

Enrollment Number: _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 101	Numerical Code: 0501
Subject	: Principles of Management	Total Marks : 70
Date	: 20/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Discuss in detail the nature of management.
2. Discuss the major characteristics of a profession.
3. Define planning. What are the steps involved in planning?
4. What is organising? Write a detailed note on characteristics of organising.
5. Discuss in detail manpower planning.

Section B (20)

Answer the following (any four)

1. Principles of directing.
2. Financial motivation.
3. Factors of leadership.
4. Types of communication.
5. Importance of control.
6. Techniques of co-ordination.

Section C

(A) Choose correct answer. (10)

- 1 Who is known as "The father of scientific management?"
a) Henry fayol b) Frank Gribreth c) Frederick Winslow Taylor d) Henry L. Gantt
- 2 Who wrote "The functions of the executives"?"
a) Chester I. barnard b) Max weber c) Henry fayol d) Henry L. Gantt
- 3 Who headed a group of Harvard researchers experiments on worker productivity in 1924?
a) Abraham Maslow b) Elton mayo c) Douglas McGregor d) Max Muller
- 4 The full form of MIS is _____.
a) Managing Identity system b) Managing information system
c) Management information society d) Management information system
- 5 Lauding von bertalanffy is recognized as the founder of _____.
a) Management organization system b) Z theory c) General system theory d) Planning
- 6 In which year a chemistry student rangathan set out to sell shampoos with Rs. 15,000/- in his pocket?
a) 1883 b) 1983 c) 1993 d) 2002
- 7 Who has considered organizational chart "as a diagram of formal authority structure"?"
a) Date b) Elton mayo c) Abraham Maslow d) Pigors
- 8 _____ is the process of putting right men on right job.
a) Recruitment b) Manpower c) Selection d) Planning

9. _____ is an inner psychological force which activates and compels the person to behave in a particular manner.
a) Motivation b) Organization c) Planning d) Management
10. Clayton alderfer developed the _____ theory of motivation.
a) ERG b) CRG c) GRC d) BRC

(B) Fill in the blanks with suitable answers.

(05)

1. The term _____ refers to a line of demarkation between various managerial positions in an organization.
2. _____ Wrote “General and industrial management.”
3. _____ observed that his patients are motivated by sequence of needs.
4. _____ proposes a hybrid form of management.
5. The first step in the decision making process is _____.

(C) Answer the following question in short.

(05)

1. What is an organizational chart?
 2. Define “Recruitment”.
 3. Who gave the hierarchy of needs theory?
 4. Who formulated the theory X and theory Y?
 5. What is communication?
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Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 102	Numerical Code: 0502
Subject	: Basics of Accounting	Total Marks : 70
Date	: 21/01/2015	Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. Define accounting. Explain function of accounting also state the user of accounting information.
2. Difference between journal and ledger.
3. Explain errors disclosed by a trial balance and error that are not disclosed by trial balance.
4. From the under noted trial balance of a trader as on 31.12.1990 prepare a trading and profit and loss Account for the year ended 31.12.1990.

Particulars	Rs	Particulars	Rs.
Cash In Hand	1,200	Capital	80,000
Purchases	1,20,000	4% Bank Loan	20,000
Opening Stock	35,000	Bills Payable	22,000
Sundry Debtors	50,000	Sundry Creditors	24,000
Plant And Machinery	60,000	Sales	2,00,000
Furniture	15,000	Bad Debs Reserve	1,200
Bills Receivable	20,000		
Rent And Taxes	10,000		
Wages	16,000		
Salaries	20,000		
	3,47,200		3,47,200

Additional information supplied:

- I. Closing stock Rs. 40,000;
 - II. Provide outstanding liabilities : Rent and Taxes Rs.2000; Wages s.3000; Salaries Rs. 4000;
 - III. Depreciation: On plant and machinery @ 5%; on furniture @ 10%;
 - IV. Write-off Rs.500 as rs.500 as bed debts;
 - V. Create bed Debts reserve @ 2.55 on sundry debtors.
5. Pass necessary journal entries for the following transaction and post them in the appropriate ledger account of P. Bassak
- Jan. 1 Started business with Rs. 2,00,000 in the bank and Rs.40,000 Cash
- 2 Paid Rent by Cheque Rs. 5,000
- 5 Cash Sales Rs. 5,000
- 8 paid wages of assistant in cash Rs. 1,000
- 10 Paid insurance by cheque Rs.500
- 17 Paid zakir & Co. Rs. 30,000 by cheque

- 19 Cash sales Rs. 7,000
- 24 Bought stationery, paid in cash Rs. 5,000
- 27 Paid Rao & Co. Rs 14,000 by cheque
- 31 Paid Rs 20,000 in to the bank

Section B

Answer the following (any four)

(20)

1. Write a short note on types of accounts.
2. What is cashbook? Explain features of cashbook and also enlist the types of cashbook.
3. Prepare a bank reconciliation statement as on 31st March 2007, in the books of ABC Co.
Balance As per Pass book (Credit Balance) Rs 30000.
 - I. A Cheque deposited into bank Rs. 12,000 but not credited by bank till 31/07/07
 - II. Two cheques of Rs. 18,000 and 14800 issued but one of these of Rs.14800 was not presented to bank for payment.
 - III. Bank collected interest on investment Rs. 12.500, not accounted in the cash book.
 - IV. Bank paid rent Rs. 7,500 and an Electricity bill Rs. 4,000 as per the standing instructions; entries for the same are not recorded in cash book.
 - V. A cheque deposited in the bank of Rs. 12,000 was dishonoured & hence not credited by bank; the intimation of dishonor was not received till March 07.
4. Difference between capital expenditure and revenue expenditure
5. Prepare provision for bad and doubtful debts account and show the information given below in the financial statements of respective accounting years:

Year I debtors at the end	25000
Year II debtors at the end	15000
Bad Debts written off	500
Bad Debts not recorded	800
Year III Debtors at the end	10000
Bad Debts written off	800

 Maintain provision for bad and doubtful debts @ 10%
6. Explain classification of cost.

Section C

(A) Choose correct answer.

(10)

- 1 The process of recording financial transactions in the books of accounts is called
a) Accounting b) Bookkeeping c) Transaction d) None of these
- 2 _____ is used to mark page number of journal for which the transaction is being recorded.
a) Date b) Particulars c) Journal Folio d) Amount
- 3 It is a system in which a fixed amount of money for a fixed period is allocated to meet the Petty expenses.
a) Simple system b) Imprest system c) Both a & b d) none
- 4 Only _____ purchases of goods are recorded in the purchase book
a) Credit b) cash c) Debit d) none
- 5 It is an account used temporarily to carry doubtful receipts and disbursements pending their analysis and permanent classification.
a) Capital b) Revenue c) Sells d) Suspense
- 6 Example of revenue receipt are
a) Discount Received b) Commission Received c) Rent Received d) All of these

- 7 Sundry debtors are classified as
a) Good debt b) doubtful Debts c) a & b both d) None of these
- 8 It refers to gradual decrease or loss in the value of asset due to usage, Passage of time and Normal wear and tear.
a) Profit b) capital c) Loss d) None of these
- 9 Revaluation method is a method of _____.
a) Charging debts b) charging liability c) Charging depreciation d) None of these
- 10 It is the cost of raw material, Purchased by the firm.
a) Material b) Labor c) Expense d) All of these

(B) Give Answer in One/Two Sentence.

(10)

1. Define Assets.
 2. Drawing's account is a personal account.(True/False)
 3. Give rules for debit and credit for nominal account.
 4. Give any two advantages of using journal.
 5. Define posting.
 6. What is subsidiary books?
 7. _____is used for making the original record of those transactions which do not find place in any of the books of original entry.(Journal Proper / Journal Improper)
 8. There are 4 methods of preparing trial balance.(True/False)
 9. Define labor cost.
 10. _____gives detail about financial position of company.(Balance sheet/ Charge sheet)
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Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 103	Numerical Code: 0503
Subject	: Business Communication Skill	Total Marks : 70
Date	: 22/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Discuss various stages of writing.
2. Which are the components of communication process? Discuss in detail.
3. Write an apology letter to your customer for inconvenience caused due to late delivery of goods.
4. Write an essay on whether money is an effective motivation at works.
5. Discuss in detail the advantages and disadvantages of written communication.

Section B (20)

Answer the following (any four)

1. Importance of politeness and courtesy in business communication.
2. Define a memo requesting a task to be completed.
3. What are the essentials of a good report?
4. What is the need of email etiquette in business?
5. Uses of dictionary and a thesaurus.
6. Define and discuss the meaning of communication.

Section C

(A) Choose correct answer. (10)

1. _____ is the name of a person, place or a thing.
a) Noun b) Verb c) Adjective d) Preposition
2. _____ is the basic requirement of a paragraph.
a) Union b) Unity c) Unesco d) Incoherence
3. _____ is the first stage of writing.
a) Collection material b) Post drafting c) Pre-drafting d) Organizing material
4. _____ is used to join two words or more words serving as a single adjective before nouns.
a) Full-stop b) Comma c) Semicolon d) Hyper
5. The word 'Communication' is derived from _____.
a) French b) Latin c) Russian d) Sanskrit
6. A person for whom the message is intended is called _____.
a) Author b) Sender c) Receiver d) Decoder
7. _____ is Non-verbal communication.
a) Memo b) Letter c) Signs and Symbols d) E-mail
8. _____ is given only if there is no change in the employee after a few warnings.
a) Dismissal letter b) Charge sheet c) Appointment Letter d) Interview letter
9. The memo is also called _____.
a) Charge sheet b) Memorandum c) Personal letter d) Business letter

- 10 E-mail is the short form of _____.
a) Electronic mail b) Electric mail c) Election mail d) Engaged mail

(B)

(i) State whether it is true or false. (05)

1. The question mark is used at the end of the sentence.
2. Communication is a one way process.
3. Communication done through mouth is oral communication.
4. Business correspondence creates and maintains goodwill.
5. Charge sheet is the document prepared by HR.

(ii) Fill in the blanks. (05)

1. He purchased _____ new car. (a, an, the)
 2. _____ Ramayana is a religions book. (a, an, the)
 3. _____ is the synonym of 'So'. (first, therefore, by)
 4. _____ is the antonym of 'happy'. (want, miserable, depth)
 5. Intangible ideas are known as _____. (concrete noun, abstract-noun, countable noun)
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Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 104	Numerical Code: 0504
Subject	: Computer Application	Total Marks : 70
Date	: 23/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Explain various types of computers and their features.
2. Explain various types of operating systems.
3. Explain data processing cycle with the help of diagram.
4. What is flowchart and list down the advantages & limitation of flowchart?
5. Explain the classification of computer network based on geographical spread.


Section B (20)

Answer the following (any four)

1. Explain the classification of the computer network based on topology with figure.
2. Write steps of insert row & column in spread sheet.
3. Explain desirable features for a multimedia system.
4. Explain the advantages of internet.
5. Explain any two application of Information system.
6. Explain batch processing and time sharing system.

Section C

(A) Choose correct answer. (10)

- 1 Which of following is not types of OS?
a. Single User b. Multiuser c. Networked d. None Of These
- 2 Which of the following is non-printing character?
a. → b. . . c. ← d. ↔
- 3 Which layout view shows the document as it will look when it is printed
a. Web layout b. Reading Layout
c. Print Layout d. None of these
- 4 Which key is used to underline the word?
a. Ctrl + X b. Ctrl + V c. Ctrl + U d. Ctrl + U
- 5 Which is a windows based spreadsheet package?
a. MS – Excel b. MS- Access c. PowerPoint d. MS-Word
- 6 Which is the shortcut key to run the PowerPoint slide?
a. F2 b. F4 c. F3 d. F5
- 7 What is the meaning of  Symbol?
a. Process b. Decision c. Document d. Data
- 8 Which is a capture device?
a. Mice b. DVD c. Atm d. Hdtv
- 9 International network is known as a _____.
a. NTERNET b. NETNET c. NET.NET d. INTERNET

- 10 Which option is used to combine cells in worksheet?
a. Sum b. Mail Merge c. Merge d. Unmerge

(B) Give Answer in One/Two Sentence.

(10)

1. Machine language is expressed in terms of binary number 0 and 1. (True / False)
 2. Laptop is also called _____ Computers (Notebook, palmtop)
 3. List types of computer languages.
 4. _____ is collection of related information. (File / Data)
 5. Define Data
 6. Define Web layout
 7. The backspace key erases whole sentences at a time (True/ False)
 8. Which keyboard short cut is used to move to last slide?
 9. Write full form of JIT.
 10. Write the full form of WWW.
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Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 105	Numerical Code: 0506
Subject	: Human Resource Planning	Total Marks : 70
Date	: 24/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. What is human resource? Explain its features in detail.
2. Explain four roles of HR in an organization along with suitable examples.
3. Explain strategic human resource planning process in detail.
4. How does a HR manager develop the annual workforce plan for the organization?
5. List out the seven groups of skills wanted by employers with special reference to the ASTD's 1990 report.

Section B (20)

Answer the following (any four)

1. What are the important aspects of HR environmental scan?
2. Write a detail note on human resource accounting.
3. What are the advantages in human resource management taking place?
4. Explain various benefits of workplace diversity.
5. How does the application of clarity 6.0 help to overcome the challenges of HR planning?
6. What types of factors increase the complexity of HR challenges in small business organization?

Section C

(A) Choose correct answer. (10)

1. _____ Function manages resources which is challenging due to the dynamic nature of people.
a) Challenging b) Pervasive c) Staff d) Individual
2. _____ defined critical theory of HR.
a) Frankling b) Max horkheimer c) Charles d) Tom milly
3. Golhar and Deshpande demonstrated that _____ interview are the most popular selection technique.
a) One to many b) One to all c) One to One d) Many to one
4. _____ is the process by which an organization ensures that it has the right number and kind of people, at right place and right time.
a) Human resource management b) Human resource development
c) Human resource d) Human resource planning
5. Gap analysis is focusing on the gap between where the organization wants to be in the _____ and where it is now.
a) Future b) Present c) Past d) Area

(B) True/False

(10)

1. Termination of workers gives immediate results.
 2. The job specification is not an output of job description.
 3. The organizational changes are macro level changes based on HRP.
 4. To determine the need to hire a new employee is the first step of hiring process.
 5. Competency mapping is a process to invite applications for job.
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Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW)-106	Numerical Code: 0507
Subject	: Business Economics	Total Marks : 70
Date	: 25/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Explain the meaning of macroeconomics & enumerate the merits & demerits of macroeconomics.
2. Define money? Discuss the functions of money?
3. Briefly discuss the elasticity of demand? What are the types of elasticity of demand?
4. Discuss the properties of indifference curves?
5. What is perfect competition? Explain the characteristics of perfect competition?

Section B (20)

Answer the following (any four)

1. Briefly explain the Robbins definition of economics?
2. Discuss briefly the basic problems of an economy?
3. Explain the importance of micro economics.
4. What is industry? Discuss the characteristics of industries.
5. Enumerate the determinants of demand.
6. With the help of diagram explain income consumption curve.

Section C

(A) Choose correct answer. (10)

- 1 According to the law of demand, the relation between price & demand is :
a) Inverse b) Direct c) Positive d) None of these
- 2 What is the value of elasticity of demand, when demand is inelastic?
a) Unity b) Less than one c) Greater than one d) Zero
- 3 What happens to consumer's real income when price falls?
a) Increases b) Decreases c) Remains constant d) Uncertain
- 4 There is no difference in this market between individual demand & industry demand.
a) perfect competition b) Imperfect competition
c) Monopolistic competition d) Monopoly
- 5 A curve showing factor combination which yields equal output is known as
a) Iso cost line b) Equi utility curve c) Budget line d) Isoquant
- 6 In which case, all costs are variable?
a) Short run b) Long run c) Medium term d) None of these
- 7 Which cost curve is horizontal?
a) Total cost curve b) Total variable cost curve
c) Total fixed cost curve d) Marginal cost curve
- 8 Demand curve facing a monopoly firm is :
a) Downward sloping b) Upward sloping c) Horizontal d) Parallel to Y axis

- 9 OPEC is an example of:
a) Legal Monopoly b) Natural Monopoly c) Perfect Monopoly d) Simple Monopoly
- 10 For a firm under perfect competition.
a) $MR = AR$ b) $MR < AR$ c) $MR > AR$ d) $MR \neq AR$

(B) Fill in the blanks.

(10)

1. The concept of society is _____ concept. (Absolute, Relative, Ethical)
 2. Wealth is a _____ concept. (flow, stock, monetary, technical)
 3. Economic problem arises because of _____. (Population growth, poverty, scarcity)
 4. Main objective behind consumer good is _____. (maximum profit, Minimum cost, maximum utility, maximum production)
 5. $\text{Total cost} \div \text{Total production} = \text{_____}$. (marginal cost, average cost, minimum cost)
 6. Group of firms producing similar good is called _____. (monopoly, oligopoly, perfect competition)
 7. Cartel are formed under _____ market. (monopoly, oligopoly, monopolistic)
 8. Utility is a _____ concept. (social, economic, psychological, political)
 9. Marginal cost curve is _____ shaped. (W, U, V)
 10. Monopolistic competition is developed by _____ economist. (mohill, chamberlain, singular)
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Term End Examination January-2015

Course	: BBA (NEW)	Numerical Code: 0061
Subject Code	: BBA (NEW) - 107	Numerical Code: 0508
Subject	: Management Information System & Organizational Behavior	
		Total Marks : 70
Date	: 27/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Explain role of management information system.
2. Discuss advantages of database management system.
3. Discuss type of system.
4. State the methods of determining information needs.
5. Discuss difference between management and administration.

Section B (20)

Answer the following (any four)

1. Explain application of management information system.
2. What is national decision making?
3. Discuss advantages of proto typing.
4. Explain centralised organization of management information system.
5. Explain informal information system.
6. Explain open loop system.

Section C

(A) Choose correct answer. (10)

- 1 M'S the basic important resources factor in the management information system.
a) Five b) Four c) Three d) Six
- 2 When was gray Dickson proposed a model of information system.
a) 1969 b) 1968 c) 1970 d) 1981
- 3 The structures of data have been recorded like a tree of records in which model.
a) Network model b) Relational model
c) Hierarchical data model d) Entity relationship model
- 4 The establishment of goal of business was included in which level of management.
a) Operation level b) Lower level c) Top level d) Middle level
- 5 Information system used primary for structured operation.
a) Decision support system b) Office automation system
c) Transition processing system d) executive support system
- 6 An organization has need how many level?
a) One b) Four c) Three d) four
- 7 Who was the father of scientific management/
a) Frederick Winslow b) Gray Dickson c) Doc Watson d) Caw venal

- 8 Evolutionary prototyping also known as _____.
a) Rapid prototyping b) Bread board prototyping
c) Incremental prototyping d) None of these
- 9 What is full form of ERP _____.
a) Enterprise resource planning b) Enterprise research planning
c) Employment reparse planning d) None of these
- 10 The new science of management decision published by harper and brothers in new york in _____.
a) 1960 b) 1964 c) 1970 d) 1975

(B) Give Answer in One/Two Sentence.

(10)

1. Define organizing.
 2. Give two merits of line organization stature.
 3. What is matrix organization?
 4. Explain two characteristics of decision support system.
 5. Give full form of SDLC.
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Term End Examination January-2015

Course	: BBA (NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) -108	Numerical Code: 0509
Subject	: Marketing Management	Total Marks : 70
Date	: 28/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Write note on Importance of Marketing.
2. Explain life cycle of a product
3. What is personal selling? Discussion on personal selling Advantages and disadvantages.
4. Write on the Micro-environment of the organization.
5. Give to the meaning of services and Give characteristics or services industries.

Section B (20)

Answer the following (any four)

1. Write short notes on psychological factors of buyer behaviour
2. Give factors affecting the selection of channels of distribution related to the environment.
3. Explain the Role of marketing
4. Give the deference between old and new concepts of marketing.
5. Discussion on function of marketing.
6. Explain the steps to market segmentation.

Section C

(A) Choose correct answer. (10)

- 1 Who was the first used "Marketing mix"
a) Neil H. Borden b) A.H. Maslow c) Philip kotare d) M.M. Miler
- 2 The structure of the audit consists
a) organization environment b) Marketing system
c) Marketing activities d) above all
- 3 How many influences of business buyer.
a) 1 b) 2 c) 3 d) 4
- 4 What is term not Involve in marketing mix.
a) productivity b) Product and price c) place d) promotion
- 5 The set of actual potential users.
a) Market b) marketing c) market demand d) promotion.

(B) Answer the following. (10)

1. Below sentence true or false.
* Main problems of manufactures can broadly be divided in to two parts.
 2. What is the meaning of C. P. A?
 3. Fill in the blanks.
* Employment opportunities are directly affected by development of _____
[market, marketing. economy condition]
 4. SWOT-Analysis.
 5. What is marketing?
- _____