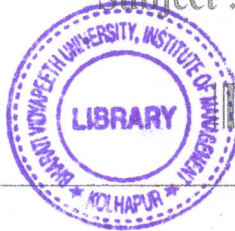


Subject : Organizational Behaviour

Day : Sunday

Date : 27/04/2014



B.B.A. - I / II / III

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.

- 1) Q.No. 1 is **COMPULSORY**. Out of the remaining attempt any **FOUR** questions from Q.No. 2 to Q.No. 7.
- 2) Each question carries **FOURTEEN** marks.

- Q.1 a) As a HR manager how will you develop a suitable organizational culture in the organization?
- b) Define Organizational Culture. How is organizational culture created?
- Q.2 What is Organisation? What is Organisational Behaviour? State its importance and characteristics.
- Q.3 'Perception is seeing' in view of this explain in detail the perception process.
- Q.4 Explain the Maslows Need Theory and ERG Theory of Motivation.
- Q.5 What is Group and discuss the stages of group development?
- Q.6 Define Job Design. Explain factors affecting job design.
- Q.7 Write short note on any **FOUR**:
- a) The ideal bureaucracy
 - b) Personality traits
 - c) Characteristics of good leader
 - d) Informal groups

* * *

Subject : Principles of Marketing

B.B.A. - I / II / III

Day : Tuesday

Date : 29/04/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Question No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from **Q. No. 2 to Q. No. 7**.
- 3) Each question carries **FOURTEEN** marks.

- Q.1 a) How do you build a questionnaire for market research? Discuss the various Survey techniques.
- b) A Bank has decided to study the customer expectations about the services. Design a questionnaire to know the customer expectations.
- Q.2 Define Marketing and explain how marketing has evolved to the current state as it is practiced.
- Q.3 What are "Consumer goods" and "Industrial goods". Give examples for the same. What are the strategies for segmentation of consumer and industrial goods?
- Q.4 What are 4 p's of marketing? Discuss with relevant examples.
- Q.5 Compare the product mix strategies of Indian companies Vs multinational companies operating in India.
- Q.6 What are various pricing strategies? Discuss with examples.
- Q.7 Write short notes on Any **TWO** of the following:
- a) Role of intermediaries
 - b) Market Targeting
 - c) Advertising objectives and objections
 - d) Product positioning

Subject : Basics of Financial Management

B.B.A. ~~I~~ / II / III

Day : Saturday

Date : 03/05/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 2

N.B.:

- 1) Question No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No. 2 to Q. No. 7.
- 3) Each question carries **FOURTEEN** marks.
- 4) Use of non programmable **CALCULATOR** is allowed.

- Q.1 a) What do you understand by Leverage? Why is increasing leverage indicative of increasing risk?
- b) Calculate the degree of operating leverage (DOL) degree of financial leverage (DFL) and the degree of combine leverage(DCL) for the following forms:

Serial No.	Particulars	Firm A	Firm B	Firm C
1	Out put (units)	1,20,000	30,000	2,00,000
2	Fixed costs (Rs)	14,000	28,000	3,000
3	Variable cost per unit (Rs)	.20	1.50	0.02
4	Interest on Borrowed funds (Rs)	8,000	16,000	-
5	Selling price per unit (Rs)	.60	5.00	0.10

- Q.2 Define the nature, scope and objectives of financial management and also explain role of finance manager in globalized environment.
- Q.3 How would you evaluate the following sources of long term finance with respect to the risk cost and control
- i) Equity shares
 - ii) Debentures
 - iii) Term loans
- Q.4 What are the various techniques which are used in capital budgeting decisions?
- Q.5 What are the factors affecting the firm's Dividend Policy?

P. T. O.

Q.6

ABC Co Ltd plans to sell 60,000 units next year. The expected cost of goods sold is follows.

Particulars	Rs (per unit)
Raw materials	100
Manufacturing expenses	30
Selling administration and financial expenses	20
Selling price	200

The duration at various stages of the operating cycle is expected to be as follows:

Raw material stage	2 months
Work –in-progress stage	1 months
Finished stage	½ months
Debtors stage	1 month

Assuming the monthly sales levers Rs 5000 units estimate the gross working capital requirement if the desired cash balance is 5% of the gross working capital requirement and work- in- progress is 25%. Complete with respect to manufacturing expenses.

Q.7

Write short notes on Any **TWO** of the following:

- Pay back period
- Profit V/s wealth maximization
- Time value of Money
- Bonus shared and Retained Earnings

* * * * *

Subject : Management Information Systems

Day : Tuesday

Date : 06/05/2014



B.B.A. - I / II / III

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

17923

N.B.

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No. 2 to Q. No. 7.
- 3) Each question carries 14 marks.
- 4) Draw neat and clean diagram wherever necessary.

-
- Q.1 a) What type of Information is required to store and process for Inventory control department in a manufacturing industry? (07)
- b) Explain the different types of Information? What are the information needs of managers at different levels? (07)
- Q.2 Define Management Information Systems. Explain role of Management Information Systems in an organisation. (14)
- Q.3 Describe the features of computer network. What are the various types of computer networks? (14)
- Q.4 What is Enterprise Resource Planning? Explain benefits of ERP. (14)
- Q.5 Discuss Knowledge Management System with its architecture. (14)
- Q.6 Explain the following: (14)
- a) Management of Hardware and Software assets
 - b) Finger print for security measure
- Q.7 Write Short Notes on **ANY TWO** of the following: (14)
- a) Cyber Laws
 - b) Management Information Systems Vs Data Processing
 - c) Uses of Internet in Management Information Systems
 - d) Quality of Information

Subject : Business Statistics-II

B.B.A. - I / II / III

Day : Thursday

Date : 08/05/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No. 1 is COMPULSORY.
- 2) Attempt any FOUR questions from Q. No. 2 to Q. No. 7.
- 3) Each question carries 14 marks.

- Q.1 a) Let X be time, Y be population and z be agricultural output. Compute the correlation coefficient between X and Y. (07)

X	1	2	3	4	5
Y	1	4	9	16	25
Z	12	14	16	18	20

- b) Compute correlation coefficient between X and Z. Explain difference between r_{xy} and r_{xz} . (07)

- Q.2 The equations of two lines of regression obtained in a correlation analysis are: $2x = 8 - 3y$ and $2y = 5 - x$, $\text{Var}(x) = 4$. (14)

Find:

- a) Mean values of x and y.
- b) Regression Coefficients of both lines.
- c) Variance of y.

- Q.3 Eighty-eight residents of an Indian city who were interviewed during sample survey are classified below according to their smoking and tea drinking habits. Calculate Yule's coefficient of association and comment on its value. (14)

	Smokers	Non smokers
Tea drinkers	40	33
Non tea drinkers	3	12

- Q.4 A Company has two plants to manufacture scooters. Plant I manufactures 70% of scooters and plant II manufactures 30%. At plant I, 80% of scooters produced are of standard quality and at plant II, 90% of scooters produced are of standard quality. Scooter is picked at random and found to be of standard quality. What is the chance that it has come from plant II? (14)

- Q.5 Numbers of defects per unit in a sample of 330 units of manufactured product was found as follows. (14)

No. of defects	0	1	2	3	4
No. of units	214	92	20	3	1

Fit Poisson distribution to the data and test for goodness of fit. [given $e^{-0.439} = 0.6447$.]

- Q.6 a) A bag contains 6 white, 4 red and 10 black balls, Two balls are drawn at random. Find the probability that they will be both black. (07)
- b) A bag contains 8 white and 4 red balls. Five balls are drawn at random. What is the probability that 2 of them are red and 3 white? (07)

- Q.7 Write short notes on ANY TWO of the following: (14)

- a) Expected value of perfect information
- b) Decision trees
- c) Types of correlation with the help of scatter diagram