



LINA - III (2010 Course) : APRIL / MAY - 2013

Subject : Organizational Behaviour

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

Day : Thursday

Date : 02/05/2013



Time : 02.00 PM TO 05.00 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) Figures to the right indicate **FULL** marks.

-
- Q.1 a) Define OB. Explain evolution of OB. (07)
- b) Explain the contributions made by Hawthorne Study. (07)
- Q.2 Groups are an important element in the organisation. Explain the important stages of group formation. (14)
- Q.3 Define personality. Explain the determinants of personality. (14)
- Q.4 What is motivation? Explain various types of motivation. (14)
- Q.5 Explain conflict. Explain in detail types of conflicts. (14)
- Q.6 Define Leadership. Explain the traits of a good leader. (14)
- Q.7 Write short notes on **ANY TWO** of the following: (14)
- a) Big five model of personality
 - b) Factors affecting perception
 - c) Need theory of Maslow's
 - d) Job design



LINA - III (2010 Course) : APRIL / MAY - 2013

Subject : Principles of Marketing

B.B.A. I / II / III

Day : Friday

Date : 03/05/2013



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Q.No.1 is COMPULSORY.**
 - 2) Attempt **ANY FOUR** questions from **Q.2 to Q.7.**
 - 3) All questions carry **EQUAL** marks.
-

- Q.1** What do you understand by segmentation, targeting and positioning? What are the advantages and limitations of segmentation?
- Q.2** What is the importance of marketing research in making marketing decisions? Briefly explain the steps in the marketing research process.
- Q.3** What is the difference between Marketing and Selling? Describe the criteria by which you can assess whether a company was marketing or selling.
- Q.4** What are the various elements of Marketing Mix? How are they important in formulating a marketing plan?
- Q.5** Discuss in detail the role of market intermediaries.
- Q.6** What are the different pricing strategies available to a Marketing Manager? Give suitable examples.
- Q.7** Suggest a suitable distribution channels for a company dealing in consumer durables.

Subject : Basics of Financial Management

В.В.А. ~~И~~ / ~~II~~ / ~~III~~

Day : Saturday



Time : 02.00 PM TO 05.00 PM

Date : 04/05/2013

1 2 6 1 3

Max Marks : 70 Total Pages : 2

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.
- 3) Use of non programmable **CALCULATOR** is allowed.

- Q.1** Discuss the meaning and scope of financial management.
- Q.2** Explain the following sources of long term finance with their merits and demerits

 - i) Preference shares
 - ii) Debentures
- Q.3** Discuss fully the traditional (non-discounting) techniques of capital budgeting.
- Q.4** What are the factors influencing pattern of capital structure of a company.
- Q.5** What is dividend policy? Explain the factors affecting dividend decision.
- Q.6** The Board of directors XYZ Engineering Co. Pvt. Ltd. Requests to prepare a statement showing the working capital requirements for a level of activity of 1,56,000 units of production. The following information is available for your consideration.

	Per unit (Rs.)
Raw Materials	90
Direct labour	40
Overheads	<u>75</u>
Total cost	205
Profit	<u>60</u>
Selling price per unit	265

- i) Raw materials are in stock on an average one month.
- ii) Materials are in process 50% complete on an average two weeks.
- iii) Finished goods are in stock on an average one month.
- iv) Credit allowed by suppliers one month.
- v) Time lag in payment from debtors two month.
- vi) Lag in payment of wages $1\frac{1}{2}$ weeks.
- vii) Lag in payments of overheads one month. 20% of the output is sold against cash. Cash in hand and bank expected Rs. 60,000.

Assume that production is carried on evenly throughout the year, wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month.

P. T. O.

- Q.7** From the following particulars, calculate the operating, financial and combined leverages.

Balance Sheet of Zenith Ltd. As on 31st March, 2011

Liabilities	Rs.	Assets	Rs.
Equity share capital [Rs. 10 each]	12,00,000	Fixed Assets [Net]	21,00,000
15% Debentures	8,00,000	Current Assets	19,00,000
General Reserve	7,00,000		
Current liabilities	13,00,000		
Total:	40,00,000	Total:	40,00,000

Additional Information:

- i) The earnings before interest and tax (EBIT) is 20% on sales for the year ended 31st March 2011.
- ii) The profit volume ratio is 40%.
- iii) The total asset turnover [Sales / Total asset] for the year is 2.

* * *



LINA - III (2010 Course) : APRIL / MAY - 2013

Subject : Management Information Systems

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

Day : Monday

Date : 06/05/2013



Time : 02.00 PM TO 05.00 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) Figures to the right indicate **FULL** marks.

-
- Q.1 What is computer network? Explain different network topologies. [14]
- Q.2 Define MIS. How MIS helps managers for problem solving? [14]
- Q.3 What is knowledge management system? Explain knowledge management system life cycle with all its component. [14]
- Q.4 Explain Enterprise Resource Planning system with the benefits. [14]
- Q.5 What is information system security? Explain different threats. [14]
- Q.6 a) What type of information is required to store and process for financial department in a bank? [07]
- b) Describe role of information technology in management. [07]
- Q.7 Write short notes on **ANY TWO** of the following: [14]
- a) Quality of information
 - b) Advantages of computer networks
 - c) Biometric techniques of finger print
 - d) Integrated system



LINA - III (2010 Course) : APRIL / MAY - 2013

Subject : Business Statistics-II

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

Day : Tuesday

Date : 07/05/2013



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 2

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) Use of non programmable **CALCULATOR** is allowed.

SECTION-I

- Q.1** a) Explain Binomial distribution and state its applications. (05)
b) If a new drug is found to be effective on 60% of the patients then what is the probability that in random sample of 5 patients, it will be effective on 2 of them? (05)

- Q.2** Explain point estimation and interval estimation of a parameter. (10)

- Q.3** An economist has calculated the variable rate of return on money market funds for the last twelve months as follows: (10)

Month	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Rate of return(%)	6.2	5.8	6.5	6.4	5.9	6.0	6.8	6.5	6.1	5.9	6.0	6.0

Obtain three monthly moving averages for the above data.

- Q.4** Find Spearman's Rank correlation coefficient from the following table (10) showing the marks given by two judges to the participants in a competition and also comment on its value.

Participant No.	1	2	3	4	5	6	7	8	9	10
Marks by Judge A	72	79	30	49	46	79	80	48	58	80
Marks by Judge B	62	65	54	88	69	40	59	59	60	64

- Q.5** Three cards are drawn from a well shuffled pack of 52 playing cards. Find the probability that (10)
- i) all the three cards are number cards
 - ii) all the three cards are spade cards
 - iii) two cards are red and 1 card is a club card and
 - iv) one card is Jack, second is Queen and third is King.

P. T. O.

Q.6 Write short notes on: (Any **TWO**):

- Normal distribution and its applications
- Testing of null hypothesis
- Yule's coefficient of association

(10)

SECTION-II

Q.7 Suppose diameters of ball bearings are normally distributed with a mean of 2.42 inches and a standard deviation of 0.01 inches. Determine percentage of ball bearings with diameter: (15)

- greater than 2.43 inches,
- less than 2.39 inches,
- between 2.40 and 2.43 inches.

Q.8 In a regression analysis problem ,the following data is given: (15)

$\sigma_x = 3$ and the regression

lines are : $8X - 10Y + 66 = 0$

$40X - 18Y = 214$.

Estimate:

- mean values of X and Y
- σ_y
- coefficient of correlation
- variance of X and Y
- value of X when Y = 73

Q.9 a) The following information is obtained concerning an investigation of 100 ordinary shops of small size: (10)

	Shops		
	Villages	Cities	Total
Handled by boys	134	136	270
Handled by men	106	124	230
Total	240	260	500

Can it be inferred that the shops handled by men are relatively more in villages than in cities?

(Given : At $\alpha = 0.05$, the value χ^2 at 1 degree of freedom = 3.841)

b) Write a note on: Method of stratified sampling. (05)

* * * * *