

**SUBJECT : BUSINESS ENGLISH – COMMUNICATION
(COMMON FOR BBA (BPS))**

Day : Monday
Date : 15/04/2019

S-2019-1935

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Attempt **ANY THREE** 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 books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** With reference to the concept and nature of communication, explain the following: [12]
a) Channels of communication b) Barriers to communication
- Q.2** a) List down the guidelines for a preparing a speech. [06]
b) Verbal conversation exercises. [06]
- Q.3** Tapping into your understanding of non-verbal communication, explain the following:
a) Non-verbal aspects of written communication. [06]
b) Significance of Body Language. [06]
- Q.4** “Communication- to serve the purpose, must be effective”. Explain how, by highlighting the 7C’s of communication. [12]
- Q.5** Write short notes on **ANY THREE** of the following: [12]
a) Essentials of effective oral communication
b) Para Language
c) Overcoming barriers to improve listening
d) Tactful use of language

SECTION – II

- Q.6** As a student of ‘Business Management’, prepare a draft plan for a presentation you are required to make on the “Awareness of youth on the adverse effects of Narcotic Drugs”. Make suitable assumptions as to the demographics (data). [12]
- Q.7** Your letter to the dealer of a computer firm complaining about lack of after-sales service has been ignored by him. Escalate (raise) your complaint to the manufacturer complaining against the dealer. [12]
- Q.8** In connection with the launch of a new product for your company, you are required to structure a marketing campaign. Write a letter of enquiry to an Advertisement Agency, making necessary assumptions. [12]

SUBJECT: BUSINESS ORGANIZATION AND SYSTEMS

Day: Thursday
Date: 25/04/2019

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

S-2019-1936

N.B.:

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

SECTION-I

- Q.1** What is industrial revolution? Explain the effect of Industrial Revolution. (12)
- Q.2** What is partnership business firm? State merits demerits of partnership firm. (12)
- Q.3** Discuss in detail various stages in formation and incorporation of a company. (12)
- Q.4** Explain the factors to be considered for starting a new business unit. (12)
- Q.5** Write short notes on **ANY TWO** of the following: (12)
- a) Joint Hindu Family Business
 - b) Internal External Trade
 - c) Characteristics of Business

SECTION-II

- Q.6** State the role of following organizations in development of commerce and Industry in India. (12)
- a) Trade Associations
 - b) Chambers of Commerce
- Q.7** Write detail note on following business combination. Give suitable example. (12)
- a) Merger Acquisitions
 - b) Franchising
- Q.8** What do you mean by MNC? Explain its role and importance. (12)

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B.B.A. /B.B.A. (B.P.M.) SEM – I (CBCS - 2018 Course) : SUMMER - 2019

SUBJECT: MICRO ECONOMICS

Day: Monday
Time: 22/04/2019

S-2019-1937

Date: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Attempt any (3) out of (5) from Section-I. Each question carries **12** Marks.
- 2) Attempt any (2) out of (3) in Section-II. Each question carries **12** Marks.
- 3) Answers to **both** the sections should be written **SAME** answer books.
- 4) Draw neat labeled diagrams **WHEREVER** necessary.

SECTION-I

- Q.1** Give the difference between Micro Economics and Macro Economics. **(12)**
- Q.2** Explain the types of Price Elasticity of Demand. **(12)**
- Q.3** State and Explain the Law of Supply with its exceptions. **(12)**
- Q.4** Explain the features of Perfect Competition. **(12)**
- Q.5** Write Short notes on **(ANY TWO)**. **(12)**
- a) Cross Elasticity of Demand
 - b) Opportunity Cost
 - c) Cardinal and Ordinal Utility

SECTION-II

- Q.6** State and Explain Law of Variable Proportions. **(12)**
- Q.7** Explain Price and Output determination under Monopolistic Competition. **(12)**
- Q.8** Elaborate on “Risk and Uncertainty bearing theories of profit. **(12)**

SUBJECT : BUSINESS ACCOUNTING

Day : Wednesday

Date : 24/04/2019

S-2019-1938

Time : 10.00 AM TO 01.00 PM

Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** 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 **SAME** answer books.

SECTION – I

- Q.1** Define Financial Accounting. Explain its objectives and scope. (12)
- Q.2** Explain with examples the concept and significance of Accounting Standards. (12)
- Q.3** Discuss in detail the concept of depreciation and explain the Straight Line Method of depreciation with an example. (12)
- Q.4** Write a note on the following (12)
- a) Accounting Process
 - b) Rules of Accounting
- Q.5** Write short notes on **ANY THREE** of the following. (12)
- i) Dual Aspect Concept
 - ii) Convention of Conservatism
 - iii) Trial Balance
 - iv) Purchase Book

SECTION – II

- Q.6** Record the following transaction of Shri. Puru for the month of Oct. 2015 in a Cash Book with Cash, Bank and discount columns and balance the columns. (12)

| 2015 | |
|--------------------------|--|
| 1 st October | Puru started business with Cash Rs. 25,000/-. |
| 2 nd October | Opened a Current Account in a bank with Rs. 20,000/-. |
| 5 th October | Received a cheque of Rs. 740/- from Mr. Dastoor in settlement of Rs. 750/- and paid into the bank. |
| 8 th October | Paid to Mr. Rao by cheque Rs. 1230/- and received discount Rs. 20/-. |
| 11 th October | Cheque received from Dastoor is returned dishonoured. |
| 14 th October | Mr. Parkar deposited Rs. 1000/- directly into the bank account of Puru. |
| 17 th October | Paid for Purchase of goods cash Rs. 750/- and cheque of Rs. 1250/-. |
| 20 th October | Drew for personal use Rs. 200/- in cash and Rs. 2000/- by cheque. |
| 24 th October | Drew from Bank for office use Rs. 2000/-. |
| 31 st October | Bank charges Rs. 20/- and bank interest Rs. 100/- entered by bank in Pass Book. |

P.T.O.

- Q.7** From the following Trial Balance of Shri. Vivek, prepare final accounts for the year ended on 31st March 2016 (12)

Trial Balance

| Particular | Debit Rs. | Credit Rs. |
|---------------------------|-----------------|-----------------|
| Stock on 1/4/2015 | 30,000 | |
| Purchases | 75,000 | |
| Investments | 11,000 | |
| Return Inward | 2,700 | |
| Trade Expenses | 675 | |
| Wages | 3,500 | |
| Salaries | 5,600 | |
| Office Expenses | 600 | |
| Advertisement | 420 | |
| Rent, Rates and Insurance | 2,800 | |
| Bad debts | 400 | |
| Discount | 300 | |
| Interest & Commission | 215 | |
| Premises | 6,000 | |
| Plant and Machinery | 10,000 | |
| Fixtures & Fittings | 5,000 | |
| Sundry Debtors | 46,000 | |
| Cash in hand | 1,090 | |
| Capital | | 35,000 |
| Sales | | 1,25,000 |
| Return outwards | | 1,300 |
| Creditors | | 30,000 |
| Bank overdraft | | 10,000 |
| | 2,01,300 | 2,01,300 |

Adjustments :

- 1) Closing stock was Rs. 45,000/-.
- 2) Insurance paid in advance amounted to Rs. 150/-.
- 3) Salaries were unpaid to the extent of Rs. 350/-.

- Q.8** Journalize the following transactions in the books of Vishwanath. (12)

| 2015 | |
|---------|---|
| June 1 | Vishwanath started business with a capital of 15,000/- in cash. |
| June 2 | Opened a bank A/C with State Bank of India Rs. 4,000/-. |
| June 3 | Bank directly paid insurance premium of goods Rs. 1,000/-. |
| June 4 | Purchased goods and issued a cheque Rs. 1,000/-. |
| June 5 | Cash deposited into bank Rs. 1,000/-. |
| June 6 | Credit sales to Kulkarni Rs. 200/-. |
| June 7 | Purchased goods from Sawant Rs. 2,000/-. |
| June 8 | Returned goods to Sawant Rs. 50/-. |
| June 9 | Received cash from Kulkarni Rs. 180/- in full settlement. |
| June 10 | Bought additional cash of Rs. 1000/- into business. |

**B.B.A. /B.B.A. (B.P.M.) SEM – I (CBCS - 2018 Course) : SUMMER -
2019**

SUBJECT : FOUNDATION OF MATHEMATICS AND STATISTICS

Day : Saturday
Date : 27/04/2019

S-2019-1939

Time : 10.00 AM TO 01.00 PM
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Use of non-programmable **CALCULATOR** is allowed.
- 4) Use graph paper **WHEREVER** necessary.
- 5) Answers to both the sections should be written in SAME answer book.

SECTION – I

Q.1 a) Define the term 'Statistics' with their scope. (06)

b) In how many ways can we select an ace or a heart card from a well shuffled pack of playing cards? (06)

Q.2 a) Find $AB+BA$ (06)

If $A = \begin{bmatrix} 3 & -2 & 3 \\ 2 & 6 & 2 \\ -1 & 0 & 2 \end{bmatrix}$, $B = \begin{bmatrix} 3 & -2 & 3 \\ 6 & 2 & 3 \\ 2 & -1 & -1 \end{bmatrix}$

b) Draw frequency curve for the information provided : (06)

| No. of Defective Bulbs (x) | Number of Boxes (f) |
|----------------------------|---------------------|
| 1-5 | 4 |
| 6-10 | 14 |
| 11-15 | 10 |
| 16-20 | 25 |
| 21-25 | 16 |
| 26-30 | 8 |
| 31-35 | 3 |

Q.3 a) How much $4\frac{1}{2}\%$ stock at ₹ 90 can be purchased by selling ₹ 4,500, 4% stock at ₹ 80? Which stock yields more income. (06)

b) The compound interest on a certain sum of money for two years is ₹ 920.25 and the simple interest is ₹ 900.00. Find the sum and the rate of interest. (06)

Q.4 a) A trader gives 5% discount on the marked price. What will be the marked price of an article whose cost price is ₹ 712.50 in order to gain $33\frac{1}{3}\%$ (06)

b) Elaborate importance of diagrammatic and graphical representation of data. (06)

P.T.O.

- Q.5** Write short notes on **ANY TWO:** (12)
- a) Population and sample
 - b) Brokerage
 - c) Properties of determinants

SECTION – II

- Q.6** a) Solve the linear system (06)
- $$\begin{aligned} -4x - 3y &= 12 \\ 6x + 4y &= 12 \end{aligned}$$

- b) Suresh has invested ₹ 13568 in 7% shares at ₹ 106 and ₹ 12648 in 11% shares at ₹ 124. How much income would he get in all. (06)

- Q.7** a) Find the value of the determinant (06)

$$\begin{vmatrix} 2 & 5 & 4 \\ 1 & 4 & 3 \\ 6 & 8 & 10 \end{vmatrix}$$

- b) Describe significance of descriptive and inferential statistics in business. (06)

- Q.8** a) A, B and C started a business sharing profit and loss in the ratio of their capitals. (06)
The ratio of capitals of A and B is 8:7 and the ratio of capitals of C and B is 9:8. At the end of the year A received ₹ 520 more than B, as his share of profit. Find the share of profit of each partner.

- b) Solve for i) 3C_2 ii) 7P_3 iii) ${}^4C_2 + {}^7P_4$ (06)

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