

(i) Printed Pages : 3

Roll No.

(ii) Questions : 7

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 4th Semester
(2053)

ENGLISH & BUSINESS COMMUNICATION SKILLS

Paper : BBA-221

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :—Attempt all parts of a question together.

UNIT—I

1. Answer any **two** questions in **100-120** words each :

(a) Describe Prakriti's first meeting with Ananda. What is its significance ? ('Chandalika')

(b) What does Lamb threaten to do if the married people do not mend their ways ? ('A Bachelor's Complaint')

(c) How is the journey more important than the final destination ? ('El Dorado')

(d) Who is a true bore ? ('Bores') 5

2. Answer any **one** of the following in **350** words :

Bring out the theme of the essay, 'El Dorado'.

OR

What are the tricks used by married women to make their husbands think less of their friends ? 10

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1

[Turn over

3. Match the following words :

Column-A

Column-B

Imitate

Holy

Sacred

Mix

Reflect

Useless

Infinite

Think

Vain

Copy

Mingle

Unlimited

5

UNIT—II

4. Draft a report on the feasibility of setting up a new petrol pump on a highway.

OR

Write a report on labour unrest in a factory. 10

5. Make a precis of the following passage and give a suitable title :

The great defect of our civilization is that it does not know what to do with its knowledge. Science, as we have seen, has given us powers fit for the gods, yet we use them like small children. For example, we do not know how to manage our machines. Machines, as I have already explained, were made to be man's servants; yet he has grown so dependent on them that they are in a fair way to become his masters. The machines themselves, and the power which the machines have given us are not civilization

but aids to civilization. There is nothing particularly civilized in getting into a train. But you will remember that we agreed at the beginning that being civilized meant making and liking beautiful things, thinking freely, and living rightly and maintaining justice equally between man and man. Man has a better chance today to do these things than he ever had before; he has more time, more energy less fear and less to fight against. If he will have this time and energy which his machines have won for him to making more beautiful things, to finding out more and more about the universe, to removing the causes of quarrels between nations, to discovering how to prevent poverty, then I think our civilization would undoubtedly be the greatest as it would be the most lasting that there has ever been. 5

6. Discuss the advantages and disadvantages of Email as a means of business communication.

OR

Write a note on the importance of Listening as a tool of communication. 5

7. Prepare a curriculum vitae for the post of Public Relations Officer in a company.

OR

Prepare a curriculum vitae for the post of a Marketing Executive in a company. 5

(i) Printed Pages : 4

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration 4th Semester
(2053)**

FINANCIAL MANAGEMENT

Paper— BBA-222

Time Allowed : Three Hours]

[Maximum Marks : 80

UNIT—I

Attempt any *four* of the following

- A. Explain benefits of profit maximization over wealth maximization.
- B. Mr. Ridham expects to receive an amount of Rs.6,000 at the end of 6th year. Determine the present value of the amount if the discounting rate is 12%.
- C. An Investor deposited Rs.35,000 in a bank at 15% rate of interest. In how many years will this amount double ? What are the rules for doubling period ?
- D. Explain the formula for calculation of Internal Rate of Return.
- E. A company expects a net income of Rs.10,000. It has Rs.2,00,000 8% debentures. The equity capitalization rate of the company is 10%. Calculate the value of firm and overall capitalization rate as per net income approach.
- F. A firm at present has a sale of 500 units @ Rs.10/unit. Its variable cost is Rs.7/unit and fixed expenses are Rs.800 pa. The firm's expected sales the next year will be 700 units. Compute degree of operating leverage. 4×5

UNIT—II

Attempt any *two*

2. What are the principles of financial decision making ? Explain the various factors which a finance manager should keep in mind while taking financial decisions.
3. What do you mean by time value of money ? What are the techniques for calculating time value for money ?
4. Vinod Ltd. is contemplating to invest in a project which will provide the following returns in its life :

Year	1	2	3	4	5
Gross Yield (Rs.)	80,000	80,000	90,000	90,000	85,000

Cost of Machinery to be installed will be Rs.2,00,000 and the machinery is to be depreciated at 20% p.a. on WDV basis. Income tax rate is 50%. If average cost of raising capital is 10%. Would you accept this project under IRR method ?

5. Following is the capital structure of a company :

Sources	Book Value	Market Value
Equity Shares @Rs.10 9% Convertible Preference Shares @ Rs.100 each	Rs.8,00,000	Rs.16,00,000
11% Debentures	Rs.2,00,000	Rs.2,40,000
Retained Earnings	Rs.6,00,000	Rs.6,60,000
	Rs.4,00,000	nil

The current market price of equity share is Rs.200. Last year company had paid equity share dividend at 25% and its dividend is likely to grow by 5% every year. The corporate tax rate is 30%, personal income tax rate is 20%. Calculate :

Cost of capital for each source of capital

Weighted average cost of capital.

2×15

UNIT—III

Attempt any *two*

6. Explain the Net Income Approach. How it is different from Net Operating Income Approach ?
7. Show the effect of financial leverage on ERS by considering the following two financial plans of EBIT :
- (a) Rs. 2,00,000 and
(b) Rs. 1,00,000.
- Total funds required : Rs.10,00,000
- Plan A : 100% Equity Shares of Rs.10 each
- Plan B : 50% Equity Shares of Rs.10 and
50% 15% debts
- Tax Rate : 40%
8. Aditi Enterprises sells goods at a profit of 25%; from the following information, estimate the working capital requirements assuming 15% safety margin :

	(Rs.)
Sales (2 months credit)	18,00,000
Material consumed (1 month credit)	4,50,000
Wages (1 month lag in payments)	3,60,000
Cash Mfg. Expenses (1 month lag in payments)	4,80,000
Administration expenses (1 month lag in payments)	1,20,000
Sales promotion expenses (quarterly in advance)	60,000
Income tax payable in 4 installments of which one lies in the next year	1,50,000

The company maintains one month's stock of each raw material

and finished goods. It also keeps Rs.1,00,000 in cash.

9. Show the effect of the dividend policy on the market price of its shares, using the Walter's model.

Equity capitalization rate (K_e) 12%

Earning per share Rs. 8

Return on investments (1) 15% (2) 10%

Dividend payout ratio is (1) 0% (2) 25% (3) 50%

(4) 75% (5) 100% 2×15

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 4th Semester
(2053)

RESEARCH METHODOLOGY

Paper : BBA-223

Time Allowed : Three Hours] [Maximum Marks : 80

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

SECTION—A

1. (a) Explain objectives of research.
- (b) Explain the objectives of a good research design.
- (c) Write short note on Likert-type scales.
- (d) Explain the role of computers in business research.
- (e) Write short note on type I and type II errors.
- (f) Explain the importance of review of literature. 4×5

SECTION—B

2. Describe different types of research. Differentiate between an experiment and a survey.
3. Give your understanding of a good research design. Is single research design suitable in all research studies ? If not, why-?

4. "It is never safe to take published statistics at their face value without knowing their meaning and limitations." Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data. Illustrate your answer by examples wherever possible.
5. Explain the role of ethics in business research. 2×15

SECTION—C

6. The table given below shows the data obtained during an epidemic of cholera.

	Attacked	Not attacked	Total
Inoculated	31	469	500
Not inoculated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of inoculation in preventing the attack of cholera.

7. Based on field experiments, a new variety green gram is expected to give a yield of 12.0 quintals per hectare. The variety was tested on 10 randomly selected farmer's fields. The yield (quintals/hectare) were recorded as 14.3, 12.6, 13.7, 10.9, 13.7, 12.0, 11.4, 12.0, 12.6, 13.1. Do the results confirm the expectation ?
8. What do you mean by 'Sample Design' ? What points should be taken into consideration by a researcher in developing a sample design for this research project ?
9. Point out the important limitations of tests of hypotheses. What precaution the researcher must take while drawing inferences as per the results of the said tests ? 2×15

(i) Printed Pages : 2 Roll No.

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Exam. Code :

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**Bachelor of Business Administration 4th Semester
(2053)**

HUMAN RESOURCE MANAGEMENT

Paper : BBA-224

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt **four** short answer type questions from Section-A.
Attempt **two** questions each from Section-B and C
respectively.

SECTION—A (4×5)

1. Write short notes on **four** of the following :
 - (a) What is E-recruitment ?
 - (b) Distinction between training and development.
 - (c) Difference between layoff and retrenchment.
 - (d) What is Socialization ?
 - (e) Succession planning.
 - (f) Job Enrichment.

SECTION—B (15×2)

2. "Human Resource Management appears to lean heavily on its theories". Discuss the theories of HRM in detail.
3. "As organisations become more global, Human Resource Planning becomes more important and complex." Elucidate.

4. What are the recent trends in recruitment ? What challenges are faced by Human Resource Managers of today ?
5. What is meant by transfer ? What are its various kinds ? Bring out clearly the salient features of a sound transfer policy.

SECTION—C (15×2)

6. What is HRIS ? What activities does it help organizations perform ?
7. Explain the process and types of Human Resource Audit.
8. What are the competencies the HR Manager should possess for effective performance of their duties ?
9. Define Personnel Research and explain its techniques.

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 4th Semester

(2053)

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 unique advantages of Web-based Commerce ?
- II. Explain business tools of E-Commerce.
- III. What is E-Shopping Cart ?
- IV. What is the application of E-Commerce in Financial Services and Banking ?
- V. What is difference between E-cash, E-cheque and E-wallet ?
- VI. Explain SPOOFING and SNIFFING.

SECTION—B

- VII. "E-Commerce is the new way to do business". Justify the statement.
- VIII. What is E-Business ? How is it different from E-Commerce ? Discuss the importance of E-Business with the help of examples.

IX. Define E-Business model. Discuss various models of B2B E-Commerce with suitable examples.

X. Highlight the major provisions of IT Act, 2000 with respect to E-Governance and E-Commerce in India.

SECTION—C

XI. What is the impact of E-Commerce on Entertainment and Publishing Industry ?

XII. What is a Virtual Company ? Discuss its features and benefits. How it differs from Traditional Company ?

XIII. What is a payment card in Electronic Payment System (EPS) ? What are various types of cards used in EPS ?

XIV. Discuss what we should keep in mind while doing online shopping so that we do not fall victim to the E-Commerce Security Threats.