

B.B.A. SEM – III (2015 CBCS Course) : WINTER - 2018

SUBJECT: ORGANIZATIONAL BEHAVIOUR

Day: Thursday
Date: 15/11/2018

W-2018-1725

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 **SEPARATE** answer book.
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SECTION-I

- Q.1** Define organizational behaviour and describe in brief the historical development of organizational behaviour.
- Q.2** Explain in detail the big five model of personality.
- Q.3** Explain Vroom's Expectancy theory. How can it be used to motivate employees?
- Q.4** "All leaders are managers but all managers are not leaders". Discuss.
- Q.5** Explain the stages of group formation.

SECTION-II

- Q.6** While designing a job, what are the attributes one needs to include to enrich the job?
- Q.7** What do you think are the factors that cause stress to higher level managers? Suggest remedies.
- Q.8** What are the negative job attitudes that have an effect on work behavior? How will you overcome them?

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B.B.A. SEM – III (2015 CBCS Course) : WINTER - 2018
SUBJECT: PRINCIPLES OF MARKETING

Day: Saturday
Date: 17/11/2018

W-2018-1726

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

N.B:

- 1) Solve **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 the **SEPARATE** answer book.

SECTION-I

- Q.1** What is meant by marketing? Explain the evolution of the concept of marketing? (15)
- Q.2** Explain the term market segmentation and state why market segmentation is important. (15)
- Q.3** Explain the marketing research process in detail. (15)
- Q.4** What are the various channels of distribution? How do channel members add value to the marketing system? (15)
- Q.5** Write short notes on **ANY TWO** of the following: (15)
- a) Selling Vs marketing concept
 - b) Advertising objections
 - c) SWOT analysis

SECTION-II

- Q.6** It is argued that every product goes through a product life cycle (PLC). Explain any three strategies a marketer may employ at the maturity stage of the PLC, clearly explaining what the maturity stage entails. (20)
- Q.7** Design Marketing-Mix for selling dry fruits during festivals. (20)
- Q.8** Prepare a questionnaire to understand the customer satisfaction for a newly introduced product of your choice (specify your assumptions) (20)

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

Day: Wednesday
Date: 21/11/2018

W-2018-1727

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) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPRATE** answer books.
- 4) Use of **CALCULATOR** is allowed.

SECTION-I

- Q.1** Define the term Finance and explain in detail the Organization of Finance Function. (15)
- Q.2** Explain in detail the following sources of raising finance : (15)
i) Equity ii) Preference Shares iii) Debentures
- Q.3** Explain the various techniques of evaluating capital Expenditure Proposals with their merits and demerits. (15)
- Q.4** What do you mean by 'Cost of Capital'? Explain computation of cost of capital, with respect to : (15)
i) Cost of Debt ii) Cost of Preference shares
iii) Cost of Equity shares
- Q.5** Write short notes on **ANY THREE** of the following : (15)
- a) Meaning of capital structure
 - b) Dividend Policy
 - c) Sources of working capital
 - d) Profit Maximization v/s Wealth Maximization

SECTION-II

- Q.6** Initial Investment is Rs. 15,00,000 in the project P or Q. (20)

Year	Project P Cash Inflows (Rs.)	Project Q Cash Inflows (Rs.)
1	1,50,000	7,00,000
2	3,00,000	6,00,000
3	4,00,000	6,00,000
4	6,00,000	5,75,000
5	7,50,000	5,25,000

- Calculate
- i) Simple Pay Back Period.
 - ii) NPV by considering 10% Discounting Rate.
 - iii) PI by considering 10% Discounting Rate.

Recommend the courses of action.

Year	1	2	3	4	5
Discounting Factors @10%	0.909	0.826	0.751	0.683	0.621

P.T.O.

- Q.7** From the information given below prepare a statement showing estimation of working capital to finance a level of activity of 3,00,000 units of output for the year. **(20)**

	Cost Per Unit (Rs.)
Raw Material	20
Direct Labour	05
Overheads	15
Total Cost	40
Profit	10
Selling price	50

Other information :

- 1) Materials are held in stock on an average for two months.
- 2) Materials are in process on an average for half a month. Work in process may be valued at 70% of the labour cost and overheads.
- 3) Finished goods remain in warehouse on an average for a month.
- 4) Suppliers of materials allow credit of one month whereas credit period of two months is allowed to customers.
- 5) A minimum cash balance of 25,000 is expected to be maintained.
- 6) Workmen are paid on monthly basis and the overheads are paid 15 days in arrears.

- Q.8** Calculate the degree of Operating Leverage, Financial Leverage and Combined leverage of the following firms and interpret the results. **(20)**

Firm	P	Q
Output (Units)	60,000	15,000
Fixed Cost (Rs.)	7,200	14,000
Variable cost per Unit(Rs.)	0.20	1.50
Interest on borrowed capital (Rs.)	4,000	8000
Selling Price Per Unit (Rs.)	0.60	5.00

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B.B.A. SEM – III (2015 CBCS Course) : WINTER - 2018

SUBJECT: BUSINESS STATISTICS-II

Day: Tuesday
Date: 27/11/2018

W-2018-1729

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) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.
- 4) Use of Non-programmable **CALCULATOR** is allowed.

SECTION-I

Q.1 What is decision making? How it is useful in business? (15)

Q.2 For a certain bivariate data, the least square lines of regression are (15)
 $4y - x = 19$ and $9x - y = 39$
Obtain i) \bar{X}, \bar{Y} ii) Karl Pearson's Correlation Coefficient

Q.3 Define Correlation. Compute Karl Pearson's Correlation coefficient for the (15)
data given below and interpret the result.

X	12	15	17	13	18	20	25	11
Y	13	29	25	23	22	30	18	17

Q.4 400 candidates of both sex appeared for an examination. The boys outnumber girls by 15% of the total. The number of candidates who passed the examination exceeded the number of candidates who failed by 240. Equal number of boys and girls failed in the examination. Prepare 2 X 2 table and find Yule's Coefficient of Association to interpret the result. (15)

Q.5 a) The average number of tankers arriving on a day at the depot is 15. What is the probability that on a given day at most four tankers arrive at the depot? (07)

b) Define Normal distribution and Give applications of Normal distribution. (08)

Q.6 a) (07)

X	-2	-1	0	1	2	3
P(X=x)	0.1	K	0.2	2K	0.3	K

- Find
- i) K
 - ii) $P(X \geq 1)$
 - iii) Distribution function of X

b) Differentiate between Correlation and Regression. (08)

P.T.O.

Q.7 Write short notes on **ANY THREE** of the following: (15)

- a) Random Experiment
- b) Sample space
- c) Bayes' theorem
- d) Mutually exclusive and exhaustive events
- f) Estimation of error

SECTION-II

Q.8 Compute Spearman's rank correlation coefficient for the data given below. (20)
Hence interpret the result.

X	25	27	25	42	27	28	27
Y	16	12	16	15	12	15	16

Q.9 Let X be a random variable having Normal distribution with mean 15 and variance 4 (20)

- Find:
- i) $P[13 \leq X \leq 17]$
 - ii) $P[X \geq 17]$
 - iii) $P[X \leq 14]$
 - iv) $P[X \geq 10]$

- Q.10** a) Two unbiased dice are thrown. Find the probability that (10)
i) Sum of the number on the dice is 8 ii) Sum is an even number
- b) An experiment succeeds twice as many as it fails. Find the chance that in six (10)
trials there will be at least one success.

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B.B.A. SEM – III (2015 CBCS Course) : WINTER - 2018

SUBJECT : MANAGEMENT INFORMATION SYSTEMS

Day : Saturday
Date : 24/11/2018

W-2018-1728

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

N.B.

- 1) Answer **Any Four** Questions from **Section I** and Answer **Any Two** Questions from **Section II**.
 - 2) Answers to both the sections should be written in the **SEPARATE** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q. 1** What do you mean by Information? Explain Value of information. (15)
- Q. 2** Define Data. Explain in detail information needs of managers at different levels. (15)
- Q. 3** What are various threats and control to Information Security? (15)
- Q. 4** What are Biometrics Techniques of IRIS and finger print? (15)
- Q. 5** Write short note on:- (15)
- a) Network Topologies
 - b) Cyber Laws
 - c) Quality of Information

SECTION - II

- Q.6** Discuss Management Information System application in Marketing functional area in an organization. (20)
- Q.7** What do you understand by Enterprise Resource Planning? Explain the benefits of ERP. (20)
- Q.8** Explain in detail Knowledge Management System Life Cycle. (20)

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