

Faculty of Business Management**BBA I-Year, CBCS-I Semester Backlog Examinations -June/July, 2022****PAPER: Introduction to Information Technology**

Time: 3 Hours

Max Marks: 60

Section-A

- I. Answer any *five* of the following (5x2=10 Marks)
1. Personal Computer
 2. Information storing
 3. Macros
 4. Header and Footer in Ms-Word
 5. Spreadsheet
 6. Slide show
 7. Letters and Labels
 8. Excel worksheet

Section-B

- II. Answer the following (5x10=50 Marks)
9. (a) Explain the features of Windows in detail.
(OR)
(b) Explain the process of getting information in Input and getting information in output with the help of suitable example.
10. (a) Explain the uses of different features that are available on Ms-Word Tool bar.
(OR)
(b) Explain the concept of Macros. What are the uses of Macros?
11. (a) Create the table using different formulae in Ms- Excel and explain its uses.
(OR)
(b) What short note on: (i) Ms-Excel (ii) Spread sheet (iii) Worksheet
12. (a) Design a Project presentation with the help of Ms- PowerPoint
(OR)
(b) Explain the uses and applications of Ms-PowerPoint
13. (a) Explain the concept of printing reports, Forms and letters in Ms- Access.
(OR)
(b) Explain the procedure for adding, renaming and deleting fields in Tables under Ms-Access.

Faculty of Business Management

BBA I-Year, CBCS-I Semester Backlog Examinations -June/July, 2022

PAPER: Basics of Marketing

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following (5x4=20 Marks)
1. 'Marketers do not create needs' – Justify.
 2. What is target marketing?
 3. List the causes of new product failure.
 4. What do you understand by Skimming Pricing?
 5. Define Channels of Distribution.
 6. What is the difference between marketing and selling?
 7. What is Mass Marketing?
 8. What is Publicity and how it is different from Advertising.

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Discuss the different philosophies of marketing.
(OR)
(b) Discuss the various macro environmental factors affecting marketing function.
 10. (a) Define Market Segmentation. Describe the basis of segmenting a market for consumer products.
(OR)
(b) What is Product Positioning? Describe the various positioning strategies.
 11. (a) Define a New Product. Enumerate the steps in New Product Development.
(OR)
(b) Describe the stages of consumer adoption process.
 12. (a) Explain the different stages of Product Life Cycle (PLC) with a suitable diagram.
(OR)
(b) What is pricing? Explain the objectives of pricing?
 13. (a) Discuss the concept of promotional mix.
(OR)
(b) Discuss the role of Wholesalers and Retailers in the Channels of Distribution.

Faculty of Business Management**BBA I-Year, CBCS-I Semester Backlog Examinations -June/July, 2022****PAPER: Financial Accounting-I**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following (5x4=20 Marks)

1. Accounting Equation
2. Ledger
3. Financial statements
4. Depreciation Concept
5. What are financial statements?
6. Net Profit
7. SLM of Depreciation
8. Stake holders of business

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) What are the accounting Principles used in book keeping?

Or

(b) What are the different types of accounts? Explain the Dr and Cr rules.

10. (a) Describe the importance of various subsidiary books

OR

(b). Record the following transactions in the Journal and post them into ledger

Oct 1st : Neelum started business with a capital of 80,0003rd : Bought goods from Karan on credit 20,0004th : Sold goods to Tarun 25,0005th : Cash purchases 25,0007th : Cash sales 15,0009th : Goods returned to Karan 2,00010th : Bought furniture for 15,00011th : Cash paid to Karan 12,00012th : Goods returned by Tarun 3,00014th : Goods taken by Neelum for personal use 3,00015th : Cash received from Tarun 12,000

- 11.(a) Explain the structure and components of Balance sheet in traditional and modern approach.

OR

- (b) The following trial balance have been taken out from the books of XENON as on 31st December, 2019.

	Dr. RS.	Cr. RS.
Plant and Machinery	100,000	
Opening stock	60,000	
Purchases	160,000	
Building	170,000	
Carriage inward	3,400	
Carriage outward	5,000	
Wages	32,000	
Sundry debtors	100,000	
Salaries	24,000	
Furniture	36,000	
Trade expense	12,000	
Discount on sales	1,900	
Advertisement	5,000	
Bad debts	1,800	
Drawings	10,000	
Bills receivable	50,000	
Insurance	4,400	
Bank balances	20,000	
Sales		480,000
Interest received		2,000
Sundry creditors		40,000
Bank loan		100,000
Discount on purchases		2,000
Capital		171,500
	795,500	795,500

Closing stock is valued at Rs.90,000

Required: Prepare the trading and profit and loss account of the business for the year ended 31.12.2005 and a balance sheet as at that date.

12. (a) Explain the methods of depreciation with advantages and disadvantages

OR

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Code: 1402/BL

(b) Prepare machinery and depreciation account with the following

information On 1st July, 2008 a company purchased a machine for Rs 3,90,000 and spent Rs 10,000 on its installation. It decided to provide depreciation @ 15% per annum, using written down value method. On 30th November, 2011 the machine was dismantled at a cost of Rs 5,000 and then sold for Rs 1,00,000.

13. (a) Explain the types and techniques of Financial statement analysis

OR

(b) Write the benefits of common size statement of analysis. Where this technique is more applicable?

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BBA I-Year, CBCS-I Semester Backlog Examinations –June/July, 2022

PAPER: Principles of Management

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any *five* of the following (5x4=20 Marks)

1. Esprit De Corps
2. Policies and strategies
3. Formal and Informal organizations
4. Span of Control
5. TQM
6. CSR
7. Departmentalization
8. Directing

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Discuss the scope and principles of management.
(OR)
(b) "Management is Science or Art". Discuss.
10. (a) What do you mean by planning? Explain its importance in decision making.
(OR)
(b) Discuss the various problems involved in decision making.
11. (a) Describe the principles of Organizing.
(OR)
(b) Distinguish between centralization and decentralization.
12. (a) What is meant by controlling? Discuss its process.
(OR)
(b) what do you mean by Co-ordination? State the requisites for excellent co-ordination.
13. (a) What is Technology management? Discuss its importance in managerial decisions.
(OR)
(b) What do you know about leadership? Explain the various styles of leadership.

Faculty of Business Management**BBA I-Year, CBCS-I Semester Backlog Examinations –June/July, 2022****PAPER: Principles of Management**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following (5x4=20 Marks)

1. Unity of Command
2. Schedule and Budget
3. Authority Vs Responsibility
4. Leadership
5. Selection
6. Control
7. Semantic Barriers
8. Product Departmentation

Section-B

II. Answer the following (5x12=60 Marks)

9. (a) What is the Contribution of Henry Fayol? Explain in detail.
(OR)
(b) Explain in detail POSDCORB.
- 10.(a) Define Planning. Explain the Process of Planning.
(OR)
(b) Explain the Process of Decision Making.
11. (a) Define Delegation of Authority. Explain the Importance of Delegation of Authority.
(OR)
(b) What are the bases of Departmentation, Explain any Two in detail.
12. (a) What are the various barriers of Communication?
(OR)
(b) Explain the Abraham Maslow's Need Hierarchy Theory of Motivation.
13. (a) What are the pre-requisites of effective Control System?
(OR)
(b) Explain the importance of Coordination in any organisation.

Faculty of Business Management**BBA I-Year, CBCS-I Semester Backlog Examinations -June/July, 2022****PAPER: Business Economics**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following (5x4=20 Marks)

1. Opportunity Cost
2. Determinants of Demand
3. Production Function
4. Explicit cost and Implicit cost
5. Kinked demand curve
6. Law of Supply
7. Diseconomies of scale
8. Price Discrimination

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a)(i) Define the term Business Economics and explain its nature.
(ii) If a sum of Rs.300 is received after one year, what is its present value at 10 per cent rate of interest? Which principle of business economics is applied here?
(OR)
(b) Explain the scope of business economics.
10. (a) What is Supply? Explain about elasticity of supply.
(OR)
(b) Define the term elasticity of Demand and explain Price elasticity of demand.
11. (a) Explain Law of Diminishing returns to scale.
(OR)
(b)(i) Explain Iso-quant Curve technique.
(ii) Explain Iso-cost Curve technique.
12. (a) What are economies to scale? Explain internal economies to scale.
(OR)
(b) What is Long-run? Explain about Long-run cost curves.
13. (a) Write briefly about:
(i) Features of Perfect Competitive market
(ii) Syndicating in Oligopoly
(OR)
(b) What is monopolistic competition? How is price determined in this market?
