



LINA - III (2010 Course) : WINTER - 2014

B.B.A. - I / II / III
Subject : Organizational Behaviour

Day : Saturday

Date : 15/11/2014



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) Figures to the right indicate **FULL** marks.

Q.1 a) Define Organizational Behaviour. Explain various models of organizational behaviour. [07]

b) Explain the foundations of Organizational Behaviour. [07]

Q.2 Explain the personality development process. [14]

Q.3 Explain stages involved in process of perception. [14]

Q.4 Define Leadership. Explain styles of Leadership. [14]

Q.5 Define attitude. Explain types of attitude. [14]

Q.6 What is goal setting? Explain role of goal setting. [14]

Q.7 Write short notes on **ANY TWO** of the following: [14]

- a) Types of Conflict
- b) Maslow's theory of needs
- c) Advantages of group decision making

* * * *



Day : Monday

Date : 17/11/2014



20636

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 **FOURTEEN** marks.

-
- Q.1** Prepare a sales promotion plan for a newly developed toothpaste for prevention of tooth cavities and bad odour. State your assumptions clearly.
- Q.2** What is the basic concept of marketing? Differentiate between marketing and selling with the help of examples.
- Q.3** What is market segmentation? What are its benefits? Also explain what is market targeting and product positioning?
- Q.4** Explain the nature and scope of Marketing Research. Explain what is meant by marketing plan?
- Q.5** Develop a marketing mix for a consumer product of your choice. State your assumptions clearly.
- Q.6** 'Advertising sells the product' do you agree? Justify your answer and also explain what are advertising objectives and objections.
- Q.7** Write short notes on any **TWO** of the following:
- a) Online / e- marketing
 - b) Product Life Cycle concept
 - c) Product mix for consumer goods

* * *



Day : Tuesday
Date : 18/11/2014



Time : 10.00 AM TO 01.00 PM
Max Marks : 70 Total Pages : 1

N.B.

- 1) Q.1 is **COMPULSORY**.
- 2) Solve any **FOUR** questions from Q.2 to Q.7.
- 3) Use of non-programmable scientific calculator is allowed.
- 4) All questions carry **EQUAL** marks.

Q.1 There are two mutually exclusive projects under active consideration of a company. Both the project have a life of 5 years and have initial cash outlays of Rs. 1,00,000 each. The company pays tax at 10% rate and the maximum required rate of the company has been given as 10%. The straight line method of depreciation will be charged on the projects. The projects are expected to generate a net cash inflow before taxes as follows:

Year	Project X Rs.	Project Y Rs.
1	40,000	60,000
2	40,000	30,000
3	40,000	20,000
4	40,000	50,000
5	40,000	50,000

With the help of the above given information you are required to calculate:

- a) The pay-back period of each project.
- b) The average rate of return for each project
- c) The net present value and profitability index for each project.

Q.2 Discuss the nature and scope of Financial Management.

Q.3 Discuss any two sources of long term finance with their merits and demerits.

Q.4 What is Cost of Capital? Explain the importance of cost of capital.

Q.5 What is Working Capital? Discuss the determinants of working capital.

Q.6 What is Capital Structure? Discuss any five factors relevant in determining the capital structure.

Q.7 Write short notes on any **TWO**;

- a) Time value of money
- b) Leverage
- c) Dividend policy



Subject : Management Information Systems

Day : Wednesday

Date : 19/11/2014



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 question No 2 to question No 7.
- 3) Figures to the right indicate **FULL** marks.

-
- Q.1** Define "Data", "Information" and "Information System". Discuss the various components of information system. (14)
- Q.2** Define Network Topology. What are the various types of Network Topologies? (14)
- Q.3** a) Describe characteristics and need of information. (14)
b) Define "System" and discuss various types of systems.
- Q.4** What is ERP? Explain various benefits of ERP. (14)
- Q.5** Explain the Waterfall Model of SDLC in detail. (14)
- Q.6** Which are the different levels of management in an organization? Describe various information systems used at different levels. (14)
- Q.7** Write short notes on (Any TWO) (14)
- a) MIS
 - b) Threats in Information System
 - c) Data Processing
 - d) Cyber Law

* * * * *



Day : Thursday

Date : 20/11/2014



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 14 marks.

Q.1 Compute the two regression equations on the basis of the following (14) information:

	X	Y
Mean	40	45
Standard Deviation	10	09

Karl Pearson's correlation coefficient between X and Y = 0.50

Also estimate the value of Y for X = 48 using the appropriate regression equation.

- Q.2** a) Explain the concept of probability. Give two examples. Also define (07) conditional probability.
- b) In a sample survey of 2500 students 1000 liked Economics, 1750 liked (07) Statistics and 600 liked both Economics and Statistics. Find whether liking in two subjects Economics and Statistics is associated or not?

- Q.3** a) Three machines A, B, and C produce respectively 50% , 30 % and 20 % of (07) the total number of items in a factory. The percentage of defective outputs of these machines are respectively 3 %, 4 % and 5 %. If an item is selected at random, what is the probability that the selected item is defective?
- b) Faced with a new market opportunity, management evaluated three courses of (07) action against sales levels in the new market area as below :

Sales Level	Proportion of Sales	Do not change	Expand	Have New Capacity
Under 50000	0.10	30	-10	-30
50000 to 100000	0.50	40	-30	10
Above 100000	0.40	50	70	90

Find E.V.P.I.

- Q.4** a) The incidence of occupational disease in an industry is such that the workmen (07) have a 20 % chance of suffering from it. What is the probability that out of 6 work men 4 or more will contract the disease?
- b) Define Binomial distribution. What are its real life applications? (07)

P.T.O.

Q.5 a) State the probability density function of Normal distribution. Describe its parameters. (07)

b) If X is a Poisson variable such that $P(X = 2) = 9P(X = 4) + 90P(X = 6)$ Find the mean and variance of X . (07)

Q.6 Write short notes on : (14)

- a) Poisson approximation to the Binomial distribution
- b) Association of attributes

Q.7 Compute the correlation coefficient for the following data: (14)

Supply	35	20	61	55	32	43
Demand	19	23	37	41	59	67

* * * * *