

(i) Printed Pages: 3

Roll No.

(ii) Questions : 7

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Exam. Code :

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Bachelor of Business Administration 4th Semester

(2042)

ENGLISH & BUSINESS COMMUNICATION SKILLS

Paper—BBA-221

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :— Attempt all questions.

SECTION—A

1. Answer any *three* questions in about **100-120** words each :
 - (i) What state of mind is Prakriti in at the end ? How does she arrive at this state ? (Chandalika)
 - (ii) What, according to Lamb, is the impact of marriage on old friendship ? (A Bachelor's Complaint of the Behaviour of Married People)
 - (iii) What makes us spiritually rich ? Why is spiritual richness more desirable than our worldly possessions ? (El Dorado)
 - (iv) Who is a true bore according to the author ? What does a true bore think of himself ? (Bores)

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2. Write answer to any *one* of the following in **300-350** words :
- (i) "The message of 'Chandalika' is that the value of a human being resides in a loving heart and in caste." Discuss.
- (ii) What, according to Stevenson, is the secret of true happiness ? 10
3. Match the words in Column 'A' with their meaning in Column 'B' :

Column A	Column B	
Endure	Openness	
Reckless	Face	
Countenance	Waste	
Squander	Rash	
Certitude	Bear	
Candour	Confidence	5

SECTION—B

4. Draft a report to the Branch Manager telling him about the increase in the production and suggest the ways to keep it up.

OR

Write a report to the senior manager about the need of the extensive advertising campaign for the sale of the products of your company. 10

5. Make a precis of the following passage in about one-third of its length and suggest a suitable title :

No economy can grow if certain hometruths are ignored. The facts are indeed bitter. In the first place, we have to be clear about our priorities. Second, we have to evolve a very business-like attitude to economy management. Third, we need to go the whole hog for the development of the infrastructure in key areas like roads, communication and power. Without the proper growth of the infrastructure a new edifice of the economy can be neither built nor sustained. Fourth, areas of investment for Swadeshi and foreign investors have to be clearly demarcated. Fifth, it is essential that the existing unproductive administrative system is overhauled so that the nation's resources and energy are diverted towards essential growth areas. Sixth, in our zest for globalisation and the pampering of the urban rich, it will be suicidal to ignore the basic needs of the rural people such as drinking water, road networks, literacy and medical care. Seventh, equally vital is the need for an all-out war against the baby boom. 5

6. Attempt any *two* of the following :
- (i) What is the difference between video conferencing and tele conferencing ?
 - (ii) What are the different forms of non-verbal communication ?
 - (iii) Write a detailed note on PowerPoint presentation. 5
7. Prepare a curriculum vitae for the post of English Language Instructor.

OR

Prepare a curriculum vitae for the post of Marketing Head. 5

(i) Printed Pages: 4

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Bachelor of Business Administration 4th Semester
(2042)

FINANCIAL MANAGEMENT

Paper—BBA-222

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any *four* questions, each carrying 5 marks from Section A.

(2) Attempt any *two* questions each from Section B and Section C carrying 15 marks each.

SECTION—A

1. X Ltd. which pays no dividends, anticipates a future earnings per share of Rs. 7 per share. The current market price of share is Rs. 55.54, floatation cost 10% of the price of the shares. What is the cost of equity capital ?
2. A company is considering an investment proposal involving an initial cash outlay of Rs. 15,00,000. The proposal has an expected life of 5 years. At a required rate of return of 14%, the proposal has a profitability index of 1.6. Calculate annual cash inflows. The present value of an annuity of Re. 1 at 14% for 5 years is 3.4331.
3. The earnings per share of company Rs. 20 and the rate of capitalisation applicable to the company is 10%. The company has before it an option of adopting a payout ratio of 75%. Using Walter's formula of dividend payout, compute the market value of the company's share if the productivity of retained earnings is 15%. State whether it is an optimal payout ratio.

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4. Cam company has decided to put Rs. 30,000 per quarter in a pension fund. The fund will earn interest at the rate of 6% per year, compounded quarterly. Find the amount available in this fund after 10 years.
5. What is financial leverage ? How we compute financial leverage ?
6. What is wealth maximization ?

SECTION—B

7. Define financial management. What is the scope of finance function in a business enterprise ? Explain the role of financial manager in business.
8. "A rational investor should give preference to time value of money." Comment on the statement and write the applications of compounding and discounting techniques.
9. A company is considering a proposal to purchase a new equipment. The equipment will involve a cash outlay of Rs. 5,00,000 and working capital of Rs. 50,000. The expected life of the project is 5 years without any salvage value. Assume that the company is allowed to charge depreciation on straight line basis for income tax purpose. The estimated before tax cash inflows (earnings before depreciation and tax) are given below :

Year	Before tax cash inflows
1	1,80,000
2	2,20,000
3	1,90,000
4	1,70,000
5	1,40,000

The applicable income tax rate to the company is 35%. The opportunity cost of capital of the company is 10%.

You are required to calculate :

- (a) Discounted payback period
- (b) Net present value
- (c) Internal rate of return.

The P.V. factors at 10%, 13% and 15% are given as below :

Year	1	2	3	4	5
PV factor @ 10%	0.909	0.826	0.751	0.683	0.621
PV factor @ 13%	0.885	0.783	0.693	0.613	0.543
PV factor @ 15%	0.870	0.756	0.658	0.572	0.497

10. Zed Limited is presently financed by equity shares. The current market value is Rs. 6,00,000. A dividend of Rs. 1,20,000 has just been paid. This level of dividend is expected to be paid indefinitely. The company is thinking of investing in a new project involving an outlay of Rs. 5,00,000 now and expected to generate net cash receipts of Rs. 1,05,000 per annum indefinitely. The project would be financed by issuing Rs. 5,00,000 debentures at the market interest rate of 18%.

Ignoring tax, calculate :

- The value of equity shares and the gain made by the shareholders if the cost of equity rises to 21.6%.
- Weighted average cost of capital before and after raising debentures.

SECTION—C

- Explain the determinants of dividend decision.
- What is optimal capital structure ? What factors affect the capital structure decision of the companies ?

13. Company X and Y are in the same risk class and identical in every respect except that company X uses debt while Company Y does not. The levered firm has Rs. 9,00,000 debentures carrying 10% rate of interest. Both the firms earn 20% operating profits on their total assets of Rs. 15,00,000. Assume perfect capital markets, a tax rate of 35% and capitalisation rate of 15% on an all equity company.
- Compute the value of firms X and Y using Net Income Approach.
 - Compute the value of firms using Net Operating Income Approach.
 - Using NOI approach, calculate overall cost of capital for both the firms.
14. Prepare an estimate of networking capital requirement of Zero company from the data given below :

Estimated Cost per unit of production	Amount per unit (Rs.)
Raw Materials	100
Direct Labour	40
Overheads	80
	220

The following is the additional information :

Selling price per unit	Rs. 240
Level of activity	1,04,000 units per annum
Raw materials in stock	Average 4 weeks
Work in progress [Assume 100% stage of completion of materials and 50% for labour and overheads]	Average 2 weeks
Finished goods in Stock	Average 4 weeks
Credit allowed by Suppliers	Average 4 weeks
Credit allowed to Debtors	Average 8 weeks
Lag in Payment of Wages	Average 1.5 weeks

Cash at Bank is expected to be Rs. 25,000. Assume that production is sustained during 52 weeks of the year.

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Bachelor of Business Administration 4th Semester
(2042)

RESEARCH METHODOLOGY

Paper—BBA-223

Time Allowed : Three Hours] [Maximum Marks : 80

- Note :— (1) Attempt any *four* questions from Unit-A.
(2) Attempt *two* questions each from Unit-B and Unit-C.

UNIT—A

1. Write short note on one tailed and two tailed test.
2. Explain the main characteristics of a good research hypothesis.
3. Differentiate between parametric and non parametric tests.
4. Explain the importance of review of literature.
5. Explain the sources of errors in research.
6. Differentiate between qualitative and quantitative research.

5×4=20

UNIT—B

1. What are the main characteristics of research ? Briefly describe the main steps involved in a research.
2. Explain the meaning and significance of research design. Describe some of the important research designs used in experimental hypothesis-testing.

3. Enumerate the different methods of collecting data. Explain the merits and demerits of these methods.
4. What is the meaning of measurement in research ? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale ? Explain giving examples. 2×15=30

UNIT—C

1. Explain the characteristics of a good sample. What are the main steps in sample design ?
2. Write a brief note on different types of analysis of data pointing out the significance of each.
3. Six coins were tossed 138 times and the following results were obtained :

No. of heads	0	1	2	3	4	5	6
Frequency	12	6	22	33	41	11	13

Are the coins biased ? Use Chi-square test.

4. A simple random sampling survey in respect of monthly earnings of skilled workers in two cities gives the following statistical information :

City	Mean monthly earnings (Rs.)	Standard deviation of sample data of monthly earnings (Rs.)	Size of sample
A	1575	55	200
B	1675	645	175

Test the hypothesis at 5 per cent level that there is no difference between monthly earnings of workers in the two cities.

2×15=30

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Bachelor of Business Administration 4th Sem.
(2042)
HUMAN RESOURCE MANAGEMENT
Paper : BBA-224

Time Allowed : Three Hours] [Maximum Marks : 80

- Note :—** (1) Attempt any **FOUR** questions from Section A.
(2) Attempt any **TWO** questions each from Section B and Section C.
(3) Each question in Section A carries **5** marks.
(4) Each question in Sections B and C carries **15** marks.

SECTION—A

1. Functions of HRM.
2. Features of HR Planning.
3. Difference between Transfer and Promotion.
4. Kinds of HR Research.
5. Purpose of HR Record Keeping.
6. Need of HR Information System. 4×5=20

SECTION—B

7. What are the benefits and limitations of Human Resource Planning ? How it can be made effective ?

8. What purpose does selection serve ? Explain the importance of scientific selection in the organisation.
9. "Training programmes are helpful to avoid personnel obsolescence." Discuss various needs of training in an organisation.
10. Write a note on evolution and development of Human Resource Management. 15×2=30

SECTION—C

11. Define HR Research. Discuss its objectives and approaches.
12. Discuss the organisational design and importance of HR Department in an organisation.
13. Discuss essentials of good Record-keeping.
14. What do you mean by HR-Audit ? Discuss its types and process ? 15×2=30

(i) Printed Pages: 2

Roll No.

(ii) Questions : 14

Sub. Code :

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**Bachelor of Business Administration 4th Semester
(2042)**

FUNDAMENTALS OF E-COMMERCE

Paper—BBA-226

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any *four* questions from Section A, each question carries 5 marks. Attempt *two* questions each from Section B and Section C respectively, each question carries 15 marks.

SECTION—A

- I. What are the requirements of web based e-commerce ?
- II. Differentiate C2C and C2B e-commerce.
- III. What is e-shopping cart ?
- IV. How is entertainment industry impacted by e-commerce ?
- V. Write short note on e-wallet.
- VI. Define Cryptography.

SECTION—B

- VII. Define e-commerce. What are the unique features of e-commerce ? Discuss in detail.
- VIII. What factors are contributing to the growth of e-commerce in India ? Discuss in the present context.
- IX. Define e-business model. Discuss various models of B2C e-commerce with suitable examples.

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X. Explain different regulatory aspects in e-commerce.

SECTION—C

XI. Discuss the application of e-commerce in Eductaion industry.

XII. What is electronic data interchange (EDI) ? Discuss the importance of EDI in managing the business.

XIII. What do you mean by digital signature ? Discuss the process and significance of digital signature in Cyber World.

XIV. Discuss various types of electronic payment systems.