

No. of Printed Pages : 03

Roll No.

C-151

B.B.A. EXAMINATION, Dec. 2017

(Third Semester)

(Main/Re-appear)

(BBA)

BBA-201

COST ACCOUNTING

Time : 3 Hours]

[Maximum Marks : 70

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.

Unit I

1. "Cost Accounting is a branch of Financial Accounting and it has been evolved to do away the limitations of Financial Accounting and to meet the needs of Management." Comment on this statement. 14
2. Write short notes on the following :
 - (a) Types of Costing
 - (b) Installation of Costing System. 7+7=14

Unit II

3. A manufacturer's requirement for a raw material is 8,000 units per year. The ordering cost is Rs. 10 per order, while the carrying cost is 10% per year per unit of average inventory. For orders of less than 4,000 units, there is no discount on the purchase price of Re 1 per unit but a discount of 5% is available, if order for 4,000 units are placed and a discount of 10% for one single order of 8,000 units. Which of the three ways of purchase should the manufacturer adopt ? 14

4. Briefly explain the following :
 - (a) Danger level of Inventory
 - (b) Recorder level of Inventory
 - (c) Maximum level of Inventory. 4+5+5=14

Unit III

5. "Time keeping is the basic need in any factory." Explain this statement. Also mention the various methods of Time keeping. 14
6. Write short notes on the following :
 - (a) What is meant by machine hour rate ?
 - (b) Differentiate between allocation and apportionment of overheads. 7+7=14

Unit IV

7. Define Process Costing. Discuss the special features of Process Costing. Also distinguish between Job Costing and Process Costing. 14
8. Write short notes on the following :
 - (a) What is Job Order Costing ?
 - (b) Explain Batch Costing
 - (c) Define Contract Costing. 4+5+5=14

No. of Printed Pages : 03

Roll No.

C-152

B.B.A. EXAMINATION, Dec. 2017

(Third Semester)

(Main & Re-appear)

(BBA)

BBA-203

MARKETING MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 70

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. "Marketing is an inevitable part of any organization." Do you agree ? Justify your answer with suitable examples.
2. Differentiate between marketing and selling. Discuss the core concepts of marketing.

Unit II

3. What is the basis for market segmentation ? Describe the people oriented approach in segmentation.
4. Write short notes on the following :
 - (a) Consumer Behaviour
 - (b) Marketing Information System.

Unit III

5. What are the typical pricing objectives ? Describe the various internal and external forces that influence the pricing strategy of a firm.

6. Explain briefly the meaning and scope of product decisions ? What are the various product decisions ?

Unit IV

7. What is Physical distribution ? What channels of distribution would you select for marketing FMCG products ?
8. Discuss the role of personal selling and advertising in industrial products promotion.

No. of Printed Pages : 03

Roll No.

C-153

B.B.A. EXAMINATION, Dec. 2017

(Third Semester)

(Main & Re-appear)

(BBA)

BBA-205

CAPITAL MARKETS

28

Time : 3 Hours]

[Maximum Marks : 70

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.

(2-11/1) M-C-153

P.T.O.

Unit I

1. What do you understand by Capital Market ?
Explain its instruments. 14
2. Discuss the regulatory framework of capital market. 14

Unit II

3. Discuss the objectives, scope and functions of SEBI. 14
4. Discuss the nature of NIM (New Issue Market).
How does it differ from secondary market ? 14

Unit III

5. What do you understand by Dematerialisation ?
What are its advantages ? 14
6. Discuss the various instruments used in debt market and also differentiate between the primary and secondary segment of debt market. 14

Unit IV

7. What are the problems and prospects associated with the expansion of Mutual Industry in India ? 14
8. Write short notes on the following :
 - (a) Objectives of SIDBI
 - (b) Objectives and functions of ICICI. 7,7

8. A food processing company puts mango juice into cans advertised as containing 10 ounces of juice. For testing the quantity in each can, 20 random samples were taken (each sample having 4 cans). The respective weights obtained are shown in the following table :

	Sample Number									
Observation	1	2	3	4	5	6	7	8	9	10
I	10.15	10.10	10.08	10.12	10.08	10.20	10.15	10.13	10.09	10.06
II	10.12	10.08	10.15	10.17	10.13	10.16	10.19	10.23	10.08	10.10
III	10.13	10.08	10.17	10.11	10.15	10.14	10.23	10.14	10.18	10.24
IV	10.20	10.14	10.10	10.12	10.04	10.20	10.17	10.16	10.05	10.20

(For $n = 4$, $A_2 = 0.729$, $D_3 = 0$, $D_4 = 2.282$)

Construct the mean and range charts.

No. of Printed Pages : 04

Roll No. 1600803014

C-154

B.B.A. EXAMINATION, Dec. 2017

(Third Semester)

(Main & Re-appear)

(BBA)

BBA-207

PRODUCTION MANAGEMENT

Time : 3 Hours

[Maximum Marks : 70]

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 evolution and major short-term decision of production management.
2. What are the differences between products and services ? Elaborate the problems faced in taking long-term decisions in case of services.

Unit II

3. Discuss the significance of location decisions. Using suitable examples, explain the methods for evaluating different locations.
4. Differentiate between process layout and product layout. Why is process layout considered to be better suited for production to order systems ?

Unit III

5. Discuss in detail the objectives, elements and advantages of PPC.

6. Time taken (in minutes) by six operators in doing six jobs are given in the following matrix :

Jobs	Operators					
	A	B	C	D	E	F
1	31	62	29	42	15	41
2	12	19	39	55	71	40
3	17	29	50	41	22	22
4	35	40	38	42	27	33
5	19	30	29	16	20	23
6	72	30	30	50	41	20

Find an optimal solution to the problem.

Unit IV

7. Highlight the need for and types of inventories. Which are the costs associated with inventories ? How can these costs be controlled ?

No. of Printed Pages : 03

Roll No.

C-155

B.B.A. EXAMINATION, Dec. 2017

(Third Semester)

(Main & Re-appear)

(BBA)

BBA-209

DATA BASE 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.

(3-08/17)M-C-155

P.T.O.

Direct

Thue-9.30-10

43-44

12-5-12

42-8.9/-

12-12-12

Unit I

1. What is database management system ? What role does database administrator play in the management of a database system ?
2. (a) Differentiate the following :
 - (i) Data and information
 - (ii) Record and file.(b) What do you mean by the term 'data dictionary' ? Explain in brief its utility in database management system.

Unit II

3. (a) Briefly describe various levels of architecture of database system with the help of a diagram.
(b) Explain schema and subschema with the help of suitable examples.
4. Discuss network data model taking suitable example. What are its advantages and disadvantages ?

Unit III

5. (a) Discuss, how firewall prevents unauthorized access to the databases.
(b) Why do we need the recovery procedure in database system ?
6. What do you mean by distributed database ? Discuss the steps involved in designing such databases.

Unit IV

7. What is data mining ? How does it help business organizations to get a competitive edge over others ?
8. Explain any *two* of the following :
 - (a) Digital library
 - (b) Multimedia database
 - (c) Spatial database.