

B.B.A. SEM – III (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT: ORGANIZATIONAL BEHAVIOUR

Day : **Friday**
Date : **27/04/2018**

S-2018-1600

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

N.B.

- 1) Attempt **ANY FOUR** Questions from section – I and **ANY TWO** Questions from section - II
 - 2) Answers to the two 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 are the current opportunities and challenges faced by managers regarding organizational behaviour. (15)
- Q.2** “Job Involvement and Job satisfaction are important determinants that reflect behaviour of individual employees in organizations”. Discuss. (15)
- Q.3** Explain in detail McClelland’s theory of motivation. (15)
- Q.4** Why is perception of importance while studying organizational behaviour in organisations? What factors influence perception? (15)
- Q.5** Discuss in detail the Ohio state and Michigan studies on leadership. (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Maslow’s need theory
 - b) Likert’s model of leadership
 - c) Importance of cross cultural training

SECTION-II

- Q.7** Why is organizational change resisted by employees in organisations? How can such resistance be reduced to bring in the benefits of organizational change. (20)
- Q.8** Explain the importance of goal setting to employees of a company dealing with selling financial products. (20)
- Q.9** What are the benefits of creating effective teams within an organisation? Also explain the benefits of group decision making. (20)
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B.B.A. SEM – III (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT: PRINCIPLES OF MARKETING

Day: **Monday**
Date: **30/04/2018**

S-2018-1601

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

N.B:

- 1) Attempt **ANY FOUR** questions from **SECTION – I** each question carries 15 marks.
 - 2) Attempt **ANY TWO** questions from **SECTION – II** each question carries 20 marks.
 - 3) Answer to both the sections should be written in **SEPARATE** answer books.
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SECTION – I

- Q.1** Define Marketing. Explain the evolution of the concept of marketing? (15)
- Q.2** Why Segmentation, Targeting and Positioning are important in marketing? (15)
- Q.3** Formulate marketing mix of any product of your choice? (15)
- Q.4** What is marketing research? Explain how marketing research can help to make better marketing decisions. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Various Pricing techniques.
 - b) Entry Strategies adopted by MNC's in emerging markets.
 - c) Online Marketing Concept.
 - d) Product Mix Strategies

SECTION - II

- Q.6** Designs channels of distribution for the following Justify your selection of the distribution channels (20)
- a) Readymade Garments.
 - b) Cosmetics.
- Q.7** A Kirana shop in your city is running in loss in spite of its earlier reputation. The owner of the shop wants to make a turn-around. As a marketing consultant, suggest a new marketing plan to the owner to make a turnaround. (20)
- Q.8** Structure a questionnaire to get customer satisfaction feedback of a Pizza-Hut so as to improve its services further and make customers of the Pizza – Hut delighted. State your assumptions. (20)

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B.B.A. SEM – III (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : BASICS OF FINANCIAL MANAGEMENT

Day : **Thursday**
Date : **03/05/2018**

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

S-2018-1602

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) Use of non-programmable **CALCULATOR** is allowed.
- 4) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define Financial Management. Explain the Scope of Finance Functions. **[15]**
- Q.2** What are the factors to be considered while framing Capital Structure of a Manufacturing Firm? **[15]**
- Q.3** Write a note on Sources of Financing Working Capital. **[15]**
- Q.4** Explain the factors affecting 'Dividend Decision'. **[15]**
- Q.5** Write short notes on **ANY TWO** of the following: **[15]**
- a) Time Value of Money
 - b) Public Deposits
 - c) Debentures

SECTION – II

- Q.6** Amrut Ltd., whose cost of capital is 10% is considering two mutually exclusive proposals, A and B, the details of which are as follows: **[20]**

Particulars	Proposal A (₹)	Proposal B (₹)
Initial Investments	50,00,000	50,00,000
Projected Cash Inflows:		
1 st year	4,00,000	19,50,000
2 nd year	7,50,000	20,00,000
3 rd year	10,50,000	19,00,000
4 th year	16,50,000	18,75,000
5 th year	22,50,000	16,25,000

You are required to Calculate for proposal A and B the following and give the decision in which proposal the company should invest.

- a) Pay Back Period
- b) Net present value @ 10% rate of discount
- c) Profitability Index

The discounting factors at 10% are: .909, .826, .751, .683, .621.

- Q.7** Akash Ltd., sells its products on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the current year ended on 31st March, 2017. **[20]**

	₹
Sales at 3 months credit	60,00,000
Raw materials	16,00,000
Wages paid-average time lag 15 days	10,60,000
Manufacturing expenses paid-one month in arrears	14,00,000
Administrative expenses paid-one month in arrears	5,80,000
Sales promotion expenses payable half year in advance	3,00,000
The company enjoys one month's credit from the suppliers of raw materials and maintains a 2 months stock of raw materials and one and half month's stock of finished goods. The cash balance is maintained at ₹ 1,50,000 as a precautionary measure. Assuming a 10% margin, find out the working capital requirements of the company.	

- Q.8** Assuming that a company pays income-tax @ 30%, calculate the after-tax cost of capital in the following cases: **[20]**
- a) A 9% preference share sold at par redeemable after 5 years.
 - b) A perpetual bond with 7.5% rate of interest.
 - c) A ten years 9% ₹ 1,000 debenture sold at ₹ 950 less 4% underwriting commission.
 - d) A preference shares sold at ₹ 100 with 8% dividend and redemption price of ₹ 110 and redemption period of 5 years.
 - e) An ordinary share selling at a market price of ₹ 150 and current dividend of ₹ 10 per share which is expected to grow at 9%.

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B.B.A. SEM – III (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: MANAGEMENT INFORMATION SYSTEM

Day	: Saturday	S-2018-1603	Time	02.00 PM TO 05.00 PM
Date	: 05/05/2018		Max.Marks:	100

N.B.

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

- Q.1** What do you understand by Networks? Explain different types of Network Topologies. (15)
- Q.2** How the information is important for the different level of Managers? Explain in detail. (15)
- Q.3** Explain structure of MIS based on Management activities and functions. (15)
- Q.4** What is Biometrics Technique? Explain IRIS and finger print. (15)
- Q.5** What do you understand by ERP? Explain benefits of ERP. (15)

SECTION II

- Q.6** Explain with example information requirements for Personnel Management. (20)
- Q.7** How would you control quality of information through MIS support? Explain with example of any one service industry. (20)
- Q.8** Define MIS. What is the different between MIS and Data processing? Explain how MIS helps a Banking organization. (20)

B.B.A. SEM – III (2015 CBCS COURSE) : SUMMER - 2018**SUBJECT : BUSINESS STATISTICS – II**

Day : **Tuesday**
 Date : **08/05/2018**

S-2018-1604

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

N.B.:

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

SECTION – I

- Q.1** Find the coefficient of correlation by Karl Pearson's method between X and Y. [15]

x	57	42	40	33	42	45	42	44	40	56	44	43
y	10	60	30	41	29	27	27	19	18	19	31	29

- Q.2** Compute Spearman's rank correlation for the following observations: [15]

Candidate	1	2	3	4	5	6	7	8
Judge x	20	22	28	23	30	30	23	24
Judge y	28	24	24	25	26	27	32	30

- Q.3** On the basis of figures recorded below for 'Supply' and 'Price' for nine years, calculate the regression coefficient and the value of r. [15]

Year	2002	2003	2004	2005	2006	2007	2008	2009	2010
Supply	80	82	86	91	83	85	89	96	93
Price	145	140	130	124	133	127	120	110	116

- Q.4** A bag contains 8 red and 5 white balls. The successive drawing of 3 balls are made such that: [15]

- a) Balls are replaced before the second trial.
 - b) The balls are not replaced before the second trial.
- Find the probability that the first drawing will give 3 white and the second 3 red balls.

- Q.5** The incidence of occupational disease in an industry is such that the workers have a 20% chance of suffering from it. What is the probability that out of six workers 4 or more will suffer from a disease? [15]

- Q.6** Describe any two methods of decision making under uncertainty, pointing out their relative merits and demerits. [15]

- Q.7** Explain any three properties of Normal distribution. [15]

SECTION – II

- Q.8** The following table gives the number of days in a 50 – day period during which automobile accidents occurred in a city. Fit Poisson distribution to the data: [20]

No. of accidents	0	1	2	3	4
No. of days	21	18	07	03	01

Q.9 a) State and prove the addition and multiplication theorems of probability. **[10]**

b) Explain what do you understand by the term probability. Discuss its importance in managerial decision making. **[10]**

Q.10 a) Prepare a 2×2 table from the following information. Calculate Yule's coefficient of association and interpret the result. **[10]**

$N = 1500$, $(A) = 1117$, $(B) = 360$, $(AB) = 35$.

b) What is Yule's coefficient of association? State its interpretation. **[10]**

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