

No. of Printed Pages : 02

Roll No.

C501

B.B.A. EXAMINATION, 2020

(Third Semester)

(B Scheme) (Main & Re-appear)

(BBA)

BBA201B/MBAD201

BUSINESS ETHICS

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

(3-14/3) M-C501

P.T.O.

1. Explain the basic characteristics of business ethics. Why do we need ethics in business ?
2. Discuss the Indian models of business ethics. How are these different from the western model of business ethics ?
3. Define the term 'Reputation Management' ? Does a good reputation management protect against reputational damage ?
4. Explain the process of ethics audit. What are the benefits of ethics audit for an organisation ?
5. Explain the causes of resources depletion ? What are the consequences of resource depletion on business ?
6. What do you mean by global warming and how does it impact the business world ?
7. Discuss the cross culture religious issues. How these issues can be handled ethically ?
8. What is competitive intelligence ? Discuss the ethical dilemma regarding competitive intelligence.

No. of Printed Pages : 03

Roll No.

C502

B.B.A. EXAMINATION, 2020

(Third Semester)

(B Scheme) (Main & Re-appear)

(BBA)

BBA203B/MBAD203

MARKETING MANAGEMENT

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

1. Discuss the role and limitations of the external analysis phase of marketing planning.
2. Write notes on the following :
 - (a) Marketing Mix.
 - (b) Consumer market and Industrial market.
3. What are the advantages to understanding the customer's total experience with a product ?
4. How should customer preference and purchase behaviour change in perceived value increase or decrease ?
5. How could a business with an attractive product position achieve a lower market share ?
6. How does company's product line enhance both sales and profits ?

7. How should a business use the advertising carryover effect in evaluating the sales response and profitability of a marketing communication ?
8. How would you go about determining the profit impact of an alternative channel system ?

No. of Printed Pages : 03

Roll No.

C503

B.B.A. EXAMINATION, 2020

(Third Semester)

(B Scheme) (Main & Re-appear)

(BBA)

BBA205B/MBAD205

PRODUCTION MANAGEMENT

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

1. Define Production Management. Discuss its significance for organisations.
2. How do organisations decide about location of plant ? What are the major factors affecting plant location ?
3. What do you mean by Inventory ? What are different techniques for inventory control ?
4. Explain quality control procedure and also highlight its importance for organisations.
5. How does standardization lead to variety reduction ? Discuss the advantages and disadvantages of standardization.
6. What is the scope of materials management ? Discuss the various roles of material management in the context of its interface with material information system.

7. What are the objectives of codification and classification ? How are these significant for proper material management ?
8. Write short notes on the following :
 - (a) Stores Layout
 - (b) Traffic Management.

No. of Printed Pages : 03

Roll No.

C504

B. B. A. EXAMINATION, 2020

(Third Semester)

(B. Scheme) (Main & Re-appear)

BBA207B/MBAD207

DATABASE MANAGEMENT SYSTEM

(BBA)

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

(5-17/15)M-C504

P.T.O.

1. Compare and contrast file-oriented system *vs.* database system with examples.
2. Write short notes on the following :
 - (a) Database Administrator
 - (b) Data Dictionary.
3. Explain the architecture of database system.
4. Describe various types of data models with examples.
5. Define database security. Explain various security threats and security issues.
6. Elaborate various techniques of database security.
7. Define data warehousing. Describe various emerging database technologies with examples.

8. Write short notes on the following :
 - (a) Digital Libraries
 - (b) Mobile database.

No. of Printed Pages : 05

Roll No.

C505

**Bachelor of Business Administration
EXAMINATION, 2020**

(Third Semester)

(B Scheme) (Main & Re-appear)

(BBA)

BBA209B/MBAD209

COST AND MANAGEMENT ACCOUNTING

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

(5)M-C505

1

1. What is meant by cost accounting ? What are its objectives ? Explain the difference between financial and cost accounting.
2. Write short notes on the following :
 - (a) Which factors should be considered while installing a costing system in an organization. ?
 - (b) Importance of cost accounting.
3. What is meant by labour turnover ? What are its causes and suggest the measures to keep the labour turnover at low level ?
4. The following Information is extracted from the stores ledger :

Material Y

Particulars	Date	Quantity and Price
Opening Stock		Nil

Purchases : Jan. 1 100 @ ` 1 per Unit
 Jan. 20 100 @ ` 2 per Unit

Issues : Jan. 22 60 For Job M-16
 Jan. 23 60 For Job M-17

Complete the receipts and Issues valuation by adopting First in First out Method, Last in First out Method and the Average Method.

5. What is Management accounting and "Management accounting is concerned with accounting information that is useful to management" ? Explain the statement.
6. A manufacturer is producing a standard mix of 35,000 Units. Details are as follows :

Statements	Product A	Product B	Product C
Units Produced	15,000	10,000	10,000
Variable Cost (`)	44	66	72
Selling Price (`)	62.5	75	105

He Desires to change the Sales Mix as follows :

	Mix 1	Mix 2	Mix3
	Units	Units	Units
A	18,000	15,000	22,000
B	12,000	6,000	8,000
C	7,000	13,000	8,000
Total Units	37,000	34,000	38,000

Total Fixed Cost is 7,00,000.

Calculate the :

- (a) Comparative Profitability Statement of 3 Products.
 - (b) Recommendations for most profitable product-Mix.
7. Explain the utility of financial statement analysis to various parties interested in business.

8. The following Balance Sheet of a Ltd. Company was prepared on 31st December 2019 :

Liabilities	Amount (₹)	Assets	Amount (₹)
Share Capital	2,30,000	Land & Building	3,00,000
General Reserve	1,00,000	Plant & Machinery	1,80,000
Debentures	2,20,000	Debtors	1,90,000
P&L A/C	1,70,000	Cash in Hand	12,000
Creditors	1,30,000	Cash at Bank	1,88,000
Bills Payable	50,000	Preliminary Exp.	30,000

Sales During the Year 2019 amounted to 4,80,000.

Calculate :

- Fixed Assets Turnover Ratio
- Working Capital Turnover Ratio and
- Capital Turnover Ratio.

No. of Printed Pages : 03

Roll No.

C2

B. Tech. EXAMINATION, 2020

(Third Semester)

(B Scheme) (Re-appear Only)

(Common for All Branches)

GES201B

ENVIRONMENTAL STUDIES

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

- I. Discuss the multidisciplinary nature of environmental science and its importance. Discuss the need for public awareness on environment. **15**

2. Write short notes on the following :
 - (i) Hot spots of biodiversity
 - (ii) Endangered species of India
 - (iii) Disaster Management.
3. Discuss the structure and function of an ecosystem. Also discuss the energy flow in the ecosystem.
4. Describe in brief the following terms:
 - (i) Food Web
 - (ii) Mineral Resources
 - (iii) Soil Erosion.
 - (iv)
5. Describe the characteristics features, structure and functions of Aquatic ecosystem.
6. Write short notes on the following :
 - (i) Wasteland reclamation
 - (ii) Wildlife Protection Act
 - (iii) Rain water harvesting.
7. Define Pollution. Describe the causes, effects and control measures of air pollution.
8. (a) Discuss the role of information technology in maintaining healthy environment.
(b) Differentiate the renewable and non-renewable sources of energy.