



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

INTERNAL EXAMINATION – 2011

BBA – ITM SEMESTER – III

### Relational Database Management Systems

**DATE :** 10/10/2011

**TOTAL MARKS:** 30

**TIME :** 08:30 A.M. TO 09:30 A.M.

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- Q-1 (A) Define Normalization. Explain 1-NF in detail. [04]  
(B) Explain CREATE TABLE and INSERT command with example in detail. [04]  
(C) List built in data types of SQL. [02]

**OR**

- Q-1 (A) Differentiate between DBMS and RDBMS. [04]  
(B) Explain ALTER TABLE command with example in detail. [04]  
(C) List any six Codd Rules. [02]

- Q-2 (A) What is Data Constraints? Explain Primary Key constraint in detail. [04]  
(B) Explain any two Numeric Functions and any two Character Functions with example. [04]  
(C) Explain the Following Functions with its Purpose, Syntax and Example. [02]  
(a) NVL (b) SYSDATE

**OR**

- Q-2 (A) Explain Check and Foreign Key constraints in detail. [04]  
(B) Explain any two Conversion Functions and any two Aggregate Functions with example. [04]  
(C) Explain Pattern matching operator in detail. [02]

- Q-3 (A) How can we join multiple tables in oracle? Explain Self Join and Equi Join with suitable example. [06]  
(B) What is View? Why it is required? Explain Updatable view in detail. [04]

**OR**

- Q-3 (A) Explain Transaction Processing commands in detail. [06]  
(B) Define Sub Query. Explain the use of IN and ALL in the Sub Query. [04]

*ALL THE BEST*



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

INTERNAL EXAMINATION : 2011

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

## QUANTATIVE TECHNIQUES FOR MANAGEMENT

DATE : 11/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

- Q-1 (A) Define statistics and explain the scope and limitations of it. [06]  
(B) A firm manufactures two types of products A & B. The relevant information is the following. [04]

Product Type

Machine	A	B	Available Time
G	1	1	400 minutes
H	2	1	600 minutes
Profit	Rs.2	Rs.3	

Formulate this problem as LPP to maximize the total profit.

OR

- Q-1 (A) Write any one method of collecting primary data. Also prepare a frequency distribution for the following data with the starting class as 5 – 9 and all classes will be the same width 5. [06]  
12, 36, 40, 16, 10, 10, 19, 20, 28, 30, 19, 27, 15, 21, 33, 45, 07, 19, 20, 26, 26, 37, 6, 5, 20, 30, 37, 17, 11, 20.  
(B) Write the meaning of LPP. Also write its uses. [04]

- Q-2 (A) Find mean, median and mode of first ten natural numbers. [05]  
(B) Find correlation coefficient for the following data. [05]

X	6	8	12	15	18	20	24	28	31
Y	10	12	15	15	18	25	22	26	28

OR

- Q-2 (A) Find missing frequencies if median = 38 and total frequencies 400 for the following data. [05]

Class	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequencies	42	38	?	54	?	36	32

- (B) Find rank correlation coefficient for the following data. [05]

A	24	29	19	14	30	19	27	30	20	28	11
B	32	33	16	26	23	27	19	20	16	11	21

- Q-3 (A) Define correlation and find correlation coefficient for the following data. [05]  
 $N = 9, \sum x=45, \sum y=108, \sum x^2 = 285, \sum y^2=1356, \sum xy = 597$

- (B) Solve the LPP by graphical method. [05]  
 $MaxZ = 6x+7y$   
Such that  
 $2x + 4y \leq 48$   
 $4x + 2y \leq 60$   
 $X, y \geq 0$

OR

Q-3 (A) Solve the following LPP by simplex method. [06]

$$\text{Max } Z = 100x_1 + 120x_2$$

Such that

$$6x_1 + 7x_2 \leq 12$$

$$8x_1 + 12x_2 \leq 20$$

$$x_1, x_2 \geq 0$$

(B) Using the following information, find the combined standard deviation. [04]

	Group - I	Group - II
Number of observation	40	60
Mean	10	15
Standard deviation	1	2

*All the Best*



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

INTERNAL EXAMINATION : 2011

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

## COMMUNICATION SKILLS FOR IT MANAGEMENT - I

DATE : 12/10/2011

TOTAL MARKS: 30

TIME : 08:30 AM TO 09:30 AM

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Q-1 "A Man can be destroyed but can't be defeated." Discuss this [10]  
statement with reference to ***The Old Man and the Sea.***

OR

Q-1 Write short notes : [10]

1. Manolin
2. Santiago's fight with sharks.

Q-2 Discuss stages for preparing presentation and the use of Audio [10]  
Visual aids for presentation.

OR

Q-2 Define importance of Body language and use of Powerpoint in [10]  
presentation.

Q-3 Explain Team work in detail. [10]

OR

Q-3 Discuss Time Management in detail. [10]

*All the Best*



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

INTERNAL EXAMINATION : 2011

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

## ECONOMIC ANALYSIS - I

**DATE :** 13/10/2011

**TOTAL MARKS:** 30

**TIME :** 08:30 AM TO 09:30 AM

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Q-1 What is Price Elasticity of demand ? How is it useful in business [10] decision.

OR

Q-1 Discuss the types and factor affecting Income Elasticity of demand. [10]

Q-2 Define demand forecasting and explain the non-statistical (survey) [10] methods of demand forecasting.

OR

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

Q-3 Explain the law of variable proportion. [10]

OR

Q-3 What is least cost combination ? Explain this with the help of ISO [10] Cost Line.

*All the Best*



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

INTERNAL EXAMINATION – 2011

BBA – ITM SEMESTER – III

## E-Commerce

**DATE :** 14/10/2011

**TOTAL MARKS:** 30

**TIME :** 08:30 A.M. TO 09:30 A.M.

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Q-1 (A) Define E-Commerce. List different perspectives of E-Commerce and explain it with suitable example. [04]

(B) Draw and explain Framework of EC. [04]

(C) Differentiate: Pure v/s Partial EC. [02]

**OR**

Q-1 (A) Define E-Commerce. State and discuss the classification of E-Commerce by nature of transaction giving suitable example. [04]

(B) Explain Impacts of EC on Marketing. [04]

(C) Explain Benefits of EC to Consumers. [02]

Q-2 (A) Explain the following Business Models in detail. [08]

B2C Business Model : Portal

B2B Business Model : E-Distributor

(B) Explain Value Proposition key ingredient of Business Model in detail. [02]

**OR**

Q-2 (A) Explain the following Business Models in detail. [08]

B2C Business Model : Transaction Broker

B2B Business Model : B2B Service Provider

(B) Explain Competitive Advantage key ingredient of Business Model in detail. [02]

Q-3 (A) Explain Electronic Credit Card on Internet with its all players. [04]

(B) Define Electronic Marketplace. Also explain any four Marketplace Components in brief. [04]

(C) Define CRM and List the types of CRM. [02]

**OR**

Q-3 (A) Explain E-Check system in detail. [04]

(B) Define E-Supply Chain. And Explain the parts of E-Supply Chain. [04]

(C) List CRM implementation issues. [02]

*ALL THE BEST*



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

INTERNAL EXAMINATION: 2011

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

## HUMAN RIGHTS

**DATE :** 15-10-2011

**TOTAL MARKS:** 30

**TIME :** 8:30 AM TO 9:30 AM

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Q-1 (A) Explain the meaning and importance of Human Rights. [09]

(B) Human Rights of Children. [06]

OR

Q-1 Discuss :

(A) International Covenant on Civil and Political Rights. [09]

(B) Human Rights and Women [06]

Q-2 (A) Explain Role of National Human Rights Commission. [09]

(B) Amnesty International [06]

OR

Q-2 (A) Human Rights and Fundamental Rights in the constitution of India. [09]

(B) Poverty and Illiteracy [06]



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

FIRST INTERNAL EXAMINATION: 2011-12

S.Y.B.B.A.-ITM (SEMESTER-II)

## CORPORATE ACCOUNTING-II

DATE : 17-10-2011

TOTAL MARKS: 30

TIME : 8:30 AM TO 9:30 AM

**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 balance sheets of Ram Ltd. and Sita Ltd. as on 31<sup>st</sup> March, 2011.

[15]

Liabilities	Ram Ltd. (Rs)	Sita Ltd. (Rs.)	Asstes	Ram Ltd. (Rs)	Sita Ltd. (Rs.)
Equity share capital	400000	600000	Plant	150000	200000
General Reserve	125000	145000	Land	175000	225000
P&L A/C	65000	45000	Stock	175000	215000
5% Debenture	40000	20000	Cash & Bank	70000	85000
Creditors	35000	75000	Debtors	130000	175000
Bank Loan	50000	40000	Preliminary Expenses	15000	25000
	<u>715000</u>	<u>925000</u>		<u>715000</u>	<u>925000</u>

On 1<sup>st</sup> April, 2011 they decided to amalgamated & to establish Sitaram Ltd. to purchase their business on following conditions:

1. Sitaram Ltd. will take over fixed assets of both company at 10% more price than their book value.
2. Sitaram Ltd. will issue its own 8% debenture to debenture holders of both the company in such a way that they can protect their present interest.
3. Ram Ltd. will receive 45000 equity share of Sitaram Ltd. each of Rs. 10 and Rs. 50000 in cash.
4. Sita Ltd. will receive 50000 equity share of Sitaram Ltd. each of Rs. 10 and Rs. 75000 in cash.
5. Liquidation expenses of both the company Rs. 5000 and Rs. 7000 respectively paid by Sitaram Ltd.

You are require to pass necessary journal entries in books of Sitaram Ltd. and prepare balance sheet after amalgamation.

**Q.2**

Write short notes:

[15]

- i. List out limitations and advantages of ratio analysis. Explain any three advantages in detail.
- ii. Difference between fund flow statement and cash flow statement.
- iii. Define amalgamation with example and purpose of amalgamation.

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*



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

INTERNAL EXAMINATION : 2011

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

## INDUSTRY AWARENESS AND EXPOSURE - III

**DATE :** 18/10/2011

**TOTAL MARKS:** 30

**TIME :** 08:30 AM TO 09:30 AM

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- 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*