



LINA - III (2010 Course) : OCT. / NOV. - 2013

Subject : Organizational Behaviour

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

Day : Friday

Date : 08/11/2013



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

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- Q.1** a) Define OB. Explain challenges for OB Managers. (07)
- b) Explain various models of OB. (07)
- Q.2** What do you mean by motivation? Explain Herzberg's theory of motivation in detail. (14)
- Q.3** What is perception? Explain stages involved in perception process. (14)
- Q.4** Define Attitude. Write the sources of attitude formation. (14)
- Q.5** Explain the concept of Leadership and discuss any two theories of leadership in detail. (14)
- Q.6** Why do people join groups? Explain group decision making process. (14)
- Q.7** Write short notes on **ANY TWO** of the following: (14)
- a) Determinants of personality
 - b) Job satisfaction
 - c) Goal setting
 - d) Advantages and disadvantages of informal group



LINA - III (2010 Course) : OCT. / NOV. - 2013

Subject : Principles of Marketing
B.B.A. - I / II / III

Day : Monday

Date : 11/11/2013



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.2 to Q.7.**
- 3) All questions carry **EQUAL** marks.

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- Q.1** Why and how are market segmented? Distinguish between product differentiation and market segmentation.
- Q.2** Discuss the current marketing environment and the changing consumer responses.
- Q.3** What do you understand by a Product Life Cycle? Explain how its various stages influence the marketing mix decisions. Give examples.
- Q.4** Develop a Marketing-Mix for the following:
a) Washing Machines
b) Maruti Alto 800
- Q.5** What do you mean by Marketing Research? Discuss its scope and importance in business.
- Q.6** What do you understand by online marketing? What are the specific reasons for its popularity among marketers?
- Q.7** Differentiate between Marketing Process and Selling Process with the help of examples.



LINA - II (2010 Course) : OCT. / NOV. - 2013

Subject : Basics of Financial Management

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

Day : Wednesday

Date : 13/11/2013



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

- Q.1** Discuss the nature and scope of finance function.
- Q.2** Discuss the comparative merits and limitations of equity shares and debentures as means of raising finance by a company.
- Q.3** Discuss in detail factors relevant in determining the capital structure.
- Q.4** What is capital budgeting? Explain its need and importance.
- Q.5** Discuss the factors which will affect the determination of dividend policy of a company.
- Q.6** A firm has sales of Rs. 10,00,000, variable cost is 20% of sales, fixed cost Rs. 2, 50,000 and debentures of Rs. 5,00,000 at 10% rate of interest. Calculate operating leverage, financial leverage and combined leverage.
- Q.7** From the following information prepare a statement showing the working capital requirements:

Budgeted sales	Rs. 2,60,000
	p.a.
Analysis of one rupee of sales	Rs.
Raw Material	0.30
Direct labour	0.40
Overheads	0.20
Total cost	0.90
Profit	0.10
Sales	1.00

It is estimated that:

- i) Raw materials are carried in stock for 3 weeks and finished good for 2 weeks.
- ii) Factory processing will take 3 weeks.
- iii) Supplier will give 5 weeks credit
- iv) Customers will require 8 weeks credit



LINA - III (2010 Course) : OCT. / NOV. - 2013

Subject : Management Information Systems

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

Day : Saturday

Date : 16/11/2013



15224

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.

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- Q.1** Define System. Describe components and characteristics of system. [14]
- Q.2** Define MIS. Give structure of MIS based management system. [14]
- Q.3** a) XYZ corporation wants to establish a new office which has two department 'sales' and 'purchase'. Each department has 10 computers. Choose the best possible topology for the network. Justify the choice. [07]
- b) What type of information is required for marketing department in Pharma company? [07]
- Q.4** Define threats. Explain how biometrics help in security of information. [14]
- Q.5** Define knowledge management system. Explain architecture of knowledge management system. [14]
- Q.6** Define ERP. Discuss evolution of ERP. [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]
- a) Types of Information
 - b) Cyber Laws
 - c) MIS v/s Data Processing
 - d) Internet



LINA - III (2010 Course) : OCT. / NOV. - 2013

Subject : Business Statistics-II
B.B.A. - I / II / III

Day : Tuesday
Date : 19/11/2013



Time : 10.00 AM TO 01.00 PM
Max Marks : 70 Total Pages : 2

N.B.;

- 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 What is decision making? Explain the methods of decision making under risk. (10)
- Q.2 Differentiate between:
a) Correlation and regression
b) Decision making under certainty and under uncertainty
- Q.3 Explain the terms: (10)
a) Sample space
b) Event
c) Conditional probability
d) Random Experiment
e) Mutually exclusive events
- Q.4 In a normal distribution, 30% items are below 45 and 18% are above 64. Find \bar{X} and σ of this distribution. (10)
- Q.5 Two dice are thrown simultaneously. Find the probability that (10)
a) the total score on upper faces is an odd number.
b) the total score on upper faces is a perfect square.
- Q.6 Find Karl Pearson's correlation coefficient for the following data and (10)
comment on its value.

Marks in Mathematics	40	42	50	38	48	39	40	30
Marks in Statistics	28	39	40	23	39	40	32	21

SECTION - II

- Q.7 The equations of two regression lines obtained in a correlation analysis of 60 observations are $5x = 6y + 24$ and $1000y = 768x - 3608$. (15)
a) What is the correlation coefficient?
b) What are mean values by x and y?
c) Show that the ratio of coefficient of variation of x to that of y is $\frac{5}{24}$?

P.T.O.

- Q.8** The following data relate to literacy and unemployment in a group of 600 persons. Calculate Yule's coefficient of association between literacy and unemployment and interpret it. **(15)**

Illiterate unemployed	250
Literate employed	30
Illiterate employed	220
Literate unemployed	100
Total Persons	600

- Q.9** Write short notes on **ANY THREE** of the following: **(15)**

- Pay off table
- Opportunity cost
- Binomial distribution and its applications
- Type I and Type II errors

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