

B.B.A. SEM – III (2015 CBCS Course) : SUMMER - 2019

SUBJECT : ORGANIZATIONAL BEHAVIOUR

Day : Tuesday
Date : 16/04/2019

S-2019-1954

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) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Explain the contributions to organizational behavior by major Behavioural Science disciplines.
- Q.2** Job involvement and organizational commitment are important determinant that reflects the behavior of individual employees. Discuss.
- Q.3.** Explain Vrooms Expectancy Theory of motivation.
- Q.4** Discuss in detail Blake and Mouton Theory of Leadership.
- Q.5** Define conflict? Explain the process of conflict.
- Q.6** Write short notes on any **TWO**:
- a) Job satisfaction
 - b) Difference between leader and manager
 - c) Job enlargement

SECTION – II

- Q.7** As a manager of manufacturing organization what strategies you will adopt for increasing organization commitment of organization employees.
- Q.8** As a manager you have to conduct lecture on group decision making for newly appointed supervisor of your organization. What aspects you will consider for the lecture?
- Q.9** You are appointed as manager of small scale industry what aspects you will consider for goal setting and motivation?

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B.B.A. SEM – III (2015 CBCS Course) : SUMMER - 2019

SUBJECT: PRINCIPLES OF MARKETING

Day: **Saturday**
Date: **20/04/2019**

S-2019-1955

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Explain in detail development of marketing since its evolution till modern marketing era.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What is Market Segmentation? Explain its benefits and bases with suitable examples.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is Market Research? Explain in detail its importance in marketing decision making process.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

What are the various environmental factors influencing marketing decisions? Explain why it is necessary to monitor the external environment?

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) "Price is the only element in the marketing mix that produces revenue" Discuss.
- b) Describe in detail the concept and elements of promotion mix.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Difference between Marketing and Selling
- b) Segmenting strategies for Industrial goods
- c) Market Survey techniques
- d) Marketing Mix for Consumer Market
- e) Stages of Product Life Cycle
- f) Retail Functions

SECTION - II

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) When product performance exceeds customer expectations, the customer is delighted. Explain in the context of the Indian Market.
- b) Discuss major market segmentation variables for the toothpaste market, highlighting benefit segments.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Conducting a market research is a waste of money and time. Do you agree? Justify your views.
- b) A marketing manager has to take note of external environment and identify business opportunity.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Briefly describe stages and strategies of the Product Life Cycle by taking an example each from consumer products and industrial products.
- b) Suggest a suitable distribution channel system for a company marketing sarees in Indian metro cities.

B.B.A. SEM – III (2015 CBCS Course) : SUMMER - 2019
SUBJECT : BASICS OF FINANCIAL MANAGEMENT

Day : Thursday
Date : 02/05/2019

S-2019-1956

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

SECTION – I

- Q.1** Describe the role of Finance Manager in globalized environment in detail. **[15]**
- Q.2** Compare Equity Shares v/s Preference Shares in light of their merits and demerits. **[15]**
- Q.3** Elaborate various factors to be considered while framing the capital structure of the organization in detail. **[15]**
- Q.4** a) Explain in detail the various Sources of Financing Working Capital. **[07]**
b) Elaborate various determinants of Working Capital. **[08]**
- Q.5** Write short notes on **ANY THREE** of the following: **[15]**
a) Net Present Value (NPV)
b) Leverage and its types
c) Dividend
d) Finance Function

SECTION – II

- Q.6** Explain the various factors affecting dividend policy of the company in detail. **[20]**

P.T.O.

- Q.7** Rohit Ltd., considering a project for an investment. The following details are available about the project. [20]

Year	Cash flows (Rs.)
0	(44,00,000)
1	20,75,000
2	18,50,000
3	14,80,000
4	18,30,000
5	16,30,000

Calculate:

- Pay Back Period
- Discounted pay-back period
- Net Present Value
- Profitability Index

The cost of capital is 10% and discounting factors are 0.909, 0.826, 0.751, 0.683 and 0.621 for five years respectively.

- Q.8** The Board of directors of Aman Co. Ltd., requests you to prepare a statement showing working capital requirement for a level of activity of 1,56,000 units of production. The following information is available for your consideration. [20]

Per unit	Rs.
Raw materials	90
Direct Labour	40
Overheads	75
Total cost	205
Profit	60
Selling price	265

Additional Information:

- Raw materials are in stock on an average one month.
- Work in process, 50% complete on an average two weeks.
- Finished goods are stock on an average one month.
- Credit allowed by suppliers one month.
- Time lag in payment from debtors two months.
- Lag in payment of wages 1½ weeks.
- 20% of the output is sold against cash.
- Cash in hand expected Rs. 60,000/-.

Assume that production is carried on evenly throughout the year, wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month.

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B.B.A. SEM – III (2015 CBCS Course) : SUMMER - 2019

SUBJECT: MANAGEMENT INFORMATION SYSTEM

Day: Thursday
Date: 25/04/2019

S-2019-1957

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SAME answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

‘Internet has brought revolution in MIS’. Justify the statement.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the different types of information? What are the information needs of Managers at tactical level in an organization

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

‘MIS supports manager in his functional responsibilities’ Explain with suitable examples.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Explain “Information System Security”. Identify various physical vulnerabilities in an Information System.

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

Which information system applications are most useful for distributing, creating, and sharing knowledge in the firm?

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Quality of information
- b) Knowledge Management Architecture
- c) Finger print for security measure
- d) Advantages of Enterprise Resource Planning
- e) Types of Network

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Imagine yourself to be a bicycle manufacturer based in Ludhiana, Punjab. You now are planning to enter the Mumbai market. Explain how information system can be used to set the business and write down how you will go about assessing the market opportunities over there.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

As MD of a FMCG company, you have appointed a Sales Manager to take care of the sales of your company. How Management Information system will help in duties and responsibilities of the sales manager?

Q.9) Answer the following: (20 Marks X 1 = 20 Marks)

Organization uses enterprise software for resource management and business operations. There are number of users of this software based on their role in the application recommend right to access (application and data) and then different permissions to use (read, write, update etc.)

- 1) Vendor
- 2) HR Manager
- 3) Store Manager
- 4) Cashier
- 5) Production Manager

Day: Friday
Date: 03/05/2019

S-2019-1958

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

N.B.:

- 1) Answer **ANY FOUR** questions from **Section I**. Each question carries **15** Marks.
- 2) Answer **ANY TWO** questions from **Section II**. Each question carries **20** Marks.
- 3) Answers should be written in **SAME** answer book.
- 4) Use of non-programmable calculator is **ALLOWED**.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

What is Correlation? Explain its types and applications in brief.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

If the two lines of regression are $4x + 5y = 30$ and $20x + 9y - 107 = 0$

- (i) Find mean values of x and y
- (ii) Find correlation coefficient (r)
- (iii) Find σ_y when $\sigma_x = 4$

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is coefficient of association? How does it differ from correlation?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Two fair dice are thrown. Find the probability that

- (i) the total score is 10
- (ii) sum of scores is a prime number
- (iii) the sum of scores is not more than 8

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) 10 unbiased coins are tossed simultaneously, Find the probability that there will be
 - (i) Exactly 5 heads
 - (ii) At least 8 heads
 - (iii) Not more than 3 heads
- b) What is meant by Statistical Decision Theory? How is it different from other methods used in decision making?

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Pearson's Correlation Coefficient
- b) Properties of regression
- c) Yule's coefficient of association
- d) Probability
- e) Binomial distribution

SECTION -II

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Two ladies were asked to rank 10 different types of beauty soaps. The ranks given by them were as below:

Beauty soap	A	B	C	D	E	F	G	H	I	J
Sheetal	3	1	7	4	6	5	2	9	10	8
Ananya	1	3	2	5	7	6	4	10	8	9

Calculate Spearman's rank correlation coefficient.

- b) From the following data regarding Wages and Cost of living

Wages in '000 Rs	100	101	103	102	100	99	97	98	96	95
Cost of living in '000 Rs	98	99	99	97	95	92	95	94	90	91

Find:(i) Correlation Coefficient between wages and cost of living.

(ii) Two regression equations.

(iii) Estimate the wages when cost of living is 80,000 Rs.

(iv) Estimate the cost of living when wages are 65,000 Rs.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Calculate Yule's Coefficient of Association between eye colour of husband and eye colour of wives from the data given below. Comment on its value.

Husband with light eyes and wives with light eyes = 309

Husband with light eyes and wives with not light eyes = 214

Husband with not light eyes and wives with light eyes = 132

Husband with not light eyes and wives with not light eyes = 119

- b) Three machines A, B and C produce 70%, 20%, and 10% of the total number of items of a factory. The percentage of defective output of these machines are 1%, 2%, and 3% respectively.

An item is selected at random and is found defective. Find the probability that the items were produced by (i) machine B

(ii) machine C

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) In an aptitude test administered to 1000 children the score is supposed to follow normal distribution with average score 42 and standard deviation 24

Find(i) The number of children exceeding the score 60

(ii) The number of children whose score is between 40 and 50

(iii) The number of children whose score is below 58

- b) Using the various criteria for decision making find the optimal strategy for the marketing manager of an automobile company. The conditional pay-offs in crores of rupees for the two models of a car for the various likely sales figures are as follows.

Model	Sales (Units)		
	1 Lakh	2 Lakh	3 Lakh
X	30	10	10
Y	55	20	3
