[5802]-201

First Year B.B.A.

CCT - 201 : BUSINESS ORGANIZATION AND SYSTEM

(CBCS 2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *Question 1 and Question 5 are compulsory.*
2) *Solve any 2 from Question 2 to Question 4.*

Q1) A) Fill in the blanks: **[5]**

     a) _____ is a set of interrelated activities carried out with a view to make profits.

     b) A _____ is an economy that includes a variety of private and government control, reflecting characteristics of both capitalism and socialism.

     c) Single ownership is salient feature of _____.

     d) A _____ study is an in depth study of a project, in order to find out its merits, soundness and practicability.

     e) The _____ is one who purchases goods in large quantities from manufacturer and sells to retailers in smaller quantities.

   B) Match the Pairs: **[5]**

a)	KPO	i)	No restricts
b)	Digital Marketing	ii)	High end services
c)	Maximum partners in LLP	iii)	Organised retailing
d)	Market Survey	iv)	Branch of Commerce
e)	Malls	v)	helps to know needs of the people

Options:
1) a-ii, b-iv, c-i, d-v, e-iii
2) a-iv, b-ii, c-i, d-iii, e-v
3) a-ii, b-iii, c-i, d-v, e-iii
4) a-v, b-iv, c-ii, d-i, e-iii

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C) Multiple Choice Questions: **[5]**
    a) KPO stands for _____.
       i) Knowledge People Outsourcing
       ii) Knowledge Process Outsourcing
       iii) Knowledge People Outlay
       iv) Knowledge Policy Outsourcing

    b) _____ stage is the earliest stage in the evolution of Commerce.
       i) Hunting   ii) Pastoral
       iii) Agricultural   iv) Town economy

    c) _____ refers to the scale of operations with which the business operates.
       i) Size of Business Unit   ii) Transportation
       iii) Laws of return   iv) Nature of Competition

    d) _____ retailing refers to the traditional formats of low-cost retailing.
       i) Organised   ii) Modern
       iii) Unorganised   iv) On-line

    e) _____ includes all the economic activities from production to distribution of goods and services.
       i) Trade   ii) Commerce
       iii) Aids - to - Trade   iv) Business

Q2) Describe the development and evolution of trade, commerce and industry. **[10]**

Q3) What is sole proprietorship? Explain the features, advantages and disadvantages of sole Proprietorship. **[10]**

Q4) Explain in detail factors affecting location decision of the firm? **[10]**

Q5) Write Short Notes (Any 3): **[15]**
    a) Prerequisites of a successful of business.
    b) Functions of wholesaler.
    c) Advantages of virtual organization system.
    d) Benefits and limitations of private company.
    e) Types of distributed channel.

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[5802]-202

B.B.A

202: PRINCIPLES OF MARKETING

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1)   *Question No. 1 is compulsory.*

2)   *Figures to the right indicate full marks.*

Q1)   Answer the following question as per instruction is given.

    A)   Choose the correct answer from the option given below.   **[5]**

      a)   Marketing generate _____ for goods & services.

         i)   Customers

         ii)   Demand

         iii)   Product

         iv)   All of the above

      b)   _____ is anything that is offered for sale.

         i)   Service   ii)   Product

         iii)   Price   iv)   Promotion

      c)   The market environment comprise of :

         i)   Socio-economic   ii)   Competition

         iii)   Technology   iv)   All of the above

P.T.O.

d) Promotional activities include _____.

   i)   Advertising   ii) Sales Promotion

   iii) Publicity   iv) All of the above

e) Which of the following is not a type of digital marketing activity?

   i)   E-Marketing

   ii) Print Advertising

   iii) Social Marketing

   iv) Internet Marketing

B) Fill in the blanks :   **[5]**

   a) _____ is a process of promoting products and services over the internet.

   b) _____ is the marketing of product that are presumed to be environmentally safe.

   c) A group of all product lines and commodities supplied by a seller to its customers is called _____.

   d) _____ refers to the surrounding conditions and influences in which living organism operate.

   e) Packaging is the example of _____ mix.

C) Match the pairs :   **[5 × 2 = 10]**

   i)   Product   a) Also known as 'distributor'

   ii) Customer value   b) Omni-channel marketing

   iii) Reseller   c) Usefulness of goods or services

   iv) Wholeseller   d) They can be retailers

   v)   Hybrid Marketing   e) Anything that is offered for sale

Q2) Solve any three out of five : [3 × 10 = 30]

    a) Meaning, Definition of Marketing & its Nature.

    b) What is Market and Market segmentation?

    c) What are the functions of Marketing?

    d) Explain the Marketing mix elements with example.

    e) Meaning & Definitions of services and explain its characteristics.

Q3) Solve any four out of six : [4 × 5 = 20]

    a) Key Services in India.

    b) Scope of Rural Marketing.

    c) Tools of Digital Marketing.

    d) Promotional Mix.

    e) Importance of positioning.

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F.Y. B.B.A

203: PRINCIPLES OF FINANCE

(2019 Pattern) (Semester - II) (CBCS)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1)   *Q.No. 1 to Q.No. 2 are compulsory.*

   2)   *Attempt any three questions from Q.3 to Q.7.*

Q1) A) Write whether the statement is true or false :   **[5]**

     a) The traditional approach of Financial Management laid over emphasis on the problem of long term financing.

     b) Public deposits are the Fixed deposits accepted by a business enterprise from the government schemes.

     c) If the EBIT is below the indifference point, a company should use owned funds to maximize EPS.

     d) Preference shareholders are entitled to receive dividend at fixed rate irrespective of the amount of profit earned by the company.

     e) A legal agreement that lets someone use a car, house, warehouse, etc. for a period of time in return for payment is venture capital.

  B) Fill in the blanks by choosing suitable option :   **[5]**

     a) The firm's _____ is the mix of long term debt and equity utilized by the firm which may significantly affect its value by affecting return and risk.

       i)   Dividend policy   ii)   Capital budget

       iii) Capital structure   iv) Working capital

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b) _____ of the following is a limitation of traditional approach of Financial Management.
   i) More emphasis on long term problem
   ii) One sided approach
   iii) Ignores allocation of resources
   iv) All of the given are limitations

c) A Capital investment is one that _____.
   i) has the prospect of long term benefits
   ii) has the prospect of short term benefits
   iii) is only undertaken by large corporations
   iv) applies only to investment in fixed assets

d) _____ separates ownership and use as two economic activities and facilitates assets use without ownership.
   i) Microfinance   ii) Leasing
   iii) Venture capital   iv) Debenture

e) The state of _____ is where the value of assets is much more than it appears in the book of the company.
   i) under-capitalization   ii) deficit financing
   iii) over-capitalization   iv) equilibrium

Q2) Write short note on (any three): **[15]**

a) Microfinance.

b) Capitalization.

c) Bonus shares.

d) Modern approach of Financial Management.

e) Public deposits.

Q3) What is mean by Financial Management? Explain the roles of Finance Manager in Financial Management. **[15]**

Q4) What is mean by shares? Explain different types of shares with its merits.**[15]**

Q5) What is dividend policy? Explain types of and factors affecting dividend policy of a company. **[15]**

Q6) What is mean by capital structure? Explain different factors determining capital structure of the organization. **[15]**

Q7) What do you mean by Venture capital? Describe nature and advantages of Venture capital. **[15]**

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F.Y. B.B.A

204: BASICS OF COST ACCOUNTING

(2019 Pattern) (Semester - II)

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]

     a) Costing is the technique and process if _____ costs.

     b) Opportunity cost means the _____ made for not utilizing the other alternatives.

     c) Wages paid for factory supervision is the example of _____ labour.

     d) Under _____ the value of contract is determined by adding a fixed margin of profit to the total cost of contract.

     e) If the actual loss is _____ than normal loss, it is term as abnormal loss.

B) State whether the following statements are True or False (any five) : [5]

     a) Prime costs are identifiable.

     b) All overheads are costs but all costs may not be overheads.

     c) Job Costing and Contract Costing are the forms of operating costing.

     d) Direct cost are also termed as overheads.

     e) Work uncertified does not contain a profit element.

C) Define the following terms [5 × 1 = 5]

     a) Costing.

     b) Direct Material.

P.T.O.

c) Variable Cost.

d) Allocation of Overhead.

e) Contract Costing.

Q2) Write short notes on (any four) [4 × 5 = 20]

a) Meaning of operating costing and the areas of its application.

b) Normality wise classification of cost.

c) Difference between Apportionment of Overhead and Absorption of Overheads.

d) Meaning of Joint Product & By Product.

e) Types of Cost Centre.

Q3) The cost of sale of product 'Butnol' is made up as follows : [15]

Particulars	Rs.
Royalties	1,200
Materials used in production	15,000
Carriage on sales	3,000
Material used in primary packing	10,000
Carriage on purchases	6,000
Material used in secondary packing	2,000
Bad debts	4,000
Material used in factory workshop	800
Coal and coke	2,000
Material used in Administrative office	1,500
Administration on cost	500
Labour required in manufacturing	10,000
Motive power	1,000
Productive wages payable	500
Chargeable expenses (Direct)	4,000
General overheads	2,000
Purchase of raw materials	44,000
Labour required for works supervision	2,500

Assuming that all products manufactured in Peterson Chemicals Ltd. Bhosari are sold, what should be the invoice price to obtain a profit of 20% on Total Cost?

Q4) A) Gokul Construction, Ghargan undertook a contract for Rs. 4,00,000 on 1st April 2021. They incurred the following expenses during the year 2021-22. **[10]**

Particulars	Amount
Materials issued from stores	40,000
Materials transferred from contract	3,000
Materials directly purchased for the contract	12,000
Materials in hand on site	3,000
Plant	1,00,000
Wages paid directly	60,000
Architect's fees	4,000
Wages due but not paid	2,000
Direct expenses outstanding	1,000
Cash received from contractee	1,44,000
Work certified	1,80,000
Cost of work uncertified	2,000
Plant as on 31-3-2022	70,000

Prepare contract account for the year ended 31-03-2022.

B) The Elpro Chemicals Ltd, Elabad manufacture and sell their chemical product by consecutive processes. The products of these processes are dealt with as under : **[10]**

Particulars	Process 1	Process 2	Process 3
Transferred to next process (%)	66 2/3	60	-
Transferred to warehouse for sale (%)	33 1/3	40	100
Raw Materials (Tons)	1400	160	1260
Raw Materials - rate per tone (Rs.)	10	16	17
Wages and Other Expenses	5152	3140	8928

In each process 4% of the total weight put in is lost and 6% is scrap which from process 1 realizes at Rs. 3 per ton, from process 2 at Rs. 5 per ton and from process 3 at Rs. 6 per ton.

Prepare process cost account showing cost per ton of each process.

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F.Y. B.B.A.

(205) BUSINESS STATISTICS

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to the right indicate full marks.*

3) *Notations and abbreviations have their usual meaning.*

4) *Simple calculator is allowed.*

Q1) A) Fill in the blanks :   **[5 × 2 = 10]**

   a) If $\overline{X}$ is 10 and coefficient of variation is 40%, then variance is equal to _____ .

   b) _____ type cumulative frequencies are non-decreasing.

   c) The median of 10 numbers is 25. If the highest number is increased by 5, then the median will be _____ .

   d) If $V(X) = 5$, then $V(3X + 2) =$ _____ .

   e) Karl Pearson's correlation coefficient lies between _____ .

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

   a) Two regression lines never intersect each other.

   b) Arithmetic mean can be determined graphically.

   c) Standard deviation is always non-negative.

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

a) Define mode. State its two merits and two demerits.

b) Describe scatter diagram and explain how it is used to measure correlation.

c) Draw histogram for the following income distribution.

Weekly income	1000-1500	1500-2000	2000-2500	2500-3000	3000-3500	3500-4000
No. of workers	80	100	150	180	140	100

d) The following results of capital employed and profit earned by a firm in 10 successive years are calculated.

	Mean	Standard Deviation
Capital employed (₹ thousand)	55	28.7
Profit earned (₹ thousand)	13	85

Coefficient of correlation = 0.96

Estimate the amount of capital to be employed to earn profit of ₹20,000/-.

e) Following is the data related to the frequency distribution of monthly wages of 100 workers.

Monthly wages in Rs.	4000-5000	5000-6000	6000-7000	7000-8000	8000-9000	9000-10000
No. of workers	11	15	27	19	16	12

Find :

i) class-width of first class.

ii) class mark of second class.

iii) number of workers having wages less than Rs. 6,000/-

iv) number of workers having wages more than Rs. 6,000/-

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f) From the following data, compute an index for the year 2012 taking 2011 as base by simple average of Price Relatives method using arithmetic mean.

Commodity	2011 Price (Rs.)	2012 Price (Rs.)
A	1	5
B	2	4
C	3	3
D	4	2

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

a) Define variable. Explain discrete variable and continuous variable with example.

b) Explain the concept of index number. State uses of it.

c) A survey revealed the following frequency distribution.

Distance travelled in km per litre of petrol (X)	40-45	45-50	50-55	55-60	60-65
No. of motor cycles (f)	10	17	23	40	10

Find : i) mean ii) mode of distance travelled per km.

d) Calculate quartile deviation and coefficient of quartile deviation for the following data.

35, 52, 48, 69, 30, 40, 42, 38, 48, 36, 52

e) The two regression equations are $3x - y - 5 = 0$ and $4x - 3y = 0$. Find
   i) arithmetic means of X and Y.
   ii) regression coefficients of X on Y and Y on X.

f) The median for the following frequency distribution is 27 (in hundreds of Rs.).
   Find missing frequencies of the data.

Expenditure (in hundreds of Rs.)	0-10	10-20	20-30	30-40	40-50	Total
Number of families	3	--	20	11	--	80

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

a) Define regression. State any three properties of regression coefficients.

b) What do you mean by Central tendency? State the requirements of good measure of Central tendency.

c) Draw a pie diagram to represent the following information of a company during a year.

Item of cost	Rs. in crore
Labour cost	10
Overheads cost	30
Materials cost	60

d) For a set of 90 items, the mean and standard deviation are 59 and 9 respectively. For 40 items selected from these 90 items, the mean and standard deviation are 54 and 6 respectively. Find the mean and standard deviation of remaining items.

e) Calculate Spearman's rank correlation coefficient for the following data.

X	49	69	39	49	29
Y	59	59	59	49	39

f) Following information relating to works in an industrial town is given.

Items for consumption	Consumer price index in 2005	Proportion of expenditure on the item
i) Food, drinks and tobacco	132	60%
ii) Clothing	154	12%
iii) Fuel and lighting	147	16%
iv) Housing	178	8%
v) Miscellaneous	158	4%

Average wage per month in the year 2000 is Rs. 2,000/-. What should be the dearness allowance expressed as percentage of wages? What should be the average wage per worker per month in 2005 in that town so that the standard of living of the workers does not fall below the 2000 level?

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Q5) Attempt any one of the following :   [1 × 6 = 6]

a) Which of the following two series A and B is more stable? Justify

A	4	4	2	3	6	8	2	0	1	−1
B	8	7	5	5	6	7	4	3	4	1

b) From the following data, compute price index number for the current year by using

i) Laspeyre's method

ii) Paasche's method

iii) Bowley's method

Commodity	Base Year		Current Year	
	Price (Rs.)	Quantity (Kg.)	Price (Rs.)	Quantity (Kg.)
A	1	6	5	8
B	2	7	4	7
C	3	8	3	6
D	4	9	2	5

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F.Y. B.B.A

206: FUNDAMENTALS OF COMPUTERS

(2019 Pattern) (Semester - II) (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) Fill in the blanks :   **[5]**

   a) Daisy wheel is a _____ type of printer.

   b) EPROM stands for _____.

   c) USB is _____ (long form).

   d) Android is a _____ operating system.

   e) ISP stands for _____.

   B) TRUE OR FALSE :   **[5]**

   a) AAABB is a strong password.

   b) Web based attack is a type of cyber attack.

   c) MS Powerpoints is known as spreadsheet.

   d) ALU consist of two parts namely <u>algorithmic</u> & <u>logical</u> unit.

   e) Hexadecimal number system use 8 digits (symbols).

Q2) Answer the following (Any 2) :   **[10]**

   a) What is booting? Explain its function.

   b) What is Data Organisation?

P.T.O.

Q3) Answer the following (Any 2) :   **[10]**

    a) Explain the types of programming languages.

    b) What are the main goals of security?

Q4) Answer the following :   **[10]**

Write various services provided by the Internet.

Q5) Write short note on :   **[10]**
    a) Search Engine.
    b) LAN
    c) Output Devices.

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