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07/06/24

END SEMESTER EXAMINATION, JUNE- 2024**B. B. A. Semester - II****Course Name: Business Communication****Course Code: BBA203****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(10 x 02 = 20 Marks)
a.	Which of the following is not a type of business communication? a) Verbal b) Non-verbal c) Visual d) Personal		CO1
b.	What is the purpose of feedback in communication? a) To express emotions b) To improve understanding c) To interrupt the conversation d) To establish authority		CO1
c.	Which of the following is not a barrier to effective communication? a) Language differences b) Cultural diversity c) Active listening d) Noise interference		CO1
d.	Which of the following is not a characteristic of effective business writing? a) Clarity b) Brevity c) Complexity d) Correctness		CO1
e.	In business writing, it is acceptable to use complex language and jargon to demonstrate expertise. True/False		CO1
f.	Downward communication flows from lower-level employees to higher-level management True/False		CO1
g.	Kinesics refers to the study of facial expressions only. True/False		CO2
h.	Proxemics examines how people use space and distance in communication. True/False		CO2
i.	Mention any two examples of corporate communications.		CO2
j.	The supervisor of the production unit of a company needs some immediate clarification from his/her manager on a proposal he/she has to submit. What type of communication is this?		CO2

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Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.			(5x4 = 20 Marks)
a.	Differentiate between report and proposal		CO2
b.	Define business communication and explain its importance in the corporate world		CO2
c.	As a student what are the problems which you face while reading?		CO2
d.	What are the different types of business communication? Provide examples for each type		CO3
e.	Discuss the role of non-verbal communication in business interactions		CO3
f.	Explain the concept of active listening and its significance in effective communication		CO3
g.	How does technology influence modern business communication practices?		CO3
Q.3 STRUCTURED QUESTIONS – Attempt any Three.			(3*10 = 30 Marks)
a.	Explain the communication process model and its key components. How does understanding the communication process help individuals and organizations improve their communication skills?		CO3
b.	Outline the steps involved in planning and delivering an effective business presentation. What are the key factors to consider to ensure that the presentation is engaging and informative?		CO3
c.	Discuss the main contents of a long formal report with a suitable example.		CO4
d.	Analyze why cross-cultural communication is necessary in the context of business.		CO4
Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.			(2*15 = 30 Marks)
a	General Manager of Vasudha appliances, Pune is concerned about the wastage of paper in almost all section of the company. Draft a notice signed by him to all employees asking them to avoid such wastage.		CO5
b	You bought a TV from the showroom of Sony in Dehradun. But the TV screen has a scratch. Write a letter to the Sony customer care requesting them to replace the TV.		CO5
c	As collection manager of Vasudeva enterprises, Jaipur write a letter to Sri Nath stores, Delhi against whom a bill for Rs. 2,00,000 has been lying outstanding for the last one year. The payment has not been made after two reminders. Inform them if the payment is not made within the next one month, the company will be forced to take strict action.		CO5

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END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - II

Course Name: Organisational Behaviour

Course Code: BBA204

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.

(10x 02 = 20 Marks)

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|--|------|
| a. Define the term change Management . | CO-2 |
| b. Explain the term Values. | CO-1 |
| c. What do you understand by the term employee's turnover? | CO-2 |
| d. Explain the scope of Organizational Behaviour . | CO-1 |
| e. What is the meaning of attitude in OB? | CO-1 |
| f. Define the term Organisation. | CO-1 |
| g. What is negative Motivation? | CO-2 |
| h. Define concept of Organization design. | CO-2 |
| i. Define Leadership . | CO-1 |
| j. Explain the term Conflicts . | CO-1 |

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(5x4 = 20 Marks)

- | | |
|---|------|
| a. Analyze the importance of teamwork in Organisation. | CO-3 |
| b. What do you understand by the different levels of Organisation Behaviour.? | CO-4 |
| c. Examine the role of negotiation in the workplace. | CO-3 |
| d. Evaluate the emerging trends in Organisation Behaviour. | CO-4 |
| e. Explain the importance of interpersonal communication. | CO-3 |
| f. What is the meaning of Group Dynamics? | CO-4 |
| g. Explain the term hanging profiles of workforce in the context of modern organisations. | CO-3 |

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- | | |
|--|------|
| a. Examine the concepts of Personality. Also, explain any two theories of personality. | CO-3 |
| b. What do you understand by the term Organization Structure and its elements. | CO-4 |
| c. Critically evaluate the importance of leadership in the organisation and explain the need of democratic leadership in the organisation. | CO-3 |
| d. Discuss the importance of diversity management in today's organizations and explain how it can enhance organizational performance. | CO-4 |

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Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.

(2x15 = 30 Marks)

- a. XYZ International is a leading player in the pharmaceutical industry, with headquarters in the United States and subsidiaries in various countries worldwide. The company prides itself on its commitment to diversity and inclusion, recognizing the value of harnessing different perspectives and cultural insights to drive innovation and growth.

However, recent organizational assessments have revealed growing concerns regarding cultural tensions and communication barriers within the workforce. These tensions have manifested in various forms, including misinterpretations, conflicts, and difficulties in collaboration across teams with different cultural backgrounds.

Question: Being the head of the company what strategies will you design to solve the current Organisational related challenges.

CO-5

- b. Let us examine the problem faced by Mr. Nataraj, Regional Manager of Alpha Pvt. Ltd. Alpha makes and distributes products from more than 10 international pharmaceutical and health care companies. Mr. Nataraj is responsible for managing existing clients and also to get new clients. He manages a number of sales representatives. Important customers have a dedicated sales representatives, while other sales representatives try to get new clients. One day an important customer (Good Health Hospital) called Mr. Nataraj and complained that Mr. Bhavan (the sales representative) was ineffective and insisted he be removed, or else they would not give any business. Here are Mr. Nataraj's thoughts:

- The track record of Mr. Bhavan was good and he was liked within the company. Dismissing him or even transferring him to a new region will affect the morale of the work force. • Good health hospitals is a major customer and gives good business losing the hospital is not an option. Therefore the demands of the hospital have to be met.

- **Question:** If you were Mr. Nataraj, how will you solve this issue?

CO-4

- c. • In The Workplace: Brian is now a manager of service technicians for a large security company that provides security equipment and alarm systems for banks, hotels, and industrial firms. His department must work closely with salespeople, system design specialists, clerical staff, and maintenance personnel. Brian is having trouble convincing his technicians that they are part of the team. Sometimes they don't listen to the advice of the salespeople, clerical staff, or each other, which results in miscommunication and frustration.
- What strategies in this case could help create a solid team?

CO-5

END SEMESTER EXAMINATION, JUNE- 2024**B. B. A. Semester - II****Course Name: Business Statistics****Course Code: BBA202****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.					(10x2 = 20 Marks)		
	a.	What is statistics?						(CO 1)	
	b.	What is primary data.						(CO 1)	
	c.	Define ordinal scale.						(CO 1)	
	d.	What are index numbers?						(CO 1)	
	e.	Explain main limitations of statistics.						(CO 1)	
	f.	What are different types of correlation?						(CO 1)	
	g.	Define frequency.						(CO 1)	
	h.	List the four measure of variability or dispersion.						(CO 1)	
	i.	What is interpolation?						(CO 1)	
	j.	Explain change of origin concept.						(CO 1)	
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.					(5x4 = 20 Marks)		
	a.	Discuss geometric and harmonic mean and clearly explain their uses.						(CO 2)	
	b.	Differentiate between correlation and regression.						(CO 2)	
	c.	Clearly explain the functions and limitations of statistics in the field of business.						(CO 2)	
	d.	“Index numbers are devices for measuring differences in the magnitude of a group of related variables “Discuss this statement and point out the important uses of index numbers.						(CO 4)	
	e.	Prepare a frequency table for the following reported weights (in kg) 40 individuals. 47,50,79,45,46,80,82,72,75,74,57,69,65,52,55,60,64,73,61,60,71,70,68,68,65,55,59,61,60,66,54,70,62,53,65,56,52,72,67,58						(CO 3)	
	f.	The following table gives the lifetime of 400 neon lamps. Draw the histogram for the below data.							
		Lifetime (in hours)	300– 400	400– 500	500– 600	600– 700	700– 800	800– 900	(CO 3)
		Lamps	14	56	60	86	74	62	
	g.	Explain with suitable example the term ‘dispersion’. Mention some common measures of dispersion and describe the one which you think to be the most important of them.						(CO 4)	

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-2-

Q.3		STRUCTURED QUESTIONS – Attempt any Three.							(3x10 = 30 Marks)			
a.	Calculate the standard deviation of the following data.									(CO 4)		
	Class	1-3	3-5	5-7	7-9	9-11	11-13	13-5				
	Frequency	2	4	6	8	10	12	14				
b.	Calculate quartile deviation for the following dataset:									(CO 4)		
	Wages (Rs.) Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80			
	No of workers (f)	20	45	85	160	70	55	35	30			
c.	From the following data calculate price index number for 2010 with 2020 as a base year by using (a) Laspeyre's method, (b) Paasche's method, (c) Fisher's ideal method.									(CO 6)		
	Commodity	Price (2010)	Quantity (2010)	Price (2020)	Quantity (2020)							
	A	6	50	10	56							
	B	2	100	2	120							
	C	4	60	6	60							
	D	10	30	12	24							
	E	8	40	12	36							
d.	Find out the harmonic mean of the following distribution									(CO 3)		
	Age in years	50	51	52	53	54	55					
	No of persons	2	4	10	6	2	2					
Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any Two.							(2x15 = 30 Marks)			
a.	The mean age of a group of 100 persons was found to be 32.02. Later it was discovered that the age 57 was misread the 27. Find the correct mean.									(CO 5)		
b.	From the given data find two regression lines.									(CO 6)		
	x	25	28	35	32	31	36	29	38		34	32
	y	43	46	49	41	36	32	31	30		33	39
c.	Calculate Karl Pearson's correlation coefficient for the following paired data.									(CO 5)		
	x	28	41	40	38	35	33	40	32		36	33
	y	23	34	33	34	30	36	28	31		36	38

Enrol. No.

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END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - II

Course Name: Cost Management Accounting

Course Code: BBA204

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 Attempt all questions (CO1,2)

(10x02=20Marks)

State whether each of the following statement is *True* or *False*

- a. Idle labor hours would reduce the revenues.
- b. Sales budget is the most important budget.
- c. Ratio Analysis technique is the only method to evaluate business performance.
- d. While computing current ratios, stock has to be considered.
- e. Fixed cost changes with the level of output.
- f. Excess of actual cost over the standard cost is a sign of favorable cost variance.
- g. Variable cost is fixed per unit.
- h. An increase in contribution per unit improves P/V ratio.
- i. Financial expenses always become a part of cost statements.
- j. Margin of Safety and Profits are the same concept.

Q.2 Attempt any *five* questions (CO3,4)

(5x4=20Marks)

- a. What is prime cost?
- b. Write down the names of any four types of budgets.
- c. Discuss at least two methods to improve P/V Ratio.
- d. Discuss the types of material cost variances.
- e. Discuss the term idle time.
- f. How contribution per unit is derived?
- g. Write down the names of five types ratios to evaluate business performance.

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(3x10=30Marks)

Q.3 Attempt any *three* questions (CO 4,5)

- Prepare a Performa of cost sheet.
- Explain budgeting and budgetary control.
- Discuss the application of ratio analysis technique in managerial decision making.
- Distinguish between financial accounting and management accounting.

Q.4 Attempt any *two* questions (CO5,6)

(2x15=30Marks)

- Discuss the nature scope and significance of Management Accounting in short term decision making. Draw the chart describing the elements of cost.
- You are required to complete the table given below and highlight the BEP

S=Rs.200, V= Rs. 100 & F= Rs. 100000						
Q	SQ	VQ	F	CQ	VQ+F	CQ-F
0						
250						
500						
750						
1000						
1250						
1500						
1750						
2000						

- You have been provided with the following data:

Year	Sales	Profit
2015	60000	4000
2016	70000	6500

Compute:

- P/V ratio.
- B.E. Point.
- Profit when sales are Rs.90000.
- Sales required earning a profit of Rs.6000.
- Margin of safety in the year 2016.

12 JUNE, 2024

Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - II

Course Name: English

Course Code: BBA206

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.		(10x 2 = 20 Marks)
a.	Define skimming.	CO1
b.	What is inferring in reading?	CO1
c.	Explain scanning.	CO1
d.	What do you understand by phonation?	CO1
e.	Explain appreciative listening.	CO1
f.	Use appropriate preposition: i. The cat jumped _____ the box. (into/ at) ii. We went swimming _____ the lake. (for/in)	CO2
g.	Write antonym of given words. (i) Hazard (ii) Monster	CO2
h.	Write synonyms of given words. (i) Nervous (ii) Juvenile	CO2
i.	Use appropriate article . i. He found _____ book he was looking for under _____ table. ii. elephant is _____ largest land animal.	CO2
j.	Change the active voice sentences into passive voice. i. People speak English ii. They have sold the old car	CO2
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.		(5x4 = 20 Marks)
a.	Discuss the importance of reading in academic and professional sphere.	CO3
b.	Analyze the importance of good speaking skills in communication.	CO3
c.	Count and break syllables in the given words. (i) Hunter (ii) Betterment	CO3
d.	What is the narrative approach in writing?	CO3
e.	Examine the difference between listening and hearing. Give examples.	CO4
f.	Analyze the barriers of listening in detail.	CO4
g.	Examine, how better speaking skills lead to leaderships?	CO4
Q.3 STRUCTURED QUESTIONS – Attempt any Three.		(3x10 = 30 Marks)
a.	Enumerate all three systems of human body which play the ultimate role in sound production.	CO5
b.	Delineate the nature of extensive reading in detail.	CO5
c.	Analyze the significance of proper thought orientation while writing a descriptive paragraph.	CO4
d.	Evaluate the function of vocal cord in sound production.	CO5
Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.		(2x15 = 30 Marks)
a.	Evaluate below given words and classify their consonant sounds as per their articulatory organs: (i) Disaster (ii) Prolific (iii) Intermediate	CO5
b.	As a student representative, write a letter to the school principal proposing the introduction of a new extracurricular activity to enhance student engagement and skill development.	CO6
c.	Write a narrative paragraph about a memorable journey you took, highlighting the places you visited, the people you met, and the experiences you had along the way.	CO6

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END SEMESTER EXAMINATION, JUNE- 2024**B. B. A. Semester – II/ B. Com. (Hons.) Semester - II****Course Name: Macro Economics****Course Code: BBA205/BCM205****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	WRITE SHORT NOTES ON THE FOLLOWING – Attempt All. (10x2 = 20 Marks)
a.	Income (CO 1)
b.	Aggregate Price Level (CO 1)
c.	Transfer Payment (CO 1)
d.	Final product method (CO 1)
e.	Double counting (CO 1)
f.	Consumer Price Index (CO 1)
g.	Recession (CO 1)
h.	Standard of deferred payment (CO 1)
i.	Purchasing power (CO 1)
j.	Price Stability (CO 1)
Q.2	COMMENT ON FOLLOWING STATEMENTS – Attempt any Five. (5x4 = 20 Marks)
a.	Macro economics deals only with the problem of developed countries. (CO 2)
b.	Firm's profitability can increase if there is increase in government's deficit. (CO 2)
c.	National income is sum total of all goods and services produced in a country in a given year (CO 2)
d.	Trade cycle is the result of variations in industrial activity and influences industrial segment. (CO 2)
e.	Inflation is the result of price rise. (CO 2)
f.	The purpose of fiscal policy is to generate public revenue. (CO 2)
g.	Different methods of computation of national income provides similar results of national income estimates (CO 2)
Q.3	STRUCTURED QUESTIONS – Attempt any Three. (3x10 = 30 Marks)
a.	Why is it necessary to study Macroeconomics? How it helps in policy formulation (CO 3)
b.	Explain national income is an estimation of only the monetary value of goods and services produced in an economy. (CO 3)
c.	How economy varies because of influence of trade cycle. State the important symptoms of recession and revival. (CO 4)
d.	In how many ways inflation can be classified? State the features of important types of inflation. (CO 4)
Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two. (2x15 = 30 Marks)
a.	Identify the different methods involved in measurement of national income of a less developed country. What measures can be taken to improve the quality of national income statistics? (CO 5)
b.	An E& Y enterprise is a big company of a state and gives huge employment to the people of the state. More than 70% of working group of that state are employee of E& Y enterprise. Assume everybody who work in a company E& Y receives \$1,000 salary as their income. They save 50% (\$500) and spend the rest (\$500). This means everybody is spending \$500, which supports demand for products, which in turn creates jobs, encourages entrepreneurship, and generates tax revenue for the government of that state. Now let's assume that everybody decides they need to save more for retirement. They start saving \$750 of their \$1,000 and spending only \$250. Suddenly. So what will happen if everyone stars saving \$ 750? (CO 5)
c.	In the city, Malegaon, Mr. Aniket was started his small business with available resources i.e. material, machine, money, method, man. After completing one year of his business, he was confused about contribution or counting of national income. Whether his business income is a part of national income or not? (CO 5)

03/06/2024

Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024**B. B. A. Semester - II****Course Name: Business Environment Analysis****Course Code: BBA201****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.		(2x10 = 20 Marks)
a.	Global warming and its reasons.	CO1,2
b.	TRIPS and WTO.	CO1,2
c.	Multinational corporation. MNC	CO2
d.	Differentiate between goods and services with examples.	CO1,2
e.	Balance of payment(BOP)	CO1
f.	Business environment analysis.	CO1,2
g.	Licensing policy in India.	CO1,2
h.	Fiscal policy of India	CO2
i.	Research in Business.	CO1,2
j.	Micro environmental factor of business.	CO1,2
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.		(4x5 = 20 Marks)
a.	What is IMF? What are the objectives of IMF? How does it work for its members? Also tell the history of IMF formation.	CO2,3
b.	When in India new economic policy was introduced? In this view explain the concepts of LPG.	CO2,3
c.	What is Asian Developmental Bank? What are various objectives of ADB? How India can be benefited by ADB and its policies?	CO3
d.	Which is the law that is regulating and managing the foreign exchange in India?	CO2,3
e.	Give a detailed note on industrial policy of India .Mention the key provisions of each set of industrial policies.	CO2,3
f.	What is planning commission? What are various basis for economic planning of India?	CO2,3
g.	CSR is now abided by companies act too .What are the provisions for CSR as per the act?	CO1,2

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Q.3 STRUCTURED QUESTIONS – Attempt any Three.		(3x10 = 30 Marks)
a.	Explain the Intellectual property. Also tell what are various intellectual properties you have seen those can be protected under laws .Also tell various provisions known to you for each IP.	CO1,2,4,
b.	Consumerism is being supported by consumer protection act .In view of the statement given explain the roles and responsibility of consumer protection act in India. Also tell various forums available for complaints redressal.	CO1,2,3,4
c.	Competition act in India is an evolved version of MRTP act .What are various provisions for competition act in India? Also differentiate this with MRTP act and its various provisions.	CO1,2,4
d.	Define physical environment .What are various types of environmental pollution. Tell various reasons of each .Also explain what are the effects on the business processes of various pollution?	CO1,4
Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.		(2x15 = 30 Marks)
a	Imagine you are a business analyst tasked with conducting a SWOT analysis for a retail company planning international expansion. Outline the key internal factors (strengths and weaknesses) and external factors (opportunities and threats) that should be considered in this analysis. Discuss how each factor could impact the company's expansion strategy. Guidance for Answer: In your response, ensure to define SWOT analysis and provide specific examples relevant to the retail industry. Discuss the implications of each identified factor on the company's decision-making process for international expansion.	CO4,5
b	You are part of a consultancy team assigned to perform a PESTEL analysis for a technology start-up entering a new market segment. Describe the six key dimensions of the PESTEL framework and provide examples of political, economic, social, technological, environmental, and legal factors that could impact the success of the start-up's market entry strategy. Discuss how the findings from this analysis can inform strategic decision-making. Guidance for Answer: Explain the purpose and components of the PESTEL framework. Utilize specific examples relevant to the technology industry to illustrate each factor. Analyze the implications of these factors on the start-up's market entry and strategic planning.	CO4,5
c	A manufacturing company is conducting a strategic review using SWOT analysis to guide its future planning. Define SWOT analysis and provide examples of internal strengths, weaknesses, external opportunities, and threats relevant to the manufacturing sector. Explain how these factors can influence the company's strategic decisions and competitive positioning in the market. Guidance for Answer: Define SWOT analysis and its purpose in strategic planning. Apply the concept to the manufacturing industry by discussing industry-specific examples of strengths, weaknesses, opportunities, and threats. Evaluate the strategic implications of these factors on the company's operations and market positioning.	CO4,5,6
