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Roll No. 2230485250074.

B.B.A.-301
B.B.A. (Third Semester)
Examination, 2024-25
Paper - First
[Management and Cost Accounting]

Time : 3 Hours]**[Maximum Marks : 70**

Note : This question paper is divided into two sections i.e. A and B. Sections A consist of short answer type questions, while Section B consists of Long Answer type questions.

SECTION-A

(Short Answer Type Questions)

Note : Attempt any 05 questions from the following 08 questions. Each question is to be answered in about 200 words. Each question carries 5 marks. (5×5=25)

1. What is meant by Cost Accounting? In what essential aspects does Cost Accounting differ from Financial Accounting?

10. "Works Cost is different from the Works Expenses." Explain?

11. What is the name of Economic Order Quantity (EOQ).

12. Calculate the earnings of a worker from the following information:

- (a) Time Rate Method.
- (b) Piece Rate Method
- (c) Halsey Plan and
- (d) Rowan Plan Information

Information given:

Standard Time - 30 hours

Time taken - 20 hours

Hourly rate of wages is Re.1 per hour plus a dearness allowance @ 50 paise per hour worked.

5. Machine hour rate method is the method of absorption of Factory Overheads. Explain with numerical example?

6. Re-order quantity of material 'X' is 5,000 kg.; Maximum level 8,000 kg.; Minimum usage 50 kg. Per hour; minimum re-order period 4 days; daily working hours in the factory is 8 hours. You are required to calculate the re-order level of material 'X'.

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7. Nigam Ltd. produces bridges and sells each for Rs. 20,00,000 during a year. The Direct material, direct labour and overhead costs are 60%, 20% and 20% respectively of the cost of sales. Next year, the Direct Material costs have increased by 15% and Direct Labour costs by 17.5% and so the profit has declined by 50% if the same selling price is to be maintained. Compute the new selling price to enable the company to maintain the same percentage of profit as that earned during the preceding year.

8. How is the payment to contractor calculated on the basis of work certification under contract accounting?

SECTION-B

(Long Answer Type Questions)

Note : Answer all the questions. Each question carries 15 marks.
(3x15=45)

9. Give specimen forms of stores ledger and bin-card. What is the essential difference between these two documents? Do you recommend that both should be placed in stores or stock control department?

OR

10. Define Cost Accounting. Discuss the significance of Cost Accounting in brief. Also discuss the differences between Cost Accounting and Management Accounting.

10. From the following particulars, prepare a statement of X company showing (a) The cost of material consumed, (b) Prime Cost, (c) Works Cost, (d) Total Cost, (e) The percentage of works overhead to productive wages and (f) The percentage of administrative overhead to works cost:

Particular's	Amount Rs
✓ Finished Stock (Opening)	1,44,000
✓ Stock of Raw Material (Opening)	66,560
✓ Raw Material Purchased ✓	15,18,000
✓ Wages ✓	10,34,160
✓ Sales of finished goods	30,78,400
✓ Finished Stock (Closing)	1,54,400
✓ Stock of Raw Material (Closing)	70,720
✓ Factory Overhead	2,58,440
✓ Administrative Expenses	1,40,322

The company is about to send a tender for a large plant. The Costing Department estimates that the materials required would cost ' 52,000 and the wages to workmen for making the plant would cost' 31,200. The tender is to be made at a net profit of 20% on selling price. Show what the amount of tender would be if based on the above percentage.

OR

From the following particulars relating to a contract, prepare (a) the Contract Account, (b) Contractee's Account and (c) relevant entries in the Balance Sheet :

Particular's	Amount Rs
Material sent to site	85,349
Labour engaged on site	74,375
Plant Installed at cost	15,000
Direct expenditure	4,126
Establishment Charges	3,167
Material returned to store	549
Work Certified	1,95,000
Cost of work not certified	4,500
Materials on hand Dec 31st	1,883
Wages accrued on Dec 31st	2,400
Direct expenditure accrued on Dec 31st	240
Value of Plant Dec 31st	11,000

The contract price has been agreed at Rs.2,50,000. Cash has been received from the contractee amounting to Rs. 1,80,000.

11. From the following figures, show the cost of the three processes of manufacture. The production of each process is passed on to the next process immediately on completion:

Particular's	Process A	Process B	Process C
Wages and Materials	60,800	24,000	58,500
Works Overhead	11,200	10,500	12,000
Production (in units)	72,000	75,000	96,000
Stock (units from preceding process)	-	8,000	33,000
1-7-2024 Stock (units from preceding process)			
31-7-2024	-	2,000	11,000

OR

ABC Ltd manufactures readymade garments and uses its cut-pieces to manufacture dolls. The following statement of cost has been prepared :

Particular's	Readymade garments	Dolls	Total
Materials	1,00,000	8,000	1,08,000
Labour	10,000	2,000	12,000
Variable Overheads	12,000	3,000	15,000
Fixed Overheads	18,000	5,000	23,000
Total Cost	1,40,000	18,000	1,58,000
Sales	1,84,000	14,000	1,98,000
Profit/ Loss	44,000	(4,000)	40,000

cut-pieces used in the manufacture of dolls have a scrap value of Rs 2,000, if sold in the market. As there is loss of Rs 4,000 in the manufacturing dolls, it is suggested to discontinue its manufacture. Advise the management.

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BBA-302
B.B.A. (Third Semester)
Examination, 2024-25
Paper - Second
[Business Law]

Time : 3 Hours][Maximum Marks : 70

Note : This question paper is divided into *two* sections i.e. A and B. Section A consists of short answer type questions, while Section B consists of long answer type questions.

SECTION-A
(Short Answer Type Questions)

Note : Attempt any *five* (5) questions from the following *eight* (8) questions. Each question carries *five* (5) marks.
(5×5=25)

- ✓ 1. Discuss the essential elements of a valid contract.
2. "An invitation to offer is not an offer". Elucidate the statement.

3. Discuss briefly expressly declared void agreements under Indian Contract Act.
4. Define the term 'sale' and 'agreement to sell' and distinguish between the two.
5. "A partial endorsement does not operate as a negotiation of the instrument". Comment.
6. What are the contents of Memorandum of Association? Explain.
7. What is a prospectus? Discuss the consequences of mis-statements in a prospectus.
8. "Every shareholder of a company is also known as a member while every member may not be known as a shareholder." Comment.

SECTION-B

(Long Answer Type Questions)

Note : Answer all questions. Each question carries 15 marks.
(3×15=45)

9. Briefly explain the provision of the Companies Act, 1956 relating to the different kinds of general meetings of the members of a company.

OR

"A quasi-contract is not a contract at all. It is an obligation which the law creates". Amplify and state the quasi-contracts recognised under the Indian Contract Act.

10. (a) What are the difference between 'Conditions' and 'Warranties'?
- (b) P bought a car from Q who had no title to it. P used the car for several months. After that the true owner came forward and demanded the car. State the right of P and the true owner of the car.

OR

What are various ways in which one or more parties to a negotiable instrument is/are discharged from liability? Discuss.

11. What is winding-up? Distinguish between winding up and dissolution. What are the power of a court on making an order of winding up of a limited liability partnership? Discuss.

OR

Discuss briefly the remedies for breach of contract. What principles are applied in order to assess the amount of damages recoverable for a breach of contract?

BBA-303**B.B.A. (Third Semester)****Examination, 2024-25****Paper - Third****[Advertising Management]****Time : 3 Hours]****[Maximum Marks : 70**

Note : This question paper is divided into *two* sections A and B. Attempt the questions from both sections according to the instructions given in each section.

SECTION-A**(Short Answer Type Questions)**

Note : This section contains *eight* questions. Attempt any *five* question. Each question carries five marks. (5×5=25)

1. Explain the term advertising. What are the key objective of advertising in modern business?
2. How does advertising contribute to social change in Indian society? Provide relevant examples.

3. What are some truths and misconceptions in Indian advertising? How do they affect consumer trust?
4. Define Integrated Marketing Communication (IMC) and discuss its advantages over traditional advertising approaches.
5. Explain the role of communication process in ensuring the success of an advertising campaign.
6. How does branding influence customer loyalty in advertising? Give examples of successful branding campaigns.
7. What is the significance of promotional objectives? How do companies decide on these objectives?
8. Explain the factors to consider when choosing the media mix in advertising.

SECTION-B

(Long Answer Type Questions)

Note : Answer all the questions. For each question there is an internal choice. Each questions carries 15 marks.

(3×15=45)

9. What is the importance of advertising in the economic development of a country? Discuss with reference to India.

OR

Explain the DAGMAR approach in detail. How is it used to set advertising objectives and measure and effectiveness?

10. Discuss the various methods used to establish an advertising budget. How does a company choose the right approach?

OR

Discuss the components of an advertising copy. How can creativity in copywriting impact the success of an advertising campaign?

11. Write the role of advertising research in the advertising process. How does it contribute to improving ad performance?

OR

- Compare and contrast local advertising with international advertising. What are the key challenges companies face in global advertising?

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BBA-304
B. B.A (Semester Third)
Examination, 2024-25
Paper - Fourth
[Introductions to Business Analytics]

Time : 3 Hours][Maximum Marks : 70

Note : The paper consists of two Sections A and B. Attempt the questions in each Section according to the instructions given therein.

SECTION-A
(Short Answer Type Questions)

Note : Attempt any *five* questions from this Section. Each question carries 5 marks. (5×5=25)

1. What is difference between HR analytics, workforce analytics and people analytics?
2. What are the different types of data in business analytics?

3. Explain application areas of business analytics.
4. What are the forecasting methods using historical demand data?
5. What is talent analytics? Write the names of four types of HR analytics.
6. State the utility of business analytics in organizational decision making.
7. What is logistics analytics? Explain its components also.
8. What is organizational network analysis? What is the role of Organizational network analysis in people analytics?

SECTION-B

(Long Answer Type Questions)

Note : Attempt all the *three* questions. Each question carries 15 marks. (3×15=45)

9. Discuss descriptive, predictive, diagnostics, prescriptive and cognitive analytics with examples.

OR

- (a) What is source analytics? Explain its key components.
- (b) Explain components of business analytics with relevant examples.

10. (a) What are the models of supply chain?
(b) What does the Cash Conversion Cycle measure?

OR

- (a) What is predictive analytics? Explain its process. Also explain its role in decision making.
(b) Write note on business analytics tools.
11. (a) Explain business analytics process with examples.
(b) What is business analytics? How it is different from business intelligence?

OR

- (a) What is prescriptive analytics? How can optimization be used in prescriptive analytics?
(b) What is staffing analytics? Explain its key components.
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BBA-305
B.B.A. (Third Semester)
Examination, 2024-25
Paper - Fifth
[Business Communication]

Time : 3 Hours][Maximum Marks : 70

Note : This Question Paper is divided into two Sections A and B Both Section are Compulsory. Answer questions according to instructions given under each Section.

SECTION-A

(Short Answer Type Questions)

Note : This section contains eight (8) questions of five (5) Marks each. You are required to Answer five (5) questions only. (5×5=25)

1. Define the advantage and disadvantage of effective listening.
2. Discuss the merits and demerits of informal communication.

3. What is grapevine? Discuss its advantages to an organisation.
4. Explain the process of communication with example.
5. Discuss the advantages and disadvantages of oral communication to an organization.
6. Discuss the various principles and factors affecting group presentation.
7. Explain the cultural sensitivity with example. Why is it important?
8. Assuming yourself as a finance manager of an organization, Write a letter to bank asking reasons for dishonoring of a cheque.

SECTION-B

(Long Answer Type Questions)

Note : Answer all questions. Each questions carry 15 marks.
(3×15=45)

9. What do you mean by oral and written communication? Discuss the importance and elements of both. Also, differentiate between them.

OR

Explain the various types of Barriers to communication in detail.

10. What is communication? Discuss the 7 C's of effective communication in detail.

OR

Explain the following :

- (a) Para language.
- (b) Effective listening.
- (c) Resume.

11. Explain the various form of modern communication with their advantages and limitations.

OR

Differentiate between formal and informal communication?
Explain their importance and limitations.

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BBA-306
B.B.A. (Third Semester)
Examination, 2024-25
Paper - Sixth
[Business Enviromment]

Time : 3 Hours][Maximum Marks : 70

Note : This question paper is divided into two sections A and Section B. Both sections are compulsory. Follow the instructions given under each section.

SECTION-A
(Short Answer Type Questions)

Note : Attempt any *five* questions from this section. Each question carries 5 marks. (5×5=25)

1. What is Mixed Economy? Discuss its features.
2. Differentiate between FERA and FEMA.
3. What is Privatization? Discuss its influence on Indian Economy.

4. Explain various instruments of monetary policy.
5. What is EXIM policy? Discuss its importance.
6. Critically analyse the Socio-Economic impact of Globalization.
7. "SWOT" analysis is an important tool for understanding the business environment. Explain.
8. Differentiate between Mini Ratna and Maha Ratna companies.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all the questions. Each questions carry 15 marks. (3×15=45)

9. Discuss in detail the reasons that were responsible for creation of New Industrial Policy in India. Explain its salient features and impact on Society and Economy.

OR

Critically analyse the socialist and capitalist economic systems.

10. What is Business Environment? Discuss various components of a Business Environment.

OR

Explain various Macro Environmental factors in detail. *

11. Explain in detail the role of WTO in Promoting International trade.

OR

Explain the importance of Fiscal policy in economy of the nation.

12. Proper understanding of Business Environment is necessary for running any Business successfully? Explain.

OR

Write a detailed note on monetary policy.
