



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

INTERNAL EXAMINATION : 2011

B.B.A. (Gen) SEM : III

MARKETING MANAGEMENT

DATE : 10/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

Q-1 (A) Define Marketing Management. Explain the philosophy of marketing in detail. [10]

(B) Write a brief note on product planning & significance. [05]

OR

Q-1 (A) Explain Product life cycle and also explain the strategies for introduction and maturity stage. [10]

(B) Explain any five core concepts of marketing with appropriate example. [05]

Q-2 (A) A manufacturer of electronic product want to launch a new product in market being a marketing manager advise him the steps he need to follow for launching new product. [10]

(B) What is Pricing ? Why pricing is most important element of marketing mix ? [05]

OR

Q-2 (A) Explain different methods of pricing in detail. [10]

(B) Write a note on product packaging. [05]

All the Best



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

FIRST INTERNAL EXAMINATION: 2011-12

B.B.A.-(GEN) (SEMESTER-III)

ORGANISATIONAL BEHAVIOUR

DATE : 11-10-2011

TOTAL MARKS: 30

TIME : 8:30 AM TO 9:30 AM

Q.1 [A] What is Organisational Behaviour? Explain the fundamental concept of Organisational Behaviour. [10]

[B] Differentiate between Perception and Sensation. [05]

OR

Q.1 [A] What is Learning? Explain classical conditioning and operant conditioning theory of learning. [10]

[B] Discuss the economic factors affecting Organisational Behaviour. [05]

Q.2 [A] Define Personality. What are its determinants? Explain. [10]

[B] Define the following terms: [05]

(i) Group

(iii) Group Dynamics

(ii) Group Cohesiveness

(iv) Group Norms

OR

Q.2 [A] Explain the types of group in brief and describe the factors affecting group cohesiveness. [10]

[B] Critically examine the Sigmund Freudian stages of personality development. [05]

All the Best



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INTERNAL EXAMINATION : 2011

B.B.A. (Gen) SEM : III

ECONOMIC ANALYSIS - I

DATE : 12/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

Q-1 What is price elasticity of demand ? Explain its main uses. [10]

OR

Q-1 What is cross elasticity of demand ? Explain its main uses. [10]

Q-2 What is demand forecasting ? Explain the non-statistical methods of demand forecasting ? [10]

OR

Q-2 (A) What is Iso-quant ? Explain its main properties. [05]

 (B) Explain the law of variable proportion. [05]

Q-3 Explain short run and long run equilibrium in perfect competition. [10]

OR

Q-3 Explain the laws of returns to scale. [10]

All the Best



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INTERNAL EXAMINATION : 2011

B.B.A. (Gen) SEM : III

EVENT MANAGEMENT

DATE : 13/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

Q-1 (A) Explain the concept of Event Management. Discuss the types of Events. [10]

(B) Write short note on : The Event Team. [05]

OR

Q-1 (A) Mr. Anil Ambani is planning for corporate meeting in which they will invite managers and directors of their industry. They require professional event manager for managing this event. Suppose, you are appointed as an event manager for this event. Which key factors you will consider for success of this event. Discuss in detail. [10]

(B) Write short note on : SWOT Analysis of event. [05]

Q-2 Write short notes on : (any three) [15]

1. Marketing of an Event and Marketing through events.
2. Event publicity.
3. The Marketing Mix of an event.
4. Titles & dressing for occasions.
5. Protocol for speakers.

All the Best



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

INTERNAL EXAMINATION : 2011

B.B.A. (Gen) SEM : III

COMMUNICATION SKILLS - III

DATE : 14/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

Q-1 (A) "The Old Man and the Sea is an epic account of man's struggle [10]
against the forces of nature." Do you agree with this statement?

OR

Q-1 (A) Define the relationship between Santiago and Manolin. [10]

(B) Write a short note (Any one). [05]

1. Santiago's fight with Marlin.

2. The End of the novel – The Old Man and the Sea.

Q-2 Discuss Downward Communication and Upward Communication. [10]

OR

Q-2 (A) Discuss Horizontal Communication and Consensus. [10]

(B) Write a short note (Any one) [05]

1. Semantic Barriers

2. Socio-Psychological Barriers.

All the Best



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

INTERNAL EXAMINATION : 2011

B.B.A. (Gen) SEM : III

HUMAN RIGHTS

DATE : 15/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

Q-1 (A) What is Human Rights ? Explain the Natural Human Rights. [10]

(B) Write note on : Right to equality. [05]

OR

Q-1 (A) Explain the importance of Human Rights. [10]

(B) Write note on : Right to Freedom. [05]

Q-2 (A) Explain the role of National Human Right Commission. [10]

(B) Write note on : Right to freedom of religion. [05]

OR

Q-2 (A) Explain the causes of poverty. [10]

(B) UNO declaration of Human Rights. [05]

All the Best



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

INTERNAL EXAMINATION: 2011
B.B.A. (Gen) SEMESTER-III
CORPORATE ACCOUNTING-II

DATE : 17-10-2011
TIME : 8:30 AM TO 9:30 AM

TOTAL MARKS: 30

Q.1 Following are the summarized balance sheets of TCS Ltd.

[15]

Liabilities	31-03-10 (Rs)	31-03-11 (Rs.)	Assets	31-03-10 (Rs)	31-03-11 (Rs.)
Equity share capital	600000	800000	Fixed Assets	1400000	1500000
8% Pref. share capital	400000	200000	Debtors	280000	380000
Reserves	220000	316000	Stock	260000	300000
8% Debenture	400000	400000	Cash & Bank	60000	20000
Bank overdraft	160000	160000	Preliminary Expenses	20000	16000
Other Liabilities	240000	340000			
	<u>2020000</u>	<u>2216000</u>		<u>2020000</u>	<u>2216000</u>

Other information:

Particular	2009-10(Rs.)	2010-11(Rs.)
Total sales (cash sales are 25% of credit sales)	1800000	2160000
Gross Profit	472500	492000
Profit before interest and 40% tax	320000	374000

Work out the following ratios and make a brief analysis about the financial position of the company.

1. Return on Investment
2. Earning on equity share capital
3. Current ratio
4. Liquid ratio
5. Debtors ratio (take 360 days year)
6. Capital gearing

OR

Q.1 Following are the balances extracted on 31st March, 2001 from the books of Raj Ltd.

[15]

Debit Balances	Rs.	Credit Balances	Rs.
Calls in arrears on Equity Shares	15,000	Equity shares of Rs. 10 each fully paid	5,00,000
Discount on Debentures	16,000	Calls in advance	8,000

Goodwill	1,00,000	Capital Redemption Reserve	80,000
Patents & Trademarks (Cost Rs. 14,000)	10,000	Loan from subsidiary Company	60,000
Land & Building (Cost Rs. 2,50,000)	2,00,000	Bad debts Reserve	6,000
Plant & Machinery (Cost Rs. 2,00,000)	1,70,000	Sundry Creditors	80,000
Furniture (Cost Rs. 1,00,000)	90,000	Capital Reserve	90,000
Guj. Govt. Securities	85,000	Unclaimed dividend	20,000
Equity Shares in subsidiary comp. fully paid	70,000	Bank Loan (secured on Stock)	70,000
Equity shares in Raj Ltd. of Rs. 10 each Rs. 7 paid up	35,000	10% Mortgage Deb. (Redeemable on 31-03-2008)	1,00,000
Interest accrued but not received on investments	15,000	Provision for Taxation	40,000
Sundry debtors	1,15,000	Proposed Dividend	50,000
Cash & Bank Balance	65,000	Provident Fund	25,000
Stores & spare parts	13,000	Interest accrued and due on debentures	5,000
Live stock	7,000	Profit & Loss A/c.	50,000
Closing Stock	1,50,000	General Reserve	1,00,000
Stock on Consignments	20,000	Share Forefeiture	12,000
Deposit with suppliers	33,000		
Advances to Staff	52,000		
Preliminary expenses	15,000		
Underwriting Commission	12,000		
Income tax paid in advances	8,000		
	12,96,000		12,96,000

After taking into account the following information, You are required to prepare Balance Sheet in vertical form with necessary schedules as per the companies Act, 1956.

1. Authorised Capital of the company consists of Rs. 1,50,000; Equity shares of Rs. 10 each and 6,000; 12% preference shares of Rs. 100 each.
2. Of the issued and paid up capital 800 Equity shares are allotted as pursuant to the contract for consideration other than cash.
3. Calls in arrears included Rs. 2,500 from director.
4. A claim of Rs. 8,000 for worker's compensation is being disputed by the company.
5. Sundry debtors include Rs. 25,000 for more than six months.
6. During the year Rs. 25,000 were transferred to General Reserve.

Q.2 Write short notes: [15]

- i. List out limitations and advantages of ratio analysis. Explain advantages in detail.
- ii. Difference between fund flow statement and cash flow statement.

OR

Q.2 Prepare the fund flow statement and a statement showing changes in working capital. [15]

Balance sheet of Krishna Ltd.

Liabilities	2009 (Rs.)	2010 (Rs.)	Assets	2009 (Rs.)	2010 (Rs.)
Equity share capital	300000	400000	Building	250000	300000
10% Pref. share Capital	200000	-	Machinery	300000	320000
Capital Redemption reserve A/C	-	100000	Furniture	20000	18000
Reserve fund	200000	120000	Investment	100000	150000
Share premium	30000	30000	Stock	300000	250000
P&L A/C	120000	180000	Debtors	140000	200000
12% Debenture	200000	300000	Cash at bank	20000	32000
Creditors	80000	140000			
	<u>1130000</u>	<u>1270000</u>		<u>1130000</u>	<u>1270000</u>

The following are the transactions took place during the year 2010.

1. Preference share were redeemed at 10% premium.
2. Rs. 20000 were transferred to reserve fund from P&L A/C.
3. Investments (book value Rs. 40000) were sold for Rs. 70000.
4. Depreciation provided on buildings, machinery and furniture Rs. 20000, Rs. 30000 and Rs. 2000 respectively.
5. Dividends paid Rs. 50000 and income tax paid Rs. 45000.

All the Best



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INTERNAL EXAMINATION : 2011

B.B.A. (Gen) SEM : III

INDUSTRY AWARENESS AND EXPOSURE - III

DATE : 18/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

- Q-1 (A) Give the brief introduction of Automobile industry in India. [10]
(B) Discuss the Supply Chain of Maruti Suzuki India Limited. [05]

OR

- Q-1 Which are the major players in Automobile Industry. Discuss any three. [15]
Q-2 Which are the major players of Tourism Industry. Discuss any three. [15]

OR

- Q-2 Write short note on : (Any two) [15]
1. Evolution of tourism industry
2. Marketing policy of Tata Motors
3. Tourism industry in abroad
4. Market coverage of Maruti Suzuki India Limited.

All the Best