

BBA-II Sem.-III



LINA - III (2010 Course) : OCT / NOV - 2012

Subject : Organizational Behaviour

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

Day : Saturday

Date : 29/12/2012



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.

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- Q.1 a) You are selected as a leader of a Task Team for achieving Job Enlargement of operators numbering over 1,000 in view of company's plan to acquire a new unit in the same town.
- b) What is job design? Describe approaches to job design.
- Q.2 What are the functions of leader? Explain.
- Q.3 Explain the causes of stress among the organizational members.
- Q.4 Explain the features of attitude? What are the sources of attitude?
- Q.5 Describe the advantages and disadvantages of decision making by groups.
- Q.6 Explain trait theory of personality and list any five important traits.
- Q.7 Write short note on any **FOUR**:
- a) Importance of motivation
 - b) Formal groups
 - c) Maslow's theory of motivation
 - d) Challenges of OB manager



LINA - III (2010 Course) : OCT / NOV - 2012

Subject : Principles of Marketing

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

Day : Monday

Date : 31/12/2012



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) Define Marketing Mix and elaborate its components with respect to environment in India.

- b) Design marketing mix for:
- i) Beauty soap
 - ii) Motorbike

Q.2 Define "Market segmentation" and elaborate its meaning and benefits with relevant examples.

Q.3 Explain the "Evolution of the concept of marketing with reference to Indian context. Elaborate the "Marketing concept". and "Sales concept" with relevant examples.

Q.4 Discuss the steps in marketing research with examples.

Q.5 What is "Product Mix"? Discuss the product mix strategies with reference to some Indian company.

Q.6 Discuss various channels of distribution with examples.

Q.7 Write short notes on Any **TWO** of the following:

- a) Consumer Delight
- b) Online / e- marketing
- c) Product Positioning Concept
- d) Pricing Strategies



LINA - III (2010 Course) : OCT / NOV - 2012

Subject : Basics of Financial Management

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

Day : Wednesday

Date : 02/01/2013



Time : 10.00 AM TO 01.00 PM

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 **FOURTEEN** marks.
- 4) Use of non- programmable calculator is **ALLOWED**.

Q.1 a) "Incorporation of Time Value of Money helps financial manager in taking better decisions" Illustrate.

b) A company is considering the replacement of its existing machine which is obsolete and unable to meet the rapidly rising demand for its product. The company is faced with two alternatives:

- 1) To buy Machine A which is similar to the existing Machine or
- 2) To go in for Machine B which is more expensive and has much greater capacity. The cash flow at the present level of operations under the two alternatives are as follows:

Cash Flows (in Lacs of Rs.) at the end of year

	Machine A	Machine B
0	-25	-40
1	-	10
2	5	14
3	20	16
4	14	17
5	14	15

The company's cost of capital is 10%. The finance manager tries to evaluate the machines by calculating the following:

- 1) Net Present Value.
- 2) Profitability Index.
- 3) Payback Period.
- 4) Discounted Payback Period.

Q.2 How is the goal of Wealth maximization a better operative criterion than profit maximization?

Q.3 If Debt is cheaper source of finance, then why every firm is not a 99% debt firm? Enumerate the legal provision in this respect.

Q.4 Calculate the amount of Working Capital Requirement for SRCC Ltd from the following information:

Particulars	Rs (Per Unit)
Raw Material	160
Direct Labour	60
Overheads	120
Total Cost	340
Profit	60
Selling Price	400

- Raw Materials are held in stock on an overage for one month. Materials are in process on an average for half- a- month. Finished goods are in stock on an average for one month.

P.T.O.

- Credit allowed by suppliers is one months and credit allowed to debtors is two months. Time Lag in payment of Wages is $1\frac{1}{2}$ weeks. Time Lag in payment of overhead expenses is one month.
1/4 (one- fourth) of the sales are made on cash basis.

- Cash in hand and at the bank is expected to be Rs 50, 000 and expected level of production amount to 1,04,000 units for a year of 52 weeks.

- You may assume that production is carried on evenly throughout the year and at a time period of four weeks is equivalent to a month.

Q.5 What are the main determinants of Dividend Policy of a firm? Explain them in brief.

Q.6 Explain the factors which are considered while determining the Need for working capital.

Q.7 Write short notes ANY TWO:

- a) Cost of debt
- b) Sources of Financing working capital
- c) Nature and scope of Finance function
- d) Role of Finance manager in Globalized environment

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LINA - III (2010 Course) : OCT / NOV - 2012

Subject : Management Information Systems

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

Day : Friday

Date : 04/01/2013



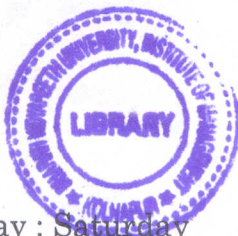
Time : 10.00 AM TO 01.00 PM

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.
- 4) Draw neat and clean diagram wherever necessary.

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- Q.1 a) Define the various functions of personnel department. What type of information is required to store for personnel department? (07)
- b) Explain the information needs of managers at different levels in an organisation. (07)
- Q.2 Describe system with its types. Explain the integrated system in brief. (14)
- Q.3 What is Knowledge Management System? Describe its architecture. (14)
- Q.4 Explain how Management Information Systems helps the process of decision making in an organisation. (14)
- Q.5 What do you mean by network topology? Draw and explain various network topologies. (14)
- Q.6 Explain Enterprise Management System. Discuss the relation between Management Information Systems and Enterprise Management Systems. (14)
- Q.7 Write Short Notes on ANY TWO of the following: (14)
- a) Applications of Internet
 - b) Value of Information
 - c) Advantages of Enterprise Resource Planning
 - d) Information Technology Act 2000



LINA - III (2010 Course) : OCT / NOV - 2012

Subject : Business Statistics-II

Day : Saturday
Date : 05/01/2013



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) Calculate correlation and regression coefficients from the following data. (07)

x	2	4	6	8	10	12	14
y	4	2	5	10	4	11	12

b) Find the estimate of Y when $x = 13$. (07)

Q.2 a) Calculate spearman's coefficient of rank correlation from the following data. (07)

X	57	16	24	65	16	16	9	40	48	33
Y	19	6	9	20	4	15	6	24	13	13

b) Define coefficient of determination. Distinguish between (07)
i) Positive and negative correlation.
ii) Linear and non linear correlation.

Q.3 Prepare a 2x2 table from the following information. Calculate Yule's coefficient of association and interpret the result. (14)
 $N = 1500$, $(\alpha) = 1117$, $(B) = 360$, $(AB) = 35$.

Q.4 There are 3 economists, 4 engineers, 2 statisticians and 1 doctor. A committee of 4 from among them is to be formed. Find the probability that the committee has. (14)

- a) Doctor as a member and three others from each group.
- b) Consists of one of each kind.

Q.5 a) State the probability distribution function of Standard Normal Variate; represent it graphically and mark off the 1σ , 2σ and 3σ limits indicating the areas under the curve enclosed by these limits. (07)

b) The mean weight of 500 male students at a certain institute is 151 lbs and the standard deviation is 16 lbs. Assuming that the weights are normally distributed, find how many students weigh between 120 lbs and 155 lbs. (07)

Q.6 a) If the events A, B, C are independent and (07)
 $P(A) = \frac{1}{4}$, $P(B) = \frac{1}{3}$, $P(C) = \frac{1}{5}$, then find the probabilities that out of the events A, B, and C.

- i) None will occur
- ii) At most one will occur.

b) Define mutually exclusive events, random experiment and probability. (07)

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

- a) Methods of decision making under uncertainty
- b) Maximin information
- c) Poisson distribution