

**B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: BUSINESS ORGANIZATION AND SYSTEM**

**Day:** Thursday  
**Date:** 09/11/2017

**Time:** 02.00 PM TO 05.00 PM  
**Max. Marks:** 100

**W-2017-1514**

**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 **SEPARATE** answer book.

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**SECTION-I**

- Q.1** What do you mean by Business? Explain the Scope and Characteristics of Business. (15)
- Q.2** Discuss the Evolution of Industry. (15)
- Q.3** Discuss in detail the Merits and Demerits of Sole Proprietorship. (15)
- Q.4** Explain the Stages in formation of a company. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Industrialization in India
  - b) Public Enterprises
  - c) Prospectus
  - d) Chambers of Commerce

**SECTION-II**

- Q.6** You want to start a business of manufacturing plastic toys in your area. What factors will you consider while starting your business? (20)
- Q.7** Your friend wants to start a Readymade Garment Industry. He wants your advice on selecting suitable Channel of distribution for his business. What will be your advice to him and why? (20)
- Q.8** Explain the Requisites for achieving success in Modern Business. (20)

**B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: BUSINESS ECONOMICS (MICRO)**

Day : **Saturday**  
Date : **11/11/2017**

Time: **02.00 PM TO 05.**  
Max. Marks: 100

**W-2017-1515**

**N.B.:**

- 1) Attempt any **FOUR** questions from Section-I and Attempt any **TWO** questions from Section-II.
- 2) Answer to both sections should be written in **SEPARATE** answer sheets.
- 3) Assume suitable data, if necessary.
- 4) Figures to the right indicate **FULL** marks.
- 5) Draw neat labeled diagrams **WHEREVER** necessary.

**SECTION-I**

- Q.1** Define Business Economics. Explain the significance of Price elasticity of demand and market categories for the businessmen. **(15)**
- Q.2** Describe the methods of measuring Price elasticity of demand. **(15)**
- Q.3** Explain the three types of Returns to Scale. **(15)**
- Q.4** Describe the features of Monopolistic competition. **(15)**
- Q.5** Show how a Monopoly firm reaches its equilibrium in the short run with the help of MR and MC curves. **(15)**
- Q.6** Explain the role of Collective Bargaining in wage determination. **(15)**
- Q.7** Write notes on: **(15)**
- a) Exceptions to the Law of demand.
  - b) Backward bending Supply curve of labour.

**SECTION-II**

- Q.8** Explain the Marginal Productivity theory of Distribution. **(20)**
- Q.9** Review the Profit theories. **(20)**
- Q.10 a)** Explain in detail Production Possibility curve **(10)**
- b)** Distinguish between Micro and Macroeconomics. **(10)**

**B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: BUSINESS MATHEMATICS**

Day: **Tuesday**  
Date: **14/11/2017**

Time: **02.00 PM TO 05.00 PM**  
Max Marks. 100

**W-2017-1516**

**N.B.**

- 1) Answer any **FOUR** questions from section – I and any **TWO** questions from Section – II.
- 2) Both the sections should be written in **SEPARATE** answer book
- 3) Figures to the right indicate **FULL** marks.
- 4) Use of non – programmable calculator is **ALLOWED**.

**SECTION - I**

- Q.1** a) A reduction of 20% in the price of sugar enables a purchaser to obtain 2.5Kg more for ₹ 160. Find the original rate and reduced price per Kg. (08)
- b) Discuss ‘Simple annuity’. (07)
- Q.2** a) The ratio of the ages of mother and son is 7:3 if the sum of their ages is 60 year. What is the difference in their ages? (07)
- b) Mr. Marc and Mr. Rohit have started a business with initial investments in the ratio of 14:15 and their annual profits were in the ratio 7:6. If Mr. Marc has invested the money for 10 months, for how many months did Mr. Rohit invest his money? (08)
- Q.3** a) Ms. Archana has invested ₹ 1600 for 3 years and ₹ 1100 for 4 years at the same rate of simple interest. If the total interest from these investment is ₹ 506 then what was the rate of interest? (08)
- b) Describe properties of determinant in short. (07)
- Q.4** a) Write down the first five term of the Arithmetic Progression (A.P.) with first term 8 and common difference 7. (07)
- b) In a video store, a DVD that sells for ₹15 is marked “10% off”. What is the discount amount and What is the sale price of the DVD. (08)
- Q.5** a) If  $A = \begin{bmatrix} 2 & 3 \\ 2 & 4 \end{bmatrix}$ , then find X such that  $A X = I$ , where I is identity matrix of order 2x2. (08)
- b) The price of XYZ shampoo is reduced by 20% As a result total collection amount increased by 60%. Find the percentage increase in sale. (07)

**P.T.O.**

## SECTION - II

**Q.6** Write short notes on any **FOUR** of the following

- a) Cash discount
- b) Matrix operations
- c) Use of Linear Equation in Business
- d) Determinant
- e) Time value of money

**Q.7** a) Solve the linear equations

$$2x + 3y - 6z = 26$$

$$4x - y + 3z = 11$$

$$3x + y - z = 8$$

b) An A.P (Arithmetic Progression) is given by  $K, \left(\frac{2K}{3}\right),$

i) Find the sixth term

ii) Find the  $n^{\text{th}}$  term

iii) If the  $20^{\text{th}}$  term is equal to 15 find value of K

**Q.8** If  $|A| = 0$  then find value of 'Y' and evaluate for  $A^3 - 4B$

$$A = \begin{bmatrix} 1 & 2 & 3 \\ 2 & Y & 9 \\ -1 & 0 & 3 \end{bmatrix}, \quad B = \begin{bmatrix} -2 & 3 & 2 \\ 4 & 3 & 2 \\ 1 & 2 & 3 \end{bmatrix}$$

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**B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: BUSINESS ACCOUNTING**

**Day:** Thursday  
**Date:** 16/11/2017

**W-2017-1517**

**Time:** 02.00 PM TO 05.00 PM  
**Max. Marks:** 100

**N.B:**

- 1) Attempt **ANY FOUR** questions from Section-I.
- 2) Attempt **ANY TWO** questions from Section-II.
- 3) Use of simple **CALCULATOR** is allowed.
- 4) Figures in bracket shows full marks.

**SECTION-I**

- Q.1** Elaborate the various users of Financial Statements in details. (15)
- Q.2** Explain various Accounting Conventions with suitable illustration in detail. (15)
- Q.3** Write a detailed note on “Accounting Process”. (15)
- Q.4** a) Explain the concept of “Depreciation” in detail. (07)  
b) Write a detail note on “Write Down Value Method of Depreciation”. (08)
- Q.5** Write short note on **ANY TWO** of the following: (15)
- a) Voucher System
  - b) Trial Balance
  - c) Accounting V/s Book Keeping

**SECTION-II**

- Q.6** a) Explain the need of Accounting software packages. (10)  
b) Write in detail about any two accounting software packages. (10)
- Q.7** Journalize the following transactions in the books of M/S Anandi. (20)
- a) Started business with cash Rs. 2,50,000/- and machinery worth Rs. 1,00,000/-
  - b) Purchased material from Mayur worth Rs. 10,000/-
  - c) Deposited Rs. 25,000/- in the Bank of Maharashtra
  - d) Purchased computer worth Rs. 25,000/-
  - e) Sold goods to Sonu of Rs. 20,000/-
  - f) Withdrawn Rs.3,000/- from Bank for personal use
  - g) Paid rent Rs. 5,000/- by cheque
  - h) Received dividend Rs. 2,000/- by cheque
  - i) Purchased goods from Ramu worth Rs. 10,000/- @ 10% trade discount
  - j) Sold goods to Anu worth Rs. 15,000/- @ 20% trade discount

**P.T.O.**

- Q.8** From the following Trail Balance of Shri Bipin Banerjee, prepare the Final Accounts as on 31<sup>st</sup> March 2017. **(20)**

Bipin's Capital		2,00,000
Land and Building	87,000	
Plant and Machinery	17,500	
Goodwill	20,000	
Bipin's Drawings	22,600	
Cash in hand	1,795	
Stock on 1 <sup>st</sup> April, 2016	27,000	
Wages	10,000	
Purchases less Returns	69,000	
Carriage Inward	600	
Traveler's Commission and Expenses	6,000	
Insurance Premium	2,000	
Motor Car	3,000	
Carriage Outward	1,400	
Sales less Returns		84,000
Salaries	5,000	
Bank Charges	105	
Reserve for Doubtful Debts		1,500
Debtors	20,000	
Creditors		7,500
<b>Total</b>	<b>2,93,000</b>	<b>2,93,000</b>

The following adjustments are to be considered:

1. On 31<sup>st</sup> March 2017, the stock was valued at Rs. 46,000/-
2. Insurance Premium amounting to Rs. 800/- is prepaid
3. Outstanding Salaries amount to Rs. 1,000/-
4. Depreciation Plant and Machinery @ 10% and Motor Car 20%
5. Create a Reserve for Doubtful Debts at 10% on Debtors

**B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT : BUSINESS ENVIRONMENT**

Day : **Saturday** Time : **02.00 PM TO 05.00 PM**  
Date : **18/11/2017** **W-2017-1518** Max. Marks : 100

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**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in **SEPARATE** answer books.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** What do you understand by technological environment? How does technological environment have an impact on business? Explain with examples. [15]
- Q.2** What do you mean by business environment? What are the objectives and benefits of environmental analysis? [15]
- Q.3** Explain the role of government and legal system in business environment. Explain with examples how government interference does affect business. [15]
- Q.4** Does business have a role to play in a society? With suitable examples explain the role an organization has towards society in context of social responsibility. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Industrial Policy
  - b) Impact of culture on business
  - c) Implications of WTO for India
  - d) Trade Policy

**SECTION – II**

- Q.6** A luxury goods company is doing very good profits in business. You want to give suggestions with regard to social responsibility towards customers/consumers. What would you suggest? [20]
- Q.7** As an expert what concrete steps would you offer with regard to forecasting based on environmental analysis for a winter wear garment company? [20]
- Q.8** Your organization is operating in Pharmaceutical sector with pan-India presence. Comment on what benefits and challenges your organization will face due to Globalization. [20]