

Question Paper Code : 1733

B.B.A. (Semester-II) Examination, 2018

BUSINESS COMMUNICATION

[BBA-201]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Explain the following in brief : [3x10=30]
- (a) Limitations of oral communication
 - (b) Advantages of formal lines of communication
 - (c) Psychological barriers in communication
 - (d) Proximities
 - (e) Web-conferencing
 - (f) Facilitators to communication
 - (g) Memorandum

- (h) Minutes of narration
- (i) Perception
- (j) Agenda of a meeting

UNIT-I

- 2. Explain the process of communication with the help of a diagram. How does NOISE create a barrier in communication? Explain with example. [10]
- 3. 'Communication is the lifeline of any organisation'. Discuss the strategies for making communication effective, highlighting the importance of internal communication. [10]

UNIT-II

- 4. What are the different levels of listening ? Discuss the advantages of effective listening and ways in which one can improve listening skills. [10]
- 5. What does the term 'Business Etiquette' mean to you? Why are business etiquette rules unwritten ? Why are good business etiquette necessary for good business? [10]

UNIT-III

- 6. What are the major forms of non-verbal communication? Discuss the ways in which non-verbal communication helps managers in interacting with their subordinates effectively. [10]
- 7. Define Organisational Conflict. What strategies should be adopted to overcome them ? [10]

UNIT-IV

- 8. What is a 'Report' ? Explain the salient features of report writing along with the format of a formal report. [10]
- 9. (a) Write a cover letter to the Personnel Head of a Management Consultancy firm, for applying for the position of management trainee, against the vacancy advertised by the firm, in a newspaper recently. [5]
- (b) Draft a short Curriculum Vitae mentioning the relevant qualification that you possess for the above mentioned [Q. (9a)] position. [5]

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Question Paper Code : 1734

B.B.A. (Semester-II) Examination, 2018

BUSINESS STATISTICS

[BBA-202]

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt **five** questions in **all**. Question **No. 1** is **compulsory**. Select **one** question from each Unit. Use of simple calculator is allowed.

1. Briefly answer the following questions : [3x10 = 30]
- (a) Discuss why statistics is important for business decisions ?
 - (b) If the correlation coefficient between x and y is "-1" then if x increases with 10%, what changes will you have in y ?
 - (c) A bag contains 8 black, 3 white and 2 green balls. In how many ways can :
 - (i) 3 balls be drawn
 - (ii) 2 black balls be drawn
 - (iii) 2 white balls be drawn

1734/2500

(1)

[P.T.O.]

Question Paper Code : 1739

BBA (Semester - II) Examination, 2018

CONSUMER BEHAVIOUR

OC/BP

(BBA-203)

Time : Three Hours]

[Maximum Marks:70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Discuss the following in short : [3x10=30]
- (a) Buying roles
 - (b) Brand loyalty
 - (c) Motives and its types
 - (d) Distinction between consumer and customer
 - (e) Extensive buying behaviour & Regular buying behaviour
 - (f) Learning

- (g) Satisfaction and Customer Delight
- (h) Perception
- (i) Personality
- (j) VALS

UNIT-I

- 2. What is consumer behaviour ? What importance does it hold and why it should be studied ? [10]
- 3. Critically analyse the factors influencing consumer behaviour. [10]

UNIT-II

- 4. Differentiate between Maslow's need hierarchy theory and Hertzberg's Two factor theory. [10]
- 5. What is an attitude ? Discuss the attitude model to understand how attitudes influence the purchase decision. [10]

UNIT-III

- 6. Analyse the stages of consumer decision-making. [10]

- 7. Highlight the major difference between individual buying and organisational buying. Which factors influence organisational buying and why ? [10]

UNIT-IV

- 8. Explain the variety of consumer buying exhibited, depending upon different situations. [10]
- 9. Write briefly on : [2x5=10]
 - (a) Branding
 - (b) PLC

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Question Paper Code : 1736

B.B.A. (Semester-II) Examination, 2018

ENVIRONMENTAL STUDIES

[BBA-204]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each Unit.

1. Briefly discuss the following with reference to Environmental Studies : [3×10=30]

- (a) Ecosystem
- (b) Genetic Bio-diversity
- (c) Food web
- (d) Habitat Ecology
- (e) Acid Rain
- (f) Wild Life Protection Act, 1972
- (g) In- situ Conservation

- (h) Function of CPCB
- (i) Waste Management
- (j) Ethical values of Environment Studies

UNIT-I

- 2. What is meant by 'Environment' ? Explain the scope of Environment Studies. [10]
- 3. What is Bio-diversity ? Explain in brief Genetic and species and Diversity. [10]

UNIT-II

- 4. Discuss the role of individual in prevention of pollution. [10]
- 5. Explain the following : [5×2=10]
 - (a) The wild life sanctuaries of India.
 - (b) The role of NGO's in the prevention of Environment.

UNIT-III

- 6. Discuss the various types of Environmental Pollution in brief. [10]

- 7. Explain briefly : [5×2=10]
 - (a) Thermal pollution
 - (b) Land Management

UNIT-IV

- 8. Explain the salient features of the water (Prevention and control of Pollution) Act, 1974. [10]
- 9. Explain the salient features of the Environment (Protection) Act, 1986. [10]

----- x -----

payment being due at the end of 6 years. Find the present value of Mr. Amit right at 6% effective. [10]

UNIT-IV

8. XYZ Company has been growing at a rate of 18% per year in recent years. The abnormal growth is expected to continue for another 4 years, then it is likely to grow at a normal rate of 6%. The required rate of return of the investors is 12% and the dividend paid per share last year was Rs. 3. At what price, would the investor be ready to purchase the shares of this company now and at the end of the years 1, 2, 3 and 4 respectively ? [10]
9. Mri Sunil has the following securities. Find out the value of the portfolio, if the yield is 12% appropriate for these bonds : [10]

Bonds	Number	Maturity	Redemption
1. 11% Bonds (Rs. 100 each)	100	5 years	At par
2. 9% Bonds (Rs. 1,000 each)	10	3 years	At par
3. 12% Bonds	100	4 years	At par

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Question Paper Code : 1737

BBA (Semester-II) Examination, 2018

FINANCIAL MATHEMATICS

[BBA-205]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit. Use of simple calculator is permitted. The candidate are required to answer in serial order only.

1. Answer the following questions : [3x10=30]
- (a) Differentiate between Nominal and Effective Interest Rate.
 - (b) Calculate the amount at 6% simple interest of Rs. 1,200 in 9 months.
 - (c) Find the present value of Rs. 1,500 in 7 years having a discount rate of 15%.
 - (d) What is the relevance of Time value of Money in Financial decision-making ?

- (e) What is the present value of Rs. 500 at the rate of interest of 5% per annum payable 5 years hence ?
- (f) Distinguish between Annuity Due and Deferred Annuity.
- (g) Explain Perpetuity.
- (h) Explain yield to Maturity.
- (i) Find the value of equity share if :
Dividend is 20% on the equity share of face value of Rs. 100 each and required rate of return of the investor is 15%.
- (j) What do you understand by the terms 'Par Value' and 'Coupon Rate' in case of bond valuation ?

UNIT-I

2. A certain amount of money was invested at 6% simple interest and after 9 months an equal amount was invested at 8% simple interest. Find the period in which the amount in each case becomes Rs. 49,000. How much money was invested in each cases ? [10]
3. Find the effective rate of interest equivalent to the nominal rate 9% converted : [10]
1737/2500 (2) [P.T.O.]

- (i) Monthly
- (ii) Semi-Annually
- (iii) Continuously

UNIT-II

4. (a) How the rate of discount and rate of interest is related ? [5]
(b) What is the present value of Rs. 4,000 payable at the end of 7 years at 5% rate of discount, convertible continuously ? [5]
5. A debt of Rs. 5,000 due in 05 years is to be repaid by a payment of Rs. 2,000 now and a second payment at the end of 6 years. How much should be the second payment if the rate of interest is 6% compounded quarterly ? [10]

UNIT-III

6. Calculate the present values of an annuity of Rs. 400 payable at the end of every month, if the first payment is made at the end of 3.5 years and last at the end of 7 years and money is worth 12% per annum compounded monthly. [10]
7. Under a settlement of property Mr. Amit is entitled to receive Rs. 1,800 per annum and infinitum, the first

1737/2500 (3)

Question Paper Code : 1735

BBA (Semester-II) Examination, 2018

FOREIGN TRADE OF INDIA

[BBA-203]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **no. 1** is **compulsory**. Besides this, attempt **one** question from each Unit.

1. Write short notes on each of the following: [3x10=30]
- (a) Challenges of international trade
 - (b) Differences between internal trade and foreign trade
 - (c) Export Processing Zone (EPZ)
 - (d) Distinguish between BOP and BOT
 - (e) Objectives of UNCTAD
 - (f) Gross Barter terms of trade
 - (g) Functions of MMTC

- (h) Need for coastal trade
- (i) Salient features of trade policy 2015-20
- (j) Trade Related Intellectual Property Rights (TRIPS)

UNIT-I

- 2. While elaborating upon trade scenario in U.P., discuss the strength and weaknesses of state of Uttar Pradesh with respect to trade. [10]
- 3. Critically discuss comparative cost theory of international trade. [10]

UNIT-II

- 4. Discuss briefly history of Indian trade. Elaborate upon how Indian trade scenario has undergone changes since Independence. [10]
- 5. Mention important export and import items of India. Also detail about major import sources and export destinations of India. [10]

UNIT-III

- 6. What do you understand by protection ? Point out differences between free trade and protection. [10]

- 7. Detail about various important financial institutions playing key role in financing of Indian trade. [10]

UNIT-IV

- 8. Discuss the objectives of WTO. What benefits you see for developing countries being a member of WTO ?[10]
- 9. Elaborate upon various key components of BOP account of India. Suggest measures to correct Balance of Payment (BOP) deficit of a country. [10]

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Question Paper Code : 1738

BBA (Semester-II) Examination, 2018

INDIAN VALUE SYSTEM

[BBA-206]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write brief answers of the following questions : [3x10=30]
- (a) What are the primary functions of a family ?
 - (b) What are Maktabah and Madarasa ?
 - (c) Enumerate the functions of social institutions ?
 - (d) Importance of Takshashila (Taxila) university.
 - (e) Significance of the purushartha of 'Artha'.
 - (f) Factors influencing decision-making in case of Ethical Dilemma.
 - (g) Comment on the Indian value of 'Atithi Devo Bhavah'.
 - (h) Banking function of a Shreni.
 - (i) Concept of 'Niyama' i.e. personal disciplines in Ashtang Yog.

- (j) What do you understand by 'Holistic Management Attitude' ?

UNIT-I

2. What are the salient features of education in Medieval India ? Comment on the status of education for Hindu and Muslim women. [5+5=10]
3. Throw light on the recent changes in any one social institution of your choice. [10]

UNIT-II

4. Define Varna Vyavastha and Caste System. Elaborate on the salient features of the caste system. [4+6=10]
5. Discuss Ashram Vyavastha in detail and explain the significance of each stage in the life of an individual. [5+5=10]

UNIT-III

6. What was the law relating to witnesses in Ancient India ? Elaborate on the qualifications of a witness. [5+5=10]
7. What would you do and why in each of the given scenarios ? You have to explain your chosen action in the light of ethical behaviour : [3+4+3=10]
- (a) At your job, the new version of Microsoft Excel computer program is installed on your computer.

Several weeks later, a friend says he would like to have a copy of Excel and asks you to make a copy for him. Do you make a copy ? Why or why not ?

- (b) A supplier sends a basket of expensive food items to your home during the holidays with a card : 'We hope you and your family enjoy the goodies'. Accepting gifts from suppliers is against company policy. What actions might you want to take ?
- (c) As the HR Manager of your company, you are responsible for a recruitment drive. Your best friend's brother is an applicant and she has asked you for some tips to help him crack the written and interview rounds. Would you help her ? Why or why not ?

UNIT-IV

8. Comment on the trends in the socio-economic structure of the Indian society which led to the disintegration of the Jajmani system. [10]
9. Meditation and Yog are becoming increasingly relevant today. Why do you think this is happening and how according to you can meditation and yog help in managing one's life better ? [5+5=10]

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Roll No.....

BBA-II Sem.

18043

B.B.A. Examination, May-2018

Business Environment

(BBA-205)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3x5=15

1. What do you mean by 'Fiscal Policy'?

P.T.O.

2. Explain the term 'Socialism'.
3. Explain the term 'Export-Expansion'.
4. What is 'Special Economic Zone '(SEZ)?
5. What is 'Intellectual Property Rights'?

Section - B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

7½ x 2 = 15

6. What are the key functions of Export Promotion Organisations (EPOs)?
7. Discuss the pros and cons of dumping?
8. Give a brief account of the export processing zones.

18043\2

Section-C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail.

15×3=45

9. Write an essay on the concept of Social Responsibilities of Business.
10. "Public Sector and Private Sector both are the key wheels of Indian economy". Comment.
11. Explain the main features of current Industrial Policy of India.
12. What are the objectives and types of assistance provided by the Exim Bank of India.

1804313

P.T.O.

13. Examine the drawbacks in the functioning of WTO.

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Roll No.

BBA- II Sem.

18048

B.B.A. Examination, May 2018

Business Statistics

(BBA-204)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the five questions of this section. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3 x 5 = 15

1. "Statistics are numerical statements of facts, but all facts numerically stated are not statistics". Discuss and point out briefly.

P.T.O.

2. If Mode and Arithmetic Mean are 30 and 33, calculate the Median in a moderately symmetrical distribution.
3. In which condition, there is only one regression line?
4. If $b_{xy} = -.4$ and $b_{yx} = -.9$, then find r.
5. What is meant by Standard Error of the Mean.

Section-B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

$7\frac{1}{2} \times 2 = 15$

6. What is Sampling? What are the objectives of sampling? Distinguish between 'Parameter' and 'Statistics'.
7. When does a binomial distribution tends to become a Normal and Poisson distribution?

18048/2

8. If Median, Mean and coefficient of Skewness for a certain distribution are respectively 80,86 and 0.42. Calculate coefficient of variation and variance.

Section-C

(Detailed Answer Questions)

Note : This section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. The number of runs scored by two batsmen Sahbag and Dhoni in different innings is as follows :

Sahbag	12	115	6	73	7	19	119	36	84	29
Dhoni	47	12	76	42	4	51	37	48	13	0

Who is better run getter? Who is more consistent?

10. What do you mean by dispersion? How is it measured? Distinguish clearly between dispersion and skewness.

18048\3

P.T.O.

11. (i) In a game, cards are thoroughly shuffled and distributed equally among four players. What is the probability that a specific player gets all the four kings?
 (ii) In how many ways can four differently coloured bulbs be arranged in a row?
12. Fit a straight line trend by the method of least squares to the following data :

Year	Production ('000 Qnt)
2001	80
2002	90
2003	92
2004	83
2005	94
2006	99
2007	92

Show the above series and the trend on the graph paper.

13. What do you mean by correlation? Distinguish between positive and negative correlation. What are different methods of studying correlation?

18048\4

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Roll No.

BBA- II Sem.

18045

B.B.A. Examination, May-2018

Indian Economy

(BBA-203)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

1. Define the term 'Economic Growth'.
2. Explain the concept of 'Population Explosion'.

P.T.O.

3. What is meant by 'Entrepreneurial Sector'?
4. Explain the term 'Economic Resources'.
5. What do you mean by 'Small Scale Industries'?

Section-B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

7½×2=15

6. "Economic planning is the key for the development of a country". Comment.
7. Write down the latest Indian government incentives relating to agriculture sector.

18045\2

8. "Population explosion creates the problem of urbanisation". Comment.

Section-C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail.

15×3=45

9. "The Economic development is directly affected with population explosion". Are you agree with this statement? Comment critically.
10. "Large scale and small scale industries are necessary for the balanced economic development of a country". Comment critically.

1804513

P.T.O.

11. Discuss the key problems and prospects of Cotton and Textile Industry of India.
12. Explain the main features of current five year plan of India.
13. "Financial Institutions are failed in solving the financial problems of Indian Industries". Comment critically.

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(Printed Pages 4)

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Roll No.....

BBA-II Sem.

18047

B.B.A. Examination, May-2018

Organization Behaviour

(BBA-201)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. What do you mean by Group dynamics?

P.T.O.

2. What is meant by Quality circle?
3. Explain the term Grapevine.
4. Explain the term Sensitivity Training.
5. What is Morale?

Section - B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Distinguish between 'Power' and 'Authority'.
7. "Communication is sharing of Understanding". Comment.
8. "Performance depends 20% on intelligence and 80% on emotional intelligence". Elaborate.

18047\2

Section-C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. What are some of the major challenges facing to-day's organisation and management? Briefly describe these developments.
10. Enumerate the assumption of McGregor's Theory x and theory y. Which one, in your opinion, is applicable in India?
11. What are the barriers to Communication? How can these be overcome?
12. What is meant by Organisational culture? Discuss the functions performed by Organisational culture.

13. What do you mean by Organisational politics? Why do organisational politics emerge? Discuss the measures to avoid organisational politics.

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Roll No.....

BBA-II Sem.

18046

B.B.A. Examination, May-2018

PRINCIPLES OF ACCOUNTING

(BBA-206)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions. The use of calculator is allowed.

Section-A

(Very Short Answer Questions)

Note : Attempt all the five questions of this section. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3x5=15

P.T.O.

1. What is goodwill? What are the methods of valuation of goodwill? 3
2. What is instalment payment system? 3
3. What do you mean by Royalty? 3
4. Distinguish between branch and department. 3
5. What do you mean by consignment? 3

Section - B

(Short Answer Questions)

Note : This section contains three questions, attempt any two questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

7½x2=15

6. How does a partner retires from the firm? How is the amount payable to the retiring partner calculated? 7½
7. Discuss Accounting of Non-Trading Institutions. Give a specimen of Receipts and Pay-

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ment Account.

7½

8. Output of a company are as follows :

Year	I	II	III	IV
Production (in tons)	4,000	6,000	24,000	20,000

Rate of Royalty is 1.50 per ton. Minimum Rent is Rs. 15,000 per year. Short working can be recouped during first four years of lease. Prepare analysis table and land lord account.

7½

Section-C

(Detailed Answer Questions)

Note : This section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail.

15×3=45

9. What accounting standard issued by the In-

18046\3

P.T.O.

stitute of Chartered Accounts of India. Explain any five. 15

10. Explain the difference between Hire purchase system and instalment payment system. Give journal entries in the books of Hire Purchaser under Hire purchase system. 15

11. A limited purchased a machine for cash Price of Rs. 48,000 from B Limited on instalment payment system on 1st January 2009. Its payment was made as follows : An amount of Rs. 14000 was paid on delivery and the balance was to be paid in three instalments of Rs. 14,000 each at the end of each year. Vendor charges 10% per annum interest on yearly balances. Prepare necessary accounts in the books of A Limited. 15

12. Show what entries would be passed in Head

18046\4

Office books to record the following transactions, Head Office closes its accounts on 31st December :

- (i) Goods amounted to Rs. 500 transferred from Calcutta Branch to Meerut Branch.
- (ii) Depreciation of Meerut Branch Fixed Assets Rs. 1000 which such accounts are opened in the Head Office books.
- (iii) A remittance of Rs.3000 made by the Meerut Branch to Head Office on 26th December and received by H.O. on 4th January.
- (iv) Goods amounting to Rs. 5,000 sent by the Head Office to Meerut Branch on 20th December and received by the branch on 15th January.

(v) The Calcutta branch collected Rs. 2000 from a customer of the Head Office.

15

13. A, B and C are partners sharing profits and losses as to 2:2:1. Their Balance sheet as on 30th September, 2017 is as follows :

Liabilities	Rs.	Assets	Rs.
Sundry creditors	4,000	Bank	5,000
Capital A/c		Debtors	4,000
A 20,000		Stock	15,000
B 10,000		Furniture	2,000
C 7,000	37,000	Machinery	15,000
	41,000		41,000

They decided to dissolve the firm. The assets realised as follows :

Machinery Rs. 16,100, furniture Rs. 1,000, stock Rs. 14,000, Debtors Rs. 3,500, creditors are paid at a discount of 5%. A agreed

18046\6

18046\5

P.T.O.

to bear all the realisation expenses for which he was remunerated Rs. 1,200. Actual expenses amounted to Rs. 2000 which was withdrawn by him from the firm. There was unrecorded asset of Rs. 500 which was taken over by B, for Rs. 400. Prepare: 15

- (1) Realisation A/c
- (2) Partner's capital A/c
- (3) Bank Account.