

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

Day : Monday
Date : 15/04/2019

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

S-2019-1935

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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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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