

Subject : Organizational Behaviour

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

Day : Friday

Date : 20/11/2015



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** Define the term organizational behaviour. Discuss the various behavioural (14)  
challenges faced by managers in an organization.

**Q.2** What is Perception? Explain the process of perception. (14)

**Q.3** Explain the Herzberg's two factor theory of motivation. (14)

**Q.4** Explain the process of conflict and strategies for resolving conflicts? (14)

**Q.5** "Leaders are born not made". Justify your answer with relevant example. (14)

**Q.6** What is organizational change? Explain the process of change. (14)

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

- a) Autocratic model of organizational behaviour
- b) Distinguish between Job enlargement and Job enrichment
- c) Components of Attitude.

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Subject : Principles of Marketing

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

Day : Monday

Date : 23/11/2015



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 Structure a questionnaire for getting customers' satisfaction feedback for travel and tour agency that has recently started in your city. state your assumptions. (14)
- Q.2 Explain how evolution of the concept of marketing has taken place. Also explain what is the modern concept of marketing. Give examples. (14)
- Q.3 What is market segmentation? What are its benefits? Explain the bases and strategies for doing market segmentation. (14)
- Q.4 'Conducting a market research is a waste of time and money'. Do you agree? Why or why not? Justify your answer. (14)
- Q.5 What is the impact of 4 Ps on formulation of marketing-mix for consumer goods? (14)
- Q.6 Explain the role and functions of intermediaries and retailers in channels of distribution with the help of examples. (14)
- Q.7 Write short notes on any **TWO** of the following: (14)
- a) Research process
  - b) Product-mix strategies of Indian vs MNCs
  - c) Sales promotion and public relation.

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## Subject : Basics of Financial Management

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

Day : Thursday

Date : 26/11/2015



Time : 02.00 PM TO 05.00 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 14 marks.



- Q.1 What do you mean by Financial Management? Explain the objectives & functions of Financial Management.
- Q.2 Discuss the various long term sources funds available for an Indian company.
- Q.3 Shamali Ltd Company is considering investing in a project that is expected to cost Rs.12, 00,000. The expected cash in flows (before tax and depreciation) are given below. The company is using straight line method of depreciation. Corporate tax is 50%  
Cash in flows (before tax and depreciation)

Year	Rs.
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000
<b>Total</b>	<b>22,50,000</b>

Calculate:-

- i) Play-back period
- ii) Net present value if cost of capital is 10%. The present value factors @10% are as follows:

Year	1	2	3	4	5
Rs.	.909	.826	.751	.683	.621

- Q.4 Explain 'Capital structure' and Internal and External factors which should be considered while framing capital structure.

P.T.O

Q.5

The management of Gemini Ltd. Has called for a statement showing the working capital needed to finance a level of activity of 3,00,000 units of output for the year . The cost structure for the company's product for the above mentioned activity level is detailed below:

	Cost Per Unit (Rs.)
Raw Materials	20
Direct Labour	5
Overheads	15
	Total Cost 40
Profit	10
Selling Price	50

Past trend indicates that raw materials are held in stock, on an average for two months.

Work in progress (50% complete) will approximate to half a monthly production.

Finished goods remain in warehouse on an average for a month.

Suppliers for materials extend a month's credit.

For debtors two months credit is usually allowed. A minimum cash balance of Rs. 25,000 is expected to be maintained.

The production pattern is assumed to be uniform throughout the year.

Q.6

Explain Dividend Policy and factors affecting dividend Decisions.

Q.7

Write short notes on: (ANY TWO)

- Leverage
- Cost of capital
- Time Value Money
- Determinants of Working Capital

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Subject : Management Information Systems

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

Day : Saturday

Date : 28/11/2015

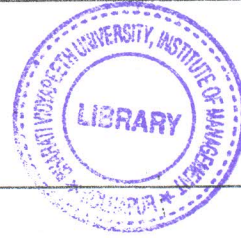


Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Solve any **FOUR** questions from Q. No. 2 to Q. No. 7.
- 3) Figures to the **RIGHT** indicate full marks.



- Q.1 a) What is difference between data and information? Explain the importance of quality of information for an organization. (08)
- b) Explain the different types of Information? What are the information needs of Managers at different levels? (06)
- Q.2 What is computer network? Explain different network topologies. (14)
- Q.3 Define Management Information System. Explain the role of Management Information Systems in an organization. (14)
- Q.4 What is Enterprise Resource Planning? Explain benefits of ERP. (14)
- Q.5 What is Knowledge Management System? Explain knowledge management system life cycle. (14)
- Q.6 What is information system security? Explain different threats. (14)
- Q.7 Write short notes on any **TWO** of the following: (14)
- a) MIS vs Data processing
  - b) Finger print for security measure
  - c) Information Technology Act, 2000
  - d) Use of Internet in MIS.

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## Subject : Business Statistics-II

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

Day : Tuesday

Date : 01/12/2015

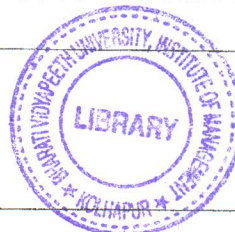


Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. 2 to Q. 7.
- 3) Each question carries 14 marks.



Q.1 a) How many 6 place license plates are possible if each plate contains 2 alphabets followed by 4 digits. Assume that repetition of alphabets and digits is allowed. (07)

- b) Define the following terms with one illustration each. (07)
- i) Mutually exhaustive events
  - ii) Sample space
  - iii) Events

Q.2 A shopping mall accepts either master card or visa card. The probability that customer will carry a visa card is 0.61 and that he will carry a master card is 0.24. He will carry both the cards with probability 0.11. What is the probability that he will carry

- i) neither of the cards
- ii) only one of the two cards

Q.3 Compute the Karl Pearson's correlation coefficient for the following data. Also find the coefficient of determination. (14)

X	1	4	9	16	25
Y	12	14	16	18	20

Q.4 Using the following data, obtain two regression equations. (14)

X	14	19	24	21	26	22	15	20	19
Y	31	36	48	37	50	45	33	41	39

Q.5 Explain decision making under certainty and decision making under uncertainty. (14)

Q.6 a) Define Binomial distribution. What is the probability of guessing correctly at least eight out of twelve answers in a TRUE / FALSE objective test? (07)

b) If  $(AB) = 8$ ,  $(A) = 18$ ,  $(\alpha\beta) = 5$ ,  $N = 35$ . Calculate coefficient of association. (07)

Q.7 Write short notes on any TWO: (14)

- a) Bayes' theorem
- b) Axioms of Probability
- c) Types of correlation

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