   a) Define the term information system.
   b) Write the difference between data, information and knowledge.
   c) What are the types of decision?
   d) The information of MIS comes from the:
      i) Internal source.
      ii) External source.
      iii) All of the above.
      iv) None of the above.
   e) What is data mining?
   f) What is ERP?
   g) DSS stands for:
      i) Deciding support system.
      ii) Decision software system.
      iii) Decision system of systems.
   h) What are the characteristics of data for data warehouse?
   i) Write two differences between data and information.
   j) Name two networking devices.

PART-A

Q.2 a) Explain Simon model of decision making.  
     b) Discuss the decision making techniques in individual as well as group.

Q.3 a) What do you mean by DSS? What are its components?  
     b) How decision making system helps the managers to improves the decision making process?

Q.4 a) What is data mining? Explain KDD process in detail.  
     b) Write the short note on BI.

PART-B

Q.5 What is network? Explain the advantages and disadvantages of networking. Also explain the types of network.

Q.6 a) What is information extraction? How does web mining is different from data mining?  
     b) Write a short note on the text mining.

Q.7 Write short notes on the following:
   a) Data warehouse.  
   b) Knowledge management.
End Semester Examination, May 2019
B. COM. (Hons.) Industry and Integrated – Fifth Semester
FINANCIAL MANAGEMENT (BCH-502 / CHE-5.1)

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. Marks are indicated against each question.

Q.1  
a) Fill in the blanks:
   i) Objective of financial management is _________.  
   ii) Profitability index is calculated by the formula _________.  
   iii) In net operating income approach, _________. remains constant.  
   iv) Net operating cycle = Total operating cycle period minus _________.  
   v) Walter's model suggests for 100% DP ratio when _________.  
   2×5

b) State whether the following statements are TRUE or FALSE:
   i) A series of constant cash flows occurring at regular intervals forever is known as annuity.  
   ii) Retained earnings is an external source of finance.  
   iii) At financial breakeven level, EBIT is zero.  
   iv) Stability of dividend affects the market price of the share.  
   v) Sales Price is one of the elements of credit policy.  
   1×5

c) Write short notes on any two of the following:
   i) Operating leverage  
   ii) Gross and Net working capital.  
   iii) NPV (Net Present Value).  
   2½×2

PART-A

Q.2  
a) Write short notes on the following:
   i) Wealth maximization as an objective in financial management.  
   ii) Role of finance manager.  
   5×2

b) An investor deposits a sum of ₹2,00,000 in a bank account on which interest is credited @ 15% p.a. How much amount can be withdrawn annually for a period of 10 years? (PVAF15%, 10y = 5.019)  
   10

Q.3  
a) Should the investment decision of a firm be based on cash flows or profits? Explain in detail.  
   7

b) A company has to consider a project with cost of ₹2,00,000/- and the cash inflows as below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash Inflows (₹)</th>
<th>PVF (14%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>30,000</td>
<td>0.877</td>
</tr>
<tr>
<td>2</td>
<td>50,000</td>
<td>0.769</td>
</tr>
<tr>
<td>3</td>
<td>40,000</td>
<td>0.675</td>
</tr>
<tr>
<td>4</td>
<td>1,00,000</td>
<td>0.592</td>
</tr>
</tbody>
</table>

Compute the following if opportunity cost in 14%.
   a) Pay book period.  
   b) NPV (Net Present Value).  
   c) P.I.  
   Should the company accept this project?  
   13

Q.4  
a) Why are retained earnings important for a company?  
   5

b) What are the advantages and limitations of various external sources of finance?  
   15
**PART-B**

Q.5  
   a) Enumerate the assumptions of NI approach. Is there an optimal capital structure as per NI approach? Explain in detail.  
   b) A firm has sales of ₹10,00,000, variable cost of ₹7,00,000 and fixed cost of ₹2,00,000 and debt of ₹5,00,000 at 10% rate of interest. What are the operating, financial and combined leverages? If the firm wants to double its EBIT, how much of a rise in sales would be needed on a percentage basis?  

Q.6  
   a) Explain the trade-off between costs and benefits associated with the credit policy of a firm.  
   b) Explain the Miller-Orr model of cash management.  
   c) The following information is available in respect of an item:  
       Annual usage: 30,000 units  
       Ordering cost: ₹1,875 per order  
       Carrying cost: ₹4 per unit p.a.  
       Find out the economic order quantity of the item.  

Q.7  
   a) Write a short note on Walter's Approach to dividend policy.  
   b) Explain briefly the factors which influence the dividend policy of a firm.
End Semester Examination, May 2019
M.Com. – First Semester
ECONOMICS FOR BUSINESS DECISION (MC-102)

Time: 3 hrs.  
Max Marks: **100**  
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**. Each question carries equal marks.

Q.1 Write brief answer to the following:  
a) Give three features of a mixed economy.  
b) Distinguish between extension and increase in demand.  
c) What does revealed preference theory of demand state?  
d) Does law of demand apply to a computer professional if the product in internet connection?  
e) Give two practical examples of the operation of law of variable proportions.  
f) Who is a discriminating monopolist?  
g) Give 2 real-life examples of product differentiation.  
h) Why is collusive oligopoly considered bad?  
i) What do you understand by economic efficiency?  
j) What is mobility of capital? 

**2×10**

**PART-A**

Q.2  
a) How does the knowledge of economics help a business manager in taking rational business decisions?  
**10**
b) Explain the relationship between public and private sectors in a modern mixed economy.  
**10**

Q.3  
a) Demonstrate how price effect of a fall in the price of a product be understood in terms of income and substitution effect.  
**10**
b) At the monthly income of Rs.40,000/- a consumer sees 4 movies each month on the average. When his income rises to Rs.50,000/- he sees 6 movies in a month. Calculate his income elasticity of demand for movies.  
**5**

Q.4  
a) Show producer’s equilibrium using isoquants. How is the equilibrium affected if there is relative fall in the cost of capital?  
**10**
b) Why are average cost curves µ-shaped?  
**10**

**PART-B**

Q.5  
a) What are the essential conditions of monopoly? Show equilibrium of a firm under monopoly.  
**10**
b) How will you locate shutdown point for a perfectly competitive firm? Should a firm close down at this point?  
**10**

Q.6  
a) Give two real-life examples of monopolistic competition. What is non-price competition faced by a firm in this form of the market?  
**10**
b) What is the nature of demand curve faced by an oligopolist? Explain price rigidity under oligopoly.  
**10**

Q.7  
a) How does mobility of capital affect business decisions?  
**10**
b) How does productivity of labour influence capital investment decisions?  
**10**
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Fifth Semester
COMPANY LAW (BBA-502 / bba-5003)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Company.
   b) Auditor.
   c) Articles of association.
   d) CIN. 5×4

PART-A

Q.2 Define Company. Explain the features and types of company in detail. 20

Q.3 Define Articles of Association and Memorandum of Association. Differentiate between them in tabular form. 20

Q.4 Who is called as member of company? What are the various rights and liabilities of a member? 20

PART-B

Q.5 Explain the process of appointment of an auditor. What are the various rights and powers of an auditor? 20

Q.6 Define ‘winding up of company’. What are the various consequences of voluntary winding up? 20

Q.7 Define Liquidator. How is liquidator appointed? What are the various duties of liquidator? 20
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
CORPORATE ACCOUNTING (BCH-302)

Time: 3 hrs.  Max Marks: 100
No. of pages: 3

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Fill in the blanks:

a) As per section 2 (68) of the companies Act, 2013, a private company is one which by its articles of association ______ the right to transfer the shares. (Set free/ restricts)

b) An OPC means a private limited company with only ______ as its member. (One person/tow person)

c) A debenture is issued under the ______ of company (Seal/authority/membership)

d) As per rule 18 (7) (C) of the companies (share capital and debenture) Rules 2014, every company required to invest ______ of the amount of its debenture is to be redeemed during the year ending on 31st March of the next year. (25%, 15%, 30%)

e) The persons or institutions who or which guarantee or undertake this issue are Luminas (share holder/underwriter).

Sate whether the following statements are TRUE or FALSE:

f) When the under writers, under write only a portion of the issue, it is called firm underwriting.

g) Net assets method is a method of valuation of goodwill.

h) The amount in excess of normal profit is called super profit.

i) Some time when bad debts appears in trial balance it must be deducted from the debtors and should be shown in the statement of profit and loss.

j) Liquidation expenses are paid after making payments to the equity share holders at the time of liquidation. 1×10

Solve the following/answer the following:

k) Discuss the rule for treatment of the “Preferential creditor” in preparing the liquidator’s final statement of account.

l) Calculate the value of share if the paid-up value of share is ₹100 and if it declares a dividend of 30% where as the normal rate of dividend in the industry is 15%.

m) Sudhir Ltd. took over assets of ₹8,50,000 and liabilities of ₹1,50,000 of Gopal Ltd. at an agreed price of ₹7,20,000. The purchase consideration was discharged by issuing 12% debentures of ₹100 each at a premium of 20%.

Give journal entries in the books of Sudhir Ltd.

n) Discuss any four characteristics of debentures. 2½×4

PART-A

Q.2 a) Give journal entries for forfeiture and re-issue of shares i) A Ltd. forfeited 1,000 shares of ₹10 each, ₹7 called up issued at a premium of 20% (to be paid at the time of allotment) for non payment a first call of ₹2 per share. Out of these, 600 shares were re-issued as ₹7 paid up for ₹4 per share.

ii) B Ltd. forfeited 1,000 shares of ₹10 each, ₹7 called up, issued at a premium of 20% (to be paid at the time of allotment) for non payment of allotment money of ₹4 per share (Including premium) and first call of ₹2 per share. Out of these, 600 shares were re-issued as fully paid in such away ₹900 were transferred to Capital Reserve.

iii) Pass necessary journal entries:
Madhav Ltd. issued fully paid shares of ₹60 each at a premium of 25% for the purchase of a running business from Gupta Bros for a sum of ₹15,00,000. The assets and liabilities counted of the following stock ₹3,00,000 truck ₹7,00,000, Machinery ₹6,00,000 and sundry creditor ₹5,00,000. You are required to pass the necessary journal entries for the above transactions in the books of Madhav Ltd.

b) Gopal Dry Fruits Ltd. wants to redeem its 4000 8% preference shares of ₹100 each, ₹75 called-up at 10% premium. Its books showed the following position.

<table>
<thead>
<tr>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Securities Premium A/c</td>
</tr>
<tr>
<td>Surplus</td>
</tr>
</tbody>
</table>

The director redeemed the shares by making the minimum fresh issue of equity shares of ₹10 each @5% premium pass necessary journal entries.

c) What do you understand by “bonus shares”? Write down four advantages and four disadvantages of bonus shares.

Q.3 a) Explain briefly issue of debentures of par, at discount and at premium taking imaginary examples pass necessary journal entries in all the cases.

b) The following balances appeared in the books of Vishal Paper Ltd. on 1st Oct., 2009.

| 12% debentures | 2,00,000 |
| Sinking fund   | 1,50,000 |
| Sinking fund investment | 1,70,000 |

(Face value)

Interest on investments is received on 30th Sept. and 31st March @8% p.a. Annual contribution to sinking fund was ₹25,000 made on 31st March each year. Debenture fell due for payment on 31st March 2010. The company carried out the redemption by the sale of sinking fund investments at 95%. On that date balance at bank stood at ₹72,000 (before interest on investment has been received). Pass journal entries and ledger accounts arising out of above.

Q.4 a) The following are the balances of Johri Aabhushan Bhandar Co Ltd. as at 31st March 2018.

<table>
<thead>
<tr>
<th>Credit</th>
<th>₹</th>
<th>Debit</th>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital (₹100 shares)</td>
<td>40,00,000</td>
<td>Premises</td>
<td>30,72,000</td>
</tr>
<tr>
<td>12% Debentures</td>
<td>30,00,000</td>
<td>Plant</td>
<td>33,00,000</td>
</tr>
<tr>
<td>P &amp; L Balances</td>
<td>6,00,000</td>
<td>Opening Inventory</td>
<td>7,50,000</td>
</tr>
<tr>
<td>Bills Payable</td>
<td>3,70,000</td>
<td>Trade Receivable</td>
<td>8,70,000</td>
</tr>
<tr>
<td>Trade payables</td>
<td>4,00,000</td>
<td>Goodwill</td>
<td>2,50,000</td>
</tr>
<tr>
<td>Sales</td>
<td>41,50,000</td>
<td>Cash at Bank</td>
<td>7,44,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>2,50,000</td>
<td>Calls in Arrear</td>
<td>75,000</td>
</tr>
<tr>
<td>Bad-debts Provision on 01-04-2017</td>
<td>35,000</td>
<td>(On 1000 shares)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Interim Dividend Paid</td>
<td>3,92,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Purchases</td>
<td>18,50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Share issue expenses</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wages</td>
<td>9,79,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General expenses</td>
<td>68,350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Salaries</td>
<td>2,02,250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bad debts</td>
<td>21,100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Debenture interest Paid</td>
<td>1,80,000</td>
</tr>
</tbody>
</table>

1,28,05,000                                    1,28,05,000

Additional Information:
i) Depreciate plant by 15%.
ii) Write off ₹5000 from share issue expenses.
iii) Half year debenture interest due.
iv) Create 5% provision on trade receivables for doubtful debts.
v) Provide for income tax 50%.
vi) Inventory on 31st March 2018 was ₹9,50,000.
vii) A claim of ₹25,000 for workmen’s compensation is being disputed by the company.
viii) The directors recommended a dividend of 15% including interim dividend. It was also decided to transfer 5% of Net profit to general reserve.
ix) The corporate dividend tax is 20.358%.

b) State briefly the items that are included in the major head of 'Current Assets' in the balance sheet of a company.

**PART-B**

Q.5  a) Write notes on the following:
   i) Firm underwriting.
   ii) Underwriting commission.
   b) A enters into a contract with B Ltd. to underwrite its 5,000 shares of ₹10 each in consideration of commission of 2.5%. He also enters into an agreement with C to sub-underwrite 1,000 shares of B. Ltd. at a commission of 1%. The public subscribes for 2000 shares only and subsequently these shares are taken up by A who sells his share @ `9 per share. The shares taken up by C are sold at the rate of ₹10 per share. Expenses of underwriting amount to ₹600. Prepare underwriting account in the book of A.

Q.6  a) X has invested an average sum of ₹3,00,000 in his own business which is very profitable one. The annual profit earned from his business is ₹60,000 which includes a sum of ₹10,000 received as compensation for acquisition of a part of his business premises. The money could have been invested in the deposits for a period of 5 years and over at 10% interest and he himself could earn ₹7200 per annum in alternative employment. Considering 2% as fair compensation for the risk involved in the business calculate the value of goodwill of his business on capitalization of super profit at normal rate.
   b) Explain fully and illustrate with an imaginary example the yield method of the valuation of equity shares.

Q.7  a) Discuss the order of payment adopted by a liquidator. Also discuss the method of calculating the liquidator’s remuneration.
   b) Madras Textiles Ltd. want into voluntary liquidation on 31st March 2015 following information is available:

<table>
<thead>
<tr>
<th></th>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in hand</td>
<td>12,400</td>
</tr>
<tr>
<td>The assets realized as follows:</td>
<td></td>
</tr>
<tr>
<td>i) Plant and Machinery</td>
<td>60,000</td>
</tr>
<tr>
<td>ii) Inventory</td>
<td>40,000</td>
</tr>
<tr>
<td>Preferential Creditors</td>
<td>4,500</td>
</tr>
<tr>
<td>Unsecured Creditors</td>
<td>1,50,000</td>
</tr>
<tr>
<td>8% debentures</td>
<td>40,000</td>
</tr>
<tr>
<td>Liquidation Expenses</td>
<td>2,510</td>
</tr>
<tr>
<td>Share Capital</td>
<td>80,000</td>
</tr>
</tbody>
</table>
Prepare liquidator final statement of A/C all creditors paid off according to the order. The liquidator remuneration was 2½% on assets realized.
Q.1 Write short notes on the following:
   a) Cost audit.
   b) ABC analysis.
   c) Time keeping.
   d) Fixed budget.
   e) Cost apportionment.

PART-A

Q.2 What is cost accounting? What is the role of a cost accountant in an organization? 20

Q.3 From the information given below, prepare store ledger account using FIFO method.
   Jan. 1 Purchased 500 units @ ₹4 per unit
   Jan. 2 Purchased 400 units @ ₹3 per unit
   Jan. 6 Purchased 300 units @ ₹4 per unit
   Jan. 10 Issued 700 units
   Jan. 11 Issued 100 units
   Jan. 15 Purchased 400 units @ ₹3 per unit
   Jan. 20 Issued 200 units
   Jan. 26 Purchased 400 units @ ₹3 per unit
   Jan. 29 Issued 100 units
   Show the value of stock on 31st January. 20

Q.4 Explain any two:
   a) Process costing.
   b) Contract costing.
   c) Batch costing. 10×2

PART-B

Q.5 A company produces 1,000 units at 100% capacity. Costs at this level of activity are:
   Fixed cost 12,000
   Variable cost ₹4 per unit
   Semi variable cost ₹5 per unit (40% variable)
   Prepare flexible budget for 60%, 80% and 100% budgeted levels of activity. 20

Q.6 What is variance? How are variances calculated for direct material cost, direct material price and direct material usage? 20

Q.7 Write a detailed note on utility of CVP analysis. 20
End Semester Examination, May 2019
BBA (G) IB – First / Second Semester
BUSINESS MATHEMATICS AND STATISTICS (2.115)

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 Answer the following:
   a) Find roots of equation: $x^2 - 6x + 5 = 0$.
   b) What do you mean by sample and census?
   c) What is the difference between frequency and mode?
   d) Write two rules of laws of exponents.
   e) If $P = 800; R = 10\%$ p.a. and S.I. = 240; find T. 2x5

PART-A

Q.2 a) If $m = a^{1/3} + a^{-1/3}$; prove that: $m^3 - 3m = a + \frac{1}{a}$.  5
   b) If one root of $3x^2 - 2px - 1 = 0$ is 1; find the other root and also find value of p.  5

Q.3 a) Sum the series: 5+55+555+...........n terms.  6
   b) Prove that: $x^{1/2} \cdot x^{1/4} \cdot x^{1/8} ........... \text{ Upto} \ x^\infty = x$.  4

Q.4 a) Find the difference between C.I. and S.I. on Rs. 15,000 at 12% p.a. for 3 years.  15
   b) In how many years, will a sum of Rs. 6,400/- compounded semi-annually at 5% p.a. amount to Rs. 6,560?

PART-B

Q.5 a) Define table. Explain different parts of a table giving an example.  6
   b) Draw a more than ogive curve for data given below:

<table>
<thead>
<tr>
<th>C.I.:</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>f:</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>12</td>
<td>9</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

   4

Q.6 Calculate mean, median, mode, $Q_3$, $D_4$ and $P_{25}$ for the data given below:

<table>
<thead>
<tr>
<th>C.I.:</th>
<th>0-4</th>
<th>4-8</th>
<th>8-12</th>
<th>12-16</th>
<th>16-20</th>
<th>20-24</th>
<th>24-28</th>
</tr>
</thead>
<tbody>
<tr>
<td>f:</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>13</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

   10

Q.7 a) Three ships x, y and z sail from India to London. Odds in favour of their arriving safely are 2:5, 3:8 and 4:7 respectively. Find the probability that they all arrive safely.  6
   b) Two balls are drawn from a bag containing 9 red and 14 white balls. Find the chance that they are:
      i) Both of the same colour.
      ii) Each of different colour.  4
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) Industry Integrated – Fifth / Sixth Semester
CORPORATE TAX PLANNING (CH-5.4 / BCH-604)

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following:
a) Difference between tax planning and tax management?
b) Define a company and Indian company.
c) What are the special provisions available to a non-resident assessee?
d) What are the provisions regarding conversion of company into limited liability partnership? 5x4

PART-A

Q.2 What is tax planning? Explain the factors on the basis of which tax planning is done. 20

Q.3 a) Explain any five deductions available to a corporate assessee. 10
b) What do you mean by minimum alternate tax? Explain in detail. 10

Q.4 From the information given below, calculate the tax liability of each partner in each of the 3 cases:

<table>
<thead>
<tr>
<th>Number of partners</th>
<th>Case 1</th>
<th>Case 2</th>
<th>Case 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit sharing ratio</td>
<td>Equal (Rs.)</td>
<td>Equal (Rs.)</td>
<td>Equal (Rs.)</td>
</tr>
<tr>
<td>Total capital contribution of partners (each contributing identical amount)</td>
<td>10,00,000</td>
<td>15,00,000</td>
<td>80,00,000</td>
</tr>
<tr>
<td>Profit of the previous year 2018-19</td>
<td>6,00,000</td>
<td>12,00,000</td>
<td>60,00,000</td>
</tr>
<tr>
<td>Other income of each partner</td>
<td>1,60,000</td>
<td>1,50,000</td>
<td>1,60,000</td>
</tr>
<tr>
<td>Life Insurance Premium paid by each partner</td>
<td>1,60,000</td>
<td>1,50,000</td>
<td>1,90,000</td>
</tr>
</tbody>
</table>

20

PART-B

Q.5 XYZ Ltd. Is considering the purchase of a new machine costing `60,000 with an expected life of 5 years with salvage value of `3000, in replacement of an old machine purchased 3 years ago for `30,000 with expected life of 8 years. The present market value of this old machine is `35000. Because of the purchase of new machinery, the annual profit before depreciation are expected to increase by `12,000. The relevant depreciation rate of the machine is 15% on written down value basis and the tax rate is 34.608%. Assume the after tax cost of capital (discounting rate) to be 14%. Advise the company suitably. 20

Q.6 What is advance ruling? What is the procedure followed by the concerned authority on receipt of application for advance ruling? 20

Q.7 What is amalgamation? What are the conditions that must be satisfied for a “merger” to qualify as an “Amalgamation”? 20
End Semester Examination, May 2019  
M. Com. – First Semester  
MARKETING MANAGEMENT (MC-103A)

Time: 3 hrs.  
Max Marks: 100  
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**. Each question carries equal marks.

Q.1 Answer the following questions:
   a) Name the various elements of micro environment.
   b) List out the various stages of marketing research process.
   c) Name the various types of buying roles.
   d) Draw and name any three pattern of targeting marketing.
   e) Draw a neatly labeled diagram of composition of product.
   f) The longest stage in PLC is _________.
   g) Full form of AIDA ____________.
   h) Define three C’s criteria for the selection of channels.
   i) Name 3R’s of green marketing.
   j) Define advertising.  

**PART-A**

Q.2  a) “Marketing mix framework 4Ps is applicable to tangible products only and not to service products”. Do you agree? Justify your answers with examples.  
   b) In what manner do the economic and technological factors influence the demand for a product or service?  

Q.3  a) Briefly explain the stages in the buying decision process. Do all consumers pass through all stages in buying a shampoo or a laptop?  
   b) In what aspects can an family influence buying behavior?  

Q.4  a) What is market segmentation? What should be suitable bases for segmenting the market for the following:
   i) Cars   ii) Cosmetics   iii) Shoes  
   b) Which do you understand by product mix? With the help of multi-product company. Explain length, width, depth and consistency of product mix.  

**PART-B**

Q.5  a) How do you define geographical pricing? Is it possible for a company to have same price all over the country? Justify.  
   b) What channels of distribution would you suggest for marketing the following products and why?

Q.6  The marketing mix needs to be redesigned for going rural. Suggest the marketing mix for rural marketing.  

Q.7  Write short notes on:
   a) Green marketing.  
   b) Social marketing.  

2x10  
12  
8  
10  
10  
12  
8  
10  
8  
10  
20  
10x2
End Semester Examination, May 2019  
BBA (Global) IB – Third Semester  
CROSS CULTURAL COMMUNICATION (BBA-O-02 / IB-301)

Time: 3 Hours  
Max Marks: 100  
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 the following (any two):  
a) Ethnocentrism.  
b) Non-verbal communication.  
c) Anthropology.  

\[10 \times 2\]

PART-A

Q.2 Explain in detail the various elements of intercultural communication process.  

\[20\]

Q.3 Differentiate between the following:  
a) Micro culture and Macro culture.  
b) Cultural baggage and Cultural relativism.  

\[10 \times 2\]

Q.4 What is “Conflict management”? Discuss some of the techniques used to manage conflicts.  

\[20\]

PART-B

Q.5 What is “Cultural shock”? Discuss its various stages.  

\[20\]

Q.6 Answer the following (any two):  
a) Highlight the significance of language in cross-cultural communication.  
b) Discuss the importance of “Feedback” in intercultural communication process.  
c) What are the attributes and abilities that a global manager must have?  

\[10 \times 2\]

Q.7 Discuss briefly Hofstede’s five dimensions of cultural analysis.  

\[20\]
End Semester Examination, May 2019
BBA (Gen) / BBA (Banking) - First Semester
MANAGERIAL ECONOMICS (bba-108)

Time: 3 hrs
Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following questions in short:
   a) What is managerial economics?
   b) What do you understand by change in demand?
   c) The price of gold increases will this affect the demand for gold. How?
   d) Define cardinal utility.
   e) Write any two reasons why Giffen goods constitute an exception to the law of demand.
   f) When the price of commodity X was `10 per unit, people consumed 3000 units. With a fall in price to `9, they consumed 3150 units. Calculate the elasticity of demand for commodity X.
   g) What is isoquant?
   h) AC=__________+________.
   i) What is meant by opportunity cost?
   j) What is meant by internal economies of scale? 2x10

PART-A

Q.2 a) State and explain the law of demand. Are there any exceptions to the law of demand? 10
   b) What are the determinants of supply? 10

Q.3 a) What are the properties indifference curve? Explain in detail. 10
b) Explain the consumer equilibrium under indifference curve approach. 10

Q.4 a) Explain the law of returns to scale. 10
b) Complete the following table:

<table>
<thead>
<tr>
<th>Units of output</th>
<th>TFC</th>
<th>TVC</th>
<th>TC</th>
<th>MC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>100</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>10</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>20</td>
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<tr>
<td>6</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   10

PART-B

Q.5 a) Define ‘monopoly’. How does a firm attain equilibrium under monopoly? 10
   b) Define monopolistic competition. What are the features of monopolistic competition? 10

Q.6 a) What are the objectives of pricing policy? 10
   b) Describe the important pricing techniques under competitive conditions. 10

Q.7 a) Discuss the control of market power. 10
   b) Discuss the tools of Government intervention in business. 10
Q.1  **State whether the following statements are TRUE or FALSE:**
   a) Acceptance once made cannot be revoked at all.
   b) A contract of insurance is a wagering agreement.
   c) Delivery means voluntary transfer of possession of goods from one person to another.
   d) Writing of a person’s name on the face or back of an instrument or an a slip of paper attached to is known as transfer of negotiation instrument.
   e) The information technology Act was passed in 2000 and is applicable to whole of India.
   f) An LLP can be wound up by two ways i.e. voluntary winding up and creditor’s winding up.

   **Fill in the blanks:**
   g) A bearer instrument is negotiated by ___________ only.
   h) As provided by section 65 of IT Act, the offender is punishable with upto Rs. _________ fine and imprisonment upto _________ yrs or both.
   i) An LLP is exempted from getting its accounts audited if the turnover does not exceed from Rs. _________ or contribution does not exceed from Rs. _________, in a financial year.
   j) A hands over his car to B at a his service station for repairs. This is example of ___________ bailment.

   **Solve the following practical problems:**
   k) A furniture dealer, covers the cracks in the furniture by polishing it and B buys the furniture of from A without examining it. Is the contract suffering from fraud?
   l) X owes Y Rs. 50,000/- for last 5 years and the payment is time barred and signed a promissory note for the same. Is it a valid contract.
   m) P changes a 100 rupee note with coins for Rs. 100. Is this transaction of sale?
   n) X agrees to sell land to Y at a price to be fixed by z. z refuses to fix the price. Is the contract enforceable?

**PART-A**

Q.2  a) “All contracts are agreements, but all agreements are not contract”. Explain.
   b) Explain the doctrine of privity of contract.

Q.3  a) What is specific performance? When can the court enforce specific performance of the contract?
   b) Discuss the rights and responsibilities of a bailee.

Q.4  a) Explain briefly the various implied conditions and warranties in a contract of sale.
   b) 'Discuss various rights of an unpaid seller under the sales of goods Act, 193.
Q.5  Distinguish between a ‘holder’ and “a holder in due course”. Explain fully the privileges granted to a ‘holder in due course’ under the negotiable instrument Act.  

Q.6  a) Describe in brief, the provisions of the LLP Act, 2008 relating to voluntary winding up of an LLP.  
    b) Write a note on ‘The statement of account and solvency’.

Q.7  a) Who is an information disseminator? Discuss various duties of an information disseminator under RTI Act, 2005.  
    b) Who can file a complaint under consumer protection Act, 1986? Also discuss the grounds on which a complaint can be made and the time frame within which a complaint can be filed.
End Semester Examination, May 2019
BBA (G) IB – Third Semester
INFORMATION TECHNOLOGY AND CONCEPTS (2.112)

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. Marks are indicated against each question.

Q.1 a) Give two examples of application software.
b) MIS provides supports to which level management.
c) You have two computers connected by an Ethernet HUB AT HOME. Is this a LAN, a MAN on a WAN? Explain your answer.
d) Write full form of ERP and B2B.
e) What is security in context to information technology? 2×5

PART-A

Q.2 Write short notes on:
a) Computer memory.
b) Input and output devices. 5×2

Q.3 What is information system? Explain TPS in detail. 10

Q.4 What is network? Explain its type? 10

PART-B

Q.5 a) Write a note on ‘personal and social impact of computers’.
b) Write a short note on ‘ERP system’. 5

Q.6 What is E-commerce? Explain the benefits and limitations of E-commerce. 10

Q.7 What are different threats in information system? Explain some defence mechanism. 10
End Semester Examination, May 2019
B. Com. (Hons.) Industry and Integrated – Fifth Semester
INDIRECT TAXATION (BCH-503A)

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. Marks are indicated against each question.

Q.1 a) **State whether the following statements are TRUE or FALSE:**
   i) A person making any interstate outward supplies of goods cannot opt for composition scheme.
   ii) In case of inward supply of goods from an unregistered dealer, reverse charge mechanism would apply.
   iii) Either ITC or depreciation can be claimed on the tax component of capital goods.
   iv) Change in the legal name of business requires amendment in the registration certificate.
   v) A tax invoice is same as a bill of supply. 1×5

b) **Fill in the blanks:**
   i) In case of intra-state supply of goods, ________ applies. (CGST/SGST/IGST)
   ii) The time of supply of vouchers when the supply with respect to the voucher is identifiable is ________.
   iii) The details of inward supplies of goods or services in Form GSTR 2 shall be submitted by ________ of the succeeding month.
   iv) The tax invoice should be issued within ________ from the date of supply of services.
   v) The effective rate of duty on baggage is ________ as per the customs law. 1×5

c) **Answer the following question:**
   i) What is the manner of utilization of input tax credit (ITC) on IGST?
   ii) Define location of recipient of services.
   iii) A trader sells 2000 shirts @ ₹500 per shirt and gives a trade discount of 25%. What is the value of supply?
   iv) Which all returns are required to be filed by a regular tax payer?
   v) What is Indian exclusive economic zone? 2×5

**PART-A**

Q.2 a) Discuss the role of GST Network under the GST system. 5
b) Discuss the provisions relating to various types of registration under the CGST act, 2017. 15

Q.3 Discuss the specific provisions for determining the place of supply in domestic transactions with suitable examples. 20

Q.4 a) Give a short note on ‘job work’. 6
b) What is a consolidated tax invoice? What are the conditions for issue of consolidated tax invoice? 7
   c) Discuss the provisions relating to issuance of credit and debit notes under CGST act and the rules there under. 7

**PART-A**
Q.5  
a) Explain the provisions relating to furnishing details of outward supplies under the GST system.  

b) What is input tax credit? What are the conditions under section 16(2) which must be fulfilled in order to avail ITC?  

10  

Q.6  
a) A registered dealer of Maharashtra purchased goods from another registered dealer in Delhi at ₹20,00,000 plus IGST @ 20%.  
Out of interstate purchases he supplied some goods in Maharashtra at ₹12,00,000 plus SGST and CGST @ 10% each and remaining goods to a dealer located in Karnataka at ₹12,00,000 plus IGST @ 20%. Compute the net tax liability of A in respect of IGST, CGST and SGST.  

b) Write a short note on E-Way Bill.  

15  

Q.7  
a) Explain the Baggage Rules, 2016 issued by the government in pursuance of the powers conferred under section 79 of the customs act.  

b) Consider the following information:
- FOB  ₹5,00,000
- Transportation cost  ₹70,000
- Cost of insurance  ₹6,200
- Landing charges  ₹1,500

Find out the assessable value if the material has been imported by air.  

12  

8
End Semester Examination, May 2019  
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester  
BUSINESS STATISTICS (BCH-303/CH-2.1)

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. Marks are indicated against each question.

Q.1 State whether the following statements are TRUE or FALSE:
   a) Mode is the measure of central tendency.
   b) The value of correlation coefficient, \( r = -1.32 \).
   c) Seasonal variations are regular in nature.
   d) The positional averages \( D_5 \) and \( P_{50} \) are equal.
   e) Geometric mean is the best average.

Answer the following:
   g) Give an example of exclusive inclusive series.
   h) What do you mean by mutually exclusive events?
   i) Why correlation is said to be non-sense?
   j) What is the difference between frequency and mode?  

PART-A

Q.2 a) Define tabulation. Explain all the parts of a table by giving an example.  
   b) Draw less than and more than Ogive curves for the data given below:

<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>f</td>
<td>2</td>
<td>8</td>
<td>10</td>
<td>15</td>
<td>20</td>
<td>13</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>

Q.3 a) Calculate mean, median, \( Q_3 \), \( D_8 \) and \( P_{60} \) for the data given below:

<table>
<thead>
<tr>
<th>C.I. :</th>
<th>0–6</th>
<th>6–12</th>
<th>12–18</th>
<th>18–24</th>
<th>24–30</th>
<th>30–36</th>
<th>36–42</th>
</tr>
</thead>
<tbody>
<tr>
<td>f</td>
<td>6</td>
<td>11</td>
<td>18</td>
<td>24</td>
<td>9</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

   b) A person divides his journey of 120 Km in four parts. First part of 30 Km he covered with the speed of 58 Km/hr., next, 40 Km with the speed of 49 Km/hr., next 28 Km with the speed of 40 Km/hr. and last 22 Km with the speed of 36 Km/hr. Find the average speed of the entire journey.

Q.4 a) in a certain day care class, 30% of the children have grey eyes, 50% of them have blue and the other 20%’s eyes are in other colours. One day they play a game together. In the first run, 65% of the grey eyed ones, 82% of the blue eyed ones and 50% of the children with other eyed colour were selected. Now, if a child is selected at random from the class and we know that he/she was not in the first game, what is the probability that the child has blue eyes?

   b) A sub-committee of 6 members is to be formed out of a group consisting of seven men and four women. Calculate the probability that the sub-committee will consist of
   i) exactly two women; and
   ii) at least two women.

PART-B

Q.5 a) Find regression equation of \( x \) on \( y \), \( y \) on \( x \), both the regression coefficient and also find coefficient of correlation for the data given below:

<table>
<thead>
<tr>
<th>x</th>
<th>36</th>
<th>42</th>
<th>46</th>
<th>40</th>
<th>47</th>
<th>35</th>
<th>30</th>
<th>31</th>
<th>50</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>y</td>
<td>12</td>
<td>20</td>
<td>22</td>
<td>18</td>
<td>31</td>
<td>30</td>
<td>10</td>
<td>15</td>
<td>11</td>
<td>14</td>
</tr>
</tbody>
</table>

   2 \times 10
b) What do you mean by regression? Write the properties of regression coefficients.  

Q.6 a) Define value index number. Write the problem which arise in the construction of an index number. 

b) Construct Laspeyres, Paasche’s and fisher’s index number for the data given below:

<table>
<thead>
<tr>
<th>Commodities</th>
<th>P₀</th>
<th>V₀</th>
<th>P₁</th>
<th>V₁</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3</td>
<td>15</td>
<td>6</td>
<td>42</td>
</tr>
<tr>
<td>B</td>
<td>4</td>
<td>24</td>
<td>8</td>
<td>64</td>
</tr>
<tr>
<td>C</td>
<td>6</td>
<td>30</td>
<td>9</td>
<td>90</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>20</td>
<td>8</td>
<td>96</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
<td>75</td>
<td>10</td>
<td>200</td>
</tr>
</tbody>
</table>

Q.7 a) Define time series. What are the components of time series? Also, write the limitations of time series analysis in forecasting. 

b) Fit a straight line trend by using least square method for the data given below:

<table>
<thead>
<tr>
<th>Years</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>48</td>
</tr>
<tr>
<td>2003</td>
<td>49</td>
</tr>
<tr>
<td>2004</td>
<td>45</td>
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<td>2005</td>
<td>50</td>
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<tr>
<td>2007</td>
<td>52</td>
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<td>2009</td>
<td>54</td>
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<td>2010</td>
<td>56</td>
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<tr>
<td>2011</td>
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<td>2012</td>
<td>58</td>
</tr>
<tr>
<td>2013</td>
<td>60</td>
</tr>
<tr>
<td>2014</td>
<td>62</td>
</tr>
</tbody>
</table>
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Fifth Semester
MONEY AND BANKING (BBA-DE-502)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following (maximum 20 words):
   a) What makes financial system?
   b) What is money supply?
   c) Briefly explain one difference between banking and non-banking financial intermediaries.
   d) What do you mean by interest rates?
   e) What is inflation?
   f) What are depository institutions: name only one?
   g) Name any one function of RBI.
   h) What do you mean by bank rates?
   i) Whether India has uniform interest rates? (Yes/No)
   j) Whether credit given by the banks is a part of money supply? (Yes/No) 2×10

PART-A

Q.2 Explain financial system. Write down the two functions of each part of the financial system. 20

Q.3 What do you mean by the financial instruments? How do these serve different purposes? 20

Q.4 How the risk and terms structure are related? Why risk varies with the term structure? Explain in detail. 20

PART-B

Q.5 What are the depository institutions? How are these different from each other? How do these functions? 20

Q.6 Explain the structure of RBI. Explain its four most important functions. 20

Q.7 What are the components of monetary policy? How these are implemented? What is their impact? 20
End Semester Examination, May 2019  
BBA (GEN) / BBA (Banking) – First Semester  
MICROECONOMICS FOR BUSINESS DECISIONS  
(BBA-105/BBA-107/bba-1006)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1 Answer the following (maximum 20 words):
  a) What do you mean by scarcity in economics?
  b) Give one limitation of microeconomics?
  c) Define Demand?
  d) What do you mean by the law of supply?
  e) What do you mean by utility?
  f) What is consumer equilibrium?
  g) What do you mean by fixed cost?
  h) What do you understand by return to scale?
  i) Whether entry and exit makes any difference to the firm in perfect competition? (Yes/No)
  j) Name the economist who has pioneered the liquidity preference theory of interest rates? 2×10

PART-A

Q.2 What are the characteristics features of the planned economy? How does the planned economy function? 20

Q.3 What do you mean by the elasticity of demand? What are the various elasticities of demand? Explain in detail. 20

Q.4 Explain cardinal and ordinal utilities. What are the features of indifference curve? 20

PART-B

Q.5 What do you understand by the cost in the context of a firm? What are the types of cost for a firm? Explain the fixed costs. 20

Q.6 What are the various types of markets? Explain in detail the perfect competition and oligopoly. 20

Q.7 What do you mean by the theory of distribution? Explain the liquidity theory of interest. 20
Q.1 Explain in brief:
   a) Two differences between the domestic trade and international trade.
   b) What is physical environment for international business?
   c) Give one example of non-tariff barrier.
   d) What is current account?
   e) Expand UNCTAD.
   f) Give one benefit of regional integration.
   g) Give one difference between FDI and FPI/FII.
   h) When the government intervenes in the foreign exchange market, the currency is depreciated or devalued? (tick the correct one).
   i) Whether Afghanistan has the capability to function with MNC? (Yes/No)
   j) What are compared in the purchasing power parity to get the exchange rate? 2×10

**PART-A**

Q.2 Explain any three modes of entry into international business. Explain what type of entry is Hyundai Automobile?

Q.3 Draw hypothetically BOP statement of India while giving each component. What are the uses of BOP statement?

Q.4 What do you mean by regional integration? What is its importance for each country in the economic integration?

**PART-B**

Q.5 Explain in what ways the foreign investment has benefitted India. What would be the good and adverse impact if the foreign investment in multibrand retail is allowed in India?

Q.6 When exchange rate is said to be affected? Explain the two factors which affect the exchange rate positively and negatively both?

Q.7 In what ways the MNCs are good for India? What are the sectors in which MNCs are so far discouraged are allowed would have adverse impact on the security and employment in India?
End Semester Examination, May 2019  
BBA (GEN) / BBA (BANKING) – Third Semester  
HUMAN RESOURCE MANAGEMENT (BBA-304 / BBA-3002)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1 Write short notes on the following:  
a) Sources of recruitment.  
b) Process of selection.  
c) Placement.  
d) Induction.  
e) Job Analysis.  
f) Social security of employees.  
g) Essentials of wage and salary administration.  
h) Objectives of trade union.  
i) Fringe benefits.  
j) Any three importance of performance appraisal.  

PART-A

Q.2 What do you understand by human resource management? Also explain the objectives and functions of HRM.  

Q.3 Write a detailed note on training, its objectives and methods of training.  

Q.4 Discuss the environmental factors which affect the functioning of human resource department in an organization.  

PART-B

Q.5 "Performance appraisal is comparing the actual results of employees with the expected results." Discuss the statement and explain the process and method of performance appraisal.  

Q.6 What do you understand by wage and salary administration? Discuss the methods of wage payments to employees along with the process of establishing a sound wage and salary system.  

Q.7 Describe the nature and importance of industrial relations.
End Semester Examination, May 2019
BBA (Banking) — Fifth Semester
PRIVATE BANKING (BBA-IC-505)

Time: 3 hrs. Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all; PART-A is compulsory. Attempt any FOUR questions from PART-B. Marks are indicated against each question.

PART-A

Q.1 Answer the following questions:
a) Define the role of private banker.
b) Explain “Time weighted return”.
c) Explain “Private equity”.
d) What is a REIT?
e) What are different approaches to calculate the life insurance need? 4×5

PART-B

Q.2 Explain “Private banking” and its importance in Indian market. 20
Q.3 Explain different types of portfolio risk and how these are correlated with diversification. 20
Q.4 What are the various ways to invest in equity market? Highlight the advantages and risk associated with equity investment. 20
Q.5 Define and explain any three measures to choose the equity mutual fund. 20
Q.6 Explain “Value and Growth investing”. How we can identify value and growth stocks? 20
Q.7 What are important factors that one look into while choosing the debt mutual fund. Explain it with examples. 20
Q.1 Explain **(any five)**:
   a) Globalization of markets.
   b) Economic systems.
   c) Characteristics of developed countries.
   d) Tiger economy.
   e) Currency swap.
   
   **PART-A**

Q.2 a) A decade ago the idea that medical procedures might move offshore was unthinkable. Today it is a reality. What trends have facilitated this process? How is it good or bad for the Indian economy?  
   b) Why do you think companies like GE invest aggressively in foreign expansion? What opportunities are these companies trying to exploit?  

Q.3 a) Intellectual property refers to creations of the mind. Why should you protect it? What are the various ways to protect it?  
   b) One of the dimensions of political system is collectivism as opposed to individualism. Distinguish between these dimensions with examples.

Q.4 a) Exports are largely responsible for China’s recent rapid economic growth. Do you think China is pursuing an economic policy that can be characterized as neo-mercantilist? Why?  
   b) Distinguish the key differences between Absolute Advantage and Comparative Advantage theories.

**PART-B**

Q.5 a) Distinguish between tariffs and quotas with appropriate examples. What are the key reasons for implementing tariffs?  
   b) How are exports and imports treated under GST? Illustrate with suitable examples.

Q.6 Export business is a lucrative business for any business house in the present scenario. What are the different ways of entering foreign markets? Write about all of them with their benefits.

Q.7 a) Your banker has quoted you, being the exporter, the following rate USD/INR = 73.4659/99. What do you interpret from the quotation? Identify base and counter currencies, ask and bid prices and spread and pips.  
   b) How does "Law of One Price" work? Illustrate with an example. How is it different from "Purchasing Power Parity?"
End Semester Examination, May 2019
BBA (G) International Business — Fifth Semester
EXPORT AND IMPORT POLICY, PROCEDURES AND DOCUMENTATION
(BIB-504)

Time: 3 hrs.                                      Max Marks:  100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Write short notes on the following:
a) Foreign trade.
b) Million, billion and trillion.
c) Zero-rated supply.
d) Tiger economy.
e) Declarative theory of statehood.
f) Specific and ad valorem tariffs.
g) Cooperative versus Competitive federalism.
h) Dumping margin.
i) Threshold limit of FDI
j) SEZ versus EOU.

PART-A

Q.2 a) Export led growth results in lowering standards in the country, why? What are the consequences of export-led growth? 10
b) International business is influenced by various policy measures employed to regulate trade, both by home and host countries. What could be the possible reasons for government’s intervention in international trade? What are the justifications for implementing tariffs? 10

Q.3 a) India has a comprehensive institutional set up to promote international trade. Write about any two institutions. 10
b) Special economic zone is a geographical region that has economic laws different from a country’s generally applicable economic laws. What are the underlying objectives of such economic laws? What are its benefits? 10

Q.4 a) International trade is one of the hot industries of the new millennium. Your friend staying at USA has suggested that you enter the export business. Describe all that is needed to setup an export company in India. What kind of company formation would you contemplate? What are the benefits of such formation? 10
b) Your friend has found a prospect for you in New York who is willing to buy designer ladies handbags in large number. You have been asked to send a quotation for the handbags. What all would you include in your quotation if you have decided to quote a price of each designer bag as $20? 10

PART-B

Q.5 a) Assume you were the importer based at India and you imported electronic media from China. Terms of sale of the contract were documents against acceptance. You obtained the material on signing the bill of exchange. On due date, you defaulted. What options are available with the Chinese company to recover payment from you in India? 10
b) What is the procedure for customs clearance of imports in India? 10
Q.6  a) Explain the term used in letter of credit like applicant, Beneficiary, Issuing Bank, Advising Bank, Negotiating Bank, Documents Against Acceptance and Documents against payment.

b) What is currency speculation? Illustrate it with an example. Differentiate between direct quote and indirect quote. Give an example of a currency quote with another currency.

10

Q.7  a) Write all the steps involved in processing of an export order, starting from the receipt of order to its final shipment.

b) How are some of the companies able to dump material at lower than the production costs in other countries? Illustrate with appropriate examples.
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – First Semester
FINANCIAL ACCOUNTING (BBA-104 / BBA-1003)

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. Marks are indicated against each question.

Q.1 Write short notes on the following (any two):
   a) Balance sheet.
   b) Bad debts.
   c) Rules of accounting.
   d) Bank reconciliation statement.

Fill in the blanks:
   e) Bank account is a _______ account.
   f) Investment is a _______ asset.
   g) Depreciation is diminution in the value of _______.
   h) Accounting has _______ aspects.
   i) Discount received is a ____________.

State whether the following statements are TRUE or FALSE with explanation:
   j) Journal is a book of account.
   k) Inventory is related to stock
   l) The item cash in hand is a liability.
   m) Posting is related to ledger.
   n) In accounting accounts are 3 types.

PART-A

Q.2 a) Explain with example accounting convention in detail.
   b) Show the accounting equation for the following:
      i) Y started business with cash `90,000/- and goods `10,000/-
      ii) Purchased goods on credit `50,000/-
      iii) Sold goods costing `20,000/- for `40,000/-
      iv) Drawn cash for personal use `5000/-
      v) Paid to credit `40,000/-

Q.3 Journalize the following transactions and prepare ledger and trial balance as on March 2017.
   July 5, 2016: Started business with cash ₹80,000 Goods `40,000 and furniture ₹20,000.
   August 8, 2016: Sold goods to Nandlal of the list price of `20,000/- at trade discount of 10%.
   December 12, 2016: Received from Nandlal `14150/- in full settlement of his account.
   January 8, 2017: cash withdrawn from of price for personal use `5000/-.
   February 27, 2017: Goods worth ₹2,000 given as charity.

Q.4 What is rectification of errors? Explain briefly with suitable examples error disclosed by trial balance.

PART-B

Q.5 Attempt the following:
a) What is deferred revenue expenditure? Explain in detail.  

b) State with explained which of the following items will be charged to capital or revenue?  
   i) A sum of `500/- were spent on painting the new factory.  
   ii) Sum of `10,000/- was paid as compensation to the employees who were retrenched.

Q.6 A second hand machine is imported on 1st July, 2014 for `1,80,000/- paid custom duty and freight `30,000/- and incurred erection charges `50,000/- . Another machine costing 80,000/- was purchased on February 02, 2015. On 1st July, 2016, 1/3rd of the machine purchased in 2014 year was sold for `40,000/- . Depreciation is calculated at 20% per annum on straight line method. Accounting year closes an 31st March every year. Prepare machinery account for 2014, 2015, 2016 and 2017. 

Q.7 Write the adjustment entry for the following and show the effect on Trial Balance, P&L and Balance Sheet.  
   a) Depreciation on motor car @15% on value `40,000/- .  
   b) Outstanding rent `20,000/-  
   c) Insurance premium amounting `15000/- paid in advance.  
   d) Prepaid insurance `300/-
Q.1 **State whether the statements following are TRUE or FALSE:**

a) The function of accounting is to record economic data.
b) Recording of transaction freedom dual aspect is called double account system.
c) Cash account and cash book both are different.
d) Transactions are recorded first of all in ledger.
e) The language used in the report should be simple and clear.

**Fill in the blanks:**

f) AS-1 is related to __________ of __________ policy.
g) AS-17 is related to ________.
h) Assets-liabilities= ________.
i) Purchase book shows only ________ purchases.
j) Sales made to Mahesh for cash should be debited to __________. 2×10

Q.2 Write short notes on:

a) Realisation concept. 5
b) Business entity concept. 5
c) Users of financial accounting informations. 10

Q.3 a) Describe the role of accountant in auditing. 10
b) Examine the provision of AS-18 and AS-29. 10

Q.4 a) Following are the extract from the Trial Balance of a firm:

<table>
<thead>
<tr>
<th>Particular</th>
<th>Dr. Amount</th>
<th>Cr. Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundry Debtors</td>
<td>50,000</td>
<td>—</td>
</tr>
<tr>
<td>Provision for Bad debts</td>
<td>—</td>
<td>5,000</td>
</tr>
<tr>
<td>Provision for discount</td>
<td>—</td>
<td>2,000</td>
</tr>
<tr>
<td>Bad debts</td>
<td>3,000</td>
<td>—</td>
</tr>
<tr>
<td>Discount</td>
<td>1,000</td>
<td>—</td>
</tr>
</tbody>
</table>

Additional information:

i) Further bad debts ₹1,000/-.  
ii) Create a provision for bad debts @10% on debtors.  
iii) Additional discount ₹5,00/-.  
iv) Create a provision for discount on debtors @ 5% on debtors.  

Show how the different items will appear in the firm final account and balance sheet. 15

b) Differentiate between receipt and payment account and income and expenditure account. 5

**PART-B**
Q.5 Atlantic paper products send goods to Bhopal Branch at cost plus 25%. You are given the following particular:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening stock at branch at its cost</td>
<td>5,000</td>
</tr>
<tr>
<td>Goods sent to branch at I.P.</td>
<td>20,000</td>
</tr>
<tr>
<td>Loss in transit at I.P.</td>
<td>2,500</td>
</tr>
<tr>
<td>Theft at I.P.</td>
<td>1,000</td>
</tr>
<tr>
<td>Loss in weight (normal at I.P.)</td>
<td>500</td>
</tr>
<tr>
<td>Sales</td>
<td>25,500</td>
</tr>
<tr>
<td>Expenses</td>
<td>8,000</td>
</tr>
<tr>
<td>Closing stock at branch at cost to branch</td>
<td>6,000</td>
</tr>
<tr>
<td>Claim received from the insurance company for loss in transit</td>
<td>2,000</td>
</tr>
</tbody>
</table>

You are required to prepare in the H.O. books:

d) Branch accounts.
e) Branch adjustment account.
f) Branch profit and loss account.

Q.6 Write shot notes on:

a) Objective of reporting in financial accounting.
b) International financial reporting standard.

Q.7 a) Discuss the benefits of segment reporting in manufacturing business.
b) Write a detail note on ‘social reporting’.
End Semester Examination, May 2019
B. Com. (Hons.) Industry and Integrated – Fifth Semester
BUSINESS RESEARCH METHODS (BCH-504 / BCH-504A)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) What is inductive method?
b) What is a concept?
c) Explain moderating variable with an example.
d) What are the various sources of secondary data?
e) What is hypothesis?
f) Distinguish between quantitative and qualitative research.
g) What is convenience sampling?
h) What are closed ended questions? Give examples.
i) What is sampling error?
j) Draw neatly the flowchart of problem identification process. 2×10

PART-A

Q.2 What is the scope of research? Discuss exploratory research in detail with suitable example. 20

Q.3 What is the meaning of research proposal? Discuss the various contents (ingredients) included in a research proposal. 20

Q.4 What is scaling and discuss any two of its type with example? Further also illustrate in brief the methods of collecting primary data. 20

PART-B

Q.5 What is the need of sampling? Enumerate various methods of probabilistic sampling with suitable examples. 20

Q.6 What is a questionnaire? Explain the process of questionnaire designing, if a researcher is designing one for measuring the employee satisfaction. 20

Q.7 What should be the ideal structure of a research report? 20
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) - Industry Integrated – First Semester
MICRO ECONOMICS –I / MICRO ECONOMICS (CH-1.3 / BCH-105)

Time: 3 hrs.  Max Marks: 100
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. Each question carries equal marks.

Q.1  Answer the following questions:
   a) An individuals demand curve for commodity X is given as Q_x=8-P_x, ceteris paribus. Plot
       the individuals demand curve.
   b) Distinguish between decrease in supply and contraction in supply.
   c) Define consumer’s equilibrium.
   d) What is marginal rate of technical substitution?
   e) What is firms expansion path?
   f) Average cost must equal marginal cost at the point where average cost is ________.
   g) Distinguish between pure and perfect competition.
   h) What is dumping?
   i) What is excess capacity?
   j) Distinguish between selling costs and production costs.  2x10

PART-A

Q.2  a) Calculate cross elasticity of demand between coffee (X) and (Y) from the following data
     and comment on the relationship between the two goods:

     |       | Before       | After       |
     |-------|--------------|-------------|
     |       | Price (Rs./Unit) | Quality (Unit/Month) | Price (Rs./Unit) | Quality (Unit/Month) |
     | Coffee (X) | 20           | 40          | 20            | 50             |
     | Tea (Y)    | 40           | 50          | 60            | 30             |

   b) Discuss the income effect and substitution effect of a fall in the price of a
      commodity. Use suitable diagrams.  10

Q.3  a) Discuss the main properties of an iso-product curve. How do these curve differ from
     indifference curves.
   b) Explain the law of diminishing returns. Does it apply to agriculture only?  10

Q.4  a) Explain the nature of short run cost-curves. Show the relationship between short-
     run average cost (SAC) and marginal cost (MC) curves. Use diagrams.
   b) How are internal and external economics related to the long run average cost curve?  10

PART-B

Q.5  a) Explain equilibrium of the firm and industry in the short run and long-run under
     perfect competition.  10
   b) Draw the supply curve of a firm and industry under perfect competition in long run.  10

Q.6  a) What do you mean by monopoly? How are the price and output determined under it?  10
   b) Explain absence of supply curve under monopoly.  10
Q.7 Explain in detail Cournot Duopoly Model.
Q.1 Answer the following question in brief:
   a) Define ‘store-keeping’.
   b) Full form of JIT.
   c) Full form of LIFO.
   d) Define ‘breakdown maintenance’.
   e) Give two differences between products and services.
   f) Define ‘MPS’.
   g) Full form of SPT.
   h) Define ‘plant location’.
   i) Define ‘quality’.
   j) Full form of ABC analysis.

**PART-A**

Q.2  
   a) Define ‘production process’. What are the activities of production management?  
   b) Explain the decisions of production management in detail.

Q.3  
   a) What do you understand by plant layout? What are the characteristics of good plant layout? Explain principles of good plant layout.  
   b) Explain process and product layout in detail.

Q.4  
   a) Define production planning and control. What are its elements?  
   b) Write a short note on: ‘Sequencing’.

**PART-B**

Q.5  
   What is maintenance? What are its objectives? Write down advantages of maintenances?

Q.6  
   Write short notes on:  
   a) Acceptance sampling.  
   b) Inspection.

Q.7  
   a) Define ‘inventory control’. What are its various types and explain various advantages of inventory control in an organization.  
   b) Define material management and its various objectives.
Q.1 Write short notes on the following:
   a) Brand equity versus customer equity.
   b) Consumer markets.
   c) BPO.
   d) FMCG versus durables.
   e) Differentiation versus positioning.  \(4 \times 5\)

**PART-A**

Q.2 a) Most people think that “marketing” is mainly about advertising. Is it true? Define “marketing.” Explain the nature and scope of marketing. 10
b) Discuss the difference between “product” focus and “need” focus with appropriate examples. 10

Q.3 a) “The purpose of any business is to create a customer. It is then the customer who determines what a business is”? Distinguish between selling and marketing with suitable examples to prove the statement. 10
b) Discuss the concept of e-marketing giving its advantages and disadvantages. 10

Q.4 a) Before entering the Indian car market, Toyota conducted a market research on the channel practices. For a car company, what are the necessary questions to be included in the market research study that the company should seek answers for? 10
b) The washing machine market sales in India in 2017-18 were 62, 92, 968 units. The top seven companies had the following sales:

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales (in units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG</td>
<td>18, 24, 961</td>
</tr>
<tr>
<td>Samsung</td>
<td>11, 32, 734</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>9, 43, 945</td>
</tr>
<tr>
<td>Videocon</td>
<td>8, 18, 086</td>
</tr>
<tr>
<td>Godrej</td>
<td>5, 03, 437</td>
</tr>
<tr>
<td>Onida</td>
<td>3, 77, 578</td>
</tr>
<tr>
<td>IFB</td>
<td>3, 14, 648</td>
</tr>
</tbody>
</table>

Determine market share and relative market share of these companies. What is the impact of measuring market share and relative market share on decision making? 10

**PART-B**

Q.5 a) Defend services marketing when there is no car to test drive, no shoes to try on, no computer to take home or no book to read. Discuss the characteristics of services. 10
b) Determine Market Share Index of Sensodyne toothpaste by GlaxoSmithKline which is looking for a share of 5% in a market size of ₹60,000 million in 2019. Current market share of Sensodyne is 2.3%. The product has no awareness with 50% of the population. 60% of the population finds that the product is not as effective as it is being promoted.
Q.6  a) Marketing mix strategy changes in every phase of product life cycle. Describe the marketing mix strategy in every phase of product life cycle with examples.  
   b) Firms must innovate to survive. Describe all the stages of new product development.  

Q.7  a) It is possible to have a brand without a business; it is almost impossible to have an enduring and profitable business without a brand. What is your understanding of a brand? How does a “brand” become a brand? What are the advantages of a brand?  
   b) Marketing communications is essentially a part of the marketing mix. What does it define? Distinguish between marketing communications and integrated marketing communications.
Q.1 Write short notes on the following:
   a) Product versus need focus.
   b) Consumer markets.
   c) FMCG versus durables.
   d) Company potential versus company forecast.
   e) Product mix.

   \[2\times 5\]

PART-A

Q.2   a) Describe key customer markets. How are business markets different from consumer markets? Illustrate with examples.
   b) E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs. How? What are the advantages and disadvantages of e-marketing?

   \[5\times 2\]

Q.3   a) All product forms including hardware, software, processed materials and services finally deliver intangible benefits to customers and are used in the service of people. What does this phenomenon depict? What are the characteristics of services?
   b) "Go rural" is the slogan. Why are companies focusing on rural market and developing effective strategies to tap its market potential?

   \[5\]

Q.4   a) Your company is launching Air Purifiers in India. You have been asked to conduct market research. Describe the marketing research process you will pursue.
   b) Companies today recognize that they cannot appeal to all buyers in the marketplace or at least not to all buyers in the same way. What is the solution? How do you identify target market? What is positioning? Illustrate with examples.

   \[5\]

PART-B

Q.5   a) Explain backward, forward, vertical and horizontal integration with examples.
   b) BCG matrix is often used to prioritise which products within the company product mix get more funding and attention. How is the matrix used? Illustrate with examples.

   \[5\]

Q.6   a) Brand management is the key to the company's worth. In this perspective, explain the terms, brand promise, brand experience, brand image and brand orientation? What is brand equity?
   b) Intermediaries help in the smooth flow of goods and services. What functions do the intermediaries perform? What is distribution management? Illustrate with examples.

   \[5\]

Q.7   a) Describe Marketing Communications Mix with examples.
   b) Distinguish between Distribution Management and Supply Chain Management with examples. What is the role of a retailer in the supply chain?

   \[5\]
End Semester Examination, May 2019  
BBA (G) IB – Fifth Semester
FOREIGN LANGUAGE-II (FRENCH) (BIB-GE-07)

Time: 3 hrs.  
Max Marks: 100
No. of pages: 3

Note: Attempt ALL questions.

Q.1  
a) Conjuguez les verbes suivants:  
(Conjugate the following verbs)

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½×30

b) Conjuguez les verbs suivants:  
(Conjugate the following verbs)

vi) Nous _________________ (nager) dans la piscine.

vii) Tu _________________ (vouloir) du café.

viii) Is _________________ (pouvoir) m’aider.

ix) Nous _________________ (commencer) notre travail.

x) Je _________________ (boire) du thé.

1×5

Q.2  
Remplissez avec les pronoms sujets:  
(Fill in the blanks with subject pronouns)

f) ___________ aîmons le chocolat.

g) ___________ dansons ensemble.

h) ___________ parles bien.

i) ___________ mange du sandwich.

j) ___________ regardes la télé.

1×5

Q.3  
Quelle heure est-il?  
(What time is it?)

a) 3:15 ____________________________________.

b) 21:40 ____________________________________.

c) 4:00 ____________________________________.

d) 15:20 ____________________________________.

e) 9:35 ____________________________________.

2×5

Q.4  
a) Écrivez les salutations en anglais:  
(Write the salutations in English)

i) S’il vous plaît ________________________________

ii) Salut ________________________________

iii) Madame ________________________________

343/3
iv) Bon soir

v) Désolé

b) Écrivez en français:
(Write in French)
i) It’s pleasant

ii) It’s hot

iii) It’s cold

iv) It’s pleasant

v) In winters

Q.5   a) Présentez-vous en cinq phrases:
(Describe yourself in 5 sentences)

b) Décritez votre ami(e) en cinq phrases:
(Describe your friend in 5 sentences)

Q.6   a) Écrivez en chiffres (cardinaux et ordinaux):
(Write the following numbers in digits, in cardinal or ordinal form)

   |     |
---|-----|
 1 | troisième|
 2 | Quatre-vingt-dix-huit |
 3 | Trente-cinq |
 4 | huitième |
 5 | Soixante-deux |

b) Écrivez les nombres cardinaux/ordinaux:
(Write the cardinal or ordinal numbers in words)

vi) 78

vii) 14th

viii) 54
Q.7  
a) Complétez avec les articles définis (le, la, l', les)  
(Complete with definite articles)  
i) ________oncle  
ii) ________fille  
iii) ________stylos  
iv) ________table  
v) ________tableau  

b) Complétez avec les articles indéfinis (un, une, des)  
(Complete with indefinite articles)  
vi) ________oiseau  
vii) ________gâteaux  
viii) ________ sac  
ix) ________fruits  
x) ________montre  

Q.8  
Complétez avec l'article partitif (du, de la, de l', des)  
(Complete with partitive article)  
a) Il veut ________thé ou ________café.  
b) Nous mangeons ________ riz et ________ pain.  
c) Il boit ________vin.  

Q.9  
Écrivez les jours ou les mois:  
(Write the days or months)  
a) Le premier jour de la semaine ________  
b) Le troisième jour de la semaine ________  
c) Le cinquième jour de la semaine ________  
d) Le deuxième jour de la semaine ________  
e) Le weekend ________ et ________  
f) Le dixième mois de l’année ________  
g) L’ huitième mois de l’année ________  
h) L’ onzième mois de l’année ________  
i) Le dernier (last) mois de l’année ________  
j) Le mois après (after) avril ________  
k) Le jour après Mardi ________  
l) Le mois avant (before) Septembre ________  
m) Le mois entre (between) Janvier et Mars ________  
n) Le sixième mois de l’année ________  

1x5  
Q.10  
Formulez les questions pour les réponses suivantes:  
(Make questions for the following answers)  
f) Je m’appelle Carol.  
___________________________________?  
g) J’habite à York.  
___________________________________?  
h) ça va bien, merci.  
___________________________________?  
i) J’ai vingt ans.
j) Je suis étudiant.
______________________________________?
End Semester Examination, May 2019  
BBA (General and Banking) — First Semester  
COMPUTER FUNDAMENTALS (BBA-103 / BBA-103A / BBA-1004)

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. Marks are indicated against each question.

Q.1 Answer the following:
   a) Give example of two analog devices.
   b) Define the term MSD.
   c) How plotter is different from printer?
   d) Find the complement of 1110001.
   e) CPU time is a __________ to the computer:
      i) Resource            iii) Device
   f) Name two operating systems.
   g) Write the full form of USB.
   h) __________ is a non-impact printer.
      i) ink-jet            iii) Daisy-wheel
      ii) Dot-matrix        iv) None of the above.
   ii) Write any two applications of computer in banking system.
   k) (10001111)_2 = (   )_{10}  

Q.2 What are the characteristics of a computer system? Also, explain the generations of computer system.  

Q.3 Answer the following:
   a) Subtract (1011)_2 from (11011)_2
   b) Add (1011)_2 and (1100)_2
   c) (214)_{10} = (   )_8
   d) (C8D)_{16} = (   )_{10}
   e) (11011.01)_2 = (   )_{10}  

Q.4 Differentiate impact and non impact printer. Explain all the printers in detail.  

Q.5 a) Differentiate system software and application software.  
b) What is operating system? Why it is called resonance manager.  

Q.6 Define ‘computer network’. Also, explain its types.  

Q.7 Explain the applications of computers in office and education fields.
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
MARKETING MANAGEMENT (BCH-304 / BCH-304A / CH-3.4)

Time: 3 hrs.  Max Marks: 100
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.** Marks are indicated against each question.

Q.1  Answer the following questions in brief:
   a) Define ‘marketing’.
   b) What are the stages in the buying behaviour process?
   c) Discuss any two patterns for market targeting.
   d) Draw a neatly labeled diagram of the composition of a product.
   e) Tell whether the price will be set high or low in the following situations:
      i) When the firm is introducing a new luxurious product?
      ii) When the company is marketing a perishable product?
   f) Differentiate between ‘product differentiation’ and ‘market segmentation’.
   g) Define channels of distribution.
   h) List the various types of small scale retailers.
   i) Discuss any two unique characteristics of rural marketing.
   j) Name specific problem being faced by online marketers in India.  2×10

**PART-A**

Q.2  a) How would you use different marketing mix elements to formulate marketing strategy?  10
   b) Discuss the various macro factors that constitute the marked environment of a firm.  10

Q.3  a) What are the characteristics of market segmentation? Further elaborate the major levels of market segmentation in detail.  10
   b) Draw a neatly labeled diagram of product life cycle and explain the marketing strategies adopted at its each stage.  10

Q.4  What are the basic functions of promotion in marketing? Enumerate the various promotional tools used by organizations to boost the sales.  20

**PART-B**

Q.5  What are the functions of channel of distribution? In the light of recent developments, explain the significance of retailing in India. Further also elaborate the various types of small scale retailers with suitable examples.  20

Q.6  “The importance of rural marketing is increasing in view of its potential.” Comment upon the statement giving various reasons for rural marketing.  20

Q.7  a) Why is important for marketers to follow the customer relationship management strategies these days?
   b) What are the basic objectives of going green? Why is it becoming so important these days?  10×2
End Semester Examination, May 2019  
B. Com. (Hons.) Industry and Integrated – Fifth Semester  
BANKING AND INSURANCE (BCH-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. Marks are indicated against each question.

Q.1 Answer the following questions;  
a) What is a bank?  
b) What do you mean by insurance?  
c) What is quantity theory of money?  
d) What is online banking?  
e) What do you mean by insurance coverage?

PART-A

Q.2 a) What is the structure of banking in India?  
b) How does the Indian bank plays an important role on the economy?

Q.3 What is inflation? Discuss the causes for inflation and its control measures in detail.

Q.4 Write short notes on the following:  
a) Merchant banking.  
b) Project financing.

PART-A

Q.5 What do you mean by insurance? Explain the various types and principles of insurance.

Q.6 a) What is insurance sector? Explain the role and functions of an agent in detail.  
b) What are annuity plans? Discuss the various types of annuities in detail.

Q.7 a) What is meant by pooling of risk?  
b) Explain different types of risks in brief.  
c) What are the factors that cause variations in return and risk?
End Semester Examination, May 2019
M. Com. – First Semester
CORPORATE GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS (MC-105)

Time: 3 hrs
Max Marks: 100

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 State whether the following statements are 'True' or 'False' with brief reason.
   a) CSR is a part of corporate governance.
   b) Company management has responsibility only towards its shareholders.
   c) Corporate social responsibility is totally linked with the principles of sustainable development.
   d) The institution of business exists only if it fulfills the society’s expectations.
   e) Corporate social responsibility concerns with external stakeholder relationship.

   Answer in brief:
   f) Write atleast three roles of a CFO.
   g) Who all are the members of standing committee?
   h) Explain the role of business ethics in CSR.
   i) Who are the drivers of CSR?
   j) What is the meaning of corporate philanthropy?

   2x10

PART-A

Q.2 Write notes on (any two) of the following:
   a) Evolution of corporate governance development in India.
   b) Green governance, E-governance.
   c) Regulatory framework of corporate governance in India.
   d) Role of PSU’s and banks in corporate governance.

   10x2

Q.3 a) What is business ethics? Describe its nature. What benefits accrue to business if ethics is made a part of strategy?
   b) You are working as the manager in an electronics manufacturing company from past few years. One day you noticed that the financial manager is window dressing the financial statement and is tempering the books of accounts. As the loyal employee of the company you want to disclose this foul playing to the seniors. But you realized that even your superiors are involved in this filthy playing. What should you do in such a scenario? Discuss the spirit of whistle blowing along with the different kinds of whistleblowings.

   10

Q.4 a) Differentiate between management and governance.
   b) Discuss the role and responsibilities of a CEO. Also, explain the internal constituents of the corporate governance in detail.

   10

PART-B

Q.5 State the provisions relating to the composition of the board. What are the roles of a Board of the company?

   20

Q.6 Write notes on the following:
   a) CSR models.
   b) Major codes on CSR.

   10x2

Q.7 Discuss a case study on corporate social responsibility in any one of following:
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<td>a)</td>
<td>Reliance</td>
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End Semester Examination, May 2019
B.Com. (Hons.) and B.Com. (Hons.) Industry Integrated – First Semester
BUSINESS COMMUNICATION-I (BCH-GE-01 / CH-1.5)

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. Each question carries equal marks.

Q.1 Fill in the blanks with appropriate verb:

a) A number of students ________ absent today.
b) The girls ________ dancing merrily.
c) In hot weather milk ________ sour fast.
d) The nears ________ false.
e) The earth ________ on its own axis.
f) Gulliver's travels ________ a huge amount.
g) The boy ________ actually waiting for school to reopen.
h) Neither the principal nor the teachers ________ able to give a satisfactory explanation.
i) One of my friends ________ gone to France.
j) Oil and water ________ not mix.

Q.2 What do you understand by term: communication? Discuss the flow of communication and types of communications in detail. 10

Q.3 Discuss the meaning and importance of e-mail communication. Write an e-mail to your manager stating that you require 10 days of leave for marriage at your home. 10

Q.4 Explain 7C's of an effective communication in detail. 10

Q.5 Write short notes on the following:
a) Agenda.
b) Memo. 5x2

Q.6 Draft a sales letter to consumers informing them about the new product launch and schemes. 10

Q.7 What do you understand by the term “report”? Explain various types of report writing with examples. 10
Q.1 Explain the following briefly:
   a) Complementary skills.
   b) Interpersonal skills.
   c) Trust
   d) Motivation
   e) Goals
   f) Inspiration
   g) Teams
   h) Meeting
   i) Group decision-making.
   j) Coaching

   **PART-A**

Q.2 Highlight the methods of creating trust. What factors are responsible for creating an effective team?  
   20

Q.3 How do teams function? Discuss with examples the different kinds of teams.  
   20

Q.4 Discuss the different types of groups operating in today's organizations. How is group decision making done?  
   20

   **PART-B**

Q.5 Write short notes on:
   a) Influencing skills.
   b) Communication skills.
   c) Presentation skills.
   d) Goal setting.

   5×4

Q.6 Discuss the complementary skills required to make a team effective. Explain the characteristics of a successful team.  
   20

Q.7 Explain the different styles of leadership existing in organizations. Which style according to you is the best and why?  
   20
End Semester Examination, May 2019
BBA (G) IB – Third Semester
INTERNATIONAL MARKETING (BIB-404A / BIB-302)

Time: 3 Hours
Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Write short notes on the following:
a) Challenges of international market.
b) Functions of a distribution channel in foreign market.
c) Sales promotion.
d) Inventory management.
e) Web marketing.
f) Benefits of appointing foreign sales agent.
g) International branding.
h) Opportunities in international market.
i) Customization of product.
j) Provisions of EXIM Policy.

PART-A

Q.2 Global marketing environment includes many factors to be analyzed while approaching international market. Discuss in detail the external and internal environmental factors that affect the functioning of a business while moving internationally. 20

Q.3 What do you understand by buying behaviour of a global consumer? Discuss the decision making process of a consumer while buying a product along with the factors affecting the decision making process of a consumer in international market. 20

Q.4 Write notes on the following:
a) Market entry modes in international market.
b) International marketing research. 10x2

PART-B

Q.5 "Price is the only element which generates revenue for a company". Define international pricing along with the factors affecting international pricing. Also define also the strategies to be used by a company during the introduction state of a product in international market. 20

Q.6 "Personal selling is face to face interaction between a buyer and seller". Discuss the statement along with the objectives of personal selling in international market. Also discuss the process that should be adopted by a sales man while approaching an international customer. 20

Q.7 Write a detailed note on ‘corporate social responsibility’ in cross cultural context. 20
Q.1 Explain the following concepts briefly (around 80-100 words)
   a) Red teaming.
   b) ZOPA
   c) BATNA
   d) Two types of negotiations.

   5×4

**PART-A**

Q.2 Discuss the stages of negotiation in details. Discuss the barriers which can delay the negotiation process.

20

Q.3 “Goal setting is one of the most important parts of negotiation”. Discuss the above statement and highlight the process of goal setting with examples.

20

Q.4 Write short notes on *(any two)*:
   a) Strategies to boost negotiation.
   b) Aspects of negotiation.
   c) Cultural differences in negotiations.

10×2

**PART-B**

Q.5 Highlight with examples the skills required in order to be a successful negotiator.

20

Q.6 Write short notes on any two:
   a) Positioned bargaining.
   b) Transactional analysis.
   c) Cross-cultural negotiations.

10×2

Q.7 Discuss the relationship between mixed and principled negotiation. How does social interaction help in the process of negotiation?

20
End Semester Examination, May 2019
BBA (G) IB – Third Semester
INTERNATIONAL MARKETING (BIB-404A/BIB-302)

Time: 3 Hours

Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Write short notes on the following:
a) Challenges of International Market
b) Functions of a distribution channel in foreign market
c) Sales Promotion
d) Inventory management
e) Web marketing
f) Benefits of appointing foreign sales agent
g) International Branding
h) Opportunities in international market
i) Customization of product
j) Provisions of EXIM Policy.

PART-A

Q.2 Global marketing environment includes many factors to be analyzed while approaching international market. Discuss in detail the external and internal environmental factors that affect the functioning of a business while moving internationally.

Q.3 What do you understand by buying behaviour of a global consumer? Discuss the decision making process of a consumer while buying a product along with the factors affecting the decision making process of a consumer in international market.

Q.4 Write notes on the following:
a) Market modes in international market.
b) International marketing research.

PART-B

Q.5 "Price is the only element which generates revenue for a company". Define international pricing along with the factors affecting international pricing. Define also the strategies to be used by a company during the introduction state of a product in international market.

Q.6 "Personal selling is face to face interaction between a buyer and seller". Discuss the statement along with the objectives of personal selling in international market. Also discuss the process that should be adopted by a sales man while approaching an international customer.

Q.7 Write a detailed note on corporate social responsibility in cross cultural context.
End Semester Examination, May 2019  
BBA (GEN) / BBA (Banking) – First Semester  
BUSINESS COMMUNICATION (BBA-GE-01 / BBA-GE-01A)

Time: 3 hrs. 
Max Marks: 100
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. Marks are indicated against each question.

Q.1  **Answer the following briefly:**
a) Four skills of communication.  
b) Channels of communication followed in organizations.  
c) One merit of oral communication and one merit of written communication.  

**Explain the following in one or two sentences only:**
d) Listening skill.  
e) Oral presentation.  
f) Agenda.  
g) Employment letter.  
h) Resume.

**PART-A**

Q.2 Highlight the barriers which make communication ineffective and incomplete? Suggest ways to minimize these barriers.  

Q.3 What points should be kept in mind while delivering a good speech? How does voice modulation help in making a speech effective?  

Q.4 Write a sales letter to promote the sale of your new product using the AIDA strategy. Write a claim letter for a shirt which you had purchased from amazon.com? Tell them about the faded shirt and the wrong size sent by them.  

**PART-B**

Q.5 Write short notes on:
a) Notice.  
b) Circular.  
c) Memo.  
d) Classified document.

Q.6 Write a report on a survey carried out to find out about the dipping sale of your product. Mention the reasons why your product is not doing well and give suggestions on how the sales can be improved?  

Q.7 Write the dos and don’ts while preparing for an interview. Explain the importance of voice modulation and body language to leave a good first impression.
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – First Semester
BUSINESS COMMUNICATION (bba-1005 / BBA-GE-01/BBA-GE-01A)

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 Fill in the blanks:
   a) Listening means hearing with _________.
   b) The rise and fall of voice is called _________.
   c) Space language is also known as _____________.
   d) Another name for body language is _____________.
   e) When students are not listening at all, it is called ________ listening?
   f) Communication between people at the same level is called __________ communication.
   g) A ________ is an account of a person’s personal details and qualifications.
   h) A ________ goes to people but people come to a _____________.
   i) Points to be discussed in a meeting are written in an __________.
   j) An example of intra-office communication is ___________.

State whether the following are TRUE or FALSE:
   k) A circular is always acknowledged.
   l) Active listening is when audience is not paying attention to the speaker.
   m) Scanning is the fastest type of reading.
   n) Oral communication is proof for future reference.
   o) 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. 20

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. 20

Q.9 Design a brochure for your college festival, giving all details like date, venue, events and give an attractive name to the festival. 20
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester
CAPITAL MARKETS (BCH-305 / BCH-305A)

Time: 2 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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) What is an IPO?
   b) What is primary market?
   c) What is portfolio management?
   d) Enlist two types of risk involved in capital market.
   e) What are derivatives?
   f) What is the full form of NEAT?
   g) What is a scrip?
   h) What is a circuit breaker?
   i) Who is a broker in stock market?
   j) Define ‘bulls’.  

   1×10

   PART-A

Q.2 Explain advantages and disadvantages of listing of securities.  
10

Q.3 Discuss in detail settlement system in stock exchanges.  
10

Q.4 What are stock indices? Why are indices required in stock market?  
10

   PART-B

Q.5 What are the objectives of surveillance system of BSE?  
10

Q.6 Explain main provisions of securities contract regulation Act 1956.  
10

Q.7 Explain the nature of bear in a stock market.  
10
End Semester Examination, May 2019  
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Third Semester  
FINANCIAL MARKET AND INSTRUMENTS (BCH-306)

Time: 2 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.** Marks are indicated against each question.

Q.1 Answer the following in brief:  
a) Differentiate between banks and NBFCs.  
b) What is recourse factoring?  
c) Enlist one disadvantage of credit rating.  
d) What is NAV?  
e) What is discounting of bill of exchange?  
f) What are interval scheme of mutual funds?  
g) Differentiate between commercial bank and central bank.  
h) What are quantitative technique of credit control?  
i) Give two responsibilities of an insurer.  
j) What are SIPs?  

**PART-A**

Q.2 What is a financial system? Discuss the components of a formal financial system.  
10

Q.3 What is credit rating? What are its objectives? What are its benefits to investors?  
10

Q.4 Explain working mechanism of mutual funds in India.  
10

**PART-B**

Q.5 What are commercial banks? Explain the policies of commercial bank.  
10

Q.6 Write a note on development banks in India.  
10

10
End Semester Examination, May 2018  
BBA (G) International Business — Fifth Semester  
ADVANCE INFORMATION TECHNOLOGY (BIB-DE-501)

Time: 3 hrs.  
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Data v/s Information.  
   b) Data mining.  
   c) Database administrator.  
   d) Big data.  

   **PART-A**

Q.2 a) Define database management system with its advantages.  
   b) Explain the schema, subschema and instances by illustrating an example for each.

Q.3 What do you understand by datawarehouse? Explain the different characteristics of dataware house in detail.

Q.4 Explain “ERP”. How an organization can implement ERP?

   **PART-B**

Q.5 With the advancement of internet technology cyber crimes are increasing. Explain the importance of cyber laws and describe the different sections meant for cyber law in India.

Q.6 Explain distributed system with its advantages and disadvantages.

Q.7 What is electronic commerce? Explain the different sectors where e-commerce can be used.
Q.1 **State whether the following statements are TRUE or FALSE:**
   a) Money supply lies in the domain of international economics.
   b) Heckscher-Ohlin theory is same as factor endowment theory.
   c) New trade theory does not consider absolute cost advantage.
   d) Outsourcing is meant for core activities.
   e) BATA a shoe manufacturing company is multinational enterprise.

**Fill in the blanks:**
   f) Quantitative restriction (Quota) is __________ barrier.
   g) India’s import is __________ export.
   h) Shortfall in the foreign currency can be met __________. (name the institution)
   i) In globalization countries have no __________.
   j) Foreign direct investment is suitable case of __________ globalization.  

**PART-A**

Q.2 What is the domain of international economics? How international economics is useful for inter-country studies? Cite an example.  

Q.3 Analyse Richardian theory. How it is different from heckscher ohlin theory? Make critical analysis.  

Q.4 How outsourcings operate in real life? What are its uses?  

**PART-B**

Q.5 What are the instruments of trade policy? Explain each one of these.  

Q.6 Give comprehensive view of international monetary system.  

Q.7 Explain in detail the happening of global financial crisis.
PART-A

Q.1 a) Explain the difference between top down and bottom up approach.
   b) Explain GDP and its importance in fundamental analysis.
   c) Explain any leading Economic Indicator with an example.
   d) What is Dow Theory? Explain it in brief.
   e) Explain the support and resistance in technical analysis.

Q.2 Explain the Candlestick chart in detail. Also explain the White and Black candle.

Q.3 Define (any two) concepts of technical analysis:
   a) Fibonacci Retracement.
   b) Bollinger Bands.
   c) RSI.

Q.4 Define (any two) concepts:
   a) Defensive Industry.
   b) Growth Industry.
   c) Cyclical Industry.

Q.5 Following is the information about three companies:

<table>
<thead>
<tr>
<th>Company</th>
<th>P/E</th>
<th>EPS Growth Rate</th>
<th>ROE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Ltd.</td>
<td>30</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>XYZ Ltd.</td>
<td>30</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>PQR Ltd.</td>
<td>35</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Which is the suitable company for investment? Support your answer with proper explanation.

Q.6 Explain P/E and P/BV ratio with example.  
OR
Explain any two valuation ratio with proper example.
End Semester Examination, May 2019
B.Com. (Hons) and (Industry Integrated) – First Semester
FINANCIAL ACCOUNTING (CH-1.2 / BCH-102 / BCH-102A)

Time: 3 hrs. \hspace{2cm} \text{Max Marks: } 100
No. of pages: 3

Note: Attempt \textbf{FIVE} questions in all; \textbf{Q.1} is compulsory. Attempt any \textbf{TWO} questions from \textbf{Part-A} and \textbf{TWO} questions from \textbf{Part-B}. Each question carries equal marks.

\textbf{Q.1} \textit{Fill in the blanks:}
\begin{enumerate}[a)]
\item In case of default in the payment of installments under installment payment system, the seller ________ repossess the goods.
\item In context to hire purchase system, the formula for calculating rebate is ________.
\item On admission of a partner, goodwill is paid to the old partners in their ________ ratio.
\item According to the rule of Garner Vs Murray, the loss arising due to the insolvency of a partner is a ________ loss.
\item The price for which the business of a firm is sold to a company is known as ________.
\end{enumerate}

1x5

\textit{State whether the following statements are TRUE or FALSE:}
\begin{enumerate}[f)]
\item Deferred Revenue expenditure is current year’s revenue expenditure to be paid in later years.
\item Goodwill is a fictitious asset.
\item Depreciation should be provided only when the公司 can show some profit in a financial year.
\item Profit from sale of assets are not considered as the revenue of the business.
\item In context to not for profit organizations, donations for specific purposes are always capitalized.
\end{enumerate}

1x5

\textit{Briefly distinguish between the following:}
\begin{enumerate}[j)]
\item Leasing and hire purchase.
\item Gaining ratio and sacrificing ratio.
\item Depreciation and Amortization.
\item Capital receipt and revenue receipt.
\item Dissolution of partnership and dissolution of partnership firm.
\end{enumerate}

2x5

\textbf{PART-A}

\textbf{Q.2} \begin{enumerate}[a)]
\item Discuss the meaning and objective of accounting. 5
\item Explain any five accounting conventions and principles. 15
\end{enumerate}

\textbf{Q.3} \begin{enumerate}[a)]
\item What is meant by Bank reconciliation statement? Discuss the causes of difference between the balance as shown by the bank pass book and the balance as shown by the firm’s cash book. 6
\item Ajay commenced business on 1\textsuperscript{st} January, 2012 on the same date, he purchased a machinery for \textbf{`7,00,000/-} charging depreciation @15\% p.a. on diminishing balance method. The company adopted a policy of charging full years depreciation on any additions made during the year. Books are closed on 31\textsuperscript{st} December every year. Over the years, the purchases of machinery have been:
\begin{itemize}
\item 01.08.2013 \textbf{`1,50,000/-}
\item 30.09.2016 \textbf{`2,00,000/-}
\end{itemize}
On 01.01.2016, the company decided to change the method and rate of depreciation to 10\% p.a. on origical cost method with retrospective effect from
01.01.2012, the adjustment being made in the accounts for the year ending 31.12.2016. Calculate the difference in depreciation to be adjusted in the machinery account on 01.01.2016 and show the ledger account for the year 2016.

Q.4 a) Classify the following into capital, revenue and deferred revenue expenditure. Give reasons:
1. Rs. 10 lac spent on the construction of railway sidings.
2. Rs. 50,000/- spent on experimenting on a chemical product which did not result in success.
3. A sum of Rs. 40,000/- was spent in overhauling its entire pant which resulted in adding five years to its working life.
4. Expenditure on advertisement Rs. 25,000.

b) The receipts and payments account for the year ending 31st March, 2015 of Netaji Subhash Club is as follows:

<table>
<thead>
<tr>
<th>Receipts</th>
<th></th>
<th>Payments</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To Cash Balance</td>
<td>50,000</td>
<td>By Salaries</td>
<td>20,000</td>
</tr>
<tr>
<td>To Membership subscriptions:</td>
<td></td>
<td>By Rent</td>
<td>15,000</td>
</tr>
<tr>
<td>2013-14</td>
<td>10,000</td>
<td>By Printing and stationery</td>
<td>8,000</td>
</tr>
<tr>
<td>2014-15</td>
<td>1,00,000</td>
<td>By water and power</td>
<td>15,000</td>
</tr>
<tr>
<td>2015-16</td>
<td>5,000</td>
<td>By Newspapers and periodicals</td>
<td>18,000</td>
</tr>
<tr>
<td>To Income from entertainments</td>
<td>2,000</td>
<td>By Repairs to furniture</td>
<td>2,000</td>
</tr>
<tr>
<td>To Interest</td>
<td>1,500</td>
<td>By Refreshments</td>
<td>10,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>By Closing Balance</td>
<td>30,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,68,500</td>
</tr>
<tr>
<td></td>
<td>1,68,500</td>
<td></td>
<td>1,68,500</td>
</tr>
</tbody>
</table>

e) The number of members of the club was 500 and the membership subscription was `20 per month.
f) The rent of the club was `1,500 per month.
g) At the end of the year, prepaid salary was `2,000/-.
h) In 2013-14, `50,000/- were deposited in fixed deposit account for 3 years in a bank, carrying 6% interest p.a.
e) The other assets on 1st April, 2014 were as follows:
   Furniture `80,000 and sports equipment `40,000.
f) Depreciation is to be provided @ 10% p.a. on furniture and sports equipment.

Prepare income and expenditure account for the year ending 31st March, 2015 and balance sheet as on date.

**PART-B**

Q.5 a) Balance Sheet of P&Q, who Share profits and losses in the ratio of 5:3, as at 31st March, 2015 was as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital accounts:</td>
<td></td>
<td>Land &amp; Building</td>
<td>3,00,000</td>
</tr>
<tr>
<td>P 2,50,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q 1,50,000</td>
<td></td>
<td>4,00,000</td>
<td></td>
</tr>
<tr>
<td>Profit and loss A/c</td>
<td>1,30,000</td>
<td>Machinery</td>
<td>2,00,000</td>
</tr>
</tbody>
</table>

366/3
They admit R as a partner for \( \frac{1}{3} \) share in the profits of the firm which he acquires from P and Q in the ratio of 3:1. R brings in `4,00,000/- as his capital. Ascertain the amount of goodwill and pass journal entries on the admission of R.

b) Explain the meaning, nature and characteristics of goodwill.

---

Q.6  
  
a) What do you understand by realization account? How does it differ from revaluation account?  
  
b) Explain the concept of piecemeal distribution of assets at the time of dissolution of firm.  
  
c) X, Y and Z were partners sharing profits and losses in the ratio of 5:3:2. The balance sheet of the firm as at 31st March, 2012 was as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Accounts:</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>50,000</td>
</tr>
<tr>
<td>Y</td>
<td>40,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>20,000</td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>35,000</td>
</tr>
<tr>
<td>X’s loan:</td>
<td>18,000</td>
</tr>
<tr>
<td>X’s Drawings</td>
<td></td>
</tr>
<tr>
<td>Y’s Drawings</td>
<td></td>
</tr>
<tr>
<td>Z’s Capital account</td>
<td></td>
</tr>
<tr>
<td>Machinery</td>
<td>36,000</td>
</tr>
<tr>
<td>Furniture</td>
<td>28,000</td>
</tr>
<tr>
<td>Stock</td>
<td>38,000</td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>19,000</td>
</tr>
<tr>
<td>X’s Drawings</td>
<td>10,000</td>
</tr>
<tr>
<td>Y’s Drawings</td>
<td>21,000</td>
</tr>
<tr>
<td>Z’s Capital account</td>
<td>11,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,63,000</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,63,000</strong></td>
</tr>
</tbody>
</table>

The firm was dissolved on that date. Assets realized as follows: Machinery `31,000/-; Furniture `26,000/- Stock `32,000/- Realisation expenses amounted to `2,600. Z was declared insolvent and 50 paise in a ` was recovered from this estate. Prepare necessary ledger accounts to close the books of the firm. Apply Garner vs Murray decision.

---

Q.7  
  
a) What is meant by leasing? Explain the types of lease.  
  
b) Give any six differences between hire-purchase and installment payment system.  
  
c) Give journal entries to be recorded in the books of hire-purchaser and hire-vendor in case of total asset value method under hire-purchase system.
Q.1 Do as directed:
   a) Resources are abundant. (True/False)
   b) Supply is an inverse function of price. (True/False)
   c) Equation for profit is Profit = revenue — __________.
   d) In monopoly there could be a competition (Yes/No).
   e) The ratio proportionate change in demand to the proportionate change in prices is called __________.
   f) Define GDP.
   g) Write one function of the labor union.
   h) What do you mean by crowding out effect?
   i) Write any one goal of monetary policy.
   j) Elaborate government expenditure.

**PART-A**

Q.2 Explain the various types of demand elasticity. Also, explain all the cases of price elasticity of the demand. 10

Q.3 What do you mean by short run and long run production? Explain the law of return to scale. 10

Q.4 Explain the monopolistic competition in detail. 10

**PART-B**

Q.5 What do you mean by the terms: inflationary and recessionary gap? Illustrate them with the examples and how do these affect the economy? 10

Q.6 Explain in detail the components of demand of money and supply of money. 10

Q.7 What do you understand by the balance of payment? How the balance of payment can be controlled? What are the two important parts of the BOP statement? 10
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) Industry Integrated – Fifth Semester
FINANCIAL ACCOUNTING-V (BCH-508K / CH-5.5K)

Time: 3 hrs.                        Max Marks: **100**
Note: Attempt **FIVE** questions in all; **Q.1 is compulsory.** Attempt any **FOUR** questions out of remaining **FIVE** questions. Marks are indicated against each question.

Q.1 Objective type Questions:
   a) For term loans under long term borrowings the following shall be mandatorily disclosed as per Schedule VI.
      i) Terms of repayment
      ii) Name of lender
      iii) Date of execution of loan agreement
      iv) Amount of installment
   b) Loans repayable on demand are disclosed under Short term borrowings.
      i) True
      ii) False
   c) Operating cycle has duration of:
      i) Twelve months
      ii) More than Twelve months
      iii) Less than Twelve months
      iv) Can be any of the above
   d) Accounting standard issued by ICAI for preparation of cash flow statement is:
      i) AS-4
      ii) AS-5
      iii) AS-3
      iv) AS-2
   e) It is mandatory for all companies listed on any stock exchange in India to prepare cash flow statement.
      i) True
      ii) False
   f) Match each item in Column A to the most appropriate item in Column B. Each item in Column A corresponds to only one item in Column B.

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Purchase of raw materials</td>
<td>i) Cash flow from financing activities</td>
</tr>
<tr>
<td>ii) Loans made to suppliers</td>
<td>ii) Cash flow from operating activities</td>
</tr>
<tr>
<td>iii) Revaluation of fixed assets</td>
<td>iii) Cash flow from investing activities</td>
</tr>
<tr>
<td>iv) Buyback of shares</td>
<td>iv) Not a cash flow</td>
</tr>
</tbody>
</table>
   g) An estimate may have to be revised if, circumstances change on which the estimate was based.
      i) True
      ii) False
   h) Revenue recognition is an example of accounting policy.
      i) True
      ii) False
   i) Match the items in Column A to the most appropriate item in Column B.

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Lower provision for doubtful debt</td>
<td>i) Ordinary activity</td>
</tr>
<tr>
<td>2) LIFO to FIFO method</td>
<td>ii) Prior period item</td>
</tr>
<tr>
<td>3) Litigation settlements</td>
<td>iii) Change in accounting estimate</td>
</tr>
<tr>
<td>4) Error in calculating salary of previous year</td>
<td>iv) Change in accounting policy</td>
</tr>
</tbody>
</table>
   j) Decline in market value of investments after balance sheet date is
      i) Adjusting event
      ii) Non adjusting event
iii) Both i) and ii) iv) None of the above

k) A change in the useful life of a depreciable fixed asset will have an impact on
i) Current period ii) Future periods
iii) Both i) and ii) iv) None of the above

l) Change in the method of depreciation is a
i) Change in accounting policy ii) Change in accounting estimate
iii) Prior period item iv) Extraordinary item

m) Permanent diminution in the value of investment made in the associate should be reduced from the carrying value of the investment.

i) True ii) False

n) No adjustment is required for eliminating the unrealised profits and losses resulting from the transactions between the associate and the investor.

i) True ii) False

o) ABC Limited owns 100% in PQR Limited. PQR Limited owns 35% in XYZ Limited. ABC Limited should:

i) Account for the investment in XYZ Limited under AS 23
ii) Should not account for the investment in XYZ Limited under AS 23 since it does not own 35% directly.
iii) Should not account for the investment in XYZ Limited; instead PQR Limited should account for the investment as per AS 21
iv) Account for the investment in XYZ Limited under AS 21

p) What will be the effect in the consolidated financial statements of unrealised profits on goods sold by the investor to the associate lying in the associate’s year-end inventory?

i) Adjustment would be made to investment in the balance sheet and income from associates in the profit and loss.
ii) Adjustment would be made to inventory in the balance sheet and income from associates in the profit and loss.
iii) Adjustment would be made to investment and inventory in the balance sheet
iv) None of the above

q) ABC Limited acquired 25% stake in PQR Limited for a temporary period. How will ABC Limited account for the investment?

i) AS 23 ii) AS 13
iii) AS 21 iv) AS 14

r) Goodwill / capital reserve should be computed

i) When the first investment is made in the associate
ii) On each occasion when an investment is made in the associate
iii) At the end of each year
iv) None of the above

s) As per Schedule VI, corresponding amounts for all items in financial statements and notes shall be given for:

i) Immediately preceding two reporting periods.
ii) Immediately preceding one reporting period
iii) Immediately preceding three reporting period
iv) Not required to be given

t) Reserves and Surplus may have a negative balance.

i) True ii) False

Q.2 Short answer type question:
a) What information need be disclosed for share capital as per schedule III of the Companies Act?

b) Give Illustrative disclosures needed for trade receivables as per schedule III of the Companies Act.
c) ABC limited built a new factory building during 2011 at a cost of ₹20,00,000. At December 31, 2011, the net book value of the building was ₹19,00,000. Subsequent to year-end, on March 15, 2012, the building was destroyed by fire and the claim against the insurance company proved futile because the cause of the fire was negligence on the part of the caretaker of the building. The date of authorization of the financial statements for the year ended December 31, 2011, was March 31, 2012. How this transaction need to be accounted and disclosed in the financial statements for the year ended on December 31, 2011?

d) Explain the exceptions for preparation of consolidated financial statements.

Q.3

Long answer type question:

a) The following is the Trial Balance of Glory Ltd as on 31st March, 2015

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest on Debentures</td>
<td>32,400</td>
<td>Share Transfer Fees</td>
<td>15,000</td>
</tr>
<tr>
<td>Travelling Expenses</td>
<td>10,200</td>
<td>12% Debentures</td>
<td>2,70,000</td>
</tr>
<tr>
<td>Delivery van expenses</td>
<td>5,100</td>
<td>Commission received</td>
<td>7,400</td>
</tr>
<tr>
<td>Bad Debts</td>
<td>6,500</td>
<td>Sales</td>
<td>6,45,500</td>
</tr>
<tr>
<td>Discount</td>
<td>7,000</td>
<td>Share Capital</td>
<td>5,00,000</td>
</tr>
<tr>
<td>Purchases</td>
<td>3,15,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Stock</td>
<td>72,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freight outward</td>
<td>8,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free samples</td>
<td>5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>38,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Showroom expenses</td>
<td>11,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank balance</td>
<td>1,58,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wages</td>
<td>93,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land &amp; Building</td>
<td>4,00,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Equipment</td>
<td>1,45,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture</td>
<td>1,22,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>14,37,900</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Closing stock was valued at ₹85,500

Prepare statement of profit and loss account as per Schedule III of the companies Act.

b) From the following ledger balances of Regal Limited as on 31st March 2015. You are required to prepare the Balance Sheet as on 31st March 2015 as per Revised schedule III of the Indian Companies Act.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>₹</th>
<th>Particulars</th>
<th>₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Equipment</td>
<td>4,80,600</td>
<td>General Reserve</td>
<td>4,15,000</td>
</tr>
<tr>
<td>9% Debentures in APCO Ltd,</td>
<td>2,45,000</td>
<td>Creditors for Goods</td>
<td>1,68,500</td>
</tr>
<tr>
<td>Loose Tools</td>
<td>1,63,000</td>
<td>Creditors for</td>
<td>36,000</td>
</tr>
<tr>
<td>Plant &amp; machinery</td>
<td>18,00,000</td>
<td>Cash Credit</td>
<td>75,000</td>
</tr>
<tr>
<td>Computer Software</td>
<td>83,250</td>
<td>Mortgage loan</td>
<td>3,10,000</td>
</tr>
<tr>
<td>Debtors for goods</td>
<td>1,90,000</td>
<td>8% Preference share</td>
<td>5,50,000</td>
</tr>
<tr>
<td>Advertisement (unwritten off)</td>
<td>30,000</td>
<td>Equity Share Capital</td>
<td>15,00,000</td>
</tr>
<tr>
<td>Stores &amp; Spares</td>
<td>1,00,200</td>
<td>Staff Welfare Fund</td>
<td>85,000</td>
</tr>
<tr>
<td>Interest accrued on investment</td>
<td>51,000</td>
<td>Provision for Taxation</td>
<td>26,550</td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>23,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.4 Long answer type question:
a) Following are the Balance Sheet of Oswal Mills as on 31st March, 2016 and 2017 (₹ in Lakhs)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Note No.</th>
<th>31st March 2017 (₹)</th>
<th>31st March 2016 (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Equity and Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Shareholders’ Funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Share capital</td>
<td>1</td>
<td>1,300</td>
<td>1,400</td>
</tr>
<tr>
<td>b) Reserve and surplus (Surplus)</td>
<td></td>
<td>4,700</td>
<td>4,000</td>
</tr>
<tr>
<td>2. Current Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Short-term borrowings</td>
<td></td>
<td>200</td>
<td>600</td>
</tr>
<tr>
<td>b) Trade payables</td>
<td></td>
<td>500</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6,700</td>
<td>6,400</td>
</tr>
</tbody>
</table>

| II. Assets |          |                     |                     |
| 1. Non-current assets |          |                     |                     |
| a) Fixed assets | 2        | 2,400               | 2,400               |
| b) Non-current investments |          | 300                 | 200                 |
| 2. Current assets |          |                     |                     |
| a) Inventories |          | 1,200               | 1,300               |
| b) Trade receivables |          | 800                 | 900                 |
| c) Cash and cash equivalents |          | 1,200               | 800                 |
| d) Short-term loans and advances |          | 800                 | 800                 |
| Total |          | 6,700               | 6,400               |

Notes to Account ₹ in Lakhs

<table>
<thead>
<tr>
<th>Particulars</th>
<th>31st March 2017 (₹)</th>
<th>31st March 2016 (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sharecapital</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity share capital</td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td>10% preference share capital</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,300</td>
</tr>
<tr>
<td>2. Fixed assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td></td>
<td>3,600</td>
</tr>
<tr>
<td>Less: Accumulated depreciation</td>
<td></td>
<td>(1,200)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>2,400</td>
</tr>
</tbody>
</table>

Statement of profit and loss account for the year ended 31st March 2017. (₹ in Lakhs)

| Particulars | Note No. | 31st March 2017 (₹) | – |
|-------------|----------|---------------------|–|
| I. Revenue from operation |          | 2,800               | – |
| II. Other income (dividend income) |          | 1,000               | – |
| III. Total Revenue |          | 3,800               | – |
| IV. Expenses |          |                     | – |
| Cost of material consumed |          | 400                 | – |
| Employees benefit expenses |          | 200                 | – |
| Finance cost (interest paid) |          | 200                 | – |
| Depreciation |          | 200                 | – |
| Loss due to earthquake |          | 1,100               | – |
| Total |          | 2,100               | – |
| V. Profit before tax |          | 1,700               | – |
| VI. Tax paid |          | 1,000               | – |
| Profit after tax |          | 700                 | – |
Prepare a statement showing cash from operating activities.

b) Using the information given in question 4 (a), prepare a statement showing cash flow from investing activities and financial activities.

Q.5 Long answer type question:

a) Balance sheet of H. Ltd. and S Ltd. as on 31.03.2018 were as under. (Amount in ₹)

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>H. Ltd.</th>
<th>S. Ltd.</th>
<th>Assets</th>
<th>H. Ltd.</th>
<th>S. Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity share capital of ₹ 10 each</td>
<td>10,00,000</td>
<td>5,00,000</td>
<td>Land &amp; Build</td>
<td>3,00,000</td>
<td>1,80,000</td>
</tr>
<tr>
<td>Reserves &amp; Surplus : General Reserve</td>
<td>1,00,000</td>
<td>--</td>
<td>Plant &amp; Machinery</td>
<td>5,75,000</td>
<td>5,05,000</td>
</tr>
<tr>
<td></td>
<td>2,00,000</td>
<td>1,00,000</td>
<td>Investments (40000 shares in S. Ltd.)</td>
<td>6,20,000</td>
<td></td>
</tr>
<tr>
<td>Profit and Loss A/c</td>
<td>2,00,000</td>
<td>1,50,000</td>
<td>Stock</td>
<td>1,20,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Secured Loan</td>
<td>3,00,000</td>
<td>1,00,000</td>
<td>Sundry Debtors</td>
<td>2,00,000</td>
<td>1,20,000</td>
</tr>
<tr>
<td>15% Debentures</td>
<td></td>
<td></td>
<td>Bills Receivable</td>
<td>75,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Current Liabilities :</td>
<td></td>
<td></td>
<td>Bank Balance</td>
<td>25,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>75,000</td>
<td>50,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bills payable</td>
<td>40,000</td>
<td>20,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19,25,000</td>
<td>9,20,000</td>
<td></td>
<td>19,25,000</td>
<td>9,20,000</td>
</tr>
</tbody>
</table>

Additional Information:

i) H. Ltd. acquired shares on 1st October 2017 on which date General Reserve of S. Ltd. was ₹1,00,000 Balance in profit and loss A/c on 1.04.2017 was ₹80,000

ii) Sundry Debtors of H. Ltd. includes ₹30,000 dues from S Ltd. similarly bills receivable includes ₹20,000 accepted by S Ltd.

iii) Stock of S. Ltd. includes ₹25,000 purchased from H. Ltd. On which profit made by H. Ltd. 25% of cost.

Calculate goodwill or capital reserve on the date of acquisition and minority interest on the 31st March 2018.

b) Using the information given in question no. 5 (a) prepare consolidated balance sheet.

Q.6 Long answer type Question:

a) What do you mean by changes in accounting policy? Give suitable example. Mention the accounting treatment of changes in accounting policy.

Q.1 Define the following:
a) Communication networks.
b) Negotiation skills.
c) Group discussion.
d) Grapevine.
e) Report.

\[2 \times 5\]

**PART-A**

Q.2 What are the various types of barriers to communication in a professional organisations? How can these be removed? \[10\]

Q.3 What is communication structure of organization? Explain with the help of suitable examples. \[10\]

Q.4 Draft a letter to be sent to the local government offices and business houses for promoting sale of a newly designed steel cabinet your firm has just placed in market. \[10\]

**PART-B**

Q.5 Study the table given below showing the number of total road accidents during 1997-2001. Then basing your account on the statistics supplied, write a clear and concise report on the subject:

<table>
<thead>
<tr>
<th>Year</th>
<th>Pedestrians</th>
<th>Cyclists</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>2380</td>
<td>830</td>
<td>1310</td>
</tr>
<tr>
<td>1998</td>
<td>2315</td>
<td>850</td>
<td>1615</td>
</tr>
<tr>
<td>1999</td>
<td>2255</td>
<td>805</td>
<td>1750</td>
</tr>
<tr>
<td>2000</td>
<td>2460</td>
<td>750</td>
<td>2060</td>
</tr>
<tr>
<td>2001</td>
<td>2050</td>
<td>735</td>
<td>800</td>
</tr>
</tbody>
</table>

\[10\]

Q.6 Write short notes on:
a) SWOT analysis.
b) Negotiation skills. \[5 \times 2\]

Q.7 In what way would you prepare yourself if called for a job interview? \[10\]
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) Industry Integrated – First Semester
FINANCIAL ACCOUNTING-I (BCH-102K / CH-1.2K)

Time: 3 hrs.  Max Marks: 100
No. of pages: 3

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any FOUR questions out of remaining FIVE questions. Marks are indicated against each question.

Q.1 Objective type questions:

a) What is the amount of Gross Profit when Net Purchase = Rs. 50,000, Net Sales = Rs. 80,000 & Sales Returns = Rs. 10,000?
   i) 30,000  ii) 20,000
   iii) 70,000  iv) 40,000

b) According to Going Concern, a business is assumed as having:
   i) An indefinite life  ii) A limited life
   iii) A very long life  iv)

c) The balance of petty cash book is:
   i) An asset  ii) A liability
   iii) An expense  iv)

d) The term imprest system is used in relation to
   iii) Sales book  iv) Cash book

e) Point out the correct Accounting Equation:
   i) Liabilities = Assets - Capital
   ii) Assets = Liabilities - Capital
   iii) Liabilities = Capital + Assets
   iv) Capital = Assets + Liabilities

f) In Book Keeping "debit" means:
   i) An entry on the left hand side of the same account
   ii) Decrease in asset
   iii) Increase in Liability
   iv)

g) Liabilities increase by:
   i) All of these  ii) Purchase of goods on credit
   iii) Taking loan from bank  iv) Rent due.

h) Double entry of book-keeping means:
   i) Entry for two aspects of the transaction.
   ii) Entry in two sets of books.
   iii) Entry for two dates.
   iv) Entry for two transaction

i) A Payment of Rs.2000/- to ABC Transporters for bringing a machine to our factory should debited to:
   i) Machine a/c  ii) ABC Transporters
   iii) Carriage inwards a/c  iv) Cash a/c

j) Sale of Goods to X for Cash should be debited to:
   i) Cash  ii) X
   iii) Sales.

State whether the following statements are TRUE or FALSE:

k) Increase in Asset is debited.

l) Narration is essential for each & every journal entry.

m) Credit note is sent to the customer who returned the goods.

n) Double Entry system was invented by Luca Pacioli.

Fill in the blanks:
o) The process of transferring debits and credits from journal to the respective account in ledger is known as __________.
p) Writing the difference of totals on the shorter side of the account is known as __________.
q) __________ is just opposite of Accrued income
r) Ledger is a book of __________ entry.
s) Liquid Assets = Total Current Assets – (_________ + __________)
t) Accounting equation is statement of __________ between debits and credits. 1×20

Q.2  a) Explain Trade discount and cash discount with their accounting treatment.
b) Write a short note on GAAP.
c) What is the difference between Capital Expenditure & Revenue Expenditure?
d) Following are the accounting transactions relating to Mr. P’s business. Use the accounting equation to show their effect on his assets, liabilities and capital.
o) Commenced business with a Capital of 50,000
o) Bought Machinery for cash 10,000
o) Purchased goods for cash 15,000
o) Purchased goods from A on credit 5,000
o) Sold goods for cash 10,000
5×4

Q.3  a) From the following source document, prepare an accounting voucher in the books of M/S Narmada Traders, Chandigarh:

<table>
<thead>
<tr>
<th>Kharidlo Traders, Bihar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale bill No. 1232 Date:28-05-2014</td>
</tr>
<tr>
<td>TO : M/S Narmada Traders (Credit Sale)</td>
</tr>
<tr>
<td>Quantity</td>
</tr>
<tr>
<td>10 Nos.</td>
</tr>
<tr>
<td>10 Nos.</td>
</tr>
<tr>
<td>S/d</td>
</tr>
</tbody>
</table>

b) Prepare Debit note with the help of given information:
Invoice No. 1420
Name of the seller:TFS Pvt. Ltd.
Name of the buyer: M/S Pectech Ltd.
Date of Invoice: 1/07/14
Description of goods: 30 trousers (R.s.700/- each) and 20 shirts (R.s.600/- each)
On 15/07/14, 20 trousers & 10 shirts were returned back to the seller by the buyer.10

Q.4  a) Explain following terms:
i) Accrual Basis
ii) "E & OE"
iii) "True & Fair View"
iv) Recognition
v) Going concern
10
b) Explain any five Qualitative characteristics of financial statements. 10

Q.5  a) On checking Mohan’s Cash book with bank statement of his overdraft current account for the month of March 2019, following transactions were revealed:
i) Cash book showed an overdraft of Rs. 4,500.
ii) The payment side of the cash book had been undercast by Rs. 150
iii) A cheque for Rs. 750 drawn on his saving deposit account has been shown as drawn on current account.
iv) Cheques amounting to Rs. 7,000 drawn & entered in the cash book had not been presented
v) Cheques amounting to Rs. 6,000 sent to the bank for collection, through entered in the cash book, had not been credited by the bank.
v) Bank charges of Rs. 75 as per bank statement of account had not been taken in the cash book

You are requested to arrive at the balance as it would appear in the bank statement as on 31st March 2019.

b) Journalise the following transactions in the books of Abhishek:

January, 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 January, 2019</td>
<td>Paid cash to Narayan</td>
<td>4800</td>
</tr>
<tr>
<td></td>
<td>And discount received from him</td>
<td>200</td>
</tr>
<tr>
<td>4 January, 2019</td>
<td>Received cash from Sita</td>
<td>3,920</td>
</tr>
<tr>
<td></td>
<td>And discount allowed to her</td>
<td>80</td>
</tr>
<tr>
<td>10 January, 2019</td>
<td>Goods sold to Mahesh</td>
<td>24,000</td>
</tr>
<tr>
<td>12 January, 2019</td>
<td>Goods returned by Mahesh</td>
<td>1,600</td>
</tr>
<tr>
<td>14 January, 2019</td>
<td>Received cash from Mahesh  in full settlement of his account</td>
<td>22,000</td>
</tr>
</tbody>
</table>

Q.6  

a) Pass rectification entries for the following, if required:

i) Goods costing R.s. 20,000 were purchased for various members of the staff and the cost was included in "Purchases". A similar amount was deducted from the salaries of the staff members concerned and the net payments to them debited to Salaries account.

ii) Wages paid to the firm's workmen for making certain additions to machinery amounting to R.s. 20,000 were debited to wages account.

iii) Purchase of equipment from ABC Ltd worth R.s. 50,000. in cash, was entered through the purchase day book and accordingly credited to supplier account.

iv) Material from store R.s. 10, 000 and wages R.s. 4,000 had been used in making Tools and Implements for use in own factory, but no adjustments were made in the books.

v) A builder's bill for Rs 15,000 for erection of a shed was debited to Repairs Account.

b) On 31st December, 2016, the Provision for Bad and Doubtful Debts Account in the books of a trader stands at Rs. 4,800. During 2017, debts amounting to Rs. 5,920 are written off as bad, and at 31st December, 2017, the necessary provision for bad and doubtful debts is calculated at Rs. 3,400. In 2018, debts amounting to Rs. 4,560 are written off, and 31st December, 2018, the necessary provision is calculated to be Rs. 4,000.Show the Bad Debts Account and the Provision for Bad and Doubtful Debts Account for the years 2017 and 2018.
End Semester Examination, May 2019
B.Com. (Hons.) / B.Com. (Hons.) Industry Integrated – Third Semester
FINANCIAL ACCOUNTING-III (BCH-307K/CH-3.6K)

Time: 3 hrs.  
Max Marks: 100
No. of pages: 4

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any FOUR questions out of remaining FIVE questions. Marks are indicated against each question.

Q.1 Objective type Questions:

a) Which out of the following is not a feature of credit sales?
   i) Pay for the product at a later date.
   ii) It usually is the same amount as the actual amount as it does not have the element of interest included in it.
   iii) Buyer is allowed to take immediate possession.
   iv) There is loss of interest to the seller due to delayed payment.

b) When can the revenue be recognised?
   i) At the time of purchase of service.
   ii) At time of sale of service but payments should not be in installments.
   iii) When the payments are made by installments but at the time of purchase of service.
   iv) At the time of sale or rendering even though payments are made by installments.

c) What are the features of cash discount?
   i) Deduction allowed by the seller of goods or by the provider of services.
   ii) Motivate the customer to pay within a specified time.
   iii) It is an incentive that a seller offers to a buyer in return for paying a bill owed before the scheduled due date.
   iv) All of the above

d) Revenue should normally be recognised when the customer accepts delivery and installation and inspection are complete?
   i) True ii) False

e) Sales on approval and Guarantee sales are part of which of the following:
   i) Installment sales.
   ii) Delivery is delayed at buyers request and buyer takes title and accepts billing.
   iii) Delivered subject to conditions.
   iv) Advertising and insurance agency commissions.

f) Revenue should be recognised for the amount excluding the amount of retention money?
   i) True ii) False

g) Which of the following is not a type of construction contract?
   i) Profitable contracts ii) Fixed price contract
   iii) Cost plus contracts iv) Fixed price and cost plus

h) Under fixed price contracts, the contractor is reimbursed for allowable or otherwise defined costs, plus a percentage of these costs or a fixed fee.
   i) True ii) False

i) In a finance lease, the lessor should recognise the leased asset as an asset in his books of accounts.
   i) True ii) False
j) The leased asset is recognised as an asset and liability at higher of present value of Minimum Lease Payments or fair value of the leased asset.
   i) True  ii) False

k) The lessee can use his incremental borrowing rate for discounting the minimum lease payments, in case it is not practicable to determine the IRR.
   i) True  ii) False

l) Amount expected to be realised on disposal of fixed asset
   i) Original cost  ii) Fair value  iii) Scrap value  iv) Revalued price

m) Painting expenditure incurred on existing car
   i) Capitalize to the cost of car  ii) Charge to profit and loss account  iii) Both i) and ii)  iv) None of the above

n) When there is a downward revaluation, “Revaluation Reserve Account” is created
   i) True  ii) False

o) Which of the following could be used to determine the Net selling price?
   i) Binding sale agreement  ii) Best estimate based on information  iii) Active market  iv) All of the above

p) What is the maximum period for which estimates of future cash flows can be reasonably developed?
   i) Five years  ii) Three years  iii) Eight years  iv) Ten years

q) ABC limited revalued a plant on 1 April 2011 at ₹15,00,000. Historical cost of the plant is ₹25,00,000 on 1 April 2009. Depreciation is provided on SLM basis at an estimated useful life of 10 years. On revaluation,
   i) Debit profit and loss account – ₹5,00,000  ii) Credit revaluation reserve account – ₹5,00,000  iii) Debit profit and loss account – ₹10,00,000  iv) Credit revaluation reserve account – ₹10,00,00

r) Interest costs may be included as part of construction costs, irrespective of whether it meets the criteria laid down in AS 16 for capitalisation of borrowing costs.
   i) True  ii) False

s) Where Construction WIP exceeds progress billings, the difference (i.e. Net WIP) is recorded as a:
   i) Asset  ii) Liability  iii) Expense  iv) Income

t) Which of the following costs are excluded from costs of purchase?
   i) Unloading charges at factory  ii) Non-refundable taxes  iii) Refundable taxes

Q.2 Short answer type question:
   a) Differentiate revenue and income.
   b) Mention the criteria’s for classifying a lease as finance lease.
   c) What are the components included in historical cost of an asset.
   d) Mention the internal evidences that indicates impairment.

Q.3 Long answer type question:
   a) Explain the revenue recognition criteria in case of following
      i) Sales of goods
      ii) Sale of services
      iii) Interest, Royalty and dividend.
   b) The following expenditure was incurred on a contract of ‘12,00,000 for the year ending 31-12-2015’.
      Materials 2,40,000

1x20  5x4
Cash received on account of the contract to 31st Dec., 2015 was `4,80,000, being 80% of the work certified. The value of materials in hand was `20,000. The plant had undergone 20% depreciation. Prepare Contract Account.

Q.4 Long answer type question:

a) XYZ Limited, a contractor, presents following information relating to a contract entered into with a client. :

<table>
<thead>
<tr>
<th></th>
<th>Revenue (in ₹)</th>
<th>Cost (in ₹)</th>
<th>Profit (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Estimate</td>
<td>20,000</td>
<td>16,000</td>
<td>4,000</td>
</tr>
<tr>
<td>Actual so far</td>
<td>9,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costs includes material not installed</td>
<td>1,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As per Technical Evaluation method, 70% work is complete based on physical verification and as per survey method 60% of work is completed. Calculate the amount of profits to be recognized on this contract under:

i) Cost completion method

ii) Survey method

iii) Technical evaluation method.

b) ABC Limited has taken assets on lease from XYZ Limited on 1 April 2011. Information regarding the lease agreement is detailed below:

Lease term – 6 years; useful life of the asset is 7 years
Fair value at the inception of lease – ₹19,00,000
Lease Rent – ₹4,00,000 pa
Residual value expected at the end of the lease period – ₹1,00,000
Guaranteed value by the lessee – ₹75,000.

The carrying amount of these leased assets in the books of XYZ Limited on 1 Apr 2011 is ₹17,00,000. IRR – 10%.

Show the accounting in the books of the lessee for first three years assuming lease as finance lease.

Q.5 Long answer type question:

a) ABC limited purchased a machine on 1st April 2005 for ₹80,00,000 with an estimated useful life of 10 years. Depreciation is provided on SLM basis. ABC limited revalued the machinery on 1st April 2008 at ₹60,00,000. On 1st April 2011, ABC limited revalued the fixed asset to ₹30,00,000.

i) What is the amount credited to revaluation reserve account on 1 April 2008?

ii) What is the depreciation amount charged in the year 2008-2009?

iii) What is the depreciable amount for the year 2011-2012?

iv) What is the depreciation amount for the year 2011-2012?

b) ABC Limited purchased a new machinery on 1st August 2011 for ₹50,00,000. The company incurred following expenditure in connection with the purchase:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase cost</td>
<td>40,00,000</td>
</tr>
<tr>
<td>Freight</td>
<td>50,000</td>
</tr>
<tr>
<td>Transit Insurance</td>
<td>10,000</td>
</tr>
<tr>
<td>GST</td>
<td>18% on purchase price</td>
</tr>
<tr>
<td>Import duty (Non refundable)</td>
<td>50,000</td>
</tr>
</tbody>
</table>
ABC Limited has taken a loan from a financial institution for ₹30,00,000 at 10% rate of interest per annum. The machinery is expected to be ready for use by 20 March 2012. Determine cost of machine to capitalize and pass necessary journal entries.

Q.6 Long answer type Question:

a) ABC Limited has plant and machinery with carrying value of ₹25,00,000 as on 31st March 2012. The balance useful is 3 years and residual value at the end of 3 years is ₹1,00,000. Estimated future cash flows from plant and machinery from next 3 years are as follows:

<table>
<thead>
<tr>
<th>For the year ended on</th>
<th>Estimated cash flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Mar 2013</td>
<td>5,00,000</td>
</tr>
<tr>
<td>31 Mar 2014</td>
<td>11,00,000</td>
</tr>
<tr>
<td>31 Mar 2015</td>
<td>4,00,000</td>
</tr>
</tbody>
</table>

The estimated discount rate to be applied is 10%. Net selling price of plant and machinery is ₹16,00,000.

From the data provided above, what will be the value in use for plant and machinery of ABC Limited?

b) XYZ Limited has three different sources of borrowings during financial year 2011-12. Details are given below:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Outstanding balance (in ₹)</th>
<th>Interest charge (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 year loan</td>
<td>50,00,000</td>
<td>5,00,000</td>
</tr>
<tr>
<td>28 year loan</td>
<td>1,50,00,000</td>
<td>14,50,000</td>
</tr>
</tbody>
</table>

All these borrowings are general in nature.

i) Calculate capitalisation rate for these borrowings if they are used in production of qualifying assets?

ii) What will be borrowing cost need to be capitalized in case a factory is constructed using above funds if the cost of factory is ₹50,00,000 and construction period was five months?
End Semester Examination, May 2019  
BBA (Banking) — First Semester  
FUNDAMENTALS OF FINANCIAL PLANNING (BBA-IC-106)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 1

Note: Attempt FIVE questions in all; Part-A is compulsory. Attempt any FOUR questions from Part-B. Marks are indicated against each question.

(Numerical questions require the use of excel formulas. Please write the input values of excel functions in your answer sheet while solving these questions. Please draw a timeline wherever required).

**PART-A**

Q.1 Answer the following questions:
   a) Elaborate the first step of financial planning process.
   b) Explain the characteristics of Money market.
   c) What is the Effective and Nominal Rate?
   d) What do you mean by Financial Goals?
   e) Explain the concept of Insurance.

**PART-B**

Q.2 What do you understand by Monetary Policy? Explain the tools used by RBI to control the money supply?

Q.3 Explain (any two) of the following:
   a) Growth Stock.
   b) Mental Accounting.
   c) Value Stock.
   d) Contrarian Investment.

Q.4 An investor invested Rs.50,000 into an account three years ago. Today, the account value is Rs. 68,578. What is the investor's annual rate of return on an annual compounded basis?

Q.5 If Fund A has given the return of 1% p.m.:
   a) Calculate p.a. return compounded annually.
   b) Calculate p.a return compounded monthly.

Q.6 Explain Business cycle with their characteristics.

   OR

   Mr. Arora is planning for his Son's higher education which is due after 10 years. The current cost of the Higher education is Rs. 20 lac. What amount would be required by Mr. Arora for this goal in future if cost of the education is increasing at the rate of 8% p.a?
End Semester Examination, May 2019
BBA (G) IB – First Semester
PROCESS OF GLOBALIZATION (BIB-103)

Time: 3 hrs
Max Marks: 100
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.** Each question carries equal marks.

Q.1 Write short notes on the following:
   a) Characteristics of developed countries.
   b) Offshore outsourcing.
   c) Consequences of financial markets deregulation and capital flows liberalization.
   d) Venture capitalist versus angel investor.
   e) Globalization of law.

**PART-A**

Q.2 a) In recent years, the concept of sovereignty has been debated because globalization means that nation states submit themselves to international treaties and international agreements. How is sovereignty of a country threatened because of globalization? What kind of administrative and government support needed to protect sovereignty of a country? Will it affect the democratization of a country? Why not?
   10

   b) Why is Bretton Woods Agreement regarded to be a landmark system for monetary and exchange rate management? Illustrate it with appropriate examples.
   10

Q.3 a) In a world of increased conflict and turmoil, surely the cross-border flow of money, ideas, information, goods and services will begin to slow or even reverse. What do you perceive as the challenges of globalization in the next decade?
   10

   b) As a result of McDonalization, consumers' needs and preferences have become similar. What are the other components that are accelerating globalization?
   10

Q.4 a) What is Bitcoin? How is it disrupting the financial markets globally?
   10

   b) Explain the nature of money and capital markets with suitable examples.
   10

**PART-B**

Q.5 a) Briefly write about any five driving factors of globalization.
   10

   b) Carefully observe your daily life and state whether you find globalization to be a curse or boon. Support your answer taking examples from your life.
   10

Q.6 a) Cultural globalization or political globalization, which has more important role to play in making the countries interdependent?
   10

   b) How do patents, copyrights and trademarks help in protecting the technology transfer?
   10

Q.7 a) Your bank has quoted you the following exchange rates today:
       $1 = CHF 1.2725;
       $1 = JPY 111.25
       Determine CHF/JPY.
   10

   b) What is Forex and how does it promote globalization? Illustrate with appropriate examples.
   10
End Semester Examination, May 2019  
BBA (G) IB – Third Semester  
RETAIL MANAGEMENT (2.227)

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. Marks are indicated against each question.

Q.1 Answer the following questions in brief:  
a) What do you understand by impulse purchase? Give examples.  
b) How is POS used in retailing?  
c) Discuss in brief the scope of retailing.  
d) Differentiate between the Organized and Unorganized retailing.  
e) Distinguish between variety and assortment.  

PART-A

Q.2 What do you understand by ‘retail strategy’? Explain classification of retailers by strategy mix on food based retailers.  

Q.3 Multichannel retailing is based on the assumption that customers have their preferred ways of interacting with a company. Distinguish between multichannel retailing and omni-channel retailing. Give two examples of omni-channel retailing in India. Shopping has come a long way. How do retailers become solution-providers today?  

Q.4 a) Discuss in brief the importance of strategic planning.  
b) Briefly explain few retail strategies used by retailers these days.  

PART-B

Q.5 a) Critique at least two emerging trends that are affecting web based retailing.  
b) Do you think customization should become an integral part of CRM Cycle? Discuss in detail.  

Q.6 Describe the term ‘retail merchandising’. Explain the process of merchandising management with the help of suitable examples.  

Q.7 Write short notes on the following:  
a) Human resource management in retail.  
b) Managing retail store.
End Semester Examination, May 2019
BBA (GEN) / BBA (G) IB / BBA (Banking) / B. Com (Hons.) / B. Com (Hons.)
Industrial Integrated – Third Semester
BASICS OF ENTREPRENEURSHIP (BBA-O-06)

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

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory.** Marks are indicated against each question.

Q.1 **State whether the following statements are true or false:**
   a) E-CV is made by entrepreneurs to showcase their strengths, achievements and skills.
   b) Mind mapping is used for evaluation, checking, tracking and for measuring.
   c) 80% business fails in first 18 months.
   d) Effectuation is a terms to describe entrepreneurial thought process.
   e) Entrepreneurs target niche markets so as to allow sensible use of resources.

   **Fill in the blanks:**
   f) Customers don’t switch to other products and services for two reasons, first is ________ and second in psychological biases.
   g) To design value proposition, one has to create products and services that perfectly match ________ needs and desires.
   h) A prototype is the ________ version of the product.
   i) MVP is a version of prototype that allows you to collect ________ feedback from your customer with ________ set of features and minimum effort put in.  

Q.2 What is entrepreneurial CV? What are the aspects one entrepreneur should cover while preparing his/her CV and why?  


Q.4 Write short notes on:
   a) Decision matrix analysis.
   b) Paired comparison analysis.
   c) 5Q framework.
   d) 1 minute elevator pitch.  

Q.5 What is effectuation? Demonstrate any two principles of effectuation.  

Q.6 Write short notes on **(any four):**
   a) Niche marketing.
   b) Outcome driver innovations.
   c) Prototyping.
   d) Blue ocean strategy.
   e) Minimum viable Product (MVP).
Q.1 a) Write short notes on (any two) of the following:
   i) Group.
   ii) Decision making.
   iii) Etiquettes.
   iv) Introverts.
   v) Presentation.  
   b) Draw a mind map on the topic “Time management“.

   **PART-A**

Q.2 a) What factors are responsible for shaping the personality of a leader?  
   b) Discuss the seven habits of highly effective people which make them an efficient leader.

Q.3 Write short notes on (any two) of the following with examples:
   a) Business etiquette.
   b) 360° Assessment.
   c) Competence mapping.

Q.4 a) Explain the different types of groups existing in organizations today.
   b) What is the process of group decision making?

   **PART-B**

Q.5 Discuss the different styles of leadership in today’s organizations. Which according to you is the best and why?

Q.6 a) Explain the characteristics of an effective team.
   b) Discuss the different types of teams and the complementary skills required for a successful team.

Q.7 a) Why are business presentations necessary?
   b) Discuss the steps involved in planning a presentation.
End Semester Examination, May 2019
B.Com (Hons.) and Industry Integrated – Third Semester
BUSINESS COMMUNICATION (CH-3.5)

Time: 3 Hours
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 Fill in the blanks with appropriate words:
   a) When I opened my eyes, I __________ a strange sight. (saw/was seeing/have seen)
   b) Every morning she __________ up early and gets ready for work. (is waking/wakes/has woken)
   c) The moon __________ around the earth (is revolving/has revolved/revolves)
   d) She ______________ a novel. (wrote/writes/has written)
   e) Yesterday the meeting __________ at 10 o’clock. (begin/begins/began/begun)
   f) I __________ here for ten years now. (live/lived/have lived/have been living)
   g) I am sorry, we ______________ women’s clothes. (don’t sell/aren’t selling)
   h) Spanish __________ in many countries. (is speaking/is spoken/is being spoken)
   i) Our regular customers __________ a discount. (always get/are always getting)
   j) Look at these clouds, it __________ in a minute! (rains/will rain/is raining/is going to rain)

2x10

Q.2 Define the following:
   k) Personality
   l) Perception
   m) Leadership
   n) Team Spirit

5x4

UNIT-I

Q.2 Read the following passage and answer the questions given at the end:

The issue of road rage requires serious attention. Day by day, it is becoming a great concern. Call it the negligence of the government or the rashness of the drivers, the underlying fact is that at the end of the day, the common man is the one who suffers the most. The commoner driving a two wheeler who is it by a speeding SUV, even though the former was following the traffic rules, has nowhere to go in order to seek redressal for his grievances or his injury. A recent case in point is the accident caused by the speeding luxury car owned by Hema Malini. A family of four driving a modest Alto was hit by the overspreading car driven by the actress’s driver. It resulted in the death of the youngest child of the family and several injuries to the other family members. To add insult to injury, Malini posted negative comments on a famous social networking website.

Part of the problem lies with the attitude and mentality of the driver behind the steering wheel. The car is a personal vehicle and one possesses the freedom to drive it independently and at one’s own will. But one must understand that the road on which one drives is open to the public. This blurring of the dichotomy between the public and the private leads to reckless behaviour on the roads. Respect for the elderly and pedestrians, so common in countries abroad. Is a thing of rarity to be found in our land. A little consideration to road rules and adoption of simple safety measures such as fastening of the seat belt, can go a long way in reducing this menace.
Questions:
a) Suggest a suitable title to the passage.  

b) Why does the common man suffer grievously in instances of road rage?  
c) What should the driver understand?  
d) What is the solution to this problem of road rage?  

Q.3 Write a paragraph on importance of team to achieve success in business. Make a précis of the above in about 30 words.  

UNIT-II

Q.4 Discuss the process of perception and its relevance in helping people communicate better.  

Q.5 "An effective communicator can be a very motivating leader for his employees". Comment on the above statement highlighting the effective communication skills required for the above.  

UNIT-III

Q.6 Comments about the different leadership styles used in organizations today. Which according to you is the best and why?  

Q.7 Write short notes on:  
a) Effective speech.  
b) Importance of interpersonal communication.  

UNIT-IV

Q.8 Write a sales letter to your esteemed customer to promote the sale of your new product, using the AIDA strategy.  

Q.9 You are the General Manager of a company which wants to hold a conference in the banquet hall of a 5 star hotel. Write a letter of enquiry to the General Manager of XYZ Hotel enquiring about the availability of the hall and rooms for the required date. Clearly mention the date, No. of rooms, type of rooms and any other necessary information.
End Semester Examination, May 2019
BBA (G) IB – Third Semester
ORGANIZATION BEHAVIOUR (2.218)

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. Marks are indicated against each question.

Q.1 Define the following in one or two sentences only:
   a) Personality traits.
   b) Attitude.
   c) Teamspirit.
   d) Organizational politics.
   e) Motivation.
   f) Group dynamics.
   g) Perception.
   h) Laissez-faire.
   i) Culture.
   j) Conflicts.

PART-A

Q.2 a) “Organizational behaviour” is interdisciplinary in nature”. Comment on the above statement and give reasons.  5
   b) Highlight the challenges faced by managers in organizations.  5

Q.3 How do emotions and attitude affect the behaviour of employees at the workplace? How does personality determine performance at work?  10

Q.4 Explain Maslow’s theory of motivation. How does it differ from ERG theory? How can stress be managed at work?  10

PART-B

Q.5 Highlight the steps in group formation. Explain the different types of teams and discuss the skills required to make the team successful.  10

Q.6 Write short notes on (any two):
   a) Leadership.
   b) Power at the workplace.
   c) Conflicts at the workplace.  5×2

Q.7 a) Explain the elements of structure in organizations.  5
   b) How is change brought about in order to help people accept it?  5
End Semester Examination, May 2019  
BBA (G) IB – First Semester  
MARKETING PRINCIPLES (2.103 / 367.103)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1 Write short notes on the following:  
a) SKU  
b) Business markets  
c) E-Choupal  
d) Sales funnel  
e) Product mix  

PART-A

Q.2 a) Marketing can occur any time a person or organization strives to exchange something of value. Is it true? List the conditions that must exist for a marketing exchange to take place.  
b) What is defined as crooked perception of marketing and a short-sighted view of business? Explain the principle with appropriate examples.

Q.3 a) Discuss the concept of telemarketing giving the details of its activities. Suggest the best practices of telemarketing while attracting students for BBA Global International Business.  
b) For nearly two years now, right through the disruptions caused by demonetization, goods and services tax and erratic monsoons, companies like Hindustan Unilever are focusing hard on the growth of rural markets. What are the effective strategies you suggest that Hindustan Unilever develop to exploit rural markets' potential?

Q.4 a) You have been asked to do research on launching of Tata Harrier, a sports utility vehicle in India. List down the steps you will follow to do marketing research.  
b) Companies today recognize that they cannot appeal to all buyers in the marketplace or at least not to all buyers in the same way. What is the solution? How do you identify target market? What is positioning? Illustrate with examples.

PART-B

Q.5 a) BCG matrix is often used to prioritise which products within the company product mix get more funding and attention. How is the matrix used? Illustrate with examples.  
b) Historically, the new product development process has been conceived in discreet terms with a beginning and an end. Different companies and different industries may alter this process for different products and the steps themselves may become blurred as companies become engaged in several stages at the same time. Describe the process of new product development showing the beginning and end of the process as well as blurring of different steps.

Q.6 a) Brand management is the key to the company’s worth. In this perspective, explain the terms, brand promise, brand experience, brand image and brand orientation.  
b) Intermediaries help in the smooth flow of goods and services. What functions do the intermediaries perform? What is distribution management? Illustrate with examples.
Q.7  

a) Describe marketing communications mix with examples.  
b) Distinguish between brand equity and customer equity with suitable examples.
End Semester Examination, May 2019
BBA (G) IB – First Semester
MARKETING PRINCIPLES (2.103 / 367.103)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) SKU.
   b) Business markets.
   c) E-Choupal.
   d) Sales funnel.
   e) Product mix. 4×5

PART-A

Q.2 a) Marketing can occur any time a person or organization strives to exchange something of value. Is it true? List the conditions that must exist for a marketing exchange to take place. 10
   b) What is defined as crooked perception of marketing and a short-sighted view of business? Explain the principle with appropriate examples. 10

Q.3 a) Discuss the concept of telemarketing giving the details of its activities. Suggest the best practices of telemarketing while attracting students for BBA Global International Business. 10
   b) For nearly two years now, right through the disruptions caused by demonetization, goods and services tax and erratic monsoons, companies like Hindustan Unilever are focusing hard on the growth of rural markets. What are the effective strategies you suggest that Hindustan Unilever develops to exploit rural markets’ potential? 10

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PART-B

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    b) Distinguish between brand equity and customer equity with suitable examples.
End Semester Examination, May 2019
BBA (BANKING) — First Semester
FOUNDATION COURSE IN BANKING AND FINANCIAL SERVICE
(BBA-B-106)

Time: 3 hrs. Max Marks: 100
No. of pages: 3

Note: Attempt all questions.
- Q.1 to Q.30 carries 1½ mark each.
- Other questions marks are mentioned against them.
Q.1 The word “money” is derived from the word____________.
   a) Mint.  b) Monseta.
   c) Moneta.  d) Moresta.

Q.2 The three Presidency Banks were:
   b) Bank of Madras, Bank of Bengal, Bank of Mumbai.
   c) Bank of Madras, Bank of Bengal and Bank of Bombay.
   d) None of the above.

Q.3 The word “bank” is derived from the word____________.
   a) Banquet  b) Banca
   c) Bench  d) Bill of exchange

Q.4 Which of the following are not the coin series of India?
   a) The Frozen Series  b) The Decimal Series
   c) The Aluminium series  d) The Gold series

Q.5 In which year was ICICI merged with ICICI bank?
   a) 2000  b) 2002  c) 1994  d) 2004

Q.6 Which series of coins is presently in use in India?
   a) The Aluminium series  b) The Naya Paisa Series
   c) The Mahatma Gandhi series  d) The Britannia series

Q.7 What is financial intermediation?
   a) Intermediating between the borrower and the lender of funds.
   b) Intermediating between the bank and the borrower
   c) Intermediating between the government and the lender
   d) None of the above

Q.8 What are the risks faced by savers?
   a) Credit, Liquidity, default.
   b) Credit, interest rate, liquidity.
   c) Credit, interest rate, profit.
   d) None of the above.

Q.9 What is the meaning of “durability” of money?
   a) Money has a long life span
   b) Money is easy to carry
   c) Money can be divided into small units.
   d) Money can be used a medium of exchange.

Q.10 Money needs to be __________ to be productive.
   a) Stored  b) Invested
   c) Hoarded  d) Circulated

Q.11 What is spread?
   a) Spreading out the risk of money
   b) Distributing the profits among everyone.
   c) Difference between the rate charged to borrowers and the rate paid to depositors.
   d) All of the above.

Q.12 EEFC accounts are opened for which class of customers?
   a) Importers  b) Exporters
   c) NGO  d) Government departments

Q.13 Banks can pay interest on current account balances of
   a) Regional rural banks and District rural development agency.
   b) Proprietorship accounts.
   c) HUF  d) Trusts

Q.14 What is the threshold amount of interest beyond which banks charge TDS?
   a) Rs. 5000  b) Rs. 5001
   c) Rs. 20000  d) None of the above

Q.15 What is not true about bank FDs?
   a) FDs can be prematurely broken.
   b) FDs are for a fixed period.
   c) No loan can be given against FDs.
   d) TDS is applicable on interest earned.

Q.16 What is LVR?
a) Loan to value ratio.
b) The portion of the value of the asset financed by banks.
c) Value of asset less margin.
d) All of the above.

Q.17 Banks create charge on various assets. The charge on fixed assets is called:
a) Pledge  b) Mortgage  c) Hypothecation  d) Lien

Q.18 The security offered to the bank can be any of the following:
a) Personal guarantee of a third person.
b) Shares and securities.
c) Land and building.
d) All of the above.

Q.19 What is not a feature of consumption loan?
a) Given for purchase of consumer durable item.
b) Loan to be repaid in yearly instalments.
c) Interest is charged on the reducing balance.
d) Amount to be repaid in the initial years is high.

Q.20 Personal overdrafts and credit cards are given to
a) Corporates  b) NGOs  c) Individual  d) Partnership firms

Q.21 The features of leasing are:
a) For financing fixed assets  b) The bank owns the asset  c) Cost of the asset is recovered through rentals  d) All of the above

Q.22 ECS credit is useful when
a) There are small number of beneficiaries.
b) There is only one payment to be made.
c) Large numbers of payments need to be made.
d) Each transaction is of a very high value.

Q.23 Banking through alternate channels.
a) Saves times for the customer.
b) Customer always needs to have the latest mobile phones.
c) Banker needs to send mails to all customers.
d) Customer has to know English.

Q.24 Banks sell third party products.
a) To act as a one stop shop for customers  b) To earn non-interest income  c) Both a) and b)  d) Only a)

Q.25 The services offered by banks as provider of other financial services are:
a) Collection of taxes & bills, Demat accounts, advisory services.
b) Collection of taxes & bills, Demat accounts, payment services.
c) Collection of taxes & bills, Demat accounts, collection services  d) Collection of taxes & bills, Demat accounts, credit card services

Q.26 A travel card is like:
a) An ATM card  b) Debit card  c) Only b)  d) Both a and c)

Q.27 A transaction is called a “transfer transaction” when
a) Both the payer and the payee have accounts in the same branch of different banks.
b) Both the payer and the payee have accounts in different branches of different banks.
c) Both the payer and the payee have accounts in the same bank.
d) None of the above.

Q.28 The difference between a cheque and a bill of exchange.
a) Cheque is always drawn on a banker.
b) Cheque can be payable to bearer.
c) Cheque is payable on demand.
d) All of the above.

Q.29 What are the features of NRE account?
Q.30 FCNR account can be opened in which currencies?
   a) USD, GBP, EUR, YEN
   b) USD, GBP, EUR, INR
   c) GBP, EUR, HKD, ITL
   d) None of the above

Q.31 Fill in the blanks:
   a) Financial Markets can be classified into _____________ and _______________.
   b) Repeat customers spend _________ percent more than newly acquired customers.
   c) It is ___________ for an organisation to assume that if the customers’ complaints are low, the service extended to the customers is of ___________ quality.
   d) Two important parts in reflective listening are _____________ and _____________.
   e) Taking ownership makes a _____________ impact on _____________ efficiency
   f) Taking _____________ means promptly resolving customer queries. 1×10

Q.32 What are the various types of deposits that a customer can open with a bank? 5

Q.33 What are the 4 C’s of Team Attitude Factors. How are they important in Team building? 5

Q.34 Write the difference between the organized and unorganized financial sector. Give three examples of each. 5

Q.35 Describe AIDA with the help of a detailed step by step example. 5

Q.36 Mention the various Factors affecting the listening process in detail. 5

Q.37 List down five differences between the financial industry of yesterday and today. 5

Q.38 What is the 8-step model for handling walk in customers? 15
End Semester Examination, May 2019  
BBA (GEN) IB – Fifth Semester  
CROSS CULTURAL COMMUNICATION (BIB-DE-502 / BIB-506)

Time: 3 Hours  
Max Marks: 100  
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 Explain the following:  
a) Anthropology.  
b) Elements of intercultural communication process.  
c) Micro culture and Macro culture.  
d) Objectives of cross-cultural communication.  
e) Haptics and proxemics.  

**PART-A**

Q.2 How can management systems and processes in different countries be understood using Hofstedian cultural dimensions?  
20

Q.3  
a) List down some of the barriers to intercultural communication.  
10  
b) Highlight the importance of ‘feedback’ in intercultural communication process.  
10

Q.4 Describe how social values interplay with the behavior of people at work place in business organizations. Explain your answer with an illustration from Indian and International business organizations, representing sub cultural and cross cultural influence respectively.  
20

**PART-B**

Q.5 Explain the important concepts of culture that help in better understanding of social experiences of man in a society.  
20

Q.6 What do you understand by ‘reverse shock’ and ‘transition shock’? Mention the different stages of cultural shock. Discuss some of the measures to be taken to overcome these shocks.  
20

Q.7 In order to manage multicultural and diverse teams in today’s organizations, what are the attributes and abilities that a global manager must have?  
20
End Semester Examination, May 2019
BBA (GEN) / BBA (BANKING) – Third Semester
ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT (BBA-301)

Time: 3 hrs.                             Max Marks: 100

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory.** Attempt any **TWO** questions from
**PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer **(any ten)** of the following:
   a) Briefly explain ‘Organizational Culture.’
   b) Define ‘Team’.
   c) Explain the importance of OB.
   d) Briefly explain any two important roles of a leader.
   e) What are the different types of personalities?
   f) What are the different types of motivation?
   g) What do you mean by personality traits? List down few examples.
   h) How is perception different from attitude?
   i) Explain cultural differences in negotiations.
   j) What is the importance of upward communication in organizations?
   k) Enlist few disadvantages of working in group. 2×10

**PART-A**

Q.2 Explain Personality and its determinants. Elaborate Big Five trait theory of personality
with appropriate examples. 20

Q.3 ‘Motivation is defined as a drive, which tries to satisfy an existing unsatisfied need’. Is
this drive within you as an inherited trait or is it force of environmental factors, which
creates this drive? Explain with reference to Maslow theory. 20

Q.4 a) Explain how we can evaluate efficiency and effectiveness of people working in
organizations. 10
   b) “Organizational Behaviour is interdisciplinary in nature”. Comment on the statement
   with appropriate reasons. 10

**PART-B**

Q.5 a) Differentiate between trait theory and situational theory of leadership. 10
   b) What is power? Who is the most powerful person you know personally? What is it
   that makes the person so powerful? 10

Q.6 Differentiate between the following:
   a) Formal and informal organizations.
   b) Training and development.
   c) Leader and Manager.
   d) Primary group and secondary group. 5x4

Q.7 a) A tyre manufacturing corporation decides to diversify its activities and undertake
production of IT enabled tools. The chief executive seeks you advice on whether to
group the activities primarily by product or by function. What advice would you give
and why? 10
   b) What is the role of organizational culture in bringing effectiveness in organizations? 10

Faculty of Business and Commerce studies
Q1: Read the passage below and answer the questions:

Walls and wall building have played a very important role in Chinese culture. These people, from the dim mists of prehistory have been wall-conscious; from the Neolithic period – when ramparts of pounded earth were used - to the Communist Revolution, walls were an essential part of any village. Not only towns and villages; the houses and the temples within them were somehow walled, and the houses also had no windows overlooking the street, thus giving the feeling of wandering around a huge maze. The name for “city” in Chinese (ch’eng) means wall, and over these walled cities, villages, houses and temples presides the god of walls and mounts, whose duties were, and still are, to protect and be responsible for the welfare of the inhabitants. Thus a great and extremely laborious task such as constructing a wall, which was supposed to run throughout the country, must not have seemed such an absurdity.

However, it is indeed a common mistake to perceive the Great Wall as a single architectural structure, and it would also be erroneous to assume that it was built during a single dynasty. For the building of the wall spanned the various dynasties, and each of these dynasties somehow contributed to the refurbishing and the construction of a wall, whose foundations had been laid many centuries ago. It was during the fourth and third century B.C. that each warring state started building walls to protect their kingdoms, both against one another and against the northern nomads. Especially three of these states: the Ch’in, the Chao and the Yen, corresponding respectively to the modern provinces of Shensi, Shanzi and Hopei, over and above building walls that surrounded their kingdoms, also laid the foundations on which Ch’in Shih Huang Di would build his first continuous Great Wall.

The role that the Great Wall played in the growth of Chinese economy was an important one. Throughout the centuries many settlements were established along the new border. The garrison troops were instructed to reclaim wasteland and to plant crops on it, roads and canals were built, to mention just a few of the works carried out. All these undertakings greatly helped to increase the country’s trade and cultural exchanges with many remote areas and also with the southern, central and western parts of Asia – the formation of the Silk Route. Builders, garrisons, artisans, farmers and peasants left behind a trail of objects, including inscribed tablets, household articles, and written work, which have become extremely valuable archaeological evidence to the study of defense institutions of the Great Wall and the everyday life of these people who lived and died along the wall.

Q1 - Chinese cities resembled a maze

i) Because they were walled
j) Because the houses have no external windows
k) Because the name for cities means “wall”
l) Because walks have always been important there.

Q2 - Constructing a wall that ran the length of the country
i) Honored the god of walls and mounts  
j) Was an absurdly laborious task  
k) May have made sense with Chinese culture  
l) Made the country look like a huge maze

Q3 - The Great Wall of China

i) Was built in a single dynasty  
j) Was refurbished in the fourth and third centuries BC.  
k) Used existing foundations.  
l) was built by the Ch’in, the Chao and the

Q4 - Crops were planted

i) On wasteland  
j) To reclaim wasteland  
k) On reclaimed wasteland  
l) Along the canals

Q5 - The Great Wall

i) Helped build trade only inside china  
j) Helped build trade in China and abroad  
k) Helped build trade only abroad  
l) Helped build trade only to remote areas

READING COMPREHENSION-I

Q1: Read the passage and answer the questions below: (20)

I was 16 when my father unequivocally decided he would send me to wilderness camp for several months. He had threatened to do it many times before, but my mother had always managed to prevent him from actually packing me up and shipping me off. This time he was dead set on it. My latest transgression was viewed as the last straw. In a fit of unbridled rage, I had shoved my math teacher down a flight of steps at school. He broke his arm in two places and severely dislocated his shoulder. The man hadn’t done a thing to me. I am hard-pressed to remember why I was so irritated at him. Anyway, Mr. Ford, my math teacher, had agreed not to press charges as favor to my dad. He was a friend of my dad’s from way back. Mr. Ford knew what was at stake. We all did. Dad was in the middle of a tight race for sheriff in our town. This latest “Danny Thing,” as my reckless behavior was now called, had all my dad’s closest advisors talking. “John, he’s your son and he’s a kid, but he is dragging you down,” I heard Jake Hutch tell my dad through his closed office door the night after I pushed Mr. Ford. “If it appears you can’t set the course for enforcement in your own home, how can you set the course for this town?” So, off to Pisgah National Forest I went. I knew in my heart that “Wilderness Camp” was surely just a euphemism for “Torture Center.” I imagined hours of untold abuse at the hands of some lumberjack-sized drill sergeant. I resolved not to be broken and to emerge from the program unchanged. I was who I was. Nearly every day for six months, a small group of other troubled teens and I lugged our 30-pound backpacks on a trek that covered about 10 miles. We hiked in a rugged wilderness that seemed untouched by civilization. The grandeur of the sky, rock, and wilderness made me reverent. Our counselors were firm but kind, not the ogres I had imagined. We learned how to make a fire without matches and create a shelter with twigs, branches, and grass. We learned which plants were safe to eat out in the wild. Late into the night, we talked about our fears and hopes. We were devoid of radios, televisions, and cell phones. I felt myself change. I was calm and often reflective. My old, impulsive self was gone. One morning, six months later, my dad came to pick me up. I ran to hug him and saw relief and love in his eyes. “So what’s it like being sheriff?” I asked on the ride home. “I
lost the race, Danny,” he said. “I’m sorry, Dad.” I knew my behavior probably had a lot to do with his defeat. Dad squeezed my shoulder and brought me close. “As long as I don’t ever lose you, I’m okay.”

Questions:
1) Which best describes the double meaning of the title?

A. Danny goes to wilderness camp; it is in a national forest.
B. Danny is out of control; he is sent into the wilderness.
C. Danny changes at wilderness camp; his father loses a tight race for sheriff.
D. Danny hikes in the rugged wilderness; he becomes respectful of nature and others.

2) "I was 16 when my father unequivocally decided he would send me to wilderness camp for several months."
Which of the following is the best way to rewrite the above sentence (from paragraph 1) while keeping its original meaning as used in the story?

A. I was 16 when my father angrily decided he would send me to wilderness camp for several months.
B. I was 16 when, over the course of several months, my father decided he would send me to wilderness camp.
C. I was 16 when my father tentatively decided he would send me to wilderness camp for several months.
D. I was 16 when my father decided without question he would send me to wilderness camp for several months.

3) What does the idiomatic expression, "the last straw," (in paragraph 2) suggest?

A. the biggest problem of all
B. the worst thing someone could have done
C. the last in a line of unacceptable occurrences
D. the deed someone wishes he or she could take back

4) As used in paragraph 2, which is the best antonym for unbridled?

A. amusing
B. peaceful
C. restrained
D. understandable
E. scarce

5) What lesson did Danny seem to learn in this passage?

A. Fight fire with fire.
B. Faith will move mountains.
C. Nature exceeds nurture.
D. A reed before the wind lives on, while mighty oaks do fall.

6) What is a euphemism (paragraph 6)?

A. a code word
B. a nickname
C. a different name
D. a less offensive term
E. a meaningless title

7) What kind of character is Jake Hutch in this passage?
A. Round, meaning he/she is fully developed
B. Protagonist, meaning he/she is the main character
C. antihero, meaning he/she lacks heroic traits
D. flat, characterized by having only enough traits to fulfill his/her function in the passage
E. antagonist, meaning he/she is the person who is opposed to or struggles against another character

8) "The grandeur of the sky, rock, and wilderness made me reverent." Which of the following is the best way to rewrite the above sentence (from paragraph 7) while keeping its original meaning as used in the story?

A. I was awed by the majesty of the sky, rock, and wilderness.
B. I felt small in comparison to the sheer size of the sky, rock, and wilderness.
C. The power of the sky, rock, and wilderness made me regret my past behavior.
D. The inherent danger of the sky, rock, and wilderness made me nervous.

9) What is evident by the end of the passage?
I. How much Danny has changed?
II. How much John loves his son
III. That John has given up running for office

A. I only
B. I and II
C. II and III
D. I, II, and III

10) If the counselors at the wilderness camp had been ogres (paragraph 8), how might have they behaved?
A. By giving teenagers water only when they were thirsty
B. By making the teenagers figures out how to build a fort in the rain
C. by refusing to treat the teenagers’ wounds when they got injured
D. by encouraging the teens to socialize with one another even if they didn't want to

Q3. Complete the sentences in reported speech. (10)

1. John: "Mandy is at home."
   John said that ____________.
2. Max: "Frank often reads a book."
   Max told me that__________
3. Susan: "I'm watching TV."
   Susan said to me (that) _________
4. Simon: "David was ill."
   Simon said (that) _________
5. Peggy: "The girls helped in the house."
   Peggy told me (that) ___________.
6. Richard: "I am going to ride my skateboard."
   Richard said to me (that) ______________
7. Stephen and Claire: "We have cleaned the windows."
   Stephen and Claire told me (that) ____________.
8. Charles: "I didn't have time to do my homework."
   Charles remarked (that) ____________
9. Mrs Jones: “My mother will be 50 years old.”
   Mrs Jones told me (that) ________.

   Jean said (that) ____________.

Q4. Make the comparative form of adjectives for the following sentences. (10)

1. Jane is taller than Mary, but Susan is (tall) ________.
2. The Amazon is (long) ________ the Nile, making it the longest river in the world.
3. Is the Cheetah the fastest animal on land? It's certainly (fast) ________ than the Tiger.
4. In my opinion an elephant is (strong) ________ than a rhinoceros.
5. The view from the top of the mountain is (beautiful) ________ you'll ever see.
6. Jack was (hungry) ________ of them all. He had three plates of food.
7. Surfing is (interesting) ________ snorkeling. At least that's what I think.
8. Ben Stiller is (funny) _______ Jack Black, if you ask me.
9. That horror movie was (scary) ________ I had ever seen.
10. Asia is (large) ________ of all the continents.

Q5. Put the verbs into the correct form of tenses. (Present perfect/past perfect) (10)

21. It will get warmer in here. I ________ the heating on. (to turn)
22. Do you want to see this film? It ________(to start)
23. There is no more bread. We ________(eat) it all.
24. The bill isn’t right. They ________(make) a mistake.
25. I was really tired last night. I ________(have) a hard day.
26. You can have that book. I ________(finish) with it.
27. There was no sign of a taxi although I ________(order) it half an hour before.
29. It isn’t raining now. It ________(stop)
30. We had no car at that time. We ________(sell) our old one.

Q6. Match the following words with their synonyms: (10)

<table>
<thead>
<tr>
<th>COLUMN A</th>
<th>COLUMN B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Very bad</td>
<td>Grouchy</td>
</tr>
<tr>
<td>2. Break</td>
<td>Naughty</td>
</tr>
<tr>
<td>3. Fall</td>
<td>Dismal</td>
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<tr>
<td>4. Big</td>
<td>Chronicle</td>
</tr>
<tr>
<td>5. Strange</td>
<td>Colossal</td>
</tr>
<tr>
<td>6. Story</td>
<td>Bizzare</td>
</tr>
<tr>
<td>7. Irritate</td>
<td>Topple</td>
</tr>
<tr>
<td>8. Sad</td>
<td>Crack</td>
</tr>
<tr>
<td>9. Mischievous</td>
<td>Wretched</td>
</tr>
<tr>
<td>10. Moody</td>
<td>Exasperate</td>
</tr>
</tbody>
</table>

SECTION-C WRITING

Q7. Write about the following topic:

Some people think women should be allowed to join the army, the navy and the air force just like men.

To what extent do you agree or disagree? Give reasons for your answer. (15)

Write at least 250 words.
Q8. The pie charts below show the average household expenditures in Japan and Malaysia in the year 2010.

Summarize the information by selecting and reporting the main features, and make comparisons where relevant. (15)
End Semester Examination, May 2019  
BCA – Sixth Semester  
SOCIAL MEDIA NORMS AND ETIQUETTES (CA-GE-07)

Time: 2 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**. Marks are indicated against each question.

Q.1 a) _______ and _______ are social networking websites. 
   b) YouTube is used for _______. 
   c) Give one advantage and disadvantage of social media. 
   d) “Social media is ruining your social skills”. State true or false with reason. 
   e) _______ and _______ are two social networking crimes. 
   f) OSP stands for _______. 
   g) Give two social networking laws in India. 
   h) Give on Email etiquette. 

**PART-A**

Q.2 Define the following using suitable examples showing their usage:
   a) Social media. 
   b) Google + 
   c) Blogging. 
   d) YouTube 
   e) MySpace 

Q.3 a) What are some of the advantages and disadvantages of internet use for children and adults? 
   b) Give pros and cons of using social media for business.

Q.4 a) Outline some of the Do’s and Don’t’s of Email etiquette. 
   b) “Social media addiction: Real or exaggerated”. Comment.

**PART-B**

Q.5 a) What does India laws say about cyber Bullying? 
   b) “Social networking has led to increase in crime”. Comment.

Q.6 a) What is copyright? What is the need of copyright? Give some rights that copyright provides to copyright owner. 
   b) What is the aim of the Online Copyright Infringement Liability Limitation Act (OCILLA)?

Q.7 a) How Social Media Monitoring tools are affecting business today? 
   b) “Quantifying social media value is difficult”. Comment.
1. State whether the following statements are True or False.

(a) Income tax department works under CBDT.

(b) A person can earn income from three heads.

(c) Assessee includes both individual & HUF.

(d) Dividend from foreign co. is exempted from income.

(e) Pension is fully taxable under the salary head.

(f) The entertainment allowance is applicable to private employee.

(g) Assessment Period for tax on salary is more than 12 months.

(h) Gross Total Income is assessed after five heads of Income.

(i) PAN is eight digit no.

(j) Income Tax Act is applicable in all states of India.
b) Draft the format of set off & carry forward.

10

Wife of Lease

B. N. Desai

21. What are the basic formulae to be considered while computing income from business before B. N. Desai

Weed Income from other sources for the year ending 31st March 2018. Ho, Mouth.

98.5

408/3
<table>
<thead>
<tr>
<th>Q. No.</th>
<th>No. of Marks</th>
</tr>
</thead>
</table>
| 5a) Capital Investment fund Rs 10,000.  
Additional Information |

He paid Rs 600 commission to bank for collecting Inst.

He paid Rs 500 Inst on loan taken to purchase 5% Govt. securities.

20 |

5b) Mr. Raj owned a plot of land & 500 shares in an Indian Co during the previous year 2017-18. The land was purchased by him in July 2015 for Rs 300,000 and the shares were acquired on March 5, 2017 for Rs 50,000. Both the assets were sold by him during the previous year for Rs 700,000 (Rs 500,000 for land) in May 2019.

Ascertained the capital gain chargeable to tax during the assessment year, 2018-19.

Part B

6a) What are the various advantages of TDS?
6b) Explain the TDS refund process in detail.

10 |
<table>
<thead>
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<th>Q. No.</th>
<th>Text</th>
<th>Marks</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Discuss the importance of project management.</td>
<td>5</td>
</tr>
<tr>
<td>1b</td>
<td>What is social cost benefit analysis of a project?</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Explain the steps in project management planning.</td>
<td>10</td>
</tr>
<tr>
<td>3a</td>
<td>Explain the different &quot;Job Description&quot; and &quot;Job Specification&quot; with an example.</td>
<td>5</td>
</tr>
<tr>
<td>3b</td>
<td>What is WBS and how is it useful in project management?</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Discuss in brief the various criteria of assessing the growth, liquidity and profitability of a project.</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>What measures must be taken to ensure proper communication that is vital to project success.</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>You have recently promoted as a Project Manager and been given an important project to handle. What steps would you take to manage the project within its budget and schedule?</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>What is “Scope Creep” in a project and why is it important? Explain with an example.</td>
<td>10</td>
</tr>
</tbody>
</table>
End Semester Examination, May 2019
BBA (G) International Business — Second Semester
QUANTITATIVE ANALYSIS (IB-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. Marks are indicated against each question.

Q.1

Short answer questions:
(a) Calculate median of the series: 298, 234, 218, 189, 215, 226
(b) Give an example of individual and discrete series.
(c) Write the difference between sample and census.
(d) Why Fisher is said to be Ideal index number?
(e) Give an example of exclusive and inclusive series.

2×5

Q.2

What do you mean by Tabulation? Explain parts of a table by giving an example.

10

Q.3

Write short notes on:
(a) Histogram
(b) Frequency polygon and frequency curve.

5×2

Q.4

Calculate mean, median and mode for the data given below:

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<thead>
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<th>Class Interval</th>
<th>Frequency</th>
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<tbody>
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<tr>
<td>12-14</td>
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</tbody>
</table>

10

Q.5

Define Index number. Write the problems arise in the construction of an index number.

10

Q.6

Calculate Karl Pearson’s coefficient of correlation for the data given below:

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<tr>
<th>X</th>
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<td>20</td>
<td>26</td>
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<td>31</td>
<td>36</td>
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</table>

10

Q.7
Calculate Laspeyres, Paasche's and Fisher's index numbers for data given below:

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<th>( Q_0 )</th>
<th>( P_1 )</th>
<th>( Q_1 )</th>
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<td>C</td>
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<td>4</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>D</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>E</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Fourth Semester
DIRECT TAXATION AND PRACTICES / DIRECT TAXATION
(CH-3.2 / BCH-403 / BCH-403A)

Time: 3 hrs.Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 State whether the following statement are true or false:
a) If assessee is engaged in the business of growing and manufacturing Mehnadi in
India, in this case income will be taxable.
b) Speculation loss can be carried forward for maximum of 10 years.
c) It is mandatory for a company to file return electronically.
d) The contribution to RPF by employer is fully taxable.
e) E filing is mandatory in case of a firm whose accounts are liable to be audited.
f) Family pension received by legal heir is not taxable.
g) Income of minor child is not taxable.
h) Short term capital gain of same year can be used to set off loss from business.
i) Income from illegal business is taxable.
j) Income tax is indirect tax.

Write short notes on:
k) Income from short term and long term capital gain.
l) Deductions under section C.
m) Timing of filing of income tax return.

PART-A

Q.2 Income tax gives absolute exemption in respect of certain incomes. Discuss enumerating at least ten such incomes.

Q.3 Explain annual value. What deductions are allowed from annual value in computing taxable income from house property?

Q.4 What is capital gain? What are its kinds? What is the procedure of computation and setting off of capital loss?

PART-B

Q.5 What do you understand by PAN? Discuss the procedure for allotment of this number and its uses.

Q.6 What are the provisions for inclusion of income of a minor child and spouse of an assessee in his total income?

Q.7 a) Compute total income of Mr. X and Mrs. X from the following information:
i) Salary of Mrs. X ₹5,20,000
   ii) Income from profession of ₹3,00,000
   iii) Income of minor daughter from company deposits ₹25,000
   iv) Interest from bank received by Mrs. X ₹10,000
   v) Gift received by Mr. X from Mrs. X ₹18,000

b) Mrs. X submits the following particulars of her income as given below:
i) Share out of profits of partnership ₹2,50,000.
   ii) Agriculture income ₹3,000.
iii) Long term capital gain on sale of plot ₹300,000.
iv) Winning from game show ₹10,00,000.
v) Income from house property ₹2,00,000.

Compute her income and tax liability for Ay. 2017–18.
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
FOREIGN EXCHANGE MANAGEMENT (BIB-DE- 402 / BIB-406)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 a) Foreign exchange market operates ___________ hours.
    b) Write one line difference between forwards and futures.
    c) If exchange rate is changed by the government, then it is called ___________ exchange rate.
    d) If exchange rate is fixed for long time, whether it is possible to get the benefit of import or export as it is wished. (Yes/No)
    e) Gold standard, the exchange rate system came to exist after world war. (True/False)
    f) Give one reason that Bretton wood system did not remain successful.
    g) Give one method of financing import.
    h) In one line, mention that EXIM bank is useful in particular way.
    i) In one line give the difference between non-resident ordinary account and foreign currency Non-resident account.
    j) During global economic crisis, most of the currencies were ___________ (fill in the blank).  

PART-A

Q.2 What are the factors which affect exchange rate? Explain any two. 20

Q.3 Which exchange rate in prevalent in India i.e. fixed or floating? If floating whether it is free floating? If not floating freely, whether government wants to change its direction to control current account deficit (CAD)? Explain has it is done. 20

Q.4 When IMF guided exchange rate came into existence? What was it in the beginning? Whether India was following IMF exchange rate system? In what circumstances the IMF guided exchange rate system failed? 20

PART-B

Q.5 How import-financing can be done i.e., various methods? Explain any two of them. 20

Q.6 What are the various types of non-resident deposit accounts? Explain any three. 20

Q.7 What is the purpose of European Monetary system? How was it operated before Euro come into existence? Give two reasons that simple currency systems give benefit to Euro zone countries. 20
Q.1 Write short note on the following:
   a) Objective of business.
   b) Importance of studying business environment.
   c) Competitive strengths of Indian industry.
   d) Balance of payment.
   e) Merits of MNCs.
   f) Globalization.
   g) SEZs.
   h) Objectives of Fiscal Policy.
   i) Objectives of EXIM Policy.
   j) Small Scale Industry.

**PART-A**

Q.2 “Study of business environment enables the corporate policy makers for decision making.” Comment on the statement and explain the internal and external environmental factors affecting business decision making.

Q.3 Describe main feature and objectives of economic reforms in India.

Q.4 What do you understand by cooperate strategy? Discuss the various types of corporate strategies which an organization can use in different situation.

**PART-B**

Q.5 “A sick unit is one which skips dividend, makes losses and on the brink of closure”. Discuss the statement along with the causes of industrial sickness. Also describe the measures adopted by government to prevent industrial sickness.

Q.6 Define social responsibilities of a business in detail.

Q.7 Write notes on followings:
   a) Public Sector.
   b) Private Sector.
Q.1 Answer the following questions:
   a) Differentiate between Personnel Management and HRM.
   b) Write any four problems of HRM in India.
   c) Define the terms:
      Rightsizing, Induction,
      Placement and downsizing.
   d) Write down the components of pay structure in India.
   e) Define profit sharing with suitable example.
   f) Write the benefits of feedback to Human resources.
   g) Distinguish between Job Enlargement and job Enrichment.
   h) Write any four techniques of Job Analysis.
   j) What is the meaning of Industrial dispute? Write any two objectives.

   **UNIT-I**


Q.3 a) Explain the process of formulating human resource policies.
    b) What are the emerging challenges before HR managers in future?

   **UNIT-II**

Q.4 What do you mean by job analysis? Describe the methods of job analysis.

Q.5 Discuss the problems in human resource planning. How can these problems be overcome?

   **UNIT-III**

Q.6 Define training. Explain the advantages of training to the employees and the organization.

Q.7 What is performance appraisal? Explain the different methods of performance appraisal in detail.

   **UNIT-IV**

Q.8 Define wages. Explain the principles of wages and salary administration.

Q.9 Write short notes on the following:
   a) VRS.
   b) Grievance handling machinery.
End Semester Examination, May 2019
BBA — Second Semester
MACRO ECONOMICS (BBA-2002/BBA-206/BBA-206A)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) The term ‘Makros’ means ________.
   b) Differentiate between real flow of income and monetary flow of money.
   c) Net indirect taxes = ________ - ________.
   d) Aggregate supply is a function of ________.
   e) Define the term autonomous consumption.
   f) MPS = ______ / ______.
   g) K = ______ / ______.
   h) Write the main components of money supply.
   i) Differentiate between micro and macro economics.
   j) Write any two points where inflation has a favourable effect on economic development. 2×10

PART-A

Q.2 a) What is macroeconomic equilibrium? Explain it with the help of a schedule and a diagram. 10
   b) What is effective demand? Explain how does it determine the level of employment? 10

Q.3 a) Explain with the help of a diagram the various flows of money in an open economy. 10
   b) Explain the main difficulties in the estimation of national income. 10

Q.4 Define ‘propensity to consume’. Discuss the determinants of propensity to consume. Explain the measures to raise the propensity to consume. 20

PART-B

Q.5 Explain the concept of multiplier. Show its towards and backward working. What are its main limitations? Also, mention its main leakages. 20

Q.6 Define ‘inflation’. What are the causes of inflation? Suggest measures to correct it. 20

Q.7 Answer the following questions:
   a) Role of money in modern economy.
   b) Demand for money.
   c) Quality theory of money.
   d) Liquidity preference. 5x4
End Semester Examination, May 2019
M. Com. – Second Semester
BUSINESS RESEARCH METHODS-I (MC 202 / MC-202A)

Time: 3 hrs.  
Max Marks: 100
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.** Marks are indicated against each question.

Q.1 Answer the following questions:
a) State one reason for ethical consideration in research.
b) Draw a flowchart which helps the decision maker/researcher to get the path of searching the alternatives among the courses of action.
c) What is descriptive research design?
d) Enlist two characteristics of a research problem.
e) State two differences between primary data and secondary data.
f) Enlist two major advantages of secondary data.
g) Name two sources of secondary data in Indian context.
h) What is a nominal scale?
i) What is likert scale?
j) What is systematic sampling?  

**PART-A**

Q.2 What is business research? Explain features of a good business research.  

Q.3 Define research proposal. Explain the structure of research proposal.  

Q.4 What is research design? Explain need and features of a good research designs.  

**PART-B**

Q.5 How can one establish the authenticity of the information collected by secondary sources? Are there clear quality checks that a researcher must be aware about?  

Q.6 Explain comparative scaling techniques.  

Q.7 What is primary data? Explain various methods of collecting primary data.
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Second Semester
MACRO ECONOMICS (BCH-204A / BCH-204 / CH-3.3)

Time: 3 hrs.                          Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following:
a) What is macro economics?
b) Write short note on evolution of national income accounting.
c) Multiplier = ____________.
d) What is consumption function?
e) What is effective demand?
f) Inflation rate = ____________.
State whether the following statements are TRUE or FALSE:
g) The IS curve shows different combinations of interest rate and income along market
is in equilibrium.
h) Inflationary gap is a situation that arises due to deficient demand.
i) Fiscal policy is concerned with control of money supply in the economy.
j) If C = 100 + 0.75Y, the value of MPS is 0.75. 2x10

PART-A
Q.2 a) Explain the relationship between micro and macro Economics? Discuss the
importance and limitations of Macro economics. 15
b) Write note on neo classical theory of macro economics. 5

Q.3 a) Calculate NNP on factor cost from the following:

    (₹ Crore)
    Compensation of employees  400
    Profits                      200
    Rent                        150
    Interest                   100
    Dividends                 120
    Employers’ contributions to social security schemes  40
    Mixed income of self-employed  500
    Direct Tax                 100
    Net factor income from abroad  (-) 50  10

b) Explain with the help of a diagram the money flows and real flows in an open
economy. Identify leakages and injections in these flows to establish the conditions
of the constancy of both the flows. 10

Q.4 a) Define marginal propensity to consume? Explain its relationship with marginal
propensity to save. 10
b) Explain the theory of determination of equilibrium level of income and employment
with the help of AD and as curves. 10

PART-B
Q.5 a) What do you understand by "Inflationary gap"? Explain the role of fiscal and
monetary policy in correcting the same. 10
b) Write notes on the following:

b) Write notes on the following:
i) Demand pull inflation and
ii) Cost pushes inflation.

Q.6  a) What is unemployment? Discuss the various types of unemployment.  
     b) Explain Phillips curve.

Q.7  a) Derive the IS and LM curve from the product market and money market.  
     b) In a two sector model, suppose that C = 600 + 0.8Y, I = 1160 − 20 I, Find 
        equilibrium level of income at interest rates 8%, 6%, 4%.
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Sixth Semester
INTERNATIONAL BUSINESS ENVIRONMENT (BBA-603)

Time: 3 hrs. 
Max Marks: 100

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. Marks are indicated against each question.

Q.1 Answer the following question:
a) Define polyantive approach.
b) Give two powers of World Bank.
c) Give two positive impacts on the world.
d) Full form of ASEAN.
e) Define venture capital.
f) Give two benefit of regional economic integration.
g) Give two objectives of IMF.
h) Define foreign investment.
i) Define contract manufacturing.
j) Explain two complexities of international business. 2×10

PART-A

Q.2 Write short notes on:
a) Trends in India’s foreign trade.
b) Globalization stages.
c) Nature of international business.
d) Approaches to international trade. 5×4

Q.3 Explain the role of India in the WTO and the WTO’s role in Indian socio-economic development. 20

Q.4 What is economic integration? Explain the different kinds of economic integration. 20

PART-B

Q.5 What is a multinational corporation? How is it different from a global company, international company and their organizational structure? 20

Q.6 Write short notes on:
a) HRM
b) Marketing globally. 10×2

Q.7 Define foreign investment. Explain its various types. 20
End Semester Examination, May 2019
BBA (G) International Business — Sixth Semester
INTERNATIONAL LOGISTICS MANAGEMENT (BIB-603)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer (any five) the following questions:
   a) 3 PL versus 4 PL
   b) Marketing and logistics interface
   c) Order batching
   d) Role of clearing and forwarding agents
   e) Principles of transportation
   f) Inland container depot

   **PART-A**

Q.2 a) Many retailers synchronies store computer systems with their own distribution centres or those of suppliers. This electronic integration allows for automated processes for merchandise ordering, distribution centre order fulfillment and transport of goods to the stores. State the differences between distribution and logistics management using the illustration of retailers. How is supply chain management similar to logistics management?

   b) Describe the process by which businesses receive raw materials, add value to the raw materials through various processes to create a finished product, and then sell the finished product to the customers using value chain model.

Q.3 a) Supply chains are hugely affected by earthquakes, tsunamis and fires at the factories. Demonstrate that the responsiveness is always a better approach than efficiency even when it costs a lot to the companies.

   b) “Total cost of ownership” rather than “price” is used in determining customer value. Analyse all the components of “total cost of ownership” and examine their relevance.

Q.4 a) Multimodal or intermodal, evaluate their importance in international logistics. Which one would you prefer if you were to ship a consignment of dry fruits from India to USA? Why did you make that choice?

   b) “A container can be manipulated anywhere in the world as its dimensions conform to ISO standard”. Defend the statement giving advantages of containerization.

   **PART-B**

Q.5 a) Define chartering. Describe the different types of charters.

   b) What is air cargo tariff? Describe the role of IATA in international air transport.

Q.6 a) Evaluate the tipping points, “just in time”, “reengineering”, “TQM”, “RFID” and “lean six sigma” in a supply chain.

   b) Based on your understanding of supply chains of the present times, suggest the focal points for the next two years.

Q.7 a) Most traditional supply chains were designed to optimize the internal operations of the supplying company. What is the underlying principle under market-driven supply chains? What do you understand by the phrase “demand network management”?
b) Describe the role of reverse logistics. How does it work in e-commerce companies such as Amazon and Flipkart?
**End Semester Examination, May 2019**

B.Com. (Hons) & (Hons-Industry Integrated) – Second Semester

**ENVIRONMENTAL STUDIES (CH-202B/CH-202A/CH-4.5)**

Time: 3 hrs  
Max Marks: 100  
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**. Each question carries equal marks.

**Q.1**  
a) What is meant by habitat?  
b) What do you mean by water logging?  
c) Energy level of a food chain is called ___________.  
d) Explain what is meant by genetic diversity?  
e) Bhopal gas tragedy was caused by _______.  
f) What do you mean by social equity?  
g) When change occurs by a constant amount per unit time it is termed as _____.  
h) What is acid rain? Write the reaction?  
i) Define population explosion.  
j) What is the importance of EVS?

**PART-A**

**Q.2**  
a) What do you mean by natural resources? Discuss the differences between renewable and non-renewable resources with relevant examples.  
10  
b) Discuss the process of ecological succession. Explain the major type of succession.  
10

**Q.3**  
What do you mean by biodiversity? Explain genetic diversity, species diversity and ecosystem diversity.  
20

**Q.4**  
a) Explain the following:  
i) Endangered and endemic species.  
ii) Indirect values of biodiversity.  
5x2  
b) What do you mean by land degradation and soil erosion? What is deforestation and explain its effect on environment?  
10

**PART-B**

**Q.5**  
a) Define environmental pollution. Describe the causes, effect and control measures of air pollution in detail. Which gases are responsible for greenhouse effect?  
10  
b) Explain the sources, types and effects of management of solid waste. How solid waste causes soil pollution explain.  
10

**Q.6**  
Write short note on following:  
a) Global warming and Ozone layer Depletion.  
b) Environmental Protection Act.  
c) Convention on Biological Diversity.  
d) Kyoto and Montreal Protocol.  
5x4

**Q.7**  
a) “The problem of population explosion arises when economic development fails to maintain pace with population growth”. Justify the statement.  
10  
b) What are the measures which government can undertake for effective conversation of Environment?

425/3
Q.1 Answer the following questions:
   a) State two features of international trade.
   b) State two factors influencing terms of trade.
   c) Enlist two advantages of bilateral trade relations.
   d) State two reasons why India lags in FDI?
   e) What are two functions of a trading house?
   f) Define capital market.
   g) What is SEZ?
   h) Enlist two major objectives of FEMA.
   i) State two common goals for the establishment of international financial institutions.
   j) What are the major components of current account?

   2×10

PART-A

Q.2 What are joint ventures? Explain operations, advantages and disadvantages of joint ventures in detail.

Q.3 Write a detailed note on ‘European Union’.

Q.4 a) Explain export promotion measures taken by the government of India.
    b) Explain advantages and disadvantages of using export houses.

PART-B

Q.5 What is WTO? Explain functions, principles and advantages of WTO.

Q.6 What measures should be taken for improvement of India’s deficit in balance of payments. Also explain foreign reserves and debt situation of India.

Q.7 Explain major components of ‘international financial system’ with the help of a flow chart.
End Semester Examination, May 2019
B. Com. (Hons.) and Industry Integrated — Fifth / Sixth Semester
INTERNATIONAL TRADE AND FINANCE (BCH-603 / CH-5.3)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) State two reasons why India lags in FDI.
b) Enlist two factors influencing terms of trade.
c) What is the full form of FERA?
d) What is GDR?
e) What is DGFT?
f) State two objectives of NAFTA.
g) State two advantages of bilateralism trade relation.
h) State two differences between 100% EOU and SEZ
i) Enlist two major objectives of FEMA.
j) What are NBFCs?

PART-A

Q.2 a) What are joint ventures? Explain operations, advantages and disadvantages of joint ventures.

Q.3 Write detailed note on European Union.

Q.4 Write short notes on the following:
a) Explain export promotion measure taken by the government of India
b) Explain advantages and disadvantages of using export houses.

PART-B

Q.5 Describe Balance of Payment Theory along with its limitations.

Q.6 What measures should be taken for improvement of India’s deficit in balance of payments? Also explain foreign reserves and debt situation of India.

Q.7 What is World Bank? Enumerate the role and agencies of World Bank.
Q.1 Write short notes on *(any four)* of the following:
   a) Objectives of financial management.
   b) WACC.
   c) EBIT-EPS analysis.
   d) Cost of receivables.
   e) Forms of dividend.

**PART-A**

Q.2 What is financial management? Explain the role of cash flow in financial management. **10**

Q.3 Following is the relevant data for two machines A and B:

<table>
<thead>
<tr>
<th>Particular</th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital outlay</td>
<td>₹2000</td>
<td>₹2400</td>
</tr>
<tr>
<td>Net cash flow 1st Year</td>
<td>₹1000</td>
<td>₹800</td>
</tr>
<tr>
<td>2nd Year</td>
<td>₹1000</td>
<td>₹800</td>
</tr>
<tr>
<td>3rd Year</td>
<td>-----</td>
<td>₹2000</td>
</tr>
</tbody>
</table>

Find out which of the two is a better investment showing necessary working. **10**

Q.4 What is capital structure? Explain with example theories of capital structure. **20**

**PART-B**

Q.5 What is working capital? Explain in detail various aspects of working capital management. **20**

Q.6 What do you understand by sources to raise funds? Explain various sources to raise funds. **20**

Q.7 From the following information divided growth rate:
   a) Current price of a company’s share = ₹75
      Dividend per share = ₹5
      Cost of equity = ₹120
   b) Explain Walter’s model of dividend. **10**
End Semester Examination, May 2019  
M.Com – Fourth Semester  
INTERNATIONAL ACCOUNTING (MC-408)

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. Marks are indicated against each question.

Q.1 Indicate true or false:
a) Mention two objectives of IFRS  
b) Harmonization is a process to improve the compatibility accounting practice.  
c) Standardization of accounting is more difficult to implement internationally.  
d) IASB means ______________________.  
e) The main cases of difference in international financial reporting is legal system of a country.

PART-A

Q.2 Define international accounting. Discuss its importance.  
Q.3 Discuss the highlight of financial reporting in U.K.  
Q.4 Analyze the benefits of internationalization of accounting profession.

PART-B

Q.5 Analyze the need and importance of currency transactions.  
Q.6 Explain the various objection of international transfer pricing.  
Q.7 How is strategy formulation and control done with respect to multinational companies?
End Semester Examination, May 2019  
BBA (General and Banking) – Fourth Semester  
INTERNATIONAL ADVERTING AND PROMOTION (BIB-DE-401)

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. Marks are indicated against each question.

Q.1 Answer (any four) of the following questions:
   a) Define advertising? Discuss some of its major objectives.
   b) Discuss AIDA principle of advertising in brief.
   c) Name the top 5 advertising agencies in India.
   d) Discuss some of the promotional media you would suggest for the below given categories:
      i) New business computer.
      ii) Herbal beauty products.
      iii) Toy shop.
      iv) Hockey league in India.
      v) Consumer awareness about adulteration in products.
   e) What is the significance of creative brief in advertising? 5×4

PART-A

Q.2 Briefly comment on the following:
   a) Advertising is majorly about creativity.
   b) Media strategy is dependent on creative strategy.
   c) Humour has no role to play in serious business of advertising.
   d) Describe how advertising appeals can be a good source of attracting the target market. 5×4

Q.3 Highlight the key objectives of international advertising? Also mention some of its types. Discuss the impact of globalization on advertising. 20

Q.4 Read the given statement and attempt questions:
   "Advertising is a massive, multi-million dollar project that's having an enormous impact on child's development. The sheer volume of advertising is growing rapidly and invading new areas of childhood, like our schools”.
   The result is not only an outbreak of materialistic values among children, but also something called “narcissistic (egotistic) wounding” of children. Nowadays, children have also become convinced that they're inferior if they don't have an endless array of new products.
   a) Do you think it is ethical to advertise to children? Give reasons. Highlight the importance of ethics in advertising.
   b) Elaborate on any two advertisements which you recently saw and you feel are not adhering to ethics of advertising to children. 10×2

PART-B

Q.5 What do you understand by sales promotion? Discuss its various tools and techniques? What kind sales promotion tools will you suggest for DVDs and Pens marketed by the same company? 20
Q.6 What do you understand by advertising campaign? Discuss the role of media strategy and message strategy in advertising campaign?  

Q.7 a) Comment on the creativity of “Tide” ads in comparison with the competitors. What do you think is the oilier method of advertising in addition to the TV ads of Tide?  
b) Discuss the role of “Music” in advertising. Why might companies such as Microsoft and Airtel pay large sums of money for the right to use popular songs in their commercial?
End Semester Examination, May 2019
BBA (G) IB – Third Semester
LEADERSHIP AND TEAM BUILDING SKILLS (BIB-GE-03)

Time: 3 hrs. Max Marks: 100
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. Each question carries equal marks.

Q.1 Answer the following in brief:
   a) Define ‘team’.
   b) State any two functions of team.
   c) Diagrammatically represent Maslow’s need hierarchy theory.
   d) Define ‘leadership’.
   e) Write any two advantages of a team.
   f) Define ‘synergy’.
   g) Write the name any two influencing skills.
   h) Differentiate between ‘feedback’ and ‘coaching’.
   i) Define ‘communication’.
   j) Write two factors of building powerful groups. 2×10

   PART-A

Q.2 Define ‘teamwork’. Discuss the functions of a successful team in detail. 20

Q.3 Write notes on the following:
   a) Interpersonal communication.
   b) Building credibility. 10×2

Q.4 Define ‘skills’. Discuss in detail the various skills required in a successful team. 20

   PART-B

Q.5 Write notes on the following:
   a) Advantage of behaviours of high trust leaders. 10
   b) Factors influencing group dynamics. 10

Q.6 Explain the term ‘leader’. Discuss in detail various types of leadership styles. 20

Q.7 Write notes on the following:
   a) Group decision making v/s Individual decision making. 10
   b) Advantage of setting goals in effective team. 10
End Semester Examination, May 2019
B.Com. (Hons) and B.Com. (Hons) - Industry Integrated – Fourth Semester
INDIAN ECONOMIC POLICIES (CH-4.4)

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. Each questions carry equal marks.

Q. 1 Answer in brief:
a) What are the features of under developed countries?
b) What are the indicators of HDI vales?
c) What do you mean by occupational structure?
d) Explain the concept of foreign investment.
e) Write two main objectives of WTO.
State whether the following statements are TRUE/FALSE:
f) Disinvestment is a variant of underdevelopment.
g) Technical progress is the result of inventions and innovations.
h) Composition to trade refers to the types of goods in which a country trades.
i) Control of Families increase death rate.
j) Expected years of schooling is an indicator of IHDI.

Answer in brief:
k) Distinguish between ‘economic growth’ and ‘economic development’.
m) What are the components of food security system in India?
n) Explain the need for foreign capital.

UNIT-I

Q. 2 Write notes on the following:
a) Physical Quality of Life Index.
b) Amartya Sen’s Capability Approach.
c) Human Development Index.

Q. 3 Explain the state of agriculture, industry and demographic profile of Indian economy on the eve of independence.

UNIT-II

Q. 4 a) What was the situation of Indian economy before economic reforms taken up?
b) Explain the changes in sectoral composition of GDP.

Q. 5 a) Discuss the reason for slow progress of land reforms.
b) What is meant by liberalization of the economy? Give its main measures.

UNIT-III

Q. 6 Discuss the nature, extent and causes of poverty and unemployment in India. Briefly review the policy of the government to solve this problem.

Q. 7 What is the effect of population growth on economic development? Discuss the main causes of rapid growth of population in India. Suggest measures of control the rapid growth of population.

UNIT-IV

Q. 8 What do you understand by “Green Revolution”? How did it try to overcome the slow progress of land reforms in India?
Q.9 Describe Foreign Direct investment (FDI) in India after 1991.
End Semester Examination, May 2019
BBA (BANKING) — Fourth Semester
RETAIL BANKING (BBA-b406)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 3  

Note: Attempt all questions. Marks are indicated against each question.

Q.1 Fill in the blanks:

a) Value of each account in retail is __________ than in corporate banking.
b) CAP stands for __________.
c) In __________ (MM/YYYY), RBI launched RTGS in Mumbai.
d) __________, __________ and __________ are some types of negotiable instruments.
e) Loan-related accounts cannot be accepted for deletion of __________.
f) An __________ is appointed by court when there is no will.
g) Material __________ on cheques should be authenticated by the __________.
h) In an individual account authorization can be given by way of __________ and __________.
i) Banks must ensure __________ of customer's details before allowing any transaction.
j) Order cheques are paid only after __________ of the presenter.
k) A minor is represented by a __________ for all account related transactions.
l) Currency above __________ in denomination needs to be held in joint custody of the branch.
m) The __________ is the eldest member in an HUF.
n) Amount in a deceased account is settled on the basis of __________, __________ or __________.
o) If an outward cheque is returned, credit in the customer's account is __________.
p) __________ and __________ are mandatory requirements for opening accounts of Joint Stock Companies.
q) FATF stands for __________.
r) __________, __________ and __________ are some types of special requests that customers place with the bank in regard to operations in accounts.
s) In LCC, the cheque is __________ and is payable at the __________ location or at correspondent bank branches.
t) Maximum Number of partners allowed in the Banking business are __________.
u) A bill which has the instruction to pay the amount after a certain period of time is called a __________ bill.
v) The full form of RBNL is __________.
w) The process of receiving cheques issued by the account holders for processing through the clearing house is known as __________ clearing.
x) __________ and __________ are issued on secured stationery, which are numbered sequentially.

Q.2 State whether the following statements are TRUE or FALSE:

a) Existing customers may apply to transfer the account to another branch or close the account.
b) The banker will pay the cheque carrying the customer's first signatures in spite of a change given by the customer at a later date.
c) Only corporate customers can avail RTGS facility.
d) If cheques are specially crossed, payment should not be made by the bank.
e) A saving account cannot be opened for HUF's.
f) Forgery is considered attempted if the cheque is signed by the customer but the signatures differ slightly from the bank's records.
g) In branch-based banking, TAT for a service is low.
h) The upload of data, received from RBI, is done so as to credit the customer's account.
i) Dormant account and inactive account are prone to fraud and therefore, should be handled carefully.
j) The RTGS transaction report can be viewed in Staffware.
k) Centralisation involves analysis and simplification of processes, standardization and automation.
l) A proprietor can sign on behalf of the proprietorship firm.
m) Registration of partnership is mandatory for opening an account in the bank.
n) Order cheques can be paid to the presenter across the cash counter.
o) Banks can exercise general lien over the securities handed over to it under normal banking activities.
p) If cheques are crossed, cash payment cannot be made and the proceeds should be through an account.
q) The amount of cash to be taken out of the strong room is based upon the transaction anticipated for the day.
r) ECS-Credit is useful where there is a single debit and number of credits.
s) In an inward clearing transaction, the drawee bank and the collecting bank are same.
t) Issue of pay orders and demand drafts provide commission income and float funds to the banks.
u) Costs are lower when services are centralized.
v) Retail explosion resulted in increase in the number of accounts and transactions in the bank branches.
w) A copy of the will certified by the court is called a Probate.
x) An undated cheque can be paid any day as deemed fit by the bank.
y) In case of liquidation of a company, the court appoints an official liquidator. 1×25

Q.3 Bank can issue duplicate DD only at the request of:
a) The beneficiary of the DD.
b) The purchaser of the DD.
c) The purchaser and the beneficiary jointly.
d) Holder of the DD. 2

Q.4 By joint custody, it is understood that:
a) Both the joint custodians are jointly responsible for cash.
b) Both of them carry the cash together.
c) Both of them gain access to strong room by turning their respective keys.
d) None other than the joint custodian are permitted to handle each activity of the branch. 2

Q.5 What are the prerequisites for centralisation of processes at a bank? 2

Q.6 What is a Trust and which are the two types of Trust which can be formed? 2

Q.7 Write the – Banker – customer relationship:
a) Bank accepts cash from a customer.
b) Bank purchases securities on behalf of a customer.
c) Customer deposits safe custody article.

Q.8 List the 3 stages of Money Laundering?  

Q.9 List down any 4 details that can be found on cheques?  

Q.10 List any 4 documents which are to be taken for Name Addition in an Account?  

Q.11 List down any 2 advantages and 2 disadvantages of centralisation to the customers?  

Q.12 Name any 4 mode of operations allowed in bank accounts?  

Q.13 List down any 5 reasons for which cheques can be returned?  

Q.14 Give the full forms of the following:  
   a) SIP ________________________________.
   b) KIM ________________________________.
   c) IPO ________________________________.
   d) NEFT ________________________________.
   e) SEBI ________________________________.
Q.1  
**Fill in the blanks:**

a) Walter approach is shows the relationship between _______ and _________.

b) Net working capital is _________ minus ___________.

c) NPV is __________ minus ___________.

d) Mr. Z deposit Rs. 10,000 at 8% p.a. for three years compounded annually and ___________ amount he get after three year.

**State whether the following statements are TRUE or FALSE:**

e) ABC analysis is the techniques of Inventory Management.

f) Dividends are distributed out of capital.

g) Capital structure which maximize the value of firm is called optimum.

h) Risk and return are two basic dimension of any financial decisions.

i) Cash out flows include Cash inverted in a project.

j) Cost of capital is the minimum rate of return expected by its investors.

---

**PART-A**

Q.2  
"Wealth maximization objective provide an appropriate criteria for proper financial decision making" Explain.

Q.3  
Following are the particulars of a project:

<table>
<thead>
<tr>
<th>Years</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>80,000</td>
</tr>
<tr>
<td>II</td>
<td>70,000</td>
</tr>
<tr>
<td>III</td>
<td>50,000</td>
</tr>
<tr>
<td>IV</td>
<td>40,000</td>
</tr>
</tbody>
</table>

Initial cash out flow 1,50,000

Assuming 14% rate of discount.

Calculate:

a) NPV.  
b) Profitability Index  
c) Payback Period.

<table>
<thead>
<tr>
<th>p/v of Rs 1 at 14%:</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.877</td>
<td>0.769</td>
<td>0.675</td>
<td>0.592</td>
<td></td>
</tr>
</tbody>
</table>

Q.4  
Write short notes on:

a) Weighted average cost of capital.  
b) Problems in determination of cost of capital.

---

**PART-B**

Q.5  
Distinguish between operating and financial leverage. How the two leverages can be measured?

Q.6  

a) Explain the factors altering the working capital requirement of a business.

b) Write short notes on cash management.
Q.7 Explain briefly the main determinants of dividend policy of a manufacturing firm.
End Semester Examination, May 2019
B. Sc. (Information Technology) – Sixth Semester
SOCIAL MEDIA NORMS AND ETIQUETTES (CA-GE-31)

Time: 2 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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Blogging and commenting.
   b) Facebook and Linkedin.
   c) Cyber bullying.
   d) Professional etiquettes. 2½×4

   PART-A

Q.2 a) Explain the difference between social media and social networking. 5
   b) Describe how social networking is helpful in the search of job? 5

Q.3 a) Elaborate the negative impact of social media on social propriety. 5
   b) What are the rules of netiquette? How much they are important in the professional life? 5

Q.4 a) Discuss various methods to prevent social media from ruining our social skills. 5
   b) Explain the strategies for listening and talking within online communities. 5

   PART-B

Q.5 How does copyright infringement take place? What is the punishment for copyright infringement in India? 10

Q.6 a) How do you measure social media? What is the best social media analytics tool? 5
   b) Explain the different factors involving in branding of any product on social media. Illustrate the role of social media plays in this regard. 5

Q.7 Differentiate between the following:
   a) Staking and robbery. 5×2
   b) Defamation and harassment.
End Semester Examination, May 2019
BBA (G) IB- Sixth Semester
DIGITAL MARKETING (BIB-DE-01)

Time: 3 hrs.  
Max Marks: 100  
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 the following multiple choice question:
  a) Companies that practice online marketing into their traditional operations are classified as:
     i) Premium Companies  
     ii) Direct Companies  
     iii) Click only companies  
     iv) Click and mortar companies
  b) What is unique about social media marketing?
     i) Can combine game and other elements  
     ii) Interactive communication.  
     iii) Generates contacts quickly.  
     iv) All of the above.
  c) In website development which is the most important aspect?
     i) Navigation  
     ii) Usability  
     iii) Appearance  
     iv) All of these.
  d) Ad words are considered as:
     i) Paid Search  
     ii) Organic Search.  
     iii) Both of above  
     iv) None of the above.
  e) E-commerce is:
     i) The use of electronic communication for all business processes.  
     ii) Any electronically mediated communication between an organization and its stakeholders.  
     iii) An organization using electronic media to sell direct to its customers.  
     iv) None of above.  

Attempt any two:
  f) Digital marketing vs traditional marketing.  
  g) Pay per click advertising.  
  h) Ranking of web pages.

PART-A
Q.2  Digital marketing is all about brand marketing tactics via the online channels” What do you understand by this statement? Explain the advantages and limitations of Digital marketing?  
  20

Q.3  What do you understand by search engines? Explain the working of search engine process? Give few examples of search engine.  
  20

Q.4  a) Explain search engine optimization. What are different categories of search engine optimization?  
     15  
  b) Write a short note on image advertising.  
     5

PART-B
Q.5  What is Google Adwords Remarketing? Compare Google Adwords with SEO? Which is best to use for marketing?  
  20

Q.6  Explain social media marketing with its advantages and limitations.  
  20

Q.7  Attempt the following (any two):
a) “Content is the king of website” comment.
b) What is html? Write down syntax for designing a web page.
c) Video advertising and its types.
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
DIGITAL MARKETING (BIB-DE-01)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following multiple choice questions:

a) Which of the following marketing techniques are most likely to pay you?
   i) Pay per click advertising.
   ii) Press releases
   iii) Social media marketing
   iv) None of the above

b) Search engine are used to _________.
   i) Search videos
   ii) Software system that is designed to search for information on the World Wide Web.
   iii) Search documents.
   iv) All of the above

c) The search results are generally presented in a line of results often referred to as _____________.
   i) Tag list
   ii) Keywords
   iii) Search Engine Result Pages (SERP)
   iv) Category list

d) Today the most popular social networking site is
   i) My space
   ii) Twitter
   iii) Weibo
   iv) Facebook

e) The objectives for google analytics are likely to concern.
   i) Facebook messages
   ii) Measurement of website performance
   iii) Personal blog activity
   iv) None of the above

f) Comment why is online marketing preferred over offline marketing? 2×5

PART-A

Q.2 What is digital marketing? Give reasons why organisation need to adopt digital marketing strategy? Also explain what are limitations of adopting digital marketing? 20

Q.3 What is web content? What are the a) Do’s and don’ts of web content? 15
b) Digital vs traditional marketing. 5

Q.4 What is search engine optimization what are the different categories of search engine optimization? Explain how it helps to increase the visibility of web page? 20

PART-B

Q.5 What is google analytics? What are it’s goals? Also explain how google analytics work? 20

Q.6 Explain the concept of social media marketing? Which is better social media marketing or email advertising? 20

Q.7 Explain the following (any two): a) Video advertising and its advantages. b) Search engine and its working.
c) Google adwords vs SEO.
d) Image advertising and advantages.
End Semester Examination, May 2019
B. Com. (Hons.) and Industry Integrated — Sixth Semester
ADVERTISING AND SALES PROMOTION (CHE-6.1.1) / ADVERTISING AND PERSONAL SELLING (BCH-607)

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.** Marks are indicated against each question.

Q.1 Answer the following:
   a) Define ‘advertising’.
   b) What are various stages of AIDA Model?
   c) Enlist the elements of Marketing Communication mix.
   d) What is copywriting?
   e) Calculate Cost Per Rating Point (CPRP), given that cost per spot of 10-second of Star Sports is 120,000 and Programme Rating is 30.

   **PART-A**

   Q.2 Discuss in detail the importance, objectives, features and types of advertising with examples. 10

   Q.3  a) What is advertising appeal? Discuss the types of appeals with examples. 6
        b) How does “qualitative aspects of media vehicle source” influence ad impact? 4

   Q.4  a) What is advertising layout? Discuss the elements of copy structure with example. 6
        b) Discuss the steps involved in design process of radio and TV commercials. 4

   **PART-B**

   Q.5  a) Discuss pre-testing and post-testing advertising research methods in detail. 6
        b) What are the ethical and legal norms in advertising? Discuss with examples. 4

   Q.6  Write short notes on **(any two):**
        a) Coupons.
        b) Premiums.
        c) Price deals. 5x2

   Q.7  Discuss the steps involved in designing of sales promotion campaign. 10
End Semester Examination, May 2019  
BBA (General) / BBA (Banking) – Sixth Semester  
E-COMMERCE (BBA-GE-07 / BBA-6004)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1  
a) SSL stands for:  
i) Secure Socket Layer  
ii) Security Service Layer  
iii) Sub Secured Length  
iv) None of these.
b) Meaning of data encryption is __________.
c) Meaning of pure online business is __________.
d) Name any two B2C websites.
e) What do you understand by firewall?
f) Disadvantages of transacting online.
g) Write the different worries for an online user.
h) What do you understand by cipher text?  
i) Why private key is used in digital signatures?  
j) Explain different ways of promoting a website.  
2x10

PART-A

Q.2  
a) Define ‘e-commerce’. Explain the different categories of e-commerce.  
10
b) It becomes very important to clearly draw a line between traditional commerce and E-commerce comment.  
10

Q.3  
Discuss the process of payment gateway system in detail with diagram. Discuss any two popular gateways.  
20

Q.4  
a) What is E-governance? Discuss its importance, advantages scope and limitations.  
10
b) Write short notes on:  
i) Advantages of E-commerce  
ii) Risk involved in making online payments.  
5x2

PART-B

Q.5  
Attempt the following (any four):  
a) Differentiate between Debit card and Credit card.  
b) Net banking.  
c) Smart Cards.  
d) E-Wallet.  
e) NEFT.  
5x4

Q.6  
Explain how cryptography is used to provide the security in e-commerce? Explain the process of Digital signatures for providing security requirements for authenticity integrity and non-repudiation with diagram.  
20

Q.7  
a) Explain the applications of e-commerce. Elaborate its role in service sector.  
15
b) Discuss mobile commerce and its advantages.  
5
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Fourth Semester
MARKETING MANAGEMENT (BBA-405A / bba-4003 / BBA-405)

Time: 3 hrs.                                       Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer briefly:
   a) Diagrammatically represents the steps in marketing process.
   b) How important is it to be ethical in marketing?
   c) What do you understand by green marketing?
   d) Name any four types of retail formats available these days.
   e) Design appropriate distribution channel for:
      i) Flowers
      ii) Furniture 4×5

PART-A

Q.2 What is the process consumers go through when buying goods and services? Discuss
   the difference in buying decision process with reference to buying of consumer and
   business goods. 20

Q.3 Assume yourself as the marketing manager of an Newspaper “FOCUS”. You are asked
   to market the brand within national boundaries. Elaborate on the different and innovate
   strategies you would use, including the 4ps selection, to market your brand. 20

Q.4 What is the difference between market segmentation and product differentiation?
   Discuss what bases of segmentation you would choose for the following:
      a) A youth music channel.
      b) Mineral water. 10x2

PART-B

Q.5 Attempt the following:
   a) What is the role of advertising in building brand equity?
   b) “Advertising is economically beneficial but socially not justifiable“ comment. 10×2

Q.6 “A product goes through definite life stages just like living organisms”, with reference to
   the given statement, describe the various stages in a Product’s Life Cycle (PLC). Also
   discuss about the various marketing strategies that could used at these stages of PLC. 20

Q.7 Answer the following:
   a) Differentiate between (any two) the following:
      i) Packaging and labeling.
      ii) Social marketing and sustainable marketing.
      iii) Harvesting strategy and integration strategy. 5×2
   b) Suggest any four promotional tools for the following products:
      i) A local restaurant.
      ii) Branded nail paint.
iii) A toothpaste.
iv) Gift shop.
v) Tomato ketchup.
End Semester Examination, May 2019  
B.Com. (Hons.) Industry Integrated - Fourth Semester  
COST ACCOUNTING (BCH-402 / BCH-402A / CH-4.2)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 3

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1  
**Fill in the blanks:**

a) Fixed cost per unit ____________ with increase in the size of output. (Increase/decreases))

b) Time not spent on productive work is known as __________

c) Under absorption of overheads due to faulty management should be charged to __________

d) Abnormal loss appears on the ___________ of the process account (debit/credit)

e) The stage of production at which separate products are identified is known as __________

**State whether the following statements are TRUE or FALSE:**

f) Value of closing stock under FIFO and LIFO methods is the same (F)

g) Cost sheet reveals the total cost and cost per unit of goods produced (T)

h) Work certified is shown in contract account at cost (F)

i) Abnormal gain appears on the credit side of the process account.

j) Under non-integral system, cost and financial accounts are separately maintained.

1x10

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

a) Cost reduction

b) Labour overtime

c) Joint Products

d) Allocation and apportionment.

2½x4

Q.2  
a) You have been asked to install a costing system in a manufacturing company. What practical difficulties will you expect and how will you propose to overcome the same.  

b) Distinguish between controllable and uncontrollable costs.

15  

5

Q.3 Show how the items given ahead relating to purchases and issues of a raw material will appear in the stores ledger using LIFO and FIFO methods of pricing the material issues.

<table>
<thead>
<tr>
<th>2018</th>
<th>Units</th>
<th>Price per unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1</td>
<td>Opening balance</td>
<td>300</td>
</tr>
<tr>
<td>March 5</td>
<td>Purchases</td>
<td>200</td>
</tr>
<tr>
<td>March 11</td>
<td>Issue</td>
<td>150</td>
</tr>
<tr>
<td>March 22</td>
<td>Purchases</td>
<td>200</td>
</tr>
<tr>
<td>March 24</td>
<td>Issue</td>
<td>150</td>
</tr>
<tr>
<td>March 28</td>
<td>Issue</td>
<td>200</td>
</tr>
<tr>
<td>March 28</td>
<td>Storage</td>
<td>5</td>
</tr>
</tbody>
</table>
Q.4  XYZ Limited has three production departments A, B and C and two service departments D and E. The following details are given:

Rent and Rates  Rs. 5,000  
Indirect Wages  Rs. 1,500  
Depreciation of machinery  Rs.10,000  
General Lighting  Rs. 600  
Power  Rs. 1,500  
Sundry Expenses  Rs.10,000

The further details are:

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
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<tr>
<td>Floor Space (Sq.ft.)</td>
<td>20,000</td>
<td>4,000</td>
<td>5,000</td>
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<td>4,000</td>
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<td>Light Points</td>
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<td>20</td>
<td>30</td>
<td>40</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Direct Wages</td>
<td>10,000</td>
<td>3,000</td>
<td>2,000</td>
<td>3,000</td>
<td>1,500</td>
<td>500</td>
</tr>
<tr>
<td>H.P. of Machines</td>
<td>150</td>
<td>60</td>
<td>30</td>
<td>50</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>Value of Machinery</td>
<td>2,50,000</td>
<td>60,000</td>
<td>80,000</td>
<td>1,00,000</td>
<td>5,000</td>
<td>5,000</td>
</tr>
</tbody>
</table>

Apportion the cost to various departments on the most equitable basis and prepare overhead distribution summary.

**PART-B**

Q.5  The following extract of costing information relates to commodity "A" for the half year ending 31st December, 2018.

- Purchase of raw materials  Rs.1,20,000
- Factory rent and rates  Rs.8,000
- Carriage inwards  Rs.1,440
- Other factory overheads  Rs.40,000
- Direct Wages  Rs.1,10,000
- Opening Stock – Raw materials  Rs.20,000
- Opening stock-Finished products (1000 tones)  Rs.15,000
- Closing stock-Raw materials  Rs.22,240
- Closing stock-Finished products (2000 tones)  Rs.32,000
- Opening - work in progress  Rs.4,800
- Closing - work in progress  Rs.20,000
- Sales – Finished products  Rs.2,99,000
- Administration overheads  Rs.4,000

Advertising and selling cost are Rs.1 per ton and 16,000 tones of commodity were produced during the period.

Prepare a cost sheet and ascertain:
- Net profit for the period
- Net profit per ton of the commodity

Q.6  a)  The following was the expenditure on a contract for Rs.12,00,000 commenced in January 2018:

- Materials  Rs.2,40,000
- Wages  Rs.3,28,000
- Plant  Rs.40,000
- Overheads  Rs.17,200
- Work uncertified  Rs.8,000
Cash received on account of the contract on 31st December 2018 was Rs.4,80,000, being 80% of the work certified. The value of materials in hand was Rs.12,000. The plant had undergone 20% depreciation a prepare the contract account.

b) Differentiate between process costing and job costing.

Q.7  a) What do you understand by operating costs? Describe its essential features and state the industries where it can be usefully implemented.

b) What are “integrated accounts”? What are its advantages and disadvantages?
End Semester Examination, May 2019
M. Com. – Fourth Semester
QUALITY MANAGEMENT (MC-004)

Time: 2 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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Define quality.
   b) What do you understand by quality by design?
   c) Explain ISO 9000 with the help of a diagram.
   d) What is sample? Give example.
   e) In short discuss the uses of histogram.
   f) Draw steps involved in manufacturing a product.
   g) What are the uses of control chart?
   h) Write formula for measuring the upper and lower control limits of C-chart.
   i) Explain in short about p-chart.
   j) What are the factors responsible for reliability? 1×10

PART-A

Q.2 Discuss in short the evolution of quality management. Illustrate the areas which are responsible for quality? 10

Q.3 a) Pareto diagram is one of the important tools of quality control. Discuss in detail. 5
    b) The weight of 65 castings in kilograms is distributed as follows:

    | Cell Mid-Point | Frequency |
    |----------------|-----------|
    | 3.5            | 6         |
    | 3.8            | 9         |
    | 4.1            | 18        |
    | 4.4            | 14        |
    | 4.7            | 13        |
    | 5.0            | 5         |

    Determine the average and construct polygon and ogive of the above mentioned data 5

Q.4 What are the benefits of Quality Function Deployment (QFD) and further discuss the steps involved in building house of quality? 10

PART-B

Q.5 Discuss control chart for variable (x-bar and range chart) with suitable example. 10

Q.6 “Failure of a component can lead to loss of time, money and inconvenience.” Is it true? If yes, then how does manufacturing unit conduct defect diagnosis and prevent defect? 10

Q.7 Define zero defect. Discuss building reliability in a product. 10
End Semester Examination, May 2019  
BBA (G) IB – Fourth Semester  
PERSONALITY DEVELOPMENT-II (IB-404)

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. Each question carries equal marks.

Q.1 Give one word for the following:
   a) A special ability to do something better than others __________.
   b) Informal communication __________.
   c) Sending messages through electronic media __________.
   d) Sharing your thoughts and news with others in an enclosed room through pictures, graphs etc. __________.
   e) Group of people working together for a special purpose __________.
   f) A positive type of stress __________.
   g) The decision to choose which work is more important and should be done before other work __________.
   h) An account of a persons’ qualifications and experience __________.
   i) Reflecting upon your positives and shortcomings so that you can improve yourself __________.
   j) A set of morals and values which have to be observed in a corporate professional scenario __________.

PART-A

Q.2 What points should be kept in mind before planning a presentation? How can a presentation be made effective?  

Q.3 What steps should be kept in mind before planning a career?  

Q.4 Write short notes on:
   a) SWOT analysis.
   b) Team building.  

PART-B

Q.5 Discuss the different types of stress in today’s world. Give suggestions for reducing stress.  

Q.6 Discuss with examples the “Time Management Matrix. As a student, prepare a schedule of a day in your life, so that you have enough time for everything.  

Q.7 Read the case-study given below and answer the questions:
   Jack is an overseas student who is friendly with everyone in class. Peter and Jack have spoken together about their home situation. He did well in the first year but recently his personal appearance has changed, deteriorated and he has become increasingly withdrawn. Other students have also discussed that Jack has not been attending lectures, which seems out of character as Jack is known as a serious responsible boy.
   a) What do you think is the reason behind the change in Jack?  
   b) How can Peter help Jack?
End Semester Examination, May 2019
BBA (G) International Business — Fourth Semester
INTERNATIONAL MARKETING (BIB-404)

Time: 3 hrs.                                               Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 a) Write short notes on the following:
   i) Factors affecting the choice of channels of distribution.
   ii) Tactical considerations for media planning.
   iii) Administered Pricing.
   iv) Asian Hierarchy of Needs.
   v) Product Adaptation.

2×5

b) State whether the following statements are TRUE or FALSE.
   i) The major factor that favours product standardization for international market includes “High adaptation costs”.
   ii) While designing product for global market “cultural difference” attribute has negligible impact.
   iii) Primary data exists and is available through variety of sources (i.e. internet, publications, government records etc.)
   iv) International Marketing Research is a process of designing product for global market.
   v) EPRG stands for “Enterprise Planning and Research for global market”.

2×5

PART-A

Q.2 What are the objectives of International marketing, challenges and opportunities in International marketing?
20

Q.3 Describe the Research process of International marketing. What sorts of problems are faces in obtaining relevant data?
20

Q.4 Explain the components which form an integral part of product. Describe product attributes and global product strategies.
20

PART-B

Q.5 “Price is the only marketing mix element which generates revenue.” Discuss the statement along with the objectives and factors.
20

Q.6 “Personal selling is a very effective tool of promotion-mix.” Explain the objectives and process of personal selling in context with international arena.
20

Q.7 Describe international distribution channel. Also describe the travels and factors to be considered while designing a distribution channel.
20
End Semester Examination, May 2019
BCA.– Second Semester
INDIAN ETHICS & VALUES (CA-GE-01)

Time: 3 hrs. \hspace{2cm} \text{Max Marks: 50}

Note: Attempt \textbf{FIVE} questions in all. \textbf{Q1 is compulsory}. Attempt any \textbf{TWO} questions from \textbf{PART-A} and any \textbf{TWO} from \textbf{PART-B}. Marks are indicated against each question.

Q.1  
\begin{enumerate}
  \item Which of the following is an example of a value?
    \begin{enumerate}
      \item Justice
      \item Happiness
      \item Security
      \item All of the above
    \end{enumerate}
  
  \item Ethics is known as the philosophy of what?
    \begin{enumerate}
      \item Morality
      \item Society
      \item Justice
      \item None
    \end{enumerate}
  
  \item Ethics are important because:
    \begin{enumerate}
      \item Suppliers prefer to deal with ethical companies
      \item Customers prefer to deal with ethical companies
      \item Employees prefer to deal with ethical companies
      \item All of the above.
    \end{enumerate}
  
  \item According to the concept of morality intensity, a worker is most likely to behave ethically and legally when:
    \begin{enumerate}
      \item a Manager observe his/her behavior closely
      \item A worker has intense moral
      \item The consequences of the act are minor
      \item The consequences of the act are substantial.
    \end{enumerate}
  
  \item In business organization this surplus is:
    \begin{enumerate}
      \item Loss
      \item No loss, no gain
      \item Profit
      \item Liquidity.
    \end{enumerate}
  
  \item According to Kant’s approach to moral philosophy, ethics is based on:
    \begin{enumerate}
      \item The consequences of one’s action
      \item Sympathy
      \item A social contract
      \item A Practical reason.
    \end{enumerate}
  
  \item Ethics & law overtap. This is called_____
    \begin{enumerate}
      \item Yellow area
      \item Black area
      \item White area
      \item Grey area.
    \end{enumerate}
  
  \item Which is not the reason a business engages in business ethics:
    \begin{enumerate}
      \item Too recover a company’s image after a notorious business scandal.
      \item To avoid the loss of a good corporate image or being used for misconduct
      \item To enhance global relationships
      \item To enhance stakeholder relationships.
    \end{enumerate}
  
  \item The absolutist/cognitive perspective divides into ________?
\end{enumerate}
Q.2 Explain the term ethics and values in context to ethics in duty, Elaborate your answer with the help of suitable example.

Q.3 Describe self realization and human values. How it is different from harmony? Express your answer with suitable example.

Q.4 a) Differentiate between civil rights and human rights in detail.
    b) Differentiate between the social responsibility and social relationship.

Q.5 a) Describe the term "Dignity of Labor". How much it is important in any professional organization.
    b) Explain Indian fundamentals rights in the light of Human rights.

Q.6 Describe the ethics in public administration. Also express impartiality and objectivity.

Q.7 Explain the following:
    a) Right thinking
    b) Reflective thinking
    c) Creative thinking
    d) Ethics in teaching
    e) Critical thinking
End Semester Examination, May 2019
BCA–Second Semester
BUSINESS COMMUNICATION-I (CA-GE-02)

Time: 2 Hours

Max Marks: 50

Note: Attempt FIVE questions in all; Q1 is compulsory. Attempt any TWO questions from PART-A and any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Choose the correct option:
   a) Communication is a non stop ________
      A. Paper  B. Process  C. Program  D. Plan
   b) Communication is a part of ________ skill.
      A. soft  B. hard  C. rough  D. short
   c) ________ means liking word and phrases together so that the whole text is clear and readable.
      A. Cohesion  B. Joining  C. Conjunction  D. Junctions
   d) In the writing of an apology letter, concentrate on:
      A. problem  B. compensation  C. rectification of problem  D. wards
   e) The language of the report should be:
      A. Formality  B. Formal  C. Loose  D. Casual

   PART-A

Q.2 List the points to consider for effective oral communication skills. 10

Q.3 Elaborate on the 6C’s of effective business communication. 10

Q.4 a) Write a letter to the Director of the company expressing your discontentment on the latest appraisal. Mention your achievements to justify that you deserve better 5

   b) Discuss the significance of business letter to make good business to make good business relationships. 5

   PART-B

Q.5 How can time and stress be managed in a better way? 10

Q.6 a) Prepare a letter of application for the post of software engineer in Wipro company. 5
   b) Also design your resume mentioning the requisite information related to the profits 5

Q.7 Describe the importance of human relations in the workplace. 10
End Semester Examination, May 2019
BBA (G) International Business – 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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Mention any two causes of unemployment.
   b) Write any 2 functions of RBI.
   c) Define “Investment”.
   d) Define “Money Supply”.
   e) Define “Macro Economic Equilibrium”.

PART-A

Q.2 a) What is a barter system? Discuss its drawbacks. 5
     b) Explain the functions of money. 5

Q.3 Explain the methods of measurement of national income in detail. 10

Q.4 What is monetary policy? Explain the functions and objectives of monetary policy. 10

PART-B

Q.5 What do you mean by aggregate demand and aggregate supply curve? How does shift in aggregate demand curve takes place? 10

Q.6 Discuss the concept of:
   a) Fixed exchange rate system.
   b) Flexible exchange rate system. 5×2

Q.7 Explain the relationship between saving and international capital flow in detail. 10
Q.1 **State whether the following statements are TRUE or FALSE:**
   a) An Indian company can never be a non-domestic company.
   b) A private limited company can never be a company in which the public are substantially interested.
   c) Extra tax which a company has to pay because of minimum alternate tax can be carried forward for 10 years.
   d) A sole proprietary business or firm can be converted into a company.

**Write short notes on the following:**
   e) Short note on minimum alternate tax.
   f) Define company as per the Income Tax Act.
   g) What are the transactions which are not treated as ‘amalgamations’ even though the element of merger exists?
   h) What are the objectives of Tax Planning?

### PART-A

**Q.2**
   a) What is Tax Planning? How is it different from Tax Management?
   b) Explain the factors on the basis of which tax planning is done?

**Q.3**
   a) Discuss the relationship between the residential status of a company and its tax liability, in light with its incidence of the tax.
   b) Discuss in detail the provisions of section 79, pertaining to carry forward and set-off of the losses. Also discuss the cases when the rule of section 79 is not applicable.

**Q.4**
   a) Explain in detail the provisions relating to any three deductions available to a corporate assessee.
   b) Discuss the provisions relating to tax relief available in case of Employment of New Workmen as per Section 80JJAA of the Income Tax Act.

### PART-B

**Q.5** X Ltd. is a widely-held company. It is currently considering a major expansion of its production facilities and the following alternatives are available:

<table>
<thead>
<tr>
<th></th>
<th>Alternative 1</th>
<th>Alternative 2</th>
<th>Alternative 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share capital</td>
<td>5,00,00,000</td>
<td>2,00,00,000</td>
<td>1,00,00,000</td>
</tr>
<tr>
<td>Debentures (14%)</td>
<td>—</td>
<td>2,00,00,000</td>
<td>1,50,00,000</td>
</tr>
<tr>
<td>Load from Bank @ 18%</td>
<td>—</td>
<td>1,00,00,000</td>
<td>2,50,00,000</td>
</tr>
</tbody>
</table>

Expected rate of return (before tax) is 25%. The rate of dividend of the company since 1990 is not less than 20% and the date of dividend declaration is June 30 every year. Advise which alternative should the company opt for?
Q.6  a) X (28 years) is resident and ordinarily resident in India. His income is ₹8,96,000 from a business in India and ₹1,92,000 from a business in a foreign country with whom India has an ADT agreement. According to the ADT agreement, income is taxable in the country in which it is earned and not in the other country? However, in the other country such income can be included for computation of tax rate. According to the tax laws in the foreign country, business income of ₹1,92,000 is taxable @23%. During the previous year, X has deposited ₹42,000 in his public provident fund account (out of which ₹10,000 is deposited out of foreign income). He has also received an interest of ₹32,000 on Government Securities. Compute the tax liability of X for the assessment year 2018-19.  

b) What do you mean by business connections in respect of a Non Resident as defined in the Income Tax Act? Which all operations are not taken as business connections? Explain in detail.  

Q.7  a) What are the conditions which should be satisfied for the accumulated loss and unabsorbed depreciation of the amalgamated company to be deemed to be the loss/depreciation of the amalgamated company?  
b) What are the reasons for restructuring of a business?
Q.1 Answer the following questions:
   a) What is the difference between e-commerce and e-business?
   b) What is convergence?
   c) Write two features of e-commerce.
   d) Write a short note on one-to-tone enterprise.
   e) TCP/IP stands for _________.
   f) What is phishing attack?
   g) What is the difference between search engine and web browser?
   h) What are the types of website?
   i) Write the full form of WAP.
   j) Write about ACID test.

**PART-A**

Q.2 a) What are the different categories of e-commerce? _________.
   b) Write the limitations of e-commerce. _________.

Q.3 a) Write a short note on one-to-one enterprise. _________.
   b) Explain different types of business models. _________.

Q.4 a) Explain the methods of promoting website. _________.
   b) Explain different internet protocols. _________.

**PART-B**

Q.5 What is electronic payment system? How is it different from traditional payment system? Also explain payment gateway. _________.

Q.6 Write short notes on the following:
   a) Digital signature. _________.
   b) Firewall. _________.
   c) Cryptography. _________.
   d) Network security required for e-commerce. _________.

Q.7 Explain e-commerce application in various fields. _________.

461/3
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Second Semester
COMPANY ACCOUNTS (BBA-205 / BBA-2003)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Write any two differences between reserve capital and capital reserve.
   b) What is buy-back of shares?
   c) Explain the meaning of ploughing back of profits.
   d) What is alteration of share capital?

PART-A

Q.2 “The Equity share is different from a preference share”. Illustrate in the light of preferences available to preference shareholders.

Q.3 What is debenture? Explain the various sources and methods of redemption of debenture.

Q.4 The following underwriting takes place:
   A-6000 shares; B-2500 shares; and C-1500 shares. In addition there is firm underwriting: A-900 shares, B-400 shares and C-1500 shares. The share issue is 10,000 shares. Total subscription including firm underwriting was 8,500 shares and the forms included the following market forms: A-2000 shares; B-1000 shares; and C-1000 shares. Show the allocation of liability of the underwritings.

PART-B

Q.5 What do you understand by Liquidator's Final Statement of Account? When is it prepared and how? Assume the figures and explain the Liquidator’s Final Statement of Account.

Q.6 Explain the various methods of valuation of share. Also discuss the various factors which affect the valuation of share.

Q.7 Explain “Issue of shares at a premium”. State the legal provisions for utilization of amount of securities premium. Also explain the issue of shares at a discount.
End Semester Examination, May 2019  
BCA – Second Semester  
BUSINESS COMMUNICATION-I (CA-GE-02)

Time: 2 hrs.  
Max Marks: 50

Note: Attempt **FIVE questions in all; Q1 is compulsory.** Attempt any **TWO questions from PART-A** and any **TWO questions from PART-B.** Marks are indicated against each question.

Q.1 Choose the correct option:
   a) Communication is a non stop ______
      A. Paper      B. Process      C. Progam      D. Plan
   b) Communication is a part of ________ skill.
      A. soft       B. hard        C. rough       D. short
   c) ________ means liking word and phrases together so that the whole text is clear and readable.
      A. Cohesion   B. Joining      C. Conjunction  D. Junctions
   d) In the writing of an apology letter, concentrate on:
      A. problem     B. compensation  C. rectification of problem  D. words
   e) The language of the report should be:
      A. Formality   B. Formal      C. Loose       D. Casual  

**PART-A**

Q.2 List the points to consider for effective oral communication skills.  

Q.3 Elaborate on the 6C’s of effective business communication.  

Q.4 a) Write a letter to the Director of the company expressing your discontentment on the latest appraisal. Mention your achievements to justify that you deserve better  
   b) Discuss the significance of business letter to make good business relationships.  

**PART-B**

Q.5 How can time and stress be managed in a better way?  

Q.6 a) Prepare a letter of application for the post of software engineer in Wipro Company.  
   b) Also design your resume mentioning the requisite information related to the profile.  

Q.7 Describe the importance of human relations in the workplace.
End Semester Examination, May 2019
BCA – Second Semester
INDIAN ETHICS AND VALUES (CA-GE-01)

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

Note: Attempt FIVE questions in all. Q1 is compulsory. Attempt any TWO questions from PART-A and any TWO from PART-B. Marks are indicated against each question.

Q.1  a) Which of the following is an example of a value?
   i) Justice   ii) Happiness
   iii) Security  iv) All of the above
b) Ethics is known as the philosophy of what?
   i) Morality    ii) Society
   iii) Justice   iv) None
c) Ethics are important because:
   i) Suppliers prefer to deal with ethical companies
   ii) Customers prefer to deal with ethical companies
   iii) Employees prefer to deal with ethical companies
   iv) All of the above.
d) According to the concept of morality intensity, a worker is most likely to behave ethically and legally when:
   v) a Manager observe his/her behavior closely
   vi) A worker has intense moral
   vii) The consequences of the act are minor
   viii) The consequences of the act are substantial.
e) In business organization the surplus is:
   i) Loss      ii) No loss, no gain
   iii) Profit   iv) Liquidity.
f) According to Kant’s approach to moral philosophy, ethics is based on:
   i) The consequences of one’s action   ii) Sympathy
   ii) A social contract    iv) A Practical reason.
g) Ethics & law overlap. This is called______
   i) Yellow area   ii) Black area
   iii) White area  iv) Grey area.
h) Which is not the reason a business engages in business ethics:
   i) Too recover a company’s image after a notorious business scandal.
   ii) To avoid the loss of a good corporate image or being used for misconduct
   iii) To enhance global relationships
   iv) To enhance stakeholder relationships.
i) The absolutist/cognitive perspective divides into ________?
   i) Ethical relativism/non-relativism    ii) Cognitivism/Non-cognitivism
   iii) Consequentialists/Non-consequentialists iv) External/internal
j) Who invented ethics of duty

PART-A

Q.2  Explain the term ethics and values in context to ethics in duty, Elaborate your answer with the help of suitable example.
Q.3 Describe self realization and human values. How it is different from harmony? Express your answer with suitable example.

Q.4 a) Differentiate between civil rights and human rights in detail.
b) Differentiate between the social responsibility and social relationship.

PART-B

Q.5 a) Describe the term “Dignity of Labor”. How much it is important in any professional organization.
b) Explain Indian fundamentals rights in the light of Human rights.

Q.6 Describe the ethics in public administration. Also express impartiality and objectivity.

Q.7 Explain the following:
a) Right thinking
b) Reflective thinking
c) Creative thinking
d) Ethics in teaching
e) Critical thinking
End Semester Examination, May 2019
B. Sc. (Data Science) — Second Semester
ENVIRONMENTAL STUDIES (CH-202B)

Time: 3 hrs. Max Marks: 100
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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) What are biotic and abiotic factors?
   b) Explain the reasons of desertification.
   c) Explain hotspot of biodiversity with examples.
   d) Define “Poaching”.
   e) Discuss the sources of water pollution.
   f) What is the reason behind the blackening of Taj Mahal?
   g) Define “Bio-magnification”.
   h) Write the major green-house gases.
   i) What is Environment Protection Act?
   j) What was chipko movement? 2×10

PART-A

Q.2 a) What are the processes that autotrophic organisms use to produce organic material from inorganic substances? 2
   b) Explain the food web of forest and aquatic ecosystems. 10
   c) Discuss the causes of deforestation. 8

Q.3 Define the following terms:
   a) Sustainability. 5
   b) 3R principle. 10
   c) Sustainable environment. 5

Q.4 a) Discuss the different treats to biodiversity. 10
   b) Differentiate in-situ and ex-situ biodiversity conservation with examples. 10

PART-B

Q.5 What do you understand by global warming? How it is caused and what is the protocol to control global warming? Discuss the protocol. 20

Q.6 How many types of solid wastes are present in environment and what are their harmful effects? How these can be managed? 20

Q.7 a) Differentiate between BWC and CWC. 8
   b) Discuss “Chipko Movement” in detail. 12
End Semester Examination, May 2019
B. Com (Hons.) / B. Com (Hons.) Industry Integrated – Second Semester
BUSINESS MATHEMATICS (BCH-203/CH-3.1)

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**. Marks are indicated against each question.

Q.1 Short answer questions:
   a) Define equivalent set.
   b) What do you mean by equal matrix?
   c) Integrate: \( \int 3x^2 + 2x \, dx \).
   d) If \( A = \begin{bmatrix} 2 & 3 \\ -1 & 5 \end{bmatrix} \) and \( B = \begin{bmatrix} 1 & 1 \\ 3 & -2 \end{bmatrix} \); find \( A + B \) and \( A - B \).
   e) What do you mean by rectangular matrix?
   f) If S.I = 30 Rs, T = 2 years and R = 10%, find P = ?
   g) Differentiate \( x^a \) w.r.t. \( x \).
   h) If \( A = \{1, 2, 3, 4, 5\} \) and \( B = \{4, 5, 6, 7\} \); then show that \( A \cap B = B \cap A \).
   i) Write formula for present value of annuity.
   j) What do you mean by singular matrix?

**PART-A**

Q.2 a) For the matrices \( A = \begin{bmatrix} 2 & 3 \\ 5 & 8 \end{bmatrix} \) and \( B = \begin{bmatrix} -1 & 2 \\ 3 & -1 \end{bmatrix} \); show that:
   \[ (A + B)^2 \neq A^2 + B^2 + 2AB. \]
   b) Find the inverse of the matrix; \( A = \begin{bmatrix} 1 & 2 & -2 \\ -1 & 3 & 0 \\ 0 & -2 & 1 \end{bmatrix} \) and verify that :
   \[ A \cdot A^{-1} = A^{-1} \cdot A = I. \]

Q.3 a) Find the difference between simple interest and compound interest on \( ₹20000 \) at 10% per annum for 2 years, compounded annually.
   b) The difference between simple interest and compound interest for a certain sum of money is \( ₹90 \) at 12% per annum for 2 years, find the principal.
   c) Find compound interest on \( ₹1200 \) at 10% per annum for 1½ years, compounded semi-annually.

Q.4 a) Find the points of local maximum and local minimum for the function given below and also find local maximum and local minimum value for \( F(x) = x^3 - 6x^2 + 9x + 7 \).
   b) If \( y = \log(x + \sqrt{x^2 - a^2}) \); then show that: \( \frac{dy}{dx} = \frac{1}{\sqrt{x^2 - a^2}} \).
   c) If \( y = \frac{2(x+1)}{x^2 + 2x - 3} \); find \( \frac{dy}{dx} \).

**PART-B**
Q.5  
  a) Evaluate: \[ \int \frac{x^2 + 1}{(x-1)^2(x+3)} \, dx . \]
  
  b) Evaluate: \[ \int \frac{x}{(x^3 + 1) \log(x^2 + 1)} \, dx . \]
  
  c) If \( u = \log \left( \frac{x^2 + y^2}{xy} \right) \); verify that \( \frac{\partial^2 u}{\partial x \partial y} = \frac{\partial^2 u}{\partial y \partial x} \).

Q.6  
  a) What do you mean by linear programming problem? What are the requirements, limitations and applications of linear programming problem?
  
  b) Use the graphical method to solve the following LPP.
  Min. \( z = 20x_1 + 10x_2 \)
  Subject to constraints
  \[ x_1 + 2x_2 \leq 40 \]
  \[ 3x_1 + x_2 \geq 30 \]
  \[ 4x_1 + 3x_2 \geq 60 \]
  and \( x_1, x_2 \geq 0 \)

Q.7  
  a) Prove that: \( A - (B - C) = (A - B) \cup (A \cap C) \).
  
  b) Out of 40 students in a class, 16 study English, 22 Accountancy and 26 Economics. 5 study English and Economics, 14 Accountancy and Economics and 2 study all the three subjects. If each student studies at least one of the three subjects, find the number of students who study:
  i) English and accountancy.
  ii) English, Accountancy but not economics.
  iii) English but not economics.
  
  c) If \( A = \{1, 2, 3, 4, 5, 6\} \), \( B = \{2, 3, 5, 7\} \), \( C = \{2, 4, 6, 8\} \) and \( U = \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10\} \); then verify that:
  i) \( A - B = B^c - A^c \)
  ii) \( A - (B \cap C) = (A - B) \cup (A - C) \)
  iii) \( (A \cup B) \cap (A \cup B^c) = A \)
Q. 1 Write short note on the following with the help of examples:
   a) Creativity as a core of competitive excellence.
   b) Convergent versus divergent thinking.
   c) Invention versus innovation.
   d) Collective creativity.
   e) Agents of innovation.

**PART-A**

Q. 2 What makes an individual a “Creative Personality”? Discuss some of the important traits of creative personalities.

Q. 3 Creativity does not just happen. It is a cognitive process that produces new ideas or transforms old ideas into updated concepts. Elaborate the statement by explaining the process of creativity.

Q. 4 Describe all the techniques of creative problem solving with appropriate examples.

**PART-B**

Q. 5 What do you understand by “Creative block”? What are the causes? Discuss the measures to overcome it?

Q. 6 a) What is ideation? How does innovation cycle management result in developing a product? 
   b) How do you recognize a creative organization? Describe the mechanism for stimulating organizational creativity.

Q. 7 How do great leaders unlock the best in their colleagues and tap into the creativity hidden in their team?
End Semester Examination, May 2019
BBA (G) IB - Fourth Semester
STRATEGIC MANAGEMENT (2.222 / 367.401)

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 notes on the following:
a) What is the concept of Strategy?
b) What are possible pitfalls in not having a vision for an organization?
c) Provide a few examples of the opportunities and threats facing any organization of your choice.
d) Explain briefly the four components of the VRIO framework.
e) Why do organizations face a decline? 2x5

PART-A

Q.2 Describe the process of Strategic Management. Draw a neat chart showing comprehensively the different elements in the strategic management process. 10

Q.3 Give a clear description of these components:
a) Strategic Intend
b) Stretch
c) Leverage
d) Fit
Discuss the manner in which these concepts aid our understanding of strategic management. 10

Q.4 Act as a consultant for Small Scale industry and advise them as how to use the SWOT analysis for their industry. 10

PART-B

Q.5 Considering the different functional areas in any organization of your choice, determine the important factors within each functional area which influence the capability of that organization to implement its strategies. 10

Q.6 Discuss Michael Porter’s approach to defining generic competitive (or business) strategies. 10

Q.7 Discuss the roles that the board of directors play in strategic management and describe the major tasks that strategic leaders perform in organization. 10
End Semester Examination, May 2019  
B.Com. (H) I.I. - Fourth Semester  
ORGANIZATIONAL BEHAVIOUR (BCH-002)

Time: 2 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. Marks are indicated against each question.

Q.1 Answer the following:
   a) Enlist one characteristics of organization behaviour.
   b) Define one goal of organizational behaviour.
   c) What is cultural shock?
   d) State one factor which shape the personality of an individual.
   e) Define stress.
   f) Give one difference between a group and a team.
   g) Enlist one source of power.
   h) What is resistance to change?
   i) State one disadvantage of tall organization structure.
   j) Enlist one basic element of culture.  

Q.2 Explain the importance of organizational behaviour in the field of management.  

Q.3 Compare Maslow’s Need Hierarchy theory with Herzherg’s Two Factor theory of motivation.  

Q.4 Explain various types of group in an organization.  

PART-B

Q.5 What are the most effective styles of leadership in India? Justify your answer with relevant examples.  

Q.6 Define change. Explain the process of change.  

Q.7 Describe the basic determinants of organizational culture.
End Semester Examination, May 2019  
BBA (G) IB – Fourth Semester  
INTERNATIONAL BUSINESS ENVIRONMENT (BIB-402)

Time: 3 hrs.  
Max Marks: 100

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions: 
 a) Full forms UNCTAD. 
 b) Give two functions of world bank. 
 c) Define purchasing power parity theory. 
 d) Full form of SAARC. 
 e) Define foreign exchange. 
 f) Mentions any two characteristics of MNG. 
 g) Define Ethoretical approach. 
 h) Define quotas. 
 i) Give two modes of entry into international business. 
 j) Name two determinants of FDI.  

PART-A

Q.2 Define international business. Explain its various components.  
Q.3 What is economic integration? Explain the different kinds of economic integration. 
Q.4 Discuss in detail the international product life cycle theory of international trade. 

PART-B

Q.5 Write short notes on: 
 a) HRM 
 b) Country evaluation and selection strategies.  

Q.6 Write short notes on: 
 a) International financial system. 
 b) Foreign exchange rate. 

Q.7 Define MNC and explain its advantages and disadvantages with respect to home and host county.
End Semester Examination, May 2019
BBA (BANKING) – Second Semester
EQUITY AND DERIVATIVES MARKETS (BBA-IC-207)

Time: 3 hrs.  Max Marks: 100
Note: Attempt FIVE questions in all; PART-A is compulsory. Attempt any FOUR questions from PART-B. Marks are indicated against each question.

PART-A

Q.1 Attempt the following:
   a) Explain dividend and dividend yield.
   b) What is book building IPO?
   c) Name out any two index future and stock future which are trading on the exchange.
   d) What is the obligation/right of call holder?  5×4

PART-B

Q.2 What is the role of the primary and secondary market? Also define the major difference between them.  20

Q.3 Differentiate between ‘initial margin’ and ‘minimum margin’ (maintenance margin) in future trading. Explain with suitable example.  20

Q.4 Explain any two corporate actions in detail. (stock split, bonus, right issue, etc.)  20

Q.5 Describe any two of the following in detail w.r.t future contracts:
   a) Initial margin.
   b) Minimum or maintenance margin.
   c) Mark to market.  10×2

Q.6 Mr. ABC bought the two lots of nifty April future @₹8800 on 10th April 2018. The expiry date of future contract is 27 Apr, 2018. The closing price for nifty future on 27th April 2018 is 8840 respectively. Calculate the profit / loss on these positions on expiry. Assume that there is no transaction cost involved and lot size of nifty future is 75.  20
End Semester Examination, May 2019
BCA – Fourth Semester
LEGAL AWARENESS RELATING TO IT (CA-GE-05A)

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. Marks are indicated against each question.

Q.1 Fill in the blanks:
   a) All criminal activities done using the medium of computer is called __________.
   b) Mutilation is __________.
   c) The section deals with virus attacks is __________.
   d) Rank of police officer who investigates cyber-crime in India is __________.
   e) Which dispute resolution method allows parties to remain in control of the procedure __________?
   f) To design web pages, we need to use __________.
   g) __________ year IT Act 2000 came into effect.
   h) Programs that multiply like viruses but spread from computer to computers are called as __________.
   i) An email that misrepresents its origin by showing a different origin is __________.
   j) __________ Act provides legal framework for e-governance in India. 1×10

PART-A

Q.2 Computer world is facing so many cyber-crimes every day. What are those crimes and what is their impact on human life? Also discuss the role of cyber law in dealing with cyber-crime. 10

Q.3 Write short note on the following:
   a) Right to privacy.
   b) Right to access cyber space. 5×2

Q.4 What are the positive and negative effects that computers have on society? Justify the role of various organizations for making rules and regulations to access data on computer world. 10

PART-B

Q.5 Define ‘hacking’. Justify the positive and negative impacts of hacking. Discuss the various types of hackers. 10

Q.6 Discuss in brief:
   a) Identity theft and fraud.
   b) Copy right and patent right.
   c) Trademarks and domain Names.
   d) Cyber terrorisms. 2½×4

Q.7 What is IT Act 2000? Explain its role in dispute resolution in cyberspace. 10
End Semester Examination, May 2019
BBA (G) IB — First Semester
MARKETING PRINCIPLES (2.103 / 367.103)

Time: 3 hrs.\hspace{1cm} Max Marks: \hspace{0.5cm} 50
No. of pages: \hspace{0.5cm} 2

Note: Attempt \textbf{FIVE} questions in all; \textbf{Q.1 is compulsory}. Attempt any \textbf{TWO} questions from \textbf{PART-A} and \textbf{TWO} questions from \textbf{PART-B}. Each question carries equal marks.

Q.1 Attempt the following questions (any five):
\begin{itemize}
\item[a)] Explain production concepts of marketing.
\item[b)] What are the extended 7P's of service marketing?
\item[c)] Explain any two types of primary data sources.
\item[d)] What do you understand by CRM?
\item[e)] What do you understand by term: mobile marketing?
\item[f)] Abbreviate PESTEL analysis. \hspace{0.5cm} 2\times5
\end{itemize}

\textbf{PART-A}

Q.2 Explain strategies planning, implementation and control process. Elaborate with an example. \hspace{0.5cm} 10

Q.3 Explain customer delivered value and hence derive customer profitability matrix. \hspace{0.5cm} 10

Q.4 Explain the five steps of the consumer buying process of an existing product, using an example of your own purchasing of a product for example buying a mobile phone. \hspace{0.5cm} 10

\textbf{PART-B}

Q.5 Explain the concept of the 'product life cycle' for a product like ice-cream of any brand with the help of graph. \hspace{0.5cm} 10

Q.6 \begin{itemize}
\item[a)] Discuss importance of pricing with respect to automobile sector.
\item[b)] Illustrate the importance of ethic's in digital marketing. \hspace{0.5cm} 5\times2
\end{itemize}

Q.7 Read the case study given below and answers the following questions at the end:

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 \textsterling 600 crore Horlicks brand 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 are 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 acknowledgement of the fact."

The flagship of SBCH, Horlicks has been showing consistent annual value growth of about 25 per cent in the last three years and more is expected which is why SBCH is busy setting up a \textsterling 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.

a) Discuss the role of brand research in marketing. 5
b) Discuss the importance of new product development with respect to Horlicks. 5
Indirect Taxes (CH-4.1)

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)** Fill in the blanks:

i) Return of service tax is to be filed in form _________.

ii) The amount of service tax payment is rounded off to _________.

iii) Service tax in India is governed and administered by _________.

iv) A dealer is entitled to opt for composition scheme under VAT if his turnover is upto ` _________. during the last financial year.

v) Input tax credit under VAT laws is available only to _________. dealers.

vi) Small-scale industries scheme is _________. scheme (optional/mandatory).

vii) Excise duty on goods removed by the SSI unit should be deposited _________.

(v)ii) Special CVD levied under section 3(5) cannot exceed _________.%

ix) When the goods are assessed on ad valorem basis it is necessary to find out _________. of goods.

x) The rates of custom duty are given in the _________.

**b)** State whether the following statements are TRUE or FALSE:

i) The relevant form for payment of service tax is GAR-7.

ii) Tax payers’ identification number (TIN) is a registration number of a VAT dealer.

iii) Service tax is applicable to whole of India.

iv) Composition scheme under VAT Laws is an optional scheme.

v) VAT is levied only on intra-state sale of goods.

vi) VAT payment must be deposited by proprietors, LLPs partnership firms quarterly.

vii) Central Excise Tariff Act 1985 contains the rate of duty of excisable goods.

viii) Rate of basic export duty of customs are given in schedule I of Custom Tariff Act.

ix) Duty of central excise is collected at the time of production of goods.


**c)** Short Answer types:

i) What are compounding schemes under Service Tax Laws?

ii) What is composition scheme as per VAT Laws?

iii) Define manufacture as per The Central Excise Act, 1944.

iv) What are provisions regulating Baggage?

**UNIT-I**

Q.2  
**a)** What are the provisions of service tax registration?  
**b)** Write down the provisions regarding filing of service tax returns.

Q.3 List the services that have been specified in the negative list and explain them briefly.
UNIT-II

Q.4 Discuss concept of VAT. Point out reasons for adoption of VAT and discuss its merits and demerits in detail. 15

Q.5 a) Briefly explain the provisions for registration under the State VAT Laws. 7
   b) R’ a’ manufacture sells the manufactured goods in Delhi to ‘S’ distributor for ₹ 1,00,000/-.’R’ was not entitled to VAT credit on the purchases of raw materials as the raw material was not liable for VAT. ‘S’ the distributor sells the same goods to whole sale dealer ‘T’ for ₹ 1,20,000/- (which includes freight and other expenses ₹ 15,000/- and his profit ₹ 5,000/-). ‘T’ sells the same goods to dealer ‘U’ for ₹ 1,30,000/- and ‘U’ sold the same goods to consumer ‘V’ for ₹ 1,50,000. Compute VAT payable at each stage assuming rate of VAT at each stage is 12.5%. 8

UNIT-III

Q.6 Write short notes on the following:
   a) Compounded levy scheme.
   b) Exemption available to SSIs.
   c) Maximum Retail Sale Price Valuation Method of excise duty. 5×3

Q.7 a) Explain various types of excise duties in brief. 8
   b) Give rules relating to removal of excisable goods under Central Excise Act. 7

UNIT-IV

Q.8 What is taxable events under customs? Give various types of duties under customs on imported goods. 15

Q.9 a) From the following particulars calculate the Customs Duty Payable:
   i) Assessable value of imported goods ₹ 5,00,000/-.  
   ii) Basic Customs Duty Payable @10%.  
   iii) The imported goods are also produced in India on such goods excise duty is leviable @12.5%.  
   iv) SAD @ 4% and education less @ 3% is leviable. 7
   b) What are the formalities under Custom Act for warehousing of goods? State the documents to be executed for clearance of warehouse goods for home consumption. 8
End Semester Examination, May 2019
BBA (G) IB – Fourth Semester
OPERATIONS MANAGEMENT (2.225)

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. Marks are indicated against each question.

Q.1 Briefly explain (any five) (maximum 20 words):
   a) Primary activities in the value chain.
   b) Strategic rationale for outsourcing.
   c) TQM.
   d) Pareto principle.
   e) Sales and operations planning.
   f) Plant layout. 2×5

PART-A

Q.2 a) Mattel Toys India manufactures several different toys. It has about 7500 items in its inventory. The company wants to efficiently and accurately manage its inventory on daily basis. It has 1000 A items, 2000 B items and 4500 C items. The company's policy is to count all A items every 30 working days, all B items every 60 working days and all C items every 120 working days. Determine how many items the company should cycle count each day. 5
   b) What are the expected output and utilization of a plant with a design capacity of 108 chairs per day, effective capacity 90 chairs per day and efficiency 90%? 5

Q.3 a) One driver of low-cost strategy is a facility that is effectively utilized. Explain the concept with relevant examples. 5
   b) Discuss any five strategic operations management decisions with examples. 5

Q.4 Mondelez India Foods Private Ltd. (formerly known as Cadbury India Ltd.) intends to increase capacity by overcoming a bottleneck operation for 145 gram Cadbury Dairy Milk Silk chocolates by adding new equipment in order to meet its increased demand of 80,000 chocolates per month. There are two options. The company can manufacture inhouse with a fixed cost of Rs 30,00,000 and variable cost of Rs 75 per chocolate. A reputed vendor associated with a company for 50 years has given a proposal which will have fixed cost Rs 42,00,000 and variable cost of Rs 60 per chocolate. The revenue generated by the company for each unit is Rs 120 against MRP of Rs 150. Should the company outsource? 10

PART-B

Q.5 SKF has been a global manufacturer of bearings for over 100 years. SKF supplies the roller bearings to Atlas Copco, a large manufacturer of centrifugal compressors with 100,000 roller bearings each year. The order has been stable for some time. Setup cost for SKF is Rs 2400 and holding cost is Rs 36 per roller bearing each year. SKF can produce 4000 roller bearings per day. Atlas Copco is just-in-time manufacturer and requires 350 roller bearings to be shipped to it each day. What is the optimum production quantity? How many production runs will SKF have in a year? 10

Q.6 You are considering opening a photocopying service at Manav Rachna. You estimate your fixed cost at Rs 6,00,000 and the variable cost of each copy at Rs 0.40. You expect the selling price to average at Rs 2.
   a) What is the breakeven point in Rupees? 5×2
   b) What is the breakeven point in units?

Q.7 You have opened "Hush Restaurants" at Manav Rachna. The place is brimming with students throughout the day. In fact, many students go back dejected when they are not able to get a place to sit. New session is just around the corner. What are the capacity options available with you?
   a) If the capacity leads demand.  5×2
   b) If the capacity lags demand.
Q.1 Case study: LEADERSHIP SYNDROME

Laura is the Associate Director of a non-profit agency that provides assistance to children and families. She is the head of a department that focuses on evaluating the skill-building programs the agency provides to families. She reports directly to the agency leadership. As a whole, the agency has been cautious in hiring this year because of increased competition for federal grant funding. However, they have also suffered high staff turnover. Two directors have left as well as three key research staff and one staff person from the finance department.

Laura has a demanding schedule that requires frequent travel; however, she supervises two managers who in turn are responsible for five staff members each. Both managers have been appointed within the last six months.

Manager 1: Kelly has a specific background in research. She manages staff who provide research support to another department that delivers behavioral health services to youth. Kelly supports her staff and is very organized; however, she often takes a very black and white view of issues. Upper level leadership values Kelly's latest research on the therapeutic division's services. Kelly is very motivated and driven and expects the same from her staff.

Manager 2: Linda has a strong background in social science research and evaluation. She manages staff that work on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in evaluation of family services. Linda is very capable and can sometimes take on too much.

The managers are sensing that staff are becoming overworked as everyone takes on increased responsibilities due to high staff turnover. Staff have also mentioned that Laura's "glass half-empty" conversation style leaves them feeling dejected. In addition, Laura has not shared budgets with her managers, so they are having difficulty appropriately allocating work to staff. Laura said she has not received sufficient information from the finance department to complete the budgets. The finance department said they have sent her all the information they have available.

As staff become distressed, the managers are becoming frustrated. They feel like they are unable to advocate for their staff or problem solve without key information like the departmental budget.

Read the case study carefully given above and answer the following question:

(a) Develop case structure.

(b) What advice would you give Laura on improving her leadership skills?

5×2

PART-A
Q.2 Right choice of form of business organization is crucial because apart from many other factors, it determines the risk, responsibility, control, division of profits etc. Discuss the concept of partnership alongwith its advantages and disadvantages.  

Q.3 Consider yourself working in ABC Ltd. as CEO. Your production manager informs you that the particular batch of cold drink is not good for the consumption of customers as some harmful chemical got mixed during its manufacturing. As a CEO of the company, if you reject this harmful lot of cold drink, it would give Rs. 2 crore losses to your company.
   a) Write down your decision about selecting or rejecting the lot.
   b) Support your decision with the logical explanation.  

Q.4 Business is affected by various factors. Identify these factors and explain their impact on the performance of business.  

PART-B

Q.5 Managers are leaders also who perform a variety of roles. A particular behaviour pattern is expected of them. In order to perform leadership role effectively, they have a choice to select any or mix of leadership styles. Discuss various leadership styles with appropriate examples.  

Q.6 Consider yourself as a CEO of Maruti Ltd. Prepare SWOT-strengths, weaknesses, opportunities and threats for your organization.  

Q.7 Write short notes on (any two) of the following:
   a) Leadership grid.    b) Motivation.
   c) Team work.  

5×2
Q.1  Answer the following questions:
   a) What do you mean by negative correlation?
   b) Give an example of exclusive and inclusive series.
   c) Calculate median for the series.
      289, 253, 281, 300, 295, 201, 285
   d) If median = 20 and mean = 23; find mode.
   e) Why Fisher is said to be ideal?

   State whether the following statement are true or false:
   f) The correlation coefficient, \( r = \pm \sqrt{b_{xy} \times b_{yx}} \).
   g) Correlation is used for future prediction.
   h) Standard deviation is a measure of central tendency.
   i) Laspeyres Index number satisfies time reversal and factor reversal test.
   j) Geometric mean is a best average.

Q.2  a) Define classification. Explain the different types and ways of classification by giving example.
     10
   b) What do you mean by statistics? Write the uses and limitations of statistics.
     10

Q.3  a) Draw less than and more than Ogive curves for the data given below:
     f :     2   5   7   10   6   5   3   2
     10
   b) Draw a suitable diagram for the data given below:
     | Item of expenditure | Family A | Family B | Family C |
     |---------------------|----------|----------|----------|
     | Food                |  60      |  70      |  50      |
     | Clothing            |  40      |  50      |  40      |
     | Rent                |  50      |  30      |  60      |
     | Education           |  30      |  20      |  30      |
     | Recreation          |  20      |  10      |  20      |
     10

Q.4  a) Calculate median, mode, \( Q_1 \), \( D_4 \) and \( P_{45} \) for the given data:
     | No. of Students: |  5   9  14  17  12   8   4   2   |
     10
   b) Calculate mean and standard deviation for given information:
     | f:     3   5   8   11   16   4   3   1   |
     10
Q.5  a) Calculate Karl Pearson’s coefficient of correlation for the data given below:

<table>
<thead>
<tr>
<th>x</th>
<th>98</th>
<th>93</th>
<th>95</th>
<th>94</th>
<th>96</th>
<th>90</th>
<th>89</th>
<th>85</th>
<th>80</th>
<th>82</th>
</tr>
</thead>
<tbody>
<tr>
<td>y</td>
<td>120</td>
<td>130</td>
<td>112</td>
<td>128</td>
<td>129</td>
<td>110</td>
<td>115</td>
<td>132</td>
<td>121</td>
<td>124</td>
</tr>
</tbody>
</table>

b) Fit a linear regression of $y$ on $x$ for the following data:

<table>
<thead>
<tr>
<th>x</th>
<th>12</th>
<th>15</th>
<th>19</th>
<th>20</th>
<th>10</th>
<th>18</th>
<th>23</th>
<th>28</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>y</td>
<td>73</td>
<td>75</td>
<td>70</td>
<td>79</td>
<td>68</td>
<td>65</td>
<td>60</td>
<td>72</td>
<td>71</td>
</tr>
</tbody>
</table>

Also estimate $y$; when $x = 30$.

Q.6  a) What do you mean by index number? Discuss different types of index numbers. Also write the problems that arise in the construction of index number.

b) Construct Laspeyres and Paasche’s index number and verify that Paasche’s index number satisfies time reversal and factor reversal test for the data given below:

<table>
<thead>
<tr>
<th>Commodities</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>8</td>
<td>9</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>B</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>E</td>
<td>4</td>
<td>3</td>
<td>9</td>
<td>5</td>
</tr>
</tbody>
</table>

Q.7  a) Define time series. Explain the components of time series by giving examples.

b) Fit a trend by using least square method for the data given below:

<table>
<thead>
<tr>
<th>Years:</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales:</td>
<td>53</td>
<td>54</td>
<td>56</td>
<td>58</td>
<td>57</td>
<td>59</td>
<td>60</td>
<td>61</td>
</tr>
</tbody>
</table>

Also calculate trend for year 2012.
End Semester Examination, May 2019  
BBA (G) IB – Sixth Semester  
ADVANCE INFORMATION TECHNOLOGY (367.603 / BIB-DE-501)

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. Marks are indicated against each question.

Q.1 Write short notes on the following (any two):
   a) Teleconferencing and broadcasting.
   b) Benefits of Intranet.
   c) Protocols of communication.
   d) Internet service provider.  

Q.2 What is TCP/IP? Explain it with help of a layered diagram.  

Q.3 Explain the search engine concept. Explain the working of search engine for finding web pages.  

Q.4 Intranet is a business tool. Explain this concept. Also discuss the application of intranet in a business environment.  

Q.5 What do you understand by multimedia? Explain different categories of multimedia system. Also describe the applications of multimedia.  

Q.6 Explain any four MS-Office tools used by an organization.  

Q.7 Write short notes on the following:
   a) Electronic communication.
   b) Sending and receiving mails.
End Semester Examination, May 2019
B.Com.(Hons.)/B.Com.(Industry Integrated) - Second Semester
CORPORATE LAWS (BCH-205/205A/CH-2.4)

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 any **TWO** questions from **PART-B.** Marks are indicated against each question.

Q.1 **Fill in the blanks:**

a) For incorporation of a company, the first decisions that promoters are required to make is about the _____ (Name of company/ name of the state in which the registered company is to be situated)

b) A company can alter its articles after passing an _______ resolution (ordinary/ special)

c) A prospectus must be filed by _____ (all public companies / all private companies / all the public companies having share capital)

d) Bonus shares can be issued to ______ shareholders of a company (equity / preference / all)

e) Any company may keep its register of members closed continuously for ____ days (30 / 45)

f) To transit special business at a meeting of a company requires _______ (special resolution / ordinary resolution / special resolution or ordinary resolution as the case maybe)

g) A small share holder director can be appointed for a period of ______ years at a time (3/5)

h) NLT stand for __________

i) Voluntary winding up commences on the date of ____ for voluntary winding up (training of the resolution/ declaration of solvency)

j) A whole-time Company Secretary of a Company may be appointed as _______ in any Company (Director/ Employee).

Explain the following (any two):

k) One person company

l) Proxy

m) Shelf prospectus

m) MCA-21

**PART-A**

Q.2 a) Explain the doctrine of Indoor management state the cases in which the doctrine of 'indoor management' is not applicable. 12

b) What preliminary steps are taken for incorporation of a company? 8

Q.3 a) “A prospectus must state truth and nothing but truth”. Do you agree? Explain. 12

b) Discuss various provisions relating to buy-back of own securities by a company. 8

Q.4 a) Discuss the main provisions regarding BoD meeting. 8

b) Who is a member of a company? Discuss the provisions with regard to appointment and termination of a member in a company. 12
**PART-B**

Q.5  a) Give the provisions of companies Act, 2013 regarding managerial remuneration.  
     b) Describe the provisions with regard to appointment of a director in a company.

Q.6  Describe the circumstances under which a company can compulsorily be wound up by the tribunal. Also state the consequences of a winding-up order by the tribunal.

Q.7  Write short note on:
     a) Postal ballot
     b) Independent Director
     c) Fast track exit mode
     d) NCLT
INTRODUCTION TO INTERNATIONAL BUSINESS (2.231/367.207)

Q.1 Answer (any five) (maximum 20 words):
   a) Purchasing power parity.
   b) Import substitution industrialization.
   c) Manufacturing versus assembly operations.
   d) Consequences of export-led growth.
   e) Exporting versus licensing.
   f) Law of one price.  

PART A

Q.2 A nation’s political system and its economic systems are interconnected. Describe the economic systems with appropriate examples.  

Q.3 Describe all the instruments of trade policy with suitable examples.  

Q.4 Governments recognise that their respective nations will benefit from lower trade barriers between them but neither government is willing to lower barriers. Why? How is such a deadlock resolved?  

PART B

Q.5 Describe the strategic role of global HRM (Human Resource Management). Who are the expatriates? How is the expatriate pay determined?  

Q.6 What is GST? What are the standard GST rates in India? Distinguish among CGST, SGST and IGST.  

Q.7 Distinguish between “joint venture” and “strategic alliance.” Explain their benefits and shortcomings.
Q.1 **Objective type questions:**

a) The accounting concept that is principally used to classify the leases into operating and finance lease is:
   i) Substance over form.  
   ii) Prudence  
   iii) Neutrality  
   iv) Completeness

b) In accordance with IAS 36, “value-in-use” is:
   i) The market value  
   ii) The discounted present value of future cash flows arising from use of the asset and from its disposal.  
   iii) The higher of an asset’s fair value less cost to sell and its market value.  
   iv) The amount at which the asset is recognized in the balance sheet.

c) Healthy Inc. bought a private jet for the use of its top-ranking officials. The cost of the private jet is $15 million and can be depreciated either using a composite useful life or useful lives of its major components. It is expected to be used over a period of 7 years. The engine of the jet has a useful life of 5 years. The private jet’s tires are replaced every 2 years. The private jet will be depreciated using the straight-line method over:
   i) 7 years composite useful life.  
   ii) 5 years useful life of the engine, 2 years useful life of the tires, and 7 years useful life applied to the balance cost of the jet.  
   iii) 2 years useful life based on conservatism (the lowest useful life of all the parts of the jet).  
   iv) 5 years useful life based on simple average of useful lives of all major components of the jet.

d) As per AS 2, the cost of inventory should not include:
   i) Abnormal amounts of wasted materials.  
   ii) Administrative overhead.  
   iii) Selling costs.  
   iv) All of the above.

e) Goodwill recognized on acquisition of investments is:
   i) Amortised over 10 year period.  
   ii) Not amortised.  
   iii) Amortised over the life of the investment:  
   iv) Either i) or iii)

f) Delivery is delayed at buyers request in case of ____________.
   i) Consignment of sales.  
   ii) Warranty sales.  
   iii) Commission sales.  
   iv) Bill and hold arrangements.

g) Cash incentives given to customer are recognized as ____________.
   i) Separate line item.  
   ii) Deduction for revenue.  
   iii) Addition to revenue.  
   iv) Discount allowed.

h) PCS stands for ____________ in case of IT Industry.
   i) Post Customer Service  
   ii) Post Contract Customer Service  
   iii) Public Contract Services  
   iv) Payment Contract Service
i) Stores and spares can be a part of inventory.  **(True or False)**

j) Pre-opening cost can be capitalized as part of PPE.  **(True or False)**

**Short answer type questions:**

k) What do you mean by customized software?

l) Which the accounting standard applicable for revenue recognition in case of IT Industry?

m) Name two intangibles in case of telecom industry.

n) How do you treat training cost with regard to acquisition of PPE?

o) Which is the IGAAP standards applicable for provisions, contingent assets and contingent liabilities?

p) Can storage cost be added to the cost of inventory in case of retail business?

q) Name two cost formula suggested by IFRS for valuation of inventory.

r) Does revaluation of intangibles permitted under IGAAP?

s) Which the standard applicable of accounting of Income Taxes under IGAAP?

t) What is functional currency under IFRS?

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**Q.2**

a) ABC Limited decided to change its depreciation method from WDV to SLM during financial year 2011-12. Due to this change, surplus arising from retrospective computation of depreciation from WDV to SLM amounted to ₹2,00,000 and Depreciation for the year based on SLM basis amounts to ₹7,70,000. What will be the treatment as per Indian GAAP and IFRS?

b) Brilliant Inc. is constructing a skyscraper in the heart of town and has signed a fixed price two-year contract for ₹21.0 million with the local authorities. It has incurred the following cost relating to the contract by the end of first year:

- Material cost = ₹5 million
- Labor cost = ₹2 million
- Construction overhead = ₹2 million
- Marketing costs = ₹0.5 million
- Depreciation of idle plant and equipment = ₹0.5 million

At the end of the first year, it has estimated cost to complete the contract = ₹9 million. What profit or loss from the contract should Brilliant Inc. recognize at the end of the first year?

c) What is the accounting policy for research and development cost in case of automotive industry?

d) What are the indicators for treating two or more contracts as a single contract in case of telecom industry?

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**Q.3**

a) Explain the provision under IGAAP and IFRS regarding:

i) Constructive obligation.  
ii) Decommissioning cost.  

b) ABC Limited are professional consultants providing advisory services to clients to set up financial system. The set up process is divided in two phases. Each phase takes 10 months to complete.

XYZ Limited approached ABC Limited for setting up of its financial system in April 2010. Total fees for the project was 50,00,000. Phase 1 was completed in Jan 2011. Phase 2 was started in Apr 2011 and completed in Jan 2012. Determine revenue recognition basis under Indian GAAP and IFRS for the financial year ended 31 Mar 2011 and 31st Mar 2012.

---

**Q.4**

a) When the revenue is recognized in IT Industry under following circumstances?

i) Bill and hold arrangement.

ii) Multiple copies of Software.

iii) Electronic delivery of software developed.

b) Differentiate the provisions under IGAAP and IFRS regarding:
i) Change in the method of depreciation.
ii) Extra – ordinary items.
iii) Non-adjusting events.

Q.5  a) What are the general principles for recognition of intangibles in case of telecom industry?  
    b) Explain the conditions for recognizing revenue of telecom industry in case of:  
       i) Equipment plus service.
       ii) Activation and connection fee charged by mobile operators.
       iii) Installation fee charged by fixed line telecoms.

Q.6  a) Explain the accounting policy of the following:  
       i) Discount coupons.
       ii) Credit card fees.
       iii) Buy one, Get Free One.
    b) On 30th June 2017 fund capital purchased debt investments for ₹4,50,000 including broker fee. The notional is ₹5,00,000. Fixed semi-annual coupon of ₹8,000 is receivable on 30th June and 31st December. Securities mature on 30th June 2019. Calculate amortized cost of the investment for the year ending 31st December 2017, 31st December 2018 and December 2019. Effective rate of interest in six month time is 4.3796%.
End Semester Examination, May 2019  
M.Com. – Fourth Semester  
E-COMMERCE (MC-401)

Time: 3 hrs  
Max Marks: 100  
No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO from PART-B. Each question carries equal marks.

Q.1 Answer the following questions:
   a) Define G2C mode with examples.
   b) Enlist myths of e-commerce.
   c) Define virus. Give four examples.
   d) What is transaction?
   e) Give diagrammatic representation of digital signature.
   g) Explain working of symmetric cryptography with the help of diagrammatic representation.
   h) What is EDI process?
   i) Enlist the threats to digital payments.
   j) List the challenges faced by Indian Government in implementation of e-governance.

PART-A

Q.2 a) How e-commerce has affected retail industry and traditional commerce in India? Explain with the help of suitable examples.  
   b) Explain various factors which contribute towards the success of an e-commerce business.

Q.3 Discuss the mechanism of digital payment system in detail. Also define various online payment modes available for consumers.

Q.4 Over past few years, India has witnessed agile growth in usage of E-Governance services. Do you agree with the statement? If yes, why? If no, why?

PART-B

Q.5 a) What is e-money? Discuss in detail the properties, evaluation of payment methods and types of e-money in detail.
   b) Discuss in detail the mechanism of payment gateway and also discuss payment through card system with examples.

Q.6 a) Discuss in detail various cryptographic attacks in cryptography system.
   b) What is cryptosystem? Discuss its components, types and challenges in detail with diagrams.

Q.7 Write short notes on:
   a) M – Commerce.
   b) Customer services.
   c) Online entertainment industry
   d) Online learning.
End Semester Examination, May 2019
BBA (G) IB – Third Semester
INFORMATION TECHNOLOGY AND CONCEPTS (2.112)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) Write four characteristics of a digital computer.
b) What are the components of DSS?
c) Define the term Topology.
d) DSS is designed to support which level of management?
e) Write the difference between Debit card and Credit Card. 2x5

PART-A

Q.2 Write a short notes on:
a) Input and Output devices.
b) CPU. 5x2

Q.3 Explain information system in detail with its types. 10

Q.4 Define the term network. Also explain its types. 10

PART-B

Q.5 What is ERP? How does centralized system help in preserving data in organization? Also explain its components. 10

Q.6 How E-commerce is different from traditional commerce? According to you which one is better? 10

Q.7 Why security measures are important? Explain some threats and defense mechanism in detail. 10
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Second Semester
ENTREPRENEURSHIP ORIENTATION (BBA-O-05)

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**. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Define communication.
   b) Write any two core competencies of entrepreneurs.
   c) Benefits of EDP’s.
   d) Prepare a brief business plan layout. **2\frac{1}{2} \times 4**

**PART-A**

Q.2 Define entrepreneurship. Discuss in detail the features and functions of entrepreneurship orientation. **10**

Q.3 a) Elaborate the six entrepreneurial myths.
   b) Describe the qualities of successful entrepreneurs. **5 \times 2**

Q.4 Explain the terms *(any two)*:
   a) Innovation.
   b) Creativity.
   c) Social responsibilities. **5 \times 2**

**PART-B**

Q.5 What do you mean by business risk? Explain the causes of business risk. **10**

Q.6 a) What are the barriers in communication?
   b) What are the objectives to study customer profiling. **5 \times 2**

Q.7 a) Explain the concept of resilience and failure in entrepreneurs orientations.
   b) Briefly explain the feasibility report on new startup. **5 \times 2**
End Semester Examination, May 2019  
M. Com. – Second Semester  
MANAGEMENT INFORMATION SYSTEM (MC-001)

Time: 2 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.** Marks are indicated against each question.

Q.1  
a) What is information? (**True**/**False**)  
b) EDP is electronic data processing. (**True**/**False**)  
c) DSS is an extended form of __________.  
d) What is called a formal system?  
e) BPR stands for __________.  
f) The basic components of DSS are  
   i) Database  
   ii) Model base  
   iii) DSS software system  
   iv) All of the above  
g) Name any two information systems.  
h) Gary and scoff Morton grid is more effective than Simon’s model of decision-making. (**True**/**False**)  
i) What is a structured decision?  
j) EDP stands for __________.  

1×10

**PART-A**

Q.2  “MIS is support to management”. Justify the statement.  

10

Q.3  Explain essential support system in detail.  

10

Q.4  Explain:  
a) Structured and unstructured decision.  
b) Formal vs informal systems.  

5×2

**PART-B**

Q.5  Explain Simon’s model of decision making.  

10

Q.6  Explain marketing and human resource information system.  

10

Q.7  What is BPR? Explain its uses in information technology in strategic management.  

10
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Second Semester
PERSONALITY DEVELOPMENT AND SOFT SKILLS (BBA-GE-03A)

Time: 3 hrs.  Max Marks: 100
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.** Marks are indicated against each question.

Q.1 Explain the following briefly:
   a) Traits  
   b) Introverts  
   c) Etiquette  
   d) Analytically  
   e) Competence  
   f) Ambivert  
   g) Synergize  
   h) Hygiene  
   i) Heredity  
   j) Influence

   **PART-A**

   Q.2 Discuss the big five model of personality. What factors are instrumental in shaping the personality of an individual? Given examples of each.  
   **20**

   Q.3 Write short notes on:
   a) Competence mapping.  
   b) 360° assessment.  

   **10×2**

   Q.4 a) Explain the seven habits of highly successful people.  
   b) How can an individual have self awareness? Explain with the help of Johari window.  
   **10**

   **PART-B**

   Q.5 Explain the traits of a healthy personality and discuss how a healthy personality will deal with stress effectively. Also explain the types of stress and ways to deal with it.  
   **20**

   Q.6 a) What strategies do people in organizations adopt to gain power and influence people?  
   b) Discuss how interpersonal and group skills help in solving issues?  
   **10**

   Q.7 Write shot notes on the following:
   a) Communication etiquette.  
   b) Do’s and don’ts of an interview.  
   c) Time-management skills.  
   d) Problem solving.  
   **5×4**
End Semester Examination, May 2019
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) Fill in the blanks:
   i) A bill of exchange payable to bearer on demand is ________.
   ii) “All contracts are agreements but all ________ are not contracts.”
   iii) A negotiable instrument drawn by minor is ________.
   iv) “A contract without consideration is ________”.
   v) A substituted agent agent is appointed by ________.
   vi) ________ is the unique value for message or content.
   vii) The liability of the ________ is the primary liability.

b) Answer in brief:
   i) Rights of unpaid seller.
   ii) Dishonour of negotiable instruments.
   iii) Mitigati of damages.
   iv) Mitigati of damages.
   v) Define voidable ‘contract’.

UNIT-I

Q.2 “An acceptance to be effective must be communicated to the offerer”. Comment on this statement giving exceptions to, if any. 15

Q.3 What do you understand by discharge of a contract? The Contract Act provides the different modes of discharging a contract. Discuss in brief with suitable examples. 15

UNIT-II

Q.4 a) What is a promisory note? Explain its elements in brief. 7
    b) Can a negotiable instrument be drawn without consideration? Discuss. 8

Q.5 a) What do you understand by endorsement? Explain different kind of endorsements in detail. 7
    b) State the grounds on the basis of which a cheque may be dishonoured by bank. 8

UNIT-III

Q.6 What do you understand by ‘caveat emptor’ under the Sale of Goods Act, 1930? What are the exception to this rule? 15

Q.7 What is the real test of an agency? Explain various modes of creation of agency in detail. 15

UNIT-IV

Q.8 a) Explain the liabilities of companies in Information Technology Act. 7
    b) Explain various issues covered and not covered in Information Technology Act. 8
Q.9 Define the contract of indemnity. What are the essentials of the contract of indemnity?
End Semester Examination, May 2019
B. Com. (Hons) (Industry Integrated) – Fourth Semester
FINANCIAL ACCOUNTING-IV (CH-4.6K / BCH-406K)

Time: 3 hrs Max Marks: 100
No. of pages: 2

Note: All questions are compulsory. Each question carries equal marks.

Q.1 Whether the following statement is TRUE or FALSE:
   a) As per AS-2 Specific Identification Method should be used when inventories are of unique nature.
   b) As per AS-2 comparison of cost and NRV is made on item by item basis.
   c) Internally generated goodwill shall not be recorded in books of accounts.
   d) An intangible asset is an identifiable non-monetary asset lacking physical substance.
   e) As per AS-26, expenditure incurred during research phase shall be expensed off as incurred.
   f) Provisions should be assessed and reassessed on each balance sheet date to reflect the current best estimate.
   g) Contingent asset are neither recognized nor disclosed in the financial statement.
   h) Deferred Tax is created due to the timing difference of an entity.
   i) Deferred Tax is created on domestic income tax and foreign taxes which are based on taxable income.
   j) Temporary differences are the differences which originate in one period and are capable of reversal in one or more subsequent period.
   k) Inventories are valued at higher of Cost and NRV.
   l) Fixed assets, inventories and investments in equity shares are of monetary nature.
   m) As per AS-11, the financial statements of non-integral foreign operation should be translated as if all the transactions of the foreign operation have been entered by the reporting entity itself.
   n) There is no difference between provision and other liabilities such as trade payables and accruals.
   o) If an asset is acquired by way of a government grant, it shall not be recognized in books of accounts.
   p) Valuation of the goodwill is done as per AS-21.
   q) As per AS-26, expenditure previously recognized as an expense in annual or interim financial statements can be reinstated in books as an asset at a later date.
   r) If the useful life cannot be determined reliably, the intangible asset shall be amortized for a period of 15 years.
   s) Valuation of investments is done as per AS 11.
   t) INDAS are prepared in parity with US-GAAP.

Q.2 Write short notes on (any four):
   a) Define Intangible Asset, when it should be recognized in books of accounts?
   b) ABC Ltd purchased the software, fulfilling the intangible asset recognition criteria, worth `20,00,000/- and paid `2,00,000/- as its import duty along with the non-refundable taxes of `50,000/- . The company got a trade discount amounting to `80,000/- and spent `1, 00,000/- on directly attributable expenditure. Determine the total cost at which ABC Ltd can capitalize the asset?
   c) Write a short note on “Financial Instrument”
   d) ABC Ltd. sold goods to XYZ Ltd. on 1st July, 2011 for `50, 00,000/- on credit. The payment will fall due on 31st Dec, 2011. As per the purchase agreement, XYZ Ltd. will issue an adequate number of its own equity shares to settle the obligation. State whether it will be treated as a financial liability or equity in each of the firms.
f) ABC Ltd. purchased various marketable equity securities as on 1st Jan, 2012. Assuming all of the purchased securities qualify as trading securities, what would be the effect of the fair value changes at the end of 2012? The cost and fair value of these securities at the end of 2012 were as follows:

<table>
<thead>
<tr>
<th>Stock Name</th>
<th>Face Value</th>
<th>Cost</th>
<th>Fair Value</th>
<th>Unrealized Gain</th>
<th>Unrealized Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Ltd.</td>
<td>`10</td>
<td>1,000</td>
<td>1,060</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>B Ltd.</td>
<td>`5</td>
<td>1,500</td>
<td>1,350</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>C Ltd.</td>
<td>`10</td>
<td>3,000</td>
<td>2,600</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>D Ltd.</td>
<td>`10</td>
<td>2,000</td>
<td>2,400</td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>7,500</td>
<td>7,140</td>
<td>460</td>
<td>550</td>
</tr>
</tbody>
</table>

g) Classifying the following as "Timing difference" or "Permanent Difference":
   i) Unabsorbed losses.
   ii) Revaluation reserve.
   iii) Interest on loans payable to scheduled banks not paid during the current year but accounted as expenditure in the books.
   iv) Provision for liabilities made in the books, which actually materializes in subsequent years.
   v) Unabsorbed depreciation.

h) Explain Timing Differences with examples, as per AS-22.

Q.3  a) PQR Associates operate a readymade garment shop. They enter into the following transactions in the month of March 2012:
   01 March 2012  Purchase of 1,200 shirts at `100 each
   13 March 2012  Purchase of 500 shirts at `120 each
   14 March 2012  Sale of 700 shirts at `200 each
   Calculate the value of closing inventory as on 31st March 2012 under FIFO method assuming there was no inventory of shirts as on 01 March 2012.
   b) Classify each of the following assets as either tangible or intangible:
      i) The operating system of personal computer
      ii) An off the shelf integrated publishing software package.
      iii) Specialized software embedded in computer controlled machine tools.
      iv) A "firewall" controlling access to restricted section of an internet websites.
      v) Patent and copyright.

Q.4  ABC Ltd. is a manufacturer of edible oil. On 1st November, 2004 in a marriage party 6 people died after consumption of food cooked in oil manufactured by ABC Ltd. Legal suit was filed in court of law for damages of `10 crores against ABC Ltd up to the date of approval of the financial statements for the year ended 31-03-2005 the lawyer advises that it is not probable that the enterprise will found liable. However, at the time of preparation of financial statements for the year ended 31-03-2006, the lawyer of the company advises that owing to developments in case it is probable that the enterprise will be found liable. Advice the company whether the legal suit filed for `10 crores to be shown as- provision or contingent liability.

Q.5  ABC Limited has inventory of finished goods. The cost incurred in producing of one Kg of finished goods is:

| Material Cost | `150 Per Kg |

499/3
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Direct Labour Costs</td>
<td>`20 Per Kg</td>
<td></td>
</tr>
<tr>
<td>Direct Production Overheads</td>
<td>`15 per Kg</td>
<td></td>
</tr>
</tbody>
</table>

Fixed production overheads for the year on normal capacity of 1,00,000 Kg is `10,00,000/-. 3000 Kg of finished goods are on stock at the year end.

a) What is the cost of finished goods that are on stock at the year end?

b) What will be the cost of finished goods if actual production in the year is 80,000 Kg?
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
INTERNATIONAL HUMAN RESOURCE MANAGEMENT (BIB-605)

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. Marks are indicated against each question.

Q.1 Define any ten of the following:
   a) IHRM.
   b) HCN.
   c) Culture.
   d) Multinational company.
   e) Pre-departure training.
   f) Expat failure ratio.
   g) COLA.
   h) Culture shock.
   i) Knowledge transfer.
   j) Role of communication in cross cultural management. 2×10

PART-A

Q.2 a) To what extent do cultures undergo changes? Illustrate your statement by an example. 10
   b) What are the main similarities and differences between domestic and international HRM? 10

Q.3 Case Study:
A family-owned carbon steel company from Germany has extended its business to Hong Kong. The owners bought a small traditional Chinese firm and decided to copy the successful structure they had developed at home. This structure was headed by three general managers who equally shared the responsibilities for the business activities of the firm. The consequences were as follows.
1. Now the Chinese employees were assigned tasks by people they have never seen before and whom they did not understand. Many misunderstandings occurred, some were quite costly.
2. The employees back in Europe were only concerned with whether the assigned tasks were completed and did not consider any other obligations to the Chinese employees, such as taking care of the relationships with the Chinese Government, banks, etc.
3. Eventually, the local employees became frustrated and were ready to leave the company.
   The result was that the management model was changed again and a single managing director of the subsidiary was accountable for all business activities in Hong Kong.
   a) Relate the described situation to one of the cultural dimensions identified by Hofstede. How can you explain it? 10
   b) How does this situation compare to comparable situations in your home country? What are the limits of a cultural explanation? 10

Q.4 a) Outline the main characteristics of the four approaches to international staffing. 10
   b) Discuss two HR activities in which a multinational firm must engage that would not
be required in a domestic environment?

**PART-B**

Q.5 Assume you are the HR director for a SME that has begun to use international assignments. You are considering using an external consulting firm to provide pre-departure training for employees, as you do not have the resources to provide this 'in-house'. What components will you need covered? How will you measure the effectiveness of the pre-departure training program provided by this external consultant?

Q.6 a) What are various topics covered in repatriation program?
b) What do you understand by performance management of non expatriates?

Q.7 a) Why is it important for MNEs to understand the compensation practices of other countries? Explain any one approach to international compensation.
b) Identify a number of HRM problems that typically arise with expatriate assignments. In what ways might the core ethical values and guidelines identified in this chapter apply to them?
End Semester Examination, May 2019
BBA (G) IB — Second Semester
PERSONALITY DEVELOPMENT (BIB-GE-01)

Time: 3 hrs.                                           Max Marks: 100
Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from
PART-A and TWO questions from PART-B. Marks are indicated against each question.

Q.1 Write short notes on (any five) of the following:
n. 360° Assessment.
b. Ambivert personality.
c. Audience analysis.
d. Mind mapping.
e. Intensive reading.
f. Empathy. 4×5

PART-A

Q.2 What factors are responsible for shaping the personality of an individual? Discuss in
detail. 20

Q.3 Explain the following with examples:
n. Competence mapping.
b. Communication etiquette. 10×2

Q.4 Discuss the 7 habits of highly effective people. 20

PART-B

Q.5 “Note taking is important to save time and help memorize notes better”. Discuss
highlight the importance of listening skills while taking down notes. 20

Q.6 Write short notes on the following:
n. Debates.
b. Role plays.
c. Newspaper reading.
d. Extempore speaking. 5×4

Q.7 What do you understand by a presentation? Discuss the planning process of a
presentation. 20
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Sixth Semester
FOUNDATIONS 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 State whether the following statement is True or False:
a) Exchange of goods and services within country is called international business.
b) FDI means fixed domestic investment.
c) Licensing is more common in manufacturing industry.
d) Counter trade is bilateral trade.
e) Export can either directly or indirectly market the product in different countries

Fill in the blanks:
f) PLC is stand for ___________.
g) David Ricardo’s developed the theory of ___________ advantages.
h) WTO stand for ___________.
i) Non tariff barriers affects _________ or _________ indirectly.
j) The objective of IMF is ___________.

Answer the following questions in one or two sentences:
k) Write any two methods of international business entry.
l) State any two example of non tariff of international trade.

UNIT-I

Q.2 a) Differentiate between domestic trade and international trade.
b) Suggest various measures to increase FDI in under developed countries like India.

Q.3 Discuss in brief the various modes of entry in the international business.

UNIT-II

Q.4 Explain the comparative cost advantage theory of international trade. Is it an improvement over the theory of absolute cost advantage?

Q.5 a) Discuss various non-tariff barriers.
b) Write a note on product life cycle theory of IB.

UNIT-III

Q.6 Explain the characteristics of foreign exchange market. Examine the different theories of exchange rate determination.

Q.7 Write short notes on:
a) Functions of IMF.
b) Measures for improving balance of payment.

UNIT-IV

Q.8 Discuss the role of multinational corporations in our country. Explain the problems created by MNCs in India.
Q.9 Explain the major considerations in designing and branding decisions in international market.
End Semester Examination, May 2019  
B.Com. (Hons) (Industry Integrated) – Second Semester  
FINANCIAL ACCOUNTING -II (CH-2.6K / BCH-206K)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 2

Note: Attempt any FIVE questions in all. All questions carry equal marks.

Q.1  
a) Explain the meaning of Tangible Fixed Assets and Intangible Fixed Assets with examples?  
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 capitalized 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.2  
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. 160000/- and spent Rs. 40000/- 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.3  
The following Trial Balance was extracted from the books of accounts of Mr. Shashikumar, a trader, as on 31st December 2013:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Debit Amount (in Rs.)</th>
<th>Credit Amount (in Rs.)</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>927,300/-</strong></td>
<td><strong>927,300/-</strong></td>
</tr>
</tbody>
</table>
The following matters are to be taken into account.
   a) Stock in trade as at 31st December, 2013 Rs. 42,000/-
   b) Wages and Salaries accrued at 31st December, 2013 Rs. 2,700/-
   c) Rates paid in advance at 31st December, 2013 Rs. 340/-
   d) The provision for bad debts is to be reduced to Rs. 2,150/-
   e) Provide for depreciation of motor vehicles, Rs. 14,000 /-

Prepare final account.

Q.4 Given below is the Trading & 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>
<tr>
<td></td>
<td>4,50,000</td>
<td></td>
<td>4,50,000</td>
</tr>
<tr>
<td>To Administration expenses</td>
<td>10,000</td>
<td>By Gross profit</td>
<td>1,80,000</td>
</tr>
<tr>
<td>To Interest</td>
<td>5,000</td>
<td>By Dividend</td>
<td>2,000</td>
</tr>
<tr>
<td>To Loss on sale of machinery</td>
<td>2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Selling expenses</td>
<td>10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Net Profit</td>
<td>1,55,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Calculate Gross profit ratio, Net profit ratio, Operating profit ratio and Operating ratio of the firm.

Q.5 Explain in detail Liquidity and Profitability Ratios with the help of examples.

Q.6 a) Differentiate between Preference and Equity share.
   b) Jyoti Ltd. issued 20,000 shares of Rs.100/- each payable as follows;
      Rs.3/- on application.
      Rs.2/- on allotment.
      Rs.4/- on first and final call.
   The company received application for 28,000 shares. Pro-rata allotment was made 25,000 applications.

Pass necessary journal entries assuming that an applicant who was allotted 400 shares did not pay allotment and first and final call money.
End Semester Examination, May 2019
B.Com. (Hons) and B. Com (H) - Industry Integrated - Sixth Semester
RISK MANAGEMENT (CH-6.2)

Time: 3 hrs.                                            Max Marks: 100
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 Define the following terms:
a) Risk.
b) Risk register.
c) Risk timescale.
d) Risk drivers.
e) Opportunity risk.
f) Risk maturity.
g) Corporate governance.
h) Risk sophistication.
i) Risk magnitude.
j) Strategic risk.
a) Risk policy.

Answer in brief:
k) Explain the relationship between risk and reward.
l) Discuss the different ways in which organizations can respond to risk.
m) Describe the Director's responsibilities in the risk management process.
n) Explain the purpose of the risk manual.

UNIT-I
Q.2 Explain the nature of risk with corporate examples in detail. 15
Q.3 Classify the different types of business risks in detail. 15

UNIT-II
Q.4 Explain the risk management process in detail. Also mention the importance of the risk management process in brief. 15
Q.5 Explain the importance and elements of corporate governance in risk management. 15

UNIT-III
Q.6 Explain the organizational strategy with respect to risk management. 15
Q.7 What are the key risk drivers? Explain their internal and external influences on an organization. 15

UNIT-IV
Q.8 a) What are the characteristics of risk policy statements? 7
b) State the important elements of risk documentation in detail. 8
Q.9 Write short notes on the following:
a) Risk reduction. 7½
b) Transfer and sharing of risk. 2
End Semester Examination, May 2019  
BBA (G) IB – Fourth Semester  
FINANCIAL MANAGEMENT (BIB-403 / BIB-403A / IB-401)

Time: 3 hrs.  
Max Marks: 100  
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. Marks are indicated against each question.

Q.1 Write short notes on (any four):
   a) Define ‘finance’.  
   b) Define ‘Risk’.  
   c) Define ‘time value of money’.  
   d) Cost of capital.  
   e) Weighted average.  

   PART-A

Q.2 a) Explain the scope and functions of finance manager in detail.  
     b) Explain how finance is interrelated with various disciplines?

Q.3 a) What is cost of capital? What are the various factors affecting the cost of capital?  
     b) Explain weighted average cost of capital in detail with illustrations.

Q.4 Find out weighted avg cost of capital through book value and market value with the following information:

<table>
<thead>
<tr>
<th>Source of Capital</th>
<th>Book value specific cost</th>
<th>Market value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(₹)</td>
<td>(%)</td>
</tr>
<tr>
<td>Debt</td>
<td>10,00,00</td>
<td>5</td>
</tr>
<tr>
<td>Preference shares</td>
<td>300,000</td>
<td>16</td>
</tr>
<tr>
<td>Equity shares</td>
<td>12,00,000</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>25,00,000</td>
<td></td>
</tr>
</tbody>
</table>

   PART-B

Q.5 A firm has present sale of 500 units. It expects to increase its sale to 700 units. The fixed cost is ₹1,00,000, cost of production is ₹50 per unit. Whole cost is variable in nature, company sells 5000 units @ ₹80 per unit. Find out the operating leverages in both the cases.

Q.6 Explain the determinants of working capital in detail.

Q.7 a) What are the various sources through which working capital is financed?  
     b) What is operating cycle? Explain its procedure in detail.
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
ENVIRONMENTAL STUDIES (CH-202B)

Time: 3 hrs. Max Marks: 100
No. of pages: 2

Note: Attempt SEVEN questions in all; Part-A is compulsory. Attempt any SIX questions from PART-B and One question from PART-C. Marks are indicated against each question.

PART-A

Q.1 Fill in the blanks:
   a) __________ means that the land is barren and covered in thin dust and cracks appear in the earth.
   b) __________ is clearing Earth’s forests on a massive scale often resulting in damage to quality of the land and related ecosystem.
   c) __________ is a socio-ecological process characterized by the fulfillment of human needs while maintaining the quality of natural environment.
   d) __________ is the interlocking pattern of various food chains in an ecosystem.
   e) __________ is the term used to describe a gradual increase in the average temperature of Earth’s atmosphere and its ocean.

Match the following:

| f) | Bio Degradable | Environmental Movement |
| g) | Silent Valley | Paper |
| h) | Coal | Biodiversity Hotspot |
| i) | Ponds, Streams, Lakes, Rivers etc. | Non-renewable Resource |
| j) | Western Ghats | Aquatic Ecosystem |

Define the following in 2-3 lines:
   a) Ecotels.
   b) 3 R.
   c) Noise pollution.
   d) Food chain.
   e) Disaster management.

PART-B

Q.2 Discuss the various environmental movements. 10

Q.3 Difference between renewable and Non-Renewable resources. 10

Q.4 Difference climate change. What are the causes of climate change? 10

Q.5 Define Waste. Discuss the controlling measures of solid waste management. 10

Q.6 Explain:
   a) Water Act.
   b) Forest Act. 5x2

Q.7 Discuss the multidisciplinary nature of environmental studies. 10
Q.8 Define ‘deforestation’. What are the impacts of deforestation? 10

PART-C

Q.9 a) Define ‘biodiversity’. 2
b) Write about threats to biodiversity. 9
c) Explain conservation methods of biodiversity. 9

Q.10 a) Define ‘ecosystem’. 2
b) Explain the structure of an Ecosystem. 9
c) Functions of an Ecosystem. 9
Q.1 Answer the following questions in brief:
   a) Define money market.
   b) Write any two functions of capital market.
   c) What is seed fund?
   d) Full form of IPO is ____________.
   e) Define the term factoring.
   f) Write any two functions of merchant banks.
   g) What is demat account?
   h) Mention any two functions of central bank.
   i) Full form of CRISIL is ____________.
   j) Define the term credit rating.

Q.2 "The financial system of an economy helps in capital formulation in any country". Justify the above statement elaborating the structure and role of Indian financial system. 20

Q.3 Write short notes on the following:
   a) Indian financial system in the pre-reform period.
   b) Commercial banks. 10×2

Q.4 a) What is capital market? Explain the instruments of capital market. 10
   b) Differentiate between money market and capital market. 10

Q.5 Define ‘depository system in India’. Explain the process of de-materialization. Also, discuss its benefits to investors and stock exchange. 20

Q.6 Write short notes on the following:
   a) Steps to improve primary market infrastructure.
   b) Stock exchanges. 10×2

Q.7 a) Elaborate open ended and close ended schemes in mutual funds. 10
   b) Explain factoring services in India. 10
End Semester Examination, May 2019
BBA (GEN) / BBA (Banking) – Second Semester
PRINCIPLES OF MANAGEMENT (bba-2001)

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

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**; taking at least **ONE** question from each **UNIT**. Marks are indicated against each question.

Q.1 Define the following:
   a) Skills of a manager.
   b) MBO.
   c) Performance appraisal.
   d) Ethical behaviour in management.
   e) Social audit.  
   3×5

   **UNIT-I**

Q.2 What do you understand by management? Discuss nature and functions of management.  
   15

Q.3 Discuss in detail the administrative theory of management. 
   15

   **UNIT-II**

Q.4 Define planning. Discuss the steps and types of plan. 
   15

Q.5 What is decision making? Also explain nature and process of decision making. 
   15

   **UNIT-III**

Q.6 Define motivation. Discuss the need of hierarchy theory of motivation. 
   15

Q.7 Discuss in detail the behavioural and situational approaches to leadership. 
   15

   **UNIT-IV**

Q.8 What do you mean by management control? What are the objectives of controlling? Also explain the process of controlling. 
   15

Q.9 Write short notes on the following:
   a) Pre-requisites of an effective control system. 
      7
   b) Controlling techniques. 
      8
End Semester Examination, May 2019
B. Com. (Hons.) and B. Com. (Hons.) - Industry Integrated — Fourth Semester
MONEY AND CAPITAL MARKET (CHE-4.1)

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. Marks are indicated against each question.

Q.1  a) Fill in the blanks:
   i) In call money duration of lending is ___________.
   ii) Indian capital market comprises of __________ and __________ market.
   iii) __________ is a financial service.
   iv) KYC means ___________.
   v) Meaning of symbol AAA in credit rating is ___________.
   vi) The full form of SEBI is ___________.
   vii) SHCIL stands for ___________.
   viii) Types of mutual funds are ___________ and ___________.
   ix) Full form of E-IPO is ___________.
   x) __________ is an electronic form of share.

   2×10

b) Answer the following question in brief:
   i) Define ‘treasury bills’.
   ii) What is transfer process?
   iii) Explain the meaning of the term ‘derivatives’.
   iv) Define ‘venture capital’.
   v) What is red-herring prospectus?

   4×5

UNIT-I

Q.2 Describe the regulatory framework for financial services in India. 15

Q.3 Explain the meaning, nature and role of money market in India. 15

UNIT-II

Q.4 State in brief various methods of issue of securities in primary market. 15

Q.5 Who are underwriters of securities? What are the advantages of getting securities from an underwriter? 15

UNIT-III

Q.6 Write short notes on:
   a) Dematerialization.
   b) SHCIL. 7½×2

Q.7 Who are the participants in debt market? Discuss the importance of debt market in capital market. 15

UNIT-IV

Q.8 Write short notes on:
   a) Venture capital financing.
   b) Merchant banking.
   c) Credit rating. 5×3

Q.9 Define ‘mutual funds’. What are the benefits of mutual funds? State the guidelines by SEBI as regards to mutual funds. 15
End Semester Examination, May 2019
BBA (G) International Business – Second Semester
BUSINESS MATHEMATICS AND STATISTICS (2.115)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Calculate median for the series: 108, 110, 100, 98, 115, 120
   b) Give an example of exclusive and inclusive series:
   c) If \( a = 4 \) and \( d = 3 \) then find \( T_{20} \)
   d) If \( S.I. = 300, P = 2000, T = 3 \) years then find \( R \).
   e) If \( 2^{2y+1} \cdot 2^{y+2} = 512 \) then find \( y \). 2×5

**PART-A**

Q.2 a) Determine two consecutive even positive integers, the sum of whose squares is 100. 5
   b) Simplify \( \frac{(5)\times25^{n+1} - (25)\times5^{2n}}{(5)\times5^{2n+3} - 25^{n+1}} \). 5

Q.3 a) The sum of \( n \) terms of two A.P's are in the ratio \( \frac{8n+1}{2n+3} \). Find the ratio of the 7th terms. 5
   b) Evaluate: \( 4\times2^3 \). 5

Q.4 a) At what rate of compound interest P.A. will \( Rs.1,250/- \) amount to \( Rs.1,800/- \) in two years? 5
   b) Draw the graph for \( y = \log_3(x+2) \). 5

**PART-B**

Q.5 a) Define “statistics”. Write the functions and limitations of statistics in detail. 5
   b) What do you mean by classification? Write the different ways and types of classification. 5

Q.6 The score of two batsmen \( x \) and \( y \) in 10 innings is given below:

<table>
<thead>
<tr>
<th></th>
<th>28</th>
<th>39</th>
<th>45</th>
<th>36</th>
<th>41</th>
<th>40</th>
<th>30</th>
<th>38</th>
<th>44</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>105</td>
<td>108</td>
<td>110</td>
<td>109</td>
<td>100</td>
<td>98</td>
<td>115</td>
<td>116</td>
<td>119</td>
<td>99</td>
</tr>
</tbody>
</table>

Find:
   a) Who is a better batsman?
   b) Who is more consistent batsman? 5×2

Q.7 a) Two dice are thrown simultaneously; find the probability of getting a total of 7 and 9. 5
   b) A box contains 10 light bulbs, 3 red, 2 yellow and 5 orange. A random sample of two bulbs is selected without replacement. Calculate the probability that the sample contains:
      i) 2 orange bulbs.
      ii) 2 bulbs of the same colour.
      iii) No red bulbs. 5
PART-A

Q.1  
   a) Name out any four Small Savings Instruments?  
   b) What is interest rate risk with respect to fixed Income instruments?  
   c) What is Yield to Maturity (YTM) and Yield to Call (YTC)?  
   d) Explain different types of Diversification.  
   e) Explain Sharpe Ratio?  
   4×5

PART-B

Q.2  Explain different types of Mutual Fund, along with their advantages.  
   20

Q.3  Explain standard deviation. How to measure the total risk of a portfolio? Highlight the role of correlation coefficient in portfolio risk.  
   20

Q.4  Explain strategic and tactical asset allocation. What is the main difference between these two?  
   20

Q.5  Mr. A’s portfolio consists of two stocks A and B in which he has invested ₹100,000 and ₹75,000, respectively. Stock A has beta of 1.2 and stock B has beta of 0.80. The return expected from the market in current scenario is 15% while the return on treasury bonds is 6%. What is the expected return from the portfolio?  
   20

Q.6  A fund has given the return of 17% p.a and its standard deviation is 6%, beta is 1.5. Calculate the Sharpe ratio and Treynor ratio, if the risk free return if 5% p.a.  
   OR  
   A portfolio consists of three securities A, B and C. The weight of security A, B and C in the portfolio is 40%, 50% and 10% respectively. If the return of security A, B and C is 12%, 20% and 15%, what would be the return of the portfolio?  
   20
Q.1 Write short notes on (any two):
   a) Digital signature.
   b) Quasi contracts.
   c) Discharge of contracts.
   d) Negotiable instruments.

**PART-A**

Q.2 a) When is a contract said to be induced by “under influence”? What is the effect of undue influence on a contract? 5
   b) Explain essential elements of bailment in detail. 5

Q.3 Explain all essential elements of a valid contract with examples to support your answer. 10

Q.4 If S1, S2 and S3 are sureties to C for a sum of ₹ 4,000/- lent to P. P makes a default to the extent of ₹ 3,000/-. Discuss the liability of sureties in each of the following alternatives:
   Case a) If there is no contract between sureties.
   Case b) If there is a contract between sureties that S1 to be responsible to the extent of one quarter, S2 to be responsible to the extent of one quarter and S3 to be responsible for two quarters. 10

**PART-B**

Q.5 a) How can you control a private key? Explain in detail. 5
   b) Write the importance of electronic governance in brief. 5

Q.6 a) Who are the parties in a negotiable instruments? 5
   b) What are the essential elements of a promissory note? 5

Q.7 What rights and liabilities flow in case of part delivery and wrong delivery of goods? 10
Q.1 Answer the following questions:
   a) Differentiate between HRD and HRM.
   b) Write any two benefits of ethical standards in HRM.
   c) Differentiate between Golden parachute and golden Hard-shake.
   d) Differentiate between Time wage rate and piece wage rate.
   e) Write any two benefits of grievance handling machinery.

2×5

Q.2 Define ‘HRM’. Discuss in detail the managerial and operative functions of HRM.

10

Q.3 Explain the term human resource planning. Also discuss the steps of human resource planning.

10

Q.4 Explain the terms:
   a) Job analysis.
   b) Strategic HRM.
   c) International HRM.
   d) Training and development.
   e) Job rotation.

2×5

Q.5 Write short notes on the following (any two):
   a) Human resource audit.
   b) Management by objective.
   c) 360° appraisal.

5×2

Q.6 Explain in brief the health and safety provisions under the factories Act, 1948.

10

Q.7 Define recruitment. Discuss in detail the internal and external sources of recruitment.

10
Lisez et répondez les questions:
Dans ma famille il y a six membres. Mes parents, mes grand parents, ma petite sœur et moi!

a) Dites vrai ou faux: (Tell True or False)
   i) Ryan est très triste.
   ii) Il y a seize membres dans sa famille.
   iii) Leurs parents sont gentils.
   iv) Le père va jouer avec lui samedi.
   v) Ses grand parents vont voyager en France.

b) Répondez dans un mot ou une phrase:
   i) La sœur de Ryan a ___________ ans.
   ii) Ryan habite avec sa famille dans ___________.
   iii) Quelle est la profession des parents de Ryan?
   iv) Qu’est-ce que les grand parents de Ryan aiment?
   v) Comment est la soeur de Ryan?

Écrivez les salutations en Français:
   i) Goodbye!
      • Au revoir
      • Bonsoir
   ii) Hello (informal)
      • Salut
      • Bonnenuit
   iii) See you tomorrow!
      • À demain
      • À pl us tard
   iv) How are you? (formal)
      • Comment tu t’appelles?
      • Comment allez-vous?
   v) Thank you!
      • Merci
      • Comme ci comme ca
vi) Not bad!
   - Mai
   - Merci beaucoup

b) **Choisissez en Français**
   (Choose in French):
   i) Thank you Madam: Merci Madame/ Bonjour Madame
   ii) Good Morning sir: Bonsoir Monsieur/ Bonjour Monsieur
   iii) Welcome: Bienvenue/Désolé

Q.3 **Conjugate the following verbs en present:**
(Conjugate the verb in present)

a) Je __________________________ (Chanter-Chante, Chantez)
b) Nous __________________________ (Visiter-Visitez, Visitons)
c) Ils __________________________ (Acheter-Achètent, Achetez)
d) Il __________________________ (Porter-Portez, Porte)
e) Marc __________________________ (Jouer-Jouez, Joue)
f) Tu __________________________ (Donner-Donne, Donnes)
g) Vous __________________________ (Étudier-Étudiez, Étudions)
h) Rahul __________________________ (Sauter-Sautes, Saute)
i) Je __________________________ (Manger-Mange, Mangez)
j) Nous __________________________ Indiens (Être-Sommes, Est)

Q.4 a) **Complétez avec les articles défini: (Le; La; Les; L')**
(Complete with definite articles)

i) C'est __________ ville de France.
ii) C'est __________ téléphone de Valerie,
iii) Ce sont __________ étudiants du cours d'art
iv) C'est __________ enfant de Mme. John
v) C'est __________ vélo de Paul.

b) **Complétez avec les articles indéfini: (Un; Une; Des)**
(Complete with indefinite articles)

i) Voila __________ Ivres
ii) Elle a __________ maison rose.
iii) C'est __________ femme.
iv) C'est __________ enfant.
v) Je regarde __________ image.

Q.5 **Complétez avec des prepositions:**
(Complete with prepositions)

a) Nicolas est __________ la commode. (At the side of)
   À Côté De/Sous
b) Anneshe et Manish sont __________ du ballon. (Infront of)
   Devant/Sur
c) Rohan est __________ la cafeteria. (On the left)
   À Gauche/À droite
d) Maria est __________ la fenêtre. (Near)
   Loin De/Près De
e) Alex est ___________________ le bureau. (Under)  
   Devant/Sous
f) Il est ___________________ la canapé. (Behind)  
   Derrière/Pour
g) ___________________ mes vacances d’été, nous allons en Italie. (During)  
   Avec/Pendant
h) Paul vont à l’école ___________________ Pied. (at)  
   À/Sans

Q.6 Completez avec les jours de la semaine et les mois de l’année:  
(Complete with days of the week and months of the year)

<table>
<thead>
<tr>
<th>Avant</th>
<th>Apres</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) __________</td>
<td>Mars __________</td>
</tr>
<tr>
<td>b) __________</td>
<td>Juin __________</td>
</tr>
<tr>
<td>Hier</td>
<td>Aujourd’hui</td>
</tr>
<tr>
<td>a) __________</td>
<td>Samedi __________</td>
</tr>
<tr>
<td>b) Lundi __________</td>
<td>__________</td>
</tr>
</tbody>
</table>

Q.7 Choisissez les pronoms sujets en français:  
(Choose the subject pronouns)

| a) You (Formal): | Tu/Vous |
| b) We: | Nous/Vous |
| c) They (Fem.pl): | Elles/Ils |
| d) They (Masculine pi): | Elles/Ils |
| e) I: | Je/Elle |
| f) You (Informal): | Tu/Il |

Q.8 Rédigez le dialogue dans le bon ordre.  
(Put the dialogues in order)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Dialogue</th>
<th>Correct Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ah, ma mère est professeur aussi.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Au revoir.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Salut Peter, Que fait ton père?</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Mon père est professeur. Et ta mère?</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Mon père est ingénieur. Et ton père?</td>
<td></td>
</tr>
</tbody>
</table>

Q.9 Écrivez l’heure en français en toutes lettres:  
(Write the time in words)

| a) 9.15 A.M | ___________________________ |
| b) 2.30 P.M | ___________________________ |
| c) 7.20 P.M | ___________________________ |
| d) 14.20 | ___________________________ |
| e) 24.00 | ___________________________ |

Q.10 Règlez les colonnes:  
(Match the columns)

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>French Flag</td>
<td>Bien venue</td>
</tr>
<tr>
<td>2.</td>
<td>Welcome</td>
<td>la Seine</td>
</tr>
<tr>
<td>3.</td>
<td>Friends</td>
<td>Bleu, Blanc, Rouge</td>
</tr>
</tbody>
</table>
4. River Amis

Q.11 **Écrivez les nombres ordinaux et cardinaux:**
(Write the numbers in Ordinal and Cardinal form)

<table>
<thead>
<tr>
<th>Number</th>
<th>Ordinal</th>
<th>Cardinal</th>
</tr>
</thead>
<tbody>
<tr>
<td>72</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td></td>
<td></td>
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<tr>
<td>56</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.12 **Choisissez la relation.**
(Choose the Relations)

a) La femme de mon père est ma : Mère/Grand Mère
b) La fille de ma tante est ma: Cousin/Cousine
c) La sœur de ma mère est ma: Tante/Oncle
d) Le fils de mon oncle est mon: Cousin/Cousine
e) Le fils de mon grand père est mon: Père/Oncle

Q.13 **Présentez-vous en 7-8 lignes.**
(Present yourself in 7-8 lines)

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

____________________________________  10
End Semester Examination, May 2019
BBA (G) / BBA (Banking) / BBA (G) IB. – Fourth Semester
ENTREPRENEURSHIP FOUNDATIONS - PRACTICE (BBA-O-07)

Time: 3 hrs. ................................................................. Max Marks: 50
Note: Attempt FIVE questions in all; PART-A is compulsory. Attempt any FOUR questions from PART-B. Marks are indicated against each question.

PART-A

Q.1 State whether the following statements are TRUE or FALSE:
   a) As an entrepreneur, it is appreciated to adopt shared leadership
   b) A business model describes the features and design of prototype.
   c) In Today’s world, it is not advisable to have digital presence for your product or services.
   d) Retaining an old customer is more expensive than acquiring a new customer.
   e) Difficult to procure + critical to process + expensive = key resources.

   Fill in the blanks:
   f) Job description typically outlive _______, _______ and ________ of an employee.
   g) BMC means ________________.
   h) Building relationship creates ____ proposition for the customer.
   i) LLP means ____________.
   j) Startup costs = cost that an enterprise incurs _____ starting a business. 1x10

PART-B

Q.2 How would you explore right type of co-founder, explain the purpose and reasoning for getting them on board. Describe the job description of each co-founder of your business enterprise. 10

Q.3 What is a significance of MVP? Whether the MUP needs to be further refined or whether a pivot is required? When and how to pivot in order to ensure success for your business? 10

Q.4 Explain the role of sales and distribution channels in a product’s journey to its customers. Design a distribution strategy for your venture. 10

Q.5 To form formal legal entity of business, how many types of options are available for getting the firm registered? Which one is the best suited for any startup venture? Tell about the internal and external compliances any business enterprise is suppose to adhere. 10

Q.6 Explain the concept of BOOT STRAPPING. What are the various sources of funding that you explore while following the boot strapping principle? 10
End Semester Examination, May 2019
BBA (G) IB – Second 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. Marks are indicated against each question.

Q.1 Write short notes on the following:
   a) Marginal costs.
   b) Law of supply.
   c) Monopoly.
   d) Savings.

   3×4

PART-A

Q.2 Explain law of demand with the help of a demand curve and demand schedule. Discuss the exceptions of the law of demand.

   12

Q.3 Define market. Explain the various types of market.

   12

Q.4 a) Write a short note on internal and external economics.
   b) What is meant by fixed costs and variable cost? Distinguish between fixed cost and variable costs.

   6

PART-B

Q.5 Discuss, in detail, the banking system of India.

   12

Q.6 What do you understand by effective demand? What are its determinants? Explain how does it determine the level of employment?

   12

Q.7 a) Explain the functions and characteristics of money.
   b) Discuss the goals of monetary policy in detail.

   6
End Semester Examination, May 2019
BBA (G) IB – Sixth Semester
DIGITAL MARKETING (BIB-DE-601)

Time: 3 hrs.  Max Marks: 100
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. Marks are indicated against each question.

Q.1 Multiple choice questions:
  a) Companies that practice online marketing into their traditional operations are classified as
     i) Premium companies
     ii) direct companies
     iii) Click only companies
     iv) Click and mortar companies
  b) SEO is to improve the volume and _________ to a website from search engines.
     i) Look and feel
     ii) Quality of traffic
     iii) Advertisement
     iv) None of these
  c) Highly involved consumer buying behaviour while perceiving significant differences between brands is called
     i) Complex buying behaviour.
     ii) Variety seeking buying behaviour.
     iii) Dissonance reducing buying behaviour.
     iv) Habitual buying behaviour.
  d) Kind of direct marketing by which an offer, reminder or announcement is sent to people at specific virtual or physical address is called?
     i) Direct mail marketing
     ii) Kiosk marketing
     iii) Catalog marketing
     iv) Premium marketing
  e) Unwanted and unsolicited commercial e-mails that clog up e-mailboxes of users is classified as
     i) Invasion of privacy
     ii) Spam
     iii) Virus
     iv) Deception

Write short notes on the following (any two):
  f) Google analytics.
  g) Link building.
  h) Pay per click advertising.

PART-A

Q.2 Explain how digital marketing is different from tradition marketing? What are the benefits and limitation of digital marketing?

Q.3 What do you understand by search engine optimization? Explain the different categories of Search engine optimization with examples.

Q.4 What do you understand by Web Content? What are the do’s and don’ts of uploading web content?

PART-B

Q.5 What is video advertising? Write the advantages and limitations of video advertising. Also, explain how youtube is helpful in promoting your brand?

Q.6 Which is best for marketing, google adwords or search engine optimization? Give examples to support your answer.

Q.7 Write short notes on following:
a) Social media marketing.
b) Search engines.
c) Email advertising.
d) 5 D’s of digital marketing.
End Semester Examination, May 2019  
BBA (G) IB – Third Semester  
OPERATIONS RESEARCH (BIB-303)

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. Marks are indicated against each question.

Q.1 Answer the following questions briefly:
   a) What do you mean by saddle point?
   b) Define the concept of maximization in assignment problem.
   c) What do you mean by service rate in queuing theory?
   d) Write the formula for opportunity cost in transportation problem.
   e) What do you mean by prohibited routes in transportation problem?
   f) What do you mean by unbalanced assignment problem?
   g) Define the concept of travelling salesmen problem.
   h) Write the formula for finding value of a game in game theory.
   i) Define linear programming problem.
   j) Write first two steps used in graphical method for solving linear programming problem.  

   PART-A

Q.2  
a) Explain the concept, scope and tools of O.R. as applicable to business and industry.  
b) Explain the methodology and techniques used in solving an O.R. problem.

Q.3  
a) Solve the following L.P.P. using graphical method.
   Max.  
   \[ z = 8x_1 + 7x_2 \]
   Subject to
   \[ 3x_1 + x_2 \leq 66 \]
   \[ x_1 + x_2 \leq 45 \]
   \[ x_1 \leq 20 \]
   \[ x_2 \leq 40 \]
   and  
   \[ x_1 \geq 0, \ x_2 \geq 0 \]

   b) What do you mean by linear programming problem? What are the requirements and assumptions of a linear programming problem?

Q.4  
a) Find the basic feasible solution by VAM method:

<table>
<thead>
<tr>
<th></th>
<th>S_1</th>
<th>S_2</th>
<th>S_3</th>
<th>S_4</th>
</tr>
</thead>
<tbody>
<tr>
<td>O_1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>O_2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>O_3</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

Also, check the optimality by MODI method.

b) Explain least cost entry method for obtaining an initial basic feasible solution of a transportation problem by giving an example.
Q.5  a) Solve the following maximal assignment problem:

<table>
<thead>
<tr>
<th></th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>42</td>
<td>35</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td>B</td>
<td>30</td>
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<td>15</td>
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<tr>
<td>C</td>
<td>30</td>
<td>25</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>D</td>
<td>24</td>
<td>20</td>
<td>16</td>
<td>12</td>
</tr>
</tbody>
</table>

b) Solve the following travelling salesmen problem:

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>∞</td>
<td>10</td>
<td>8</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>10</td>
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<td>6</td>
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<td>8</td>
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<td>7</td>
<td>6</td>
<td>9</td>
<td>6</td>
<td>∞</td>
</tr>
</tbody>
</table>

Q.6  a) Solve the following game by using dominance rule:

<table>
<thead>
<tr>
<th></th>
<th>B₁</th>
<th>B₂</th>
<th>B₃</th>
</tr>
</thead>
<tbody>
<tr>
<td>A₁</td>
<td>-1</td>
<td>-2</td>
<td>8</td>
</tr>
<tr>
<td>A₂</td>
<td>7</td>
<td>5</td>
<td>-1</td>
</tr>
<tr>
<td>A₃</td>
<td>6</td>
<td>0</td>
<td>12</td>
</tr>
</tbody>
</table>

b) Solve the following game by using graphical method:

<table>
<thead>
<tr>
<th></th>
<th>B₁</th>
<th>B₂</th>
<th>B₃</th>
<th>B₄</th>
</tr>
</thead>
<tbody>
<tr>
<td>A₁</td>
<td>1</td>
<td>3</td>
<td>-3</td>
<td>7</td>
</tr>
<tr>
<td>A₂</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>-6</td>
</tr>
</tbody>
</table>

Q.7  a) What do you understand by queue? Also, explain the concept of queue discipline and service mechanism.

b) Arrival at telephone booth are considered to be poisson with an average time of ten minutes between one arrival and the next. The length of phone call is assumed to be distributed exponentially, with mean of 3 minutes. Find:

i) Average number of customers in the queue.

ii) Average number of customers in the system.

iii) Average waiting tie of customers in the system.

iv) Average time spent by customer in the queue.