

Total No. of Questions : 3]

SEAT No. :

P3808

[Total No. of Pages : 2

[5616]-1001

B.B.A. (Semester - I)

101 : PRINCIPLES OF MANAGEMENT

(2019 CBCS Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory Questions :

A) Multiple choice questions :

[5]

- a) Management is a \_\_\_\_\_.
  - i) Continuous process
  - ii) Short term process
  - iii) Static process
  - iv) All of the above
- b) 'Father of Human Relations Movement'
  - i) Elton Mayo
  - ii) Peter F. Drucker
  - iii) Fredrick W. Taylor
  - iv) None of these
- c) Unity of command means :
  - i) Parity of authority & responsibility
  - ii) Flow of command from subordinate to superior
  - iii) Flow of command from superior to subordinate
  - iv) Parity in controlling
- d) Delegation is :
  - i) A continuous process
  - ii) Unfolding talents
  - iii) Granting the right to command
  - iv) None of the above
- e) Improving quality through continuous improvements is a characteristic of what type of quality management system.
  - i) Just-in-time
  - ii) Six sigma
  - iii) Kaizen
  - iv) Total quality management

P.T.O.

- B) Match the pairs : [5]
- |                   |                            |
|-------------------|----------------------------|
| Administration    | Nawthorn expriements       |
| Elton Mayo        | concentration of authority |
| Espirit-the corps | Creitang willingness       |
| Centralisation    | thinking function          |
| Motivation        | unity is strength          |
- C) Answer in one sentence [5]
- What is meant by management?
  - What is meant by planning?
  - What is scalar chain?
  - What is meant by Ethos?
  - What is forecasting?
- D) Fill in the blanks [5]
- F.W.Taylor is known as Father of \_\_\_\_\_ management.
  - \_\_\_\_\_ involves placing right person at the right job.
  - A process through which authorities and responsibilities are shared between superiors and subordinates is known as \_\_\_\_\_.
  - Flexible reaction to an external conditions leading to emotional & behavioural variations is termed as \_\_\_\_\_.
  - \_\_\_\_\_ is a process in which organisation transfers its daily business operations to an external service provider.

**Q2)** Answer any 3 out of 5 :

- Define the term management. Explain the nature of management. [10]
- Explain in detail Maslow's 'Need Hierarchy Theory' of motivation. [10]
- What are the consequences of stress? [10]
- Explain in detail the process of control. [10]
- What are the advantages of forecasting? [10]

**Q3)** Write short notes (any four) :

- Dhirubhai Ambani : Management practices. [20]
- Difference between Management and administration.
- Barriers in effective delegation.
- Advantages of planning.
- Reasons of out sourcing.
- Nature of decision making.



Total No. of Questions : 4]

SEAT No. :

P3809

[Total No. of Pages : 2

[5616]-1002

F.Y. B.B.A.

**102 : BUSINESS COMMUNICATION SKILLS**  
**(2019 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Solve any five :

**[10]**

- a) Meaning of “upward” communication.
- b) “Keep your cool”, what does this mean in terms of business courtesy?
- c) Write any three barriers to effective oral communication.
- d) Salutation means \_\_\_\_\_.
- e) Methods of “Downward” communication. (List - 4 methods).
- f) To be assertive is to be \_\_\_\_\_.
  - i) firm
  - ii) loud
  - iii) indirect
  - iv) aggressive
- g) Oral communication is also known as.
  - i) verbal communication
  - ii) non-verbal communication
  - iii) impersonal communication
  - iv) face to face communication

**Q2)** Letter writing (Any 3) :

**[15]**

- a) Write a job application for the post of a assistant manager to personnel manager, Reliance Industries Ltd. Mumbai 400042. The advertisement was given in times of India on 2<sup>nd</sup> November 2019.
- b) Draft a circular letter announcing change in premises.
- c) Write to invite a customer to a special event.
- d) Write a condolence letter to your employee who lost his/her parent.

**P.T.O.**

**Q3) Long Answer (Any 1) :**

**[10]**

- a) What is the need for business letters? Describe briefly the different components of a business letter.
- b) What is mass communication? Explain different media of mass communication.

**Q4) Write short notes (Any 3):**

**[15]**

- a) Barriers to communication.
- b) De code
- c) Completeness
- d) Notice



Total No. of Questions : 5]

SEAT No. :

P3810

[Total No. of Pages : 5

[5616]-1003

B.B.A. (Semester - I)

103 : BUSINESS ACCOUNTING

(CBCS) (2019 Pattern)

Time : 3 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) Only \_\_\_\_\_ transactions are recorded in the books of account.
  - i) Barter
  - ii) Financial
  - iii) Credit
- b) In every transaction atleast \_\_\_\_\_ parties are involved.
  - i) three
  - ii) five
  - iii) two
- c) According to \_\_\_\_\_ concept, all transactions are recorded in terms of money.
  - i) Cost
  - ii) Money measurement
  - iii) Accrual
- d) Debit the receiver & credit the giver is the rule of \_\_\_\_\_ account.
  - i) Personal
  - ii) Real
  - iii) Nominal
- e) Return outwards appearing in trial balance are deducted from \_\_\_\_\_.
  - i) Sales
  - ii) Purchase
  - iii) Stock
- f) Goodwill is \_\_\_\_\_ Asset
  - i) Current
  - ii) An Intangible
  - iii) Tangible
- g) \_\_\_\_\_ Accounting system saves a lot of monotonous labour.
  - i) Manual
  - ii) Cash
  - iii) Computerised

P.T.O.

- B) State with reason whether the following statements are true or false (Any five) : [5]
- a) In accounting, business is considered to be a separate entity from the business.
  - b) Raw materials are normally valued at cost or market price whichever ever is lower.
  - c) Trade discount is allowed on cash sales & credit sales also.
  - d) When goods are returned to suppliers a debit note is issued.
  - e) Debit balance in cash book means bank overdraft.
  - f) Trial Balance is a part of Final Accounts.
  - g) Computer is as accurate the input & instructions are.
- C) Give answer in one sentence (any five) : [5]
- a) What do you mean by Goodwill?
  - b) What is Journal?
  - c) What is Trade discount?
  - d) What do you mean by Double entry system?
  - e) What is Debit Note?
  - f) Define Bank Reconciliation statement?
  - g) What is a Trial Balance?
- D) Classify the following accounts into personal, Real & Nominal Account. [5]
- a) SBI A/c
  - b) Plant & machinery A/c
  - c) Discount A/c
  - d) Patents A/c
  - e) Goods A/c
  - f) Salary A/c
  - g) ABC Trading co.

**Q2) Journalise the following transactions in the books of Anil for July 2019 [12]**

Date

1. Purchased goods for cash ₹ 11,500
3. Paid electricity charges ₹ 150
5. Received commission ₹ 600
7. Sold a scooter to vaibhav ₹ 9,100
11. Paid transport charges ₹ 350
13. Purchased machinery ₹ 7,200 from Bajaj co.

15. Deposited ₹ 1,200 in State Bank of India.
17. Paid fire insurance premium to insurance company ₹ 300.
19. Received ₹ 100 from Mahesh as interest.
21. Received ₹ 1000 from Amol.
23. Sold furniture to vilas on credit of ₹ 2,500.

OR

Enter the following transactions in the cash Book with cash & Bank columns only of Manohar Enterprise, Ahmednagar & balance the same for August, 2019 [12]

Date

1. Cash in hand ₹ 8,000 & Cash at Bank ₹ 17,000.
3. Issued a cheque to the petty cashier ₹ 500.
5. Despatched goods to Prakash ₹ 850 in cash & ₹ 1,150 by cheque.
7. Received commission ₹ 700 by cheque which was deposited into Bank immediately.
8. Withdrew from Bank ₹ 400 for office exp.
10. Paid by cheque ₹ 650 for professional tax.
12. Insurance premium paid by Bank ₹ 800 debited in pass book.
15. Received cash ₹ 150 from pravin.
18. Paid into Bank cheque received on 5<sup>th</sup>
20. Bought goods from pritam ₹ 1,500 @ 20% trade discount & paid one third of the same in cash.
24. Salary paid to pravin, a factory foreman ₹ 1,200.
27. Remited to pankaj ₹ 1,300 by cheque & cash of ₹ 700 for purchase of furniture.
29. Pawan paid ₹ 600 by cheque to manohar in part payment of ₹ 620, which was deposited into Bank immediately.
30. Paid in to Bank cash in excess of ₹ 5,000.

Q3) From the following Trial Balance of Akshay Traders, Pune Prepare Trading and profit & loss A/c for the year ended 31<sup>st</sup> March 2019, and the Balance sheet as on that date [20]

Trial Balance  
As on 31<sup>st</sup> March 2019

Dr.		Cr.	
Particulars	Debit ₹	Particulars	Credit ₹
Opening stock	72,000	Rent	10,000
Purchases	2,20,000	Sales	5,12,000
Carriage inward	8,000	Creditors	56,600
Wages	80,000	Bank overdraft	1,40,000
Goodwill	30,000	Bills payable	23,000
Free hold land	60,000	A's capital	4,05,000
Lease hold land	1,00,000		
Building	2,20,000		
Plant & machinery	1,80,000		
Vehicles	70,000		
Furniture	20,000		
Advertising	10,000		
Salaries	38,000		
Stationery	8,300		
Office exp.	4,100		
Bank charges	100		
Carriage outward	3,700		
Cash in hand	400		
Debtors	12,000		
Int. on B.O.D.	10,000		
<b>Total</b>	<b>11,46,600</b>	<b>Total</b>	<b>11,46,600</b>



Adjustments :

- i) Lease to run for 10 years from 1<sup>st</sup> April.
- ii) Depreciate plant & machinery @ 15% p.a., vehicles @ 20% p.a. & furniture @ 10% p.a.
- iii) Stock on 31<sup>st</sup> March, 2012 is valued @ ₹ 58,000.
- iv) Outstanding wages are ₹ 3,800 & outstanding salaries are 4,500.
- v) Interest of Bank overdraft, for the last quarter of the year ₹ 4,600 is not recorded so far.
- vi) Provide 5% on debtors for doubtful debts.

**Q4)** From the following particulars, prepare a Bank Reconciliation statement of Harish from the following details as on 31<sup>st</sup> July 2019 [8]

- a) Bank Balance as per passbook as 31<sup>st</sup> July 2019 ₹ 7,500.
- b) Cheques amounting to ₹ 7,400 were deposited into the Bank, but out of these cheques of ₹ 1,700 were only collected by the Bank till 31<sup>st</sup> July 2019.
- c) Sale of shares of ITC Ltd for ₹ 3750 by the Bank was credited in pass book only.
- d) Cheques amounting to ₹ 2,800, ₹ 2,000 & ₹ 1,000 were issued to creditors but were not paid by the Bank till 31<sup>st</sup> July 2019.
- e) A cheque of ₹ 750 was deposited into Bank on 29<sup>th</sup> July 2019 & Credited by Bank, but it was not entered in cash-Book till 31<sup>st</sup> July 2019.
- f) Bank had charged ₹ 50 for other charges and ₹ 50 for commission, for which there was no entry in the cash-Book.

**Q5)** Short notes (any two) :

[10]

- a) Money measurement concept.
- b) Importance of computerised Accounting system.
- c) Credit Note
- d) Importance of Bank Reconciliation statement.



Total No. of Questions : 6]

SEAT No. :

P3811

[Total No. of Pages : 3

[5616]-1004

**B.B.A. (Semester - I)**  
**BUSINESS ECONOMICS (MICRO)**  
**(CBCS 2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

- 1) *Question no. 1 and 6 are compulsory.*
- 2) *Write any 3 questions from question No. 2 to 5.*
- 3) *Draw neat and well labelled diagram when ever necessary.*
- 4) *Figures to the right indicate full marks.*

**Q1)** Answer the following questions as per instructions given : **[20]**

A) Choose the correct answer from the option given below (any 7): **[7]**

- a) Demand is the function of \_\_\_\_\_
  - i) cost
  - ii) price
  - iii) product
  - iv) firm
- b) Total revenue minus total cost (TR-TC) is equal to
  - i) Average cost
  - ii) Profit
  - iii) Net cost
  - iv) Marginal Revenue
- c) In Economics the central problem is
  - i) Allocation
  - ii) Production
  - iii) Money
  - iv) Scarcity
- d) A situation in which a number of competitive firm relatively less in known as
  - i) oligopoly
  - ii) monopolistic competition
  - iii) perfect competition
  - iv) Duopoly
- e) Which of the following is not determinant of a consumer demand for commodity
  - i) Price related to other goods
  - ii) Taste
  - iii) Income
  - iv) Population

**P.T.O.**

- f) Which of the following falls under micro economics
- National savings and investment
  - Individual demand
  - National Income
  - General price level
- g) Indian Economy is the example of
- Mixed economy
  - Socialist economy
  - None of these
  - Capitalist economy
- h) Economics is a \_\_\_\_\_ science which deals with human wants and their satisfaction
- political
  - Corporate
  - Social
  - Cultural
- i) Which types of competition leads to exploitation of consumer
- Monopoly
  - Monopolistic competition
  - Perfect competition
  - Deopoly
- j) Normally the demand curve will have the shape
- horizontal
  - upward slopping
  - Vertical
  - downward slopping
- B) Fill in the blanks (any seven) [7]
- Firms in industry that produce differentiated product in \_\_\_\_\_ market.
  - Price discrimination only happens in \_\_\_\_\_.
  - Under \_\_\_\_\_ market condition firms makes super normal profit in long run.
  - If the price of goods increases then demand for the goods will \_\_\_\_\_.
  - Price of product falls by 20% and its demand raised by 60% the elasticity of demand \_\_\_\_\_.
  - The brance of economic theory, that deals with the problem of allocation of resources is \_\_\_\_\_.
  - Average revenue = marginal Revenue find in \_\_\_\_\_ market.
  - The market where only one sellar is exist called \_\_\_\_\_.
  - The total cost is equal to total fixed plus total \_\_\_\_\_ cost.
  - According to law of demand, the demand is depend on \_\_\_\_\_.

- C) Write true or false from the following statements (any six) : [6]
- a) Average revenue is the additional revenue of output.
  - b) Normally the slope of supply curve is always downward sloped.
  - c) Economics is not a social science.
  - d) The cost of one thing in terms of the alternative given up is called opportunity cost.
  - e) In a market economy all the economic decisions are determined by firms.
  - f) All businesses seek to make a profit.
  - g)  $AR \neq MR$  in case of monopolistic competition.
  - h) Total Revenue is directly sum of marginal Revenue.

**Q2)** Explain in detail the central problems of Economics. [10]

**Q3)** Define the law of supply. Explain determinants of supply. [10]

**Q4)** What is Income elasticity of Demand? Explain the types of Income elasticity of Demand. [10]

**Q5)** Define Monopolistic competition? Explain price and output determination in Monopolistic competition. [10]

**Q6)** Write a short note (any four). [20]

- a) Features of Duopoly.
- b) Importance of Revenue.
- c) Determinants of Demand.
- d) Concept of total cost, Average cost and marginal cost.
- e) Price elasticity of demand.
- f) Circular flow of economy.



Total No. of Questions : 5]

SEAT No. :

P3812

[Total No. of Pages : 3

[5616]-1005

**B.B.A. (Semester - I)**  
**BUSINESS MATHEMATICS**  
**(2019 Pattern)**

*Time : 3 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  $\frac{a}{b}$ , "a" is called as \_\_\_\_\_.
- i) Antecedent
  - ii) Consequent
  - iii) Parameter
  - iv) None of the above
- b) 15% of Rs.340 is \_\_\_\_\_.
- i) 51
  - ii) 52
  - iii) 53
  - iv) None of the above
- c)  $n_p = \frac{n!}{\text{-----}}$
- i) (n-r)!
  - ii) (n-r)!r!
  - iii) (r-n)! r!
  - iv) None of the above
- d) In the proportion two ratio are \_\_\_\_\_.
- i) Equal
  - ii) Not equal
  - iii) greater
  - iv) Less
- e) If selling price is more than cost price then profit = \_\_\_\_\_.
- i) Selling Price- Cost Price
  - ii) Cost Price - Selling Price
  - iii) (Cost Price)<sup>2</sup>
  - iv) None of the above.

**P.T.O.**

- B) State whether the following statement are True or False [2 × 3 = 6]
- For the negative values, we can't find the factorial value.
  - In Linear Programming Problem (L.P.P), we optimize the objective function.
  - $1 + 2 + \dots + n = \frac{n(n+1)}{4}$

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

- Explain singular and Non-singular matrix
- The ratio of the ages of father and their son is 7:3 and their sum of ages is 60. Find their ages?
- A person invested Rs.2000 in 10% shares at Rs.125 and Rs.2400 in 15% shares at Rs.120. What is the total income of the person?
- Find the simple interest on Rs.8000 at 4% p.a. for 9 months.
- Find  $n$ , if  ${}^n P_4 = 18({}^{(n-1)}P_2)$ .
- If  $\begin{pmatrix} x & 4 \\ 2 & 8 \end{pmatrix}$  is a singular matrix then find the value of  $x$ ?

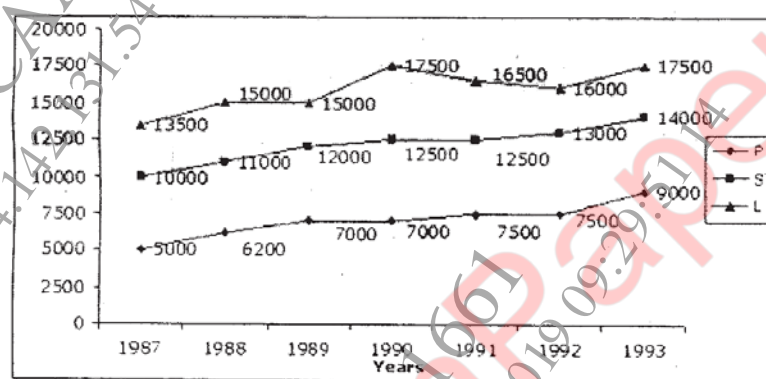
**Q3)** Attempt any four of the following : [4 × 4 = 16]

- Find  $X$ , if  ${}^{10}C_5 + {}^{10}C_6 + {}^{11}C_7 = {}^{12}C_x$
- Solve the following multiplication by logarithmic table:  
450 + 345
- Which of the following is better investment?  
8% at Rs.80  
15% at Rs. 120 (Face Value = Rs.100)
- Find the sum of first 60 terms of an A.P. whose 11<sup>th</sup> term is 14 and 50<sup>th</sup> term is 130.
- Find the difference between simple interest and compound interest on Rs. 1000 for 2 years at 10% p.a?
- A plot is sold at Rs. 2,50,000/ through an agent charging commission of 2% from the buyer and 1% from the seller. Find the amount paid by the buyer and the amount received by the seller and the agent?

Q4) Attempt any four of the following :

[4 × 4 = 16]

- Write note on fundamental principle of counting.
- Find the volume and total surface area of a cube of side 7 m.
- Reema can complete a piece of work in 12 days while Seema can the same work in 18 days. If they both work together, then how many days will be required to finish the work?
- What sum will amount to Rs.43, 200 for 3 years at 12% p.a. compound interest?
- Find the sum of  $7 + 11 + 15 + \dots + 50$
- The graph given shows price variation of three types of wood over 1987 - 1993 in Rs/m<sup>3</sup>. 1 ton = 1000 kg and 1m<sup>3</sup> = 800 kg.



Answer the following questions

- Maximum increase in price/m<sup>3</sup> for any product for any two consecutive years was in which of the products?
- In 1993, a company's total sales was made of 40% of P, 30% of ST and 30% of L. What is the average realization per m<sup>3</sup> in 1993.

Q5) Attempt any one of the following:

[1 × 6 = 6]

- Solve the following L.P.P. by graphical method

$$\text{Maximize } Z = 25X + 17Y$$

Subject to conditions

$$2X + 3Y \leq 18$$

$$12X + 10Y \leq 60$$

$$X, Y \geq 0$$

- Find the inverse of the matrix by cofactor method

$$A = \begin{pmatrix} 1 & 3 & 3 \\ 1 & 4 & 3 \\ 1 & 3 & 4 \end{pmatrix}$$



Total No. of Questions : 4]

SEAT No. :

P3813

[Total No. of Pages : 2

[5616]-1006

**F.Y. B.B.A. (Semester - I)**  
**BUSINESS DEMOGRAPHY**  
**(CBCS) (2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) A) Multiple choice questions : [5]**

- a) Urbanisation indicates a change of employment structure from agriculture and cottage industries to mass production and \_\_\_\_\_ industries.
  - i) Service
  - ii) Professional
  - iii) MNC
  - iv) None of these
- b) \_\_\_\_\_ pyramid shows a constant pattern of birth and death rates.
  - i) Contracting
  - ii) Stationary
  - iii) Expanding
  - iv) None of these
- c) Permanent entry of new individuals of the same species into a population from outside is known as :
  - i) Emigration
  - ii) Natality
  - iii) Migration
  - iv) Immigration
- d) The arrangement or spread of living in a given area.
  - i) Population
  - ii) Population Growth
  - iii) Population distribution
  - iv) Population Density
- e) Unemployment, Income conditions of the masses, standard of living come under :
  - i) Micro demography
  - ii) Macro demography
  - iii) Migration
  - iv) None of these

**P.T.O.**



- B) Define the following terms : [5]
- a) Mortality
  - b) Migration
  - c) Nutritional Density
  - d) Sex Ratio
  - e) Urbanisation

- Q2)** Answer the following (any 1 out of 2) : [10]
- a) Define the term Demography. Explain its nature, scope and importance.
  - b) Define Urbanisation. Discuss the importance and various problems of urbanisation.

- Q3)** Answer the following (any 1 out of 2) : [10]
- a) Define Fertility. Explain the factors affecting fertility in detail.
  - b) Explain the concepts of working and dependent population.

- Q4)** Write short notes on (any 4 out of 6) : [20]
- a) Expanding age and sex pyramid.
  - b) Components of Demography.
  - c) Agriculture Density.
  - d) Measurement of population Density.
  - e) Sex ratio
  - f) Global warming

