

Total No. of Questions : 3]

SEAT No. :

P2058

[Total No. of Pages : 2

[5802]-101

F.Y. B.B.A.

**101 : PRINCIPLES OF MANAGEMENT
(2019 Pattern) (Semester - I) (CBCS) (Backlog)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory questions.

[5]

A) Multiple choice questions:

- a) Management is a _____
 - i) Pure science
 - ii) Applied science
 - iii) Art
 - iv) Science and Art both
- b) _____ is the chief contributor of the scientific management.
 - i) F.W. Taylor
 - ii) Peter Drucker
 - iii) Henry Fayol
 - iv) Elton Mayo
- c) _____ is the primary function of management.
 - i) Planning
 - ii) Organising
 - iii) Staffing
 - iv) Control
- d) _____ Creates a feeling of fear and threat amongst individuals and employees.
 - i) Crisis
 - ii) Stress
 - iii) Disaster
 - iv) None of these
- e) _____ is built on a foundation of ethics, integrity and trust.
 - i) TQM
 - ii) Stress management
 - iii) Crisis Management
 - iv) Management of change

P.T.O.



- B) Match the pairs : [5]
- | | |
|-------------------------|---------------------------------|
| a) Management | i) Threats to an organisation |
| b) Narayana Murthi | ii) A natural phenomenon |
| c) Decision making | iii) The action of carrying out |
| d) Change | iv) Infosys technologies Ltd. |
| e) Management of crisis | v) Executive function |
- C) Answer in one sentence: [5]
- What is meant by Management?
 - What is meant by Administration?
 - What is meant by Planning?
 - What is meant by Scientific Management?
 - What is meant by Stress Management?
- D) Fill in the blanks : [5]
- According to sheldon, _____ is a process of combining work.
 - _____ is the third function of management.
 - _____ is known as the founder of Human Relation school.
 - _____ is concerned with future events.
 - _____ is an inevitable factor for achieving economic growth.

Q2) Answer any 3 out of 5.

- What is management? Explain its features. [10]
- What is organization? Explain its features. [10]
- Describe Henry Fayol's contribution to managerial thoughts. [10]
- What are the benefits from delegation of authority. [10]
- What is out sourcing? State its merits and demerits. [10]

Q3) Write short notes (Any Four) [20]

- J.R.D. Tata
- Maslow's theory of Motivation
- Process of controlling
- Management of Crisis
- Total Quality Management (TQM)
- Management of change.



Total No. of Questions : 4]

SEAT No. :

P2059

[Total No. of Pages : 2

[5802]-102

F.Y. B.B.A.

(102) BUSINESS COMMUNICATION SKILLS

(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Draw diagrams wherever necessary.*
- 3) *Figures to the right side indicate full marks.*

Q1) A) Objective / MCQ.

[5]

Fill in the blanks from given options :

- i) The first step in planning of letter writing is _____.
 - a) Know Purpose of Message
 - b) Choose ideas to include
 - c) Analyze you audience
 - d) Collecting all the relevant fact
- ii) Which of these is the third element of communication _____.
 - a) Sender
 - b) Channel
 - c) Message
 - d) Receiver
- iii) Which is main barrier to listening _____.
 - a) Physical Barrier
 - b) Linguistic Barrier
 - c) Cultural Barrier
 - d) Physiological Barrier
- iv) While drafting a letter, one should choose the right _____.
 - a) Kind of Message
 - b) Right Style
 - c) Tone Approach
 - d) All of the Above
- v) Fax can be _____.
 - a) Digital
 - b) Electronic
 - c) Analog
 - d) Both a) and b)

P.T.O.



- B) Answer in one line : [5]
- i) Which is informal type of communication?
 - ii) Decoding means....
 - iii) Define written communication.
 - iv) What do you mean by business promotion letter?
 - v) Describe voicemail.

Q2) Letter Writing (Any three) : [15]

- a) Write job application letter for the post of management trainee in a logistic company.
- b) Draft a layout of a business letter explaining the heading in it.
- c) As a sales head, draft a sales letter to promote the sale of air conditioner.
- d) Draft a circular letter from a newspaper publisher addressed to customers about the new edition of newspaper.

Q3) Long answer (Any one) : [10]

- a) Explain in detail the various barriers in communication.
- b) Elaborate the principles of communication.

Q4) Write Short Notes (Any three) : [15]

- a) Paralinguistic
- b) Grapevine
- c) Email
- d) Physical Appearance



Total No. of Questions : 5]

SEAT No. :

P2060

[Total No. of Pages : 5

[5802]-103

F.Y.B.B.A. (Semeter-I)

BUSINESS ACCOUNTING (103)

(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of calculator is allowed.

Q1) A) Fill in the Blanks (Any Five)

[5]

1. Bank reconciliation statement compares a bank statement with _____
(Cash receipt journal/ Financial statements/Cashbook)
2. _____ is a specialized branch of accounting that keeps track of a company's financial transactions.
(Cost Accounting/Management Accounting/Financial Accounting)
3. _____ Software is developed according to the specifications of particular customer and organization.
(Ready to use software/Customized software/Tailor-made software)
4. Prepaid Insurance A/c is _____ A/c (Real/Personal/Nominal)
5. _____ concept implies that each transaction and event must be expressible in monetary terms
(Money measurement/Business Entity/Going Concerned)
6. _____ is the art of recording, classifying, and summarizing in a significant manner and in terms of money transactions and events which are in part at least, of a financial character and interpreting the results thereof.
(Journal Entry/Ledger/Accounting)
7. _____ Is not an intangible asset.
(Land/Patents/Goodwill/Franchise rights)

P.T.O.



B) State with reason whether the following statements are true or false (Any Five) [5]

1. Bank Reconciliation statement is prepared to reconcile the Bank balance as shown by the Cash Book and the balance shown by the Bank Statement.
2. The Balance sheet indicates the financial status of the business at given period.
3. Journal is not a book of original entry.
4. Cash discount allowed should be debited to Discount A/c.
5. Salary is a real account.
6. Assets are carried on the books at historical costs
7. Accounting Software may not be customized to meet the requirement of the user.

C) Give answer in one sentence (Any Five) [5]

1. What is Book-Keeping?
2. Define Transaction.
3. Explain the Formula of Total Cost.
4. What is Cash Book?
5. What is solvent?
6. What do you mean by Balance sheet?
7. What is Trail Balance?

D) Classify the following accounts into Personal, Real & Nominal Account.[5]

1. Ramesh A/c
2. Land A/c
3. Wages A/c
4. Dena Bank A/c
5. Investment A/c
6. Discount A/c
7. Furniture A/c

Q2) Journalize the following transactions in the books of Sanskar for February, 2021. [12]

Date	Particulars
1	Purchased Good for cash Rs. 50,000
7	Paid Insurance Rs. 500
9	Received Discount Rs.800
11	Sold Machine to Digvijay for Rs. 25,000 on Credit
15	Received Rs. 50,000 from Rajesh
19	Paid Transport Charges Rs. 660 to Sanskruti.
20	Purchased Furniture Rs. 35,500 from Salunkhe Bros.
25	Deposited cash Rs. 5000 in PDCC Bank.
28	Paid Rent Rs 5000
29	Paid Salary of Rs. 7000

OR

From the following particulars relating to Bharat Enterprises, Surat Prepare a **Cash Book, with Cash, Bank and Discount Columns** for January 2020 and balance the same. [12]

Date	Transactions
1	Cash balance Rs 10,200 and Bank Overdraft Rs 1,250.
3	Sold goods to Arvind Rs 2,500@4% trade discount and 10% cash discount, for cash.
5	Received a crossed cheque from Sunil Rs. 10,000 in full settlement of total dues Rs. 10,100
9	Made cash sales Rs 12,500 and purchases Rs. 1,600 @ a cash discount of 4% and 5% respectively.
10	Deposited Rs. 5,000 into Bank.
13	Issued a cheque in favor of Jagdish for Rs. 1,950 in part payment of Rs. 2,000, for goods purchased during last month.
16	Paid office rent Rs. 1,300 in cash and house rent Rs 2,500 by cheque.
19	Direct deposit by a credit customer, Rajni amounts to Rs 3,000
23	Withdrew Rs. 2,000 from bank for office purpose.
26	The bank has paid Rs. 2,300 on account of insurance premium.
28	Received Rs. 460 from Bharati as commission.
31	Paid remuneration to workshop supervisor Rs. 3,000.

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Q3) From the following balances extracted from the books of Vijay Rodage, Solapur, Prepare Trading, Profit and Loss Account for the year ended 31st March, 2020 and Balance Sheet as on that date. **[20]**

Particulars	₹
Stock on 1 st April, 2018	10,000
Purchases less Returns	49,000
Wages	15,000
Loan From Andhra Bank	1,50,000
Capital	60,000
Sundry Debtors	42,700
Provision for Bad Debts on 1 st April, 2019	2,800
Rent and Taxes	1,000
Salaries	8,000
General Expenses	900
Discount Allowed	500
Sundry Creditors	20,000
Sales	1,28,600
Plant and Machinery	1,50,000
Furniture	18,000
Cash	2,300
Drawings	6,000
Returns Inward	2,000
Cost of Lease on 1 st April, 2019	56,000

Adjustments:

1. Closing Stock amounted to Rs 9,800.
2. Written off 10% on Plant and Machinery & 5% depreciation on Furniture.
3. Write-off Rs. 700 as Bad Debts and maintain a Reserve for Bad Debts @ 6% on Sundry Debtors.
4. Write off Rs. 6,000 in the current year from the cost of Lease.

[5802]-103

Q4) On 31st December, 2020 Bank Column of Cash Book of Atharav showed a debit balance Rs. 10,000. From the following particulars prepare a Bank Reconciliation Statement showing the position as per passbook on 31st December, 2020. **[8]**

- i. Cheques paid into the bank but not credited before 31st December, 2020 amounted to Rs. 10,500.
- ii. Purchases of Shares from D-Mart Ltd; of Rs. 2,000 by the bank appeared in the passbook only.
- iii. Direct deposit by the customer into the bank Rs. 1,650 was recorded in the passbook only.
- iv. Cheques issued on 29th December, 2020 and presented for payment on 5th January, 2021 amounted to Rs. 4,000.
- v. Bank charges of Rs. 50 and interest on Investment of Rs. 900, were recorded only in the Bank pass-book

Q5) Short Notes (Any Two) **[10]**

- a) Features of Computerized Accounting System.
- b) Objectives of Financial Accounting.
- c) Dual Aspect Concept.
- d) Golden Rules of Account.



Total No. of Questions : 3]

SEAT No. :

P2061

[Total No. of Pages : 3

[5802]-104

F.Y. B.B.A

104: BUSINESS ECONOMICS (MICRO)

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blanks (Attempt any 5 out of 6) : [5]

- a) Micro Economics theory deals with _____.
 - i) Economic behaviour of individual economic decision making units.
 - ii) Economy as a whole
 - iii) Trade Relations
 - iv) Economic growth of the society

- b) In Economics the central problem is _____.
 - i) Money
 - ii) Scarcity
 - iii) Allocation
 - iv) Production

- c) _____ is not a determinant of a consumer's demand for a commodity.
 - i) Income
 - ii) Population
 - iii) Price Related goods
 - iv) Tastes

P.T.O.



- d) Equilibrium price is determined when _____.
 i) Demand > Supply ii) Supply > Demand
 iii) Supply = Demand iv) Demand \neq Supply
- e) _____ is associated with the Oligopoly Market.
 i) Homogeneous goods ii) Free Entry and Exit
 iii) Product Differentiation iv) Price Rigidity
- f) _____ it is the form of the market in which the any seller of a commodity has fully control over the prices.
 i) Monopoly ii) Pure Monopoly
 iii) Simple Monopoly iv) All of these

B) Match the following : [5]

- | | |
|------------------------------|---------------------------|
| a) Perfect Competition | i) Price Theory |
| b) $ATC =$ | ii) Price Taker |
| c) $AFC =$ | iii) $AFC + AVC$ |
| d) Micro Economics | iv) TFC/Production |
| e) Monopolistic Competitions | v) Product Discrimination |

C) True or False (Attempt any 4 out of 5) : [4]

- a) Average cost is defined as total cost divided by total output.
- b) Flow of goods and services in barter economy is called Circular Flow.
- c) Income Flow is also known as Profit Flow.
- d) Nature of demand curve under Monopolistic competition is less elastic.
- e) Market will be deficit product when Supply = Demand

Q2) Short Answer (Attempt any 3 out of 4) : **[24]**

- a) Explain the circular flow of Economy.
- b) State the concept of cost. Explain the concept of cost.
- c) Explain the law of Supply and determinants of supply.
- d) Explain the methods of calculating the Revenue.

Q3) Long Answer (Attempt Any 2 out of 4) : **[32]**

- a) Explain the various forms of Economy. Explain the central problems of Economy.
- b) What is mean by demand? Explain in detail the types of Elasticity of Demand.
- c) Explain the different types of Revenue and explain the Interrelationship between Marginal, Total and Average Revenue.
- d) State the characteristics of Monopoly and explain the output and price determination in Monopoly.



Total No. of Questions : 5]

SEAT No. :

P2062

[Total No. of Pages : 5

[5802]-105

F.Y. B.B.A

105: BUSINESS MATHEMATICS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of statistical tables and calculator is allowed.*
- 4) *Symbols have their usual meanings.*

Q1) A) Fill in the blanks :

[5 × 2 = 10]

a) In the ratio $\frac{a}{b}$, “b” is called _____.

- i) Antecedent
- ii) Consequent
- iii) Parameter
- iv) None of the above

b) If $x:y = 4:9$ and $x = 28$ then $y =$ _____.

- i) 54
- ii) 63
- iii) 72
- iv) 81

P.T.O.



- c) Percentage means per ____.
- i) 100
 - ii) 200
 - iii) 300
 - iv) 500
- d) If selling price is more than cost price then ____ in incurred.
- i) Profit
 - ii) Loss
 - iii) Commission
 - iv) None of the above
- e) ${}^5C_3 = \underline{\hspace{2cm}}$.
- i) 3
 - ii) 5
 - iii) 10
 - iv) 20

B) State whether the following statement are True or False : **[3 × 2 = 6]**

- a) In an identify matrix all the diagonal elements are 1.
- b) A feasible solution of L.P.P need not satisfy all the constraints.
- c) For the arrangements of objects permutation is required.

Q2) Attempt any four of the following : **[4 × 4 = 16]**

- a) If the ratio of two numbers is 3:5 and their sum is 232. Find the numbers.
- b) Find the number whose 14% is 84.

- c) If $\begin{bmatrix} x & 6 \\ 4 & 8 \end{bmatrix}$ is a singular matrix, then find the value of x .
- d) If ${}^nC_6 = {}^nC_4$, then find nC_2 .
- e) A sum of money double itself in 5 years. Find the rate of Simple interest.
- f) The average of three numbers is 77. The first number is twice the second number and second number is twice the third number, then find the first number.

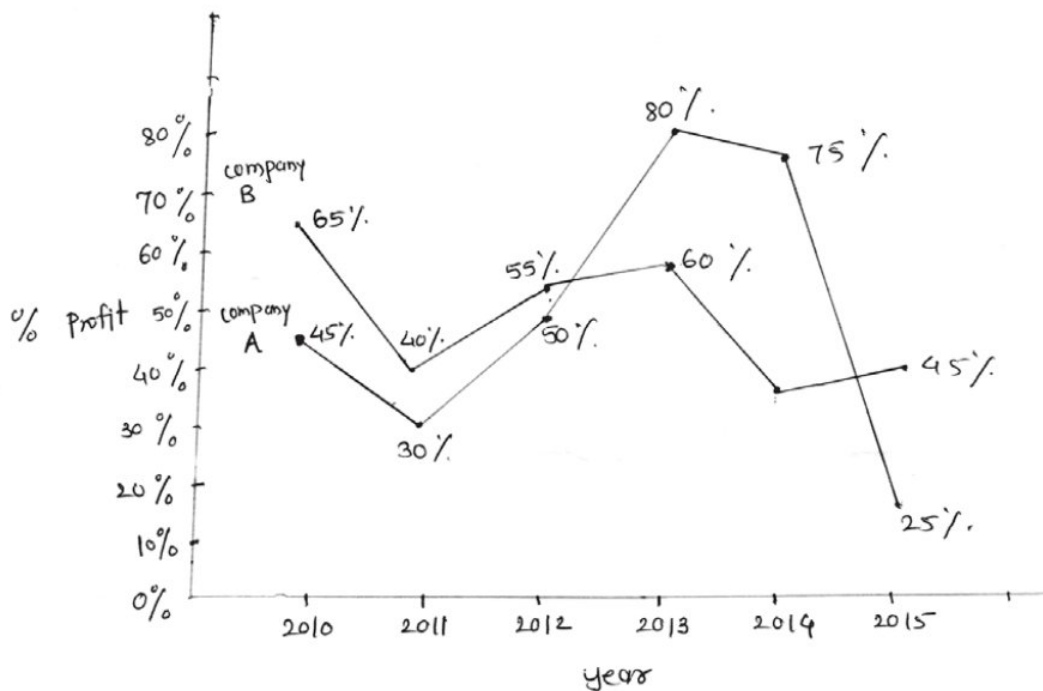
Q3) Attempt any four of the following : **[4 × 4 = 16]**

- a) Find n , if ${}^nP_3 = 3 ({}^nC_4)$
- b) If $A = \begin{bmatrix} 4 & 5 \\ 3 & 7 \end{bmatrix}$, find a matrix X such that $A - 2X = \begin{bmatrix} 2 & 3 \\ 7 & 5 \end{bmatrix}$
- c) What sum will amount to Rs. 4,000 in 3 years at the rate of interest 6% p.a. Compound interest?
- d) An agent receives Rs. 1,275 as commission at the rate 7.5% on sales. Find the amount of his sales.
- e) If 12 July 2018 is Sunday. What will be day on 12 July 2022?
- f) Write a note on fundamental principle of counting.

Q4) Attempt any four of the following : **[4 × 4 = 16]**

- a) If $A = \begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$, show that $A^2 = 4A - I$.
- b) A committee of 3 persons is to be formed amongst 4 men and 3 women, so as to include atleast one man and at least one woman. In how many ways can this be done?

- c) Ashok purchased 150 toys at Rs. 20 each and sold all toys at Rs. 25 each. Find total profit and percentage profit.
- d) Explain feasible solution and optimal solution of the L.P.P
- e) The following line graph show the percentage profit earned by two companies A and B in 6 different years.



Answer the following questions :

- i) If the incomes of company A and B are same in 2014, then find the ratio of their expenditures.
- ii) If expenditures of company A in 2010 is Rs. 60,000/- and that of company B in 2013 is Rs. 1,50,000/- then find sum of their incomes.
- f) Explain singular and non-singular matrix.

Q5) Attempt any one of the following :

[1 × 6 = 6]

a) Solve the following L.P.P by graphical method :

$$\text{Minimize } Z = 4x + 3y$$

Subject to

$$4x + 12y \geq 18$$

$$16x + 4y \geq 24$$

$$8x + 6y \geq 24$$

$$x, y \geq 0$$

b) Find the inverse of the matrix :

$$A = \begin{bmatrix} 2 & 5 \\ 3 & 7 \end{bmatrix}$$

Total No. of Questions : 4]

SEAT No. :

P2063

[Total No. of Pages : 3

[5802]-106

F.Y. B.B.A

BUSINESS DEMOGRAPHY

(2019 Pattern) (Semester - I) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- a) Scope of demography spreads to _____.
 - i) Size of population
 - ii) Labour Force
 - iii) Population policy
 - iv) All of the above

- b) Demography is the study of _____.
 - i) Birds population
 - ii) Animals population
 - iii) Reptiles population
 - iv) Human population

- c) Mortality refers to _____.
 - i) Death rate
 - ii) Frequency of death in a population
 - iii) None of the above
 - iv) Both i & ii

P.T.O.



d) Urbanisation is the movement of people from _____.

- i) Cities and Town to villages
- ii) Rural areas to cities and towns
- iii) None of the above
- iv) Both i & ii

e) Formula for sex ratio is

i) $\frac{\text{Number of Males}}{\text{Number of Females}} \times 1000$

ii) $\frac{\text{Number of Females}}{\text{Number of males}} \times 1000$

iii) $\frac{\text{Total Population}}{\text{Number of males}} \times 1000$

iv) None of the above

B) Define the following terms :

[5]

- a) Emigration.
- b) Birth rate.
- c) Population Density.
- d) Fertility Rate.
- e) Migration.

Q2) Answer the following (any 1 out of 2) :

[10]

- a) What do you mean by the term Demography? Explain the importance of demographic studies.
- b) What do you mean by Population Growth? Explain methods of assessment of Population Growth.

Q3) Answer the following (any 1 out of 2) : **[10]**

- a) What do you mean by the term Literacy? Explain the importance of Literacy in a Modern Society.
- b) What is Urbanisation? Explain the factors affecting urbanisation.

Q4) Write short notes on (any 4 out of 6) : **[20]**

- a) Rural Population.
- b) Concept of Over and Under population.
- c) Importance of Human Resource Development of a Nation.
- d) Features of Urbanisation.
- e) Dependent Population.
- f) Factors affecting mortality.

