



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

FIRST INTERNAL EXAMINATION – 2011-2012

T.Y.B.B.A. – ITM

ENTERPRISE RESOURCE PLANNING

DATE : 19/09/2011

TOTAL MARKS: 50

TIME : 10:00 A.M. TO 11:45 A.M.

- Q.1 (A) Explain Data Warehousing in brief. [08]
(B) What is Data Mining? What it can do in to Information System? List out some Data Mining Techniques [09]

OR

- Q.1 (A) What is DSS? Explain characteristics and components of DSS. [08]
(B) What is OLAP? What are the applications of it? List out merits of it. [09]

- Q-2 (A) What is Engineer-to-order, make-to-order, configure-to-order and assemble-to-order? [09]
(B) What is Product Data Management? How it is advantageous in the Production Module? [04]
(C) Explain JIT in brief. [04]

OR

- Q-2 (A) What is BPR? How it is advantageous to ERP Implementation? [09]
(B) What is Data Warehouse? Explain how it works? [04]
(C) Explain KANBAN in brief. [04]

- Q-3 (A) Explain GAP Analysis and Reengineering for the ERP Implementation. [08]
(B) What is package evolution? Explain in detail. [08]

OR

- Q-3 (A) Draw and Explain ERP implementation Life Cycle. [08]
(B) What are the future directions for ERP system in the field of Faster Implementation Methods? [05]
(C) What are the future directions for ERP System in the field of Reducing ERP implementation time? [03]

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

FIRST INTERNAL EXAMINATION – 2011-2012

T.Y.B.B.A. – ITM

Relational Database Management System

DATE : 20/09/2011

TOTAL MARKS: 50

TIME : 10:00 A.M. TO 11:45 A.M.

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- Q-1 (A) What is RDBMS? Explain its Advantages. [04]
(B) What Is Normalization? Define 1NF 2NF 3NF With its Example. [05]
(C) Write the syntax of CREATE, UPDATE and DELETE Commands. Explain with the appropriate example. [05]
(D) Discuss ALTER TABLE Command with its example. [03]

OR

- Q-1 (A) What is DBMS? Explain Merits and Demerits of DBMS? [04]
(B) Explain COLUMN LEVEL and TABLE LEVEL Constraint with example. And also define NULL and NOT NULL Value Concept. [05]
(C) Explain Primary Key, Unique Key and Foreign Key Constraints with its example. [03]
(D) List and Explain any five Codd's Rules In brief. [05]

- Q-2 (A) Explain The Following Function With Its Purpose, Syntax and Example. [04]
(a) SIGN (b) LENGTH (c) CONCATE (d) INSTR
(B) Explain The Following Function With Its Purpose, Syntax and Example. [06]
(a) ADD_MONTH (b) LEAST (c) GREATEST
(C) List and Explain Range Searching and Pattern Matching Operators Available in Oracle. [03]
(D) Explain the Following Function With Its Purpose, Syntax and Example. [04]
(a) COUNT(*) (b) SUBSTR (c) NVL (d) REPLACE

OR

- Q-2 (A) Explain The Following Function With Its Purpose, Syntax and Example. [05]
(a) LPAD (b) AVG (c) MAX (d) MIN (e) UPPER
(B) Explain The Following Function With Its Purpose, Syntax and Example. [05]
(a) COUNT (b) RTRIM (c) TO_NUMBER (d) MOD (e) LTRIM
(C) Explain The Following Function With Its Purpose, Syntax and Example. [03]
(b) TO_CHAR (b) TO_DATE (c) NEXT_DAY
(D) Explain The Following Function With Its Purpose, Syntax and Example. [04]
(a) TRUNC (b) SQRT (c) DECODE (d) LOWER

- Q-3 (A) What is view? Why it is require explain create view command in detail. [08]
(B) Explain Group By and Having clauses with proper syntax, usage and suitable example. [08]

OR

- Q-3 (A) What is View? Explain Renaming a column of View and Destroying a view in brief. [06]
(B) How can we join multiple tables in oracle? Explain Self Join with example [06]
(C) Explain transaction processing commands in details [04]

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

FIRST INTERNAL EXAMINATION: 2011-12

T.Y.B.B.A. - ITM

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

DATE : 21-09-2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q.1 What is HRM? Explain the challenges face by HR manager in future? **[17]**

OR

Q.1 Define recruitment & selection. Write down in detail different sources of recruitment. **[17]**

Q.2 Write short notes on:

(A) Pre-requisites for good industrial relation. **[08]**

(B) Types of wages **[08]**

OR

Q.2 Write short notes on:

(A) Job specification **[08]**

(B) HR Records **[08]**

Q.3 Describe influencing factors for preparing wage structure in detail. **[17]**

OR

Q.3 Write short notes on:

(A) Types of test **[09]**

(B) Managerial functions of HRM **[08]**

All the Best



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

FIRST INTERNAL EXAMINATION – 2011-2012

T.Y.B.B.A. – ITM

COMPUTER NETWORK

DATE : 22/09/2011

TOTAL MARKS: 50

TIME : 10:00 A.M. TO 11:45 A.M.

Q-1 (A) What is OSI Reference Model? Explain the Transport layer and Network layer in brief. [5]

(B) What is WAN? Differentiate: LAN and WAN. [4]

(C) Explain LAN Components and LAN Applications in brief. [8]

OR

Q-1 (A) What is OSI Reference Model? Explain the Data link layer and Physical layer in brief. [5]

(B) What is Network? Discuss Merits and Demerits of Network. [4]

(C) Explain LAN Definition and LAN Models in brief. [8]

Q-2 (A) Explain IPV4 in detail. [6]

(B) What is IP? Explain IP Datagram in detail. [6]

(C) Explain class format used in IP Addresses in detail. [5]

OR

Q-2 (A) Explain IPV6 in detail. [6]

(B) What is TCP? Explain TCP Segment header in detail. [6]

(C) Explain the following term. (Any Two) [5]

1) ARP 2) RARP 3) IGMP 4) ICMP

Q-3 (A) What is Wireless Communication? Write Application Areas of Wireless LAN. [5]

(B) Write a difference between FHSS and DSSS. [4]

(C) Write a short note on ISM Frequency Band. [4]

(D) Explain any two Network Management. [3]

OR

Q-3 (A) Explain Wireless Transmission Architecture in Brief. [5]

(B) Write a difference between DCF and PCF. [4]

(C) Explain MAC Frame Format in Detail. [7]

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

FIRST INTERNAL EXAMINATION: 2011-12

T.Y.B.B.A. (ITM)

ORGANISATIONAL BEHAVIOUR

DATE : 23-09-2011

TOTAL MARKS: 50

TIME : 10:00 A.M TO 11:45 A.M

Q.1 (A) Describe various factors affecting human behavior at work in the organization. [09]

(B) Write a note on: Nature of Organizational Behavior. [08]

OR

Q.1 (A) Write a note on S-O-B-C Modal. [09]

(B) Explain the fundamental concept of organizational behavior. [08]

Q.2 Write notes on:

(1) Organizational Culture. [09]

(2) Role of ambiguity and Role of Conflict. [08]

OR

Q.2 Write notes on:

(1) Learning Principles [09]

(2) Social Culture. [08]

Q.3 (A) Define the meaning of Change and discuss the major causes for change. [08]

(B) What is learning? Contrast Classical conditioning and Operant conditioning theories. [08]

OR

Q.3 (A) Write a note on: Process of planned change. [08]

(B) Differentiate between perception and sensation. [08]

All the Best



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

FIRST INTERNAL EXAMINATION : 2011-12

T.Y.B.B.A. -ITM

ADVERTISING MANAGEMENT

DATE : 24/09/2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q-1 (A) Write a note on setting advertisement objective. How can one [10]
decide advertisement budget?

(B) What is pre-testing of advertisement? Describe any three [15]
psychological tests.

OR

Q-1 (A) What is Compensation? Explain in detail compensation in relation [10]
with agency.

(B) Write a note on: [15]
(a) Inquiry
(b) Attitude test
(c) Evaluation of agency

Q-2 (A) What measurement should be taken to test advertising [10]
effectiveness? Write in detail.

(B) What type of message should be generated so as to make [15]
advertisement effective? Also explain in detail the importance of
media for advertising.

OR

Q-2 (A) Write a note on social and legal aspects of advertising. [10]

(B) Explain in detail the process of communication. [15]

All the Best



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

FIRST INTERNAL EXAMINATION : 2011-12

T.Y.B.B.A.-ITM

PRINCIPLES OF FINANCIAL MANAGEMENT [BBA(I)-306A]

DATE : 24-09-2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q.1 Following details are related to a capital project under [17]
consideration by Ram Ltd.

| | |
|--|--------------------|
| Project cost | Rs. 210000 |
| Estimated life | 4 years |
| Tax rate | 40% |
| Required ROR | 15% |
| Projected cash flows before depreciation and taxes: | Amount (Rs) |
| Year 1 | 90000 |
| Year 2 | 100000 |
| Year 3 | 80000 |
| Year 4 | 120000 |

Evaluate project under the following methods: PBP, ARR, NPV, PI, and IRR.

OR

Q.1 [A] What is capital budgeting? What are the steps involved in capital [09]
budgeting.

[B] ELECON Ltd is considering the purchase of a new machine which [08]
will carry out some operations performed by labour. A and B are,
alternative models. From the following information you are
required to prepare profitability statement and which will you
recommend on the basis of PBP.

| Particular | Machine-A | Machine-B |
|---|------------|------------|
| Estimated life | 5 years | 6 years |
| Cost of machine | Rs. 150000 | Rs. 250000 |
| Cost of indirect material | Rs. 6000 | Rs. 8000 |
| Additional cost in maintenance | Rs. 19000 | Rs. 27000 |
| Estimated saving in scrap | Rs. 10000 | Rs. 15000 |
| Estimated saving in direct wages | | |
| No of employee not needed | 150 | 200 |
| Wages per employee | 600 | 600 |

Taxation is to be regarded as 50% of profit. Ignore depreciation for calculation of tax.

Q.2 The following details are available from the JHP Ltd. [17]

| Particular | Amount (Rs) |
|---|-------------|
| Equity share capital (Rs. 10 each) | 1000000 |
| 11% Preference share capital (Rs. 100 each) | 200000 |
| Reserves and surplus | 1800000 |
| 15% Debenture (Rs. 100 each) | 2000000 |

On equity shares the next years expected dividend is Rs.2, growth rate is 10% and market price is Rs.25. The market price of preference shares and debenture are Rs.60 and Rs.69 respectively. The average tax rate is 40%.

Calculate WACC [Ko] using book value weight and market value weight.

OR

Q.2 [A] Explain the concept of cost of capital and different types of cost of capital. [09]

[B] Hanuman Ltd. Has the following book-value capital structure as on march 31, 2011. [08]

| Particular | Amount (Rs) |
|--------------------------------------|--------------------|
| Equity share capital (200000 shares) | 4000000 |
| 11.5% Preference shares | 1000000 |
| 10% Debenture | 3000000 |
| Total | 8000000 |

The equity share of the company sells for Rs.20. It is expected that the company will pay next year a dividend of Rs.2 per share, which is expected to grow 5% p.a. Tax rate 35%. Compute WACC of the company based on the existing capital structure.

Q.3 What is meant by financial management? Discuss the objectives of financial management. [16]

OR

Q.3 [A] Explain the tasks and responsibilities of modern finance manager. [08]

Q.3 [B] What is payback period? Explain its merits and demerits. [08]

All the Best



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

FIRST INTERNAL EXAMINATION : 2011-12

T.Y.B.B.A. (ITM)

Corporate Taxation

DATE : 26-09-2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q-1 Shri Chanakya is director employee of a company in Mumbai. He has furnished the [16]
following particulars of his income for the year ended 31st March, 2011. :

1. Net salary (after deduction of income tax of Rs. 12000 and 10 % contribution to recognized provident fund) Rs.96000.
2. Employer has contributed 17 % of his salary to the recognized provident fund.]
3. On 1-10-2010 he has received Rs.120000 as commuted pension (@ 75 % of total commuted value) from the former employer. The monthly rate of pension determined on the date of retirement on 31-03-2010 was Rs. 1600. No gratuity was paid to him at the time of retirement by the former employer.
4. He has been provided unfurnished accommodation in Mumbai which is own by the company. Its fair rent is expected to be Rs.36000. The company incurs an expenditure of Rs. 90000 on the repair of the house.
5. The company also provides him the services of a domestic servant and pays him Rs. 1800 p.m.
6. He is provided free car by the company exclusively for private use. The maintenance and running expenses of Rs. 27000 are borne by the company.
7. he claims the following deductions for the A.Y.2011-12:

| | |
|---|----------|
| (i) books purchased for his profession | Rs. 2400 |
| (ii) Life insurance premium (self) | Rs.10000 |
| (iii) Professional tax | Rs. 2400 |
| (iv) Contribution to unit Linked insurance plan | Rs.12000 |

Compute his taxable salary income, total qualifying amount and deduction U/s-80C for the A.Y.2011-12.

OR

Q-1 (A) Abhinav retired on 28-2-2011 from Bindra Ltd. after completing 30 years and 11 months [05]
services. He received Rs. 13,31,460 as gratuity. He was receiving Rs. 1200 as increment from 1st January every year. He received 25% of basic salary as dearness allowance. For the calculation of retirement, benefits, 60% of dearness allowance was considered.

He was on leave with half pay (including dearness allowance) for the period from 1-09-2010 to 31-12-2010. He received Rs. 12,300 as dearness allowance for the month of January 2011. Find out the taxable gratuity for the Assessment year 2011-12.

Q-1 (B) An employee of a company, drawing an annual salary of Rs.120000, is provided with a [04]
rent free furnished house (situated in a city having a population of 8 lakhs). The cost of furniture provided by the employer is rs. 80000. Annual rent paid by the employer is Rs, 24000.

Calculate the taxable value of the perquisite.

Q-1 (C) List out any eight deduction available U/s 80 C [04]

Q-1 (D) Explain the provision of Entertainment Allowance under the Income Tax Act 1961. [03]

Q-2 The following particulars are furnished by Nimesh, an officer in a company at Jodhpur [17]
(population more than 10 lakhs but not more than 25 lakhs), for the previous year 2010-11.

- (1) He joined on 1-06-2008 in the pay scale of Rs. 10000-10000-20000. he receives increment on 1st June, every year.
- (2) D.A. Rs. 4000 p.m.
- (3) Bonus Rs. 20000.
- (4) Children education allowance for three children Rs 12600, And hostel allowance for one child Rs. 6400.
- (5) Entertainment allowance Rs. 1500 p.m.
- (6) He contributes to RPF at 14% of salary and company also contributes an equal amount. Interest accumulated at 11% in RPF during the year is Rs. 26400.
- (7) Medical expenses reimburse by the company Rs. 25000.
- (8) Telephone has been provided to him by the company and yearly bill of Rs. 20000 is paid by the company.
- (9) Rent free accommodation has been provided to him by the company for which the company pays Rs. 6000 p.m. the company has also provided furniture costing Rs. 353000, for this company deducts Rs.600 p.m.
- (10) He uses motor car of the company (cubic capacity exceeds 1.6 liters.) for the both the purpose.(office and personal) and the maintenance expenses were given by the company.
- (11) Company has also paid Rs. 8000 towards the supply of gas and power at his house.
- (12) He was injured while performing office duties and the company paid him a compensation of Rs. 7500.
- (13) The following payments have been made by Nimesh during the previous year.
 - (i) Professional tax Rs. 2400
 - (ii) Repayment of housing loan Rs. 22000
 - (iii) Deposit in public provident fund Rs. 20000

Compute taxable salary income of Nimesh for A.Y. 2011-12. And also calculate deduction to be allowed u/s 80C from total gross income.

OR

Q-2 Write a short note on:

- (1) CBDT [04]
- (2) Assessing officers [07]
- (3) Deputy commissioner [03]
- (4) Settlement commission [03]

Q-3 (A) Give a brief historical development of the Indian Income Tax Act. [05]

Q-3 (B) Give the definitions in accordance with Income Tax Act :

- (1) Assessment Year [03]
- (2) Casual Income [03]
- (3) Income [06]

OR

Q-3 (A) From the following information, find out the residential status of "Mr. Viru". For the assessment year 2011-12. [08]

| Date of arrival in India | Date of departure from India |
|--------------------------|------------------------------|
| 20-04-2006 | 01-07-2007 |
| 01-01-2008 | 16-05-2008 |
| 12-01-2010 | 13-03-2011 |

Q-3 (B) Particulars of income of Shri Manav for the financial year 2010-11 are as follows: [09]

| | |
|---|--------|
| (1) Profit from a business in India controlled from abroad. | 30000 |
| (2) Pension from former employer in India, received abroad. | 6000 |
| (3) Income from house property in a foreign country (received in India) | 6000 |
| (4) Profit from property in a foreign country (not brought in India) | 92000 |
| (5) Income from profession in a foreign country (set up in India) not brought in India. | 30000 |
| (6) Past profits from business in Japan brought to India in July 2010 | 150000 |
| (7) Profit on sale of property in India but received abroad. | 6000 |
| (8) Interest on foreign government securities half of which was received in India. | 4000 |
| (9) Dividend income from ELECON Eng. Com. Ltd. | 2000 |
| (10) Agriculture income from Anand. | 20000 |

Find out the total gross income of Shri Manav for the Assessment year : 2011-12.

- If he is resident and ordinarily resident in India,
- If he is resident and not ordinarily resident in India,
- If he is non-resident in India.

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

FIRST INTERNAL EXAMINATION : 2011-12

T.Y.B.B.A.-ITM

MANAGEMENT OF FINANCIAL SERVICES [BBA(I)-306B]

DATE : 27-09-2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q.1 [A] What is Merchant Banking? Discuss the services provided by Merchant Bankers. [09]

[B] Write Note on any two from the following:

(i) IDBI

[08]

(ii) NABARD

(iii) ICICI

OR

Q.1 [A] "SMALL DRPOS OF WATER MAKES A BIG OCEAN"- Discuss this statement with regard to advantages of Mutual Fund. [09]

[B] What is credit rating? Explain the benefits of credit rating. [08]

Q.2 [A] Define the financial services and discuss scope of financial services. [09]

[B] Explain the Causes for financial innovation in the financial service sectors? [08]

OR

Q.2 [A] The financial service sector is facing many challenges. Do you agree? [09]

[B] Explain the advantages of internet banking. [08]

Q.3 What is Capital Market? Discuss any two instruments of Capital Market in detail. [16]

OR

Q.3 [A] Define the internet banking. Also Explain the banking services offered through internet. [08]

[B] Difference between Capital Market and Money Market. [08]

All the Best



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

INTERNAL EXAMINATION – 2011

TY BBA ITM

PRINCIPLES OF MARKETING MANAGEMENT

DATE : 27/9/2011

TOTAL MARKS: 50

TIME : 10:00 A.M. TO 11:45 A.M.

- Q-1 (A) Define marketing. Explain in detail the core concepts of marketing. [15]
(B) Define marketing organization. Explain in detail the need or importance of marketing organization. [10]

OR

- Q-1 (A) Explain the concept of product. Write in detail the classification of consumer and industrial goods. [15]
(B) Explain in detail the concept of branding and its strategies to gain market share. [10]

- Q-2 (A) Mention the classification of services in detail with examples. [15]
(B) Write a detail note on methods of pricing. [10]

OR

- Q-2 (A) Discuss in detail the product life cycle along with their marketing strategies. [15]
(B) Mention the characteristics of service management in detail with examples wherever required. [10]

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