

No. of Printed Pages : 03

Roll No.

C-501

Dual Degree BBA-MBA Management

EXAMINATION, Dec. 2019

(Third Semester)

(Main & Re-appear)

(BBA/MBA)

BBA201B/MBAD201

BUSINESS ETHICS

Time : 3 Hours

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(2-04/13) M-C-501

P.T.O.

Unit I

1. What do you understand by business ethics ? Discuss the factors influencing business ethics. Give suitable examples.
2. Discuss in detail Indian models of business ethics.

Unit II

3. To what extent would you concur with the statement that 'audits are not designed to detect frauds' ?
4. What is reputation management ? What does a reputation manager do ? Why there is a need of reputation management in firms ?

Unit III

5. Discuss the following :
 - (a) Ethics of conserving depletable resources
 - (b) Dimensions of pollution

6. Environmental regulations and processes of preservation are said to be costly. If you were to take a stance opposed to this line of thinking, what arguments you will put forward to rebut it ?

Unit IV

7. Critically examine the cross-cultural and cross-religious issues in business ethics. Give suitable examples.
8. Write short notes on the following :
 - (a) Ethical implications of technology
 - (b) Ethical dilemma regarding competitive intelligence.

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C-502

**Dual Degree B.B.A.-M.B.A. Management
EXAMINATION, Dec. 2019**

(Third Semester)

(Main & Re-appear)

(BBA/MBA)

BBA203B/MBAD203

MARKETING MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit.

(2-04/15) M-C-502

P.T.O.

Unit I

1. Define Marketing Management. Differentiate between Consumer Market and Industrial Market. 15
2. Write short notes on the following :
 - (a) Marketing Information System 7.5
 - (b) Marketing Mix. 7.5

Unit II

3. "Product positioning is the most important to build the product image." Comment. 15
4. What do you mean by consumer behaviour ? What are the factors affecting consumer behaviour ? 15

Unit III

5. Discuss the different stages of product life cycle. What are the strategies for different stages of product life-cycle ? 15

6. Write short notes on the following :

- (a) Packaging Decision 7.5
- (b) Product Mix. 7.5

Unit IV

7. Discuss channels of distribution. What are the factors affecting channel distribution ? 15
8. What are the various promotional tools available to marketers ? How the decision regarding promotion has been taken by marketer ? 15

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**Dual Degree B.B.A.-M.B.A. Management
EXAMINATION, Dec. 2019**

(Third Semester)

(Main & Re-appear)

(BBA/MBA)

BBA205B/MBAD205

PRODUCTION MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(2-04/17) M-C-503

P.T.O.

Unit I

1. (a) What is Production Management ? State its objectives and functions.
(b) Discuss the importance of plant location.
2. Explain different types of plant layout with suitable examples.

Unit II

3. What do you understand by production planning and control ? How does it help in the effective operation of a factory ? Also discuss importance of production planning and control.
4. What is ABC analysis ? Explain in detail with its advantages and disadvantages.

Unit III

5. (a) Enumerate the benefit of standardization with the help of some examples of companies. Discuss, how these companies benefited.
(b) Do you think standardization and simplification are similar ? Discuss.

6. Write short notes on the following :

- (a) Materials information system
- (b) Characteristics of material management.

Unit IV

7. Discuss in detail the objectives of stores management.
8. Write short notes on the following :
 - (a) Store layout
 - (b) Traffic and transportation management.

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**Dual Degree B.B.A.-M.B.A. Management
EXAMINATION, Dec. 2019**

(Third Semester)

(Main & Re-appear)

BBA/MBA

BBA207B/MBAD207

DATABASE MANAGEMENT SYSTEM

Time : 3 Hours]

[Maximum Marks : 50

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. State the difference between Data vs. Information and File-oriented system vs. Database system. 10
2. Write short notes on the following :
 - (a) Database Administrator 5
 - (b) Data Dictionary. 5

Unit II

3. Elaborate schemas, sub-schemas and instances with examples. 10
4. What are the various types of data models ? 10

Unit III

5. Define Database Security. Explain security threats and prevention methods. 10
6. Write a detailed note on distributed database. 10

Unit IV

7. Define data warehousing. Describe emerging database technology. 10
8. Write short notes on the following :
 - (a) Digital Libraries 5
 - (b) Mobile database. 5

Unit IV

7. The actual ratios of the company compared to industry standard are given below. Comment on each ratio and indicate the nature of action to be taken by company as per your judgement. 15

Ratio	Industry standard	Actual for the company
Current Ratio	1.80	1.60
Acid test Ratio	1.05	1.30
Debtors turnover Ratio	10 times	12 times
Debts Equity Ratio	2.5 : 1	1.90 : 1
Interest Coverage Ratio	6 times	8 times
Total Debts to Total Assets	7.5%	13%
P/E Ratio	10	17

8. What do you understand by schedule of change in working capital ? How is it prepared ? Differentiate schedule of change in working capital and fund from operation with the help of examples. 15

C-505

**Dual Degree B.B.A.-M.B.A. Management
EXAMINATION, Dec. 2019**

(Third Semester)

(Main & Re-appear)

BBA/MBA

BBA209B/MBAD209

COST AND MANAGEMENT ACCOUNTING

Time : 3 Hours

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Explain the pre-requisite of installation of costing system in an auto mobile company with its limitations. 15
2. What do you understand by cost, costing and cost accounting ? Describe the objectives of cost accounting and elements of cost in detail. 15

Unit II

3. Explain the following with numerical examples :
 - (a) Minimum level, Maximum level and Re-order level of Inventory
 - (b) Ordering and storing cost and EOQ model. 7½ each
4. Explain the following with examples and relevance :
 - (a) FIFO
 - (b) LIFO. 7½ each

Unit III

5. Explain the term B.E.P. and P/V Ratio with the help of examples. What are the managerial implications of B.E.P. and P/V Ratio ? Describe. 15
6. ABC Ltd. receives a special order from XYZ Ltd. for supply of 80,000 units of a product that usually sells for Rs. 10 per unit by ABC in the market. XYZ Ltd. offers Rs. 7.90 per unit for this product. ABC Ltd. incurs Rs. 6 per unit in variable costs to manufacture each item, plus Rs. 1.30 per unit for variable administrative cost. Total fixed cost for manufacturing is Rs. 3,00,000. Other fixed cost amounts to Rs. 1,40,000 per year. Productivity capacity is 4,20,000 units annually and sales volume through normal sales outlets will be about 3,20,000 units of this year. Write a decision on the advisability or otherwise of accepting the offer. 15