

**BACHELOR OF BUSINESS ADMINISTRATION  
I YEAR EXAMINATION, 2017**

**Paper – BBAD 101**

**Principle of Management**

**Time: Three Hours**

**Maximum Marks: 100**

*Answer ALL questions as per instructions given in each Section.*

**Section-A**

**Answer all the questions.**

**(1X 20=20)**

1. State True or False
  - a) Management is a continuous process.
  - b) In Authoritarian Leadership decision making is centralized.
  - c) A structure with fewer horizontal layers results in increased expenditure and wastage of time.
  - d) Incentives can help raise all aspects of organization performance
  - e) It is true that leaders are born.
  - f) Leaders need power while managers need authority.
  - g) Delegation is a process while decentralization is the end result.
  - h) Hawthorne Experiments was conducted by Elton Mayo.
  - i) Autocratic or democratic styles of leadership were developed under leadership theory known as Behavioural
  - j) According to the Classical theory organisation is an open system.

**Section B**

**(6x5= 30)**

Attempt any SIX (6) questions. Each question carries Five (5) marks:-

1. What is MBO concept? Discuss the process of MBO.
2. Discuss the various functions of Management.

3. Define staffing. Explain the various techniques used in selection process.
4. Explain briefly the principles of coordination.
5. What do you understand by 'TQM'?
6. Explain the difference between formal and informal organization.
7. Explain the process of MBO. What are the benefits & limitations of MBO?
8. Define direction. Explain the principle of direction.
9. Write a short note on :-

a) Trait theory of Leadership

b) Situation theory of Leadership

SECTION C

(12.5 x 4=50)

Attempt any four question

1. What is Span of Management? Explain the factors that determine the span of management.
2. What do you mean by 'Recruitment'? - What are the sources of recruitment?
3. Explain with the help of diagram 'Line and Staff organization structures. Describe its merits and limitation.
4. Explain the term Delegation. Do you think there is weakness or difficulties in delegation of authority if yes explain it and also provide suggestion to overcome these weakness or difficulties?
5. Explain Maslow's theory of Motivation.
6. What qualities are necessary for a successful leader and discuss in detail the various leadership styles?

Roll No.,.....

**BACHELOR OF BUSINESS ADMINISTRATION  
I YEAR EXAMINATION, 2017**

**Paper – BBAD-102**

**FINANCIAL ACCOUNTING**

**Time: Three Hours**

**Maximum Marks: 100**

(Write your roll number at the top immediately on receipt of this question paper)

Answer all Sections as per instructions given in each section

**Section A**

**Answer all the questions**

Define each one of the following in one or two sentences:

(1 x 20)

1. Money Measurement Concept
2. Going Concern Concept
3. Depreciation
4. Holding Company
5. Journal Proper
6. Error of Omission
7. Ledger
8. Return outward book
9. Trading Account
10. Suspense Account
11. Contingencies
12. Valuation of inventory
13. Intangibles
14. Straight-line depreciation
15. Secured Loans
16. Asset buyouts
17. Swap Ratio
18. Statutory books
19. Equity Share Capital
20. Escrow Account

**Section B**

**Short answer type questions**

Answer any six questions:

(6 x 5)

1. What is a ledger? What are the different types of ledgers?

2. Why is financial accounting important in an organisation.
3. Explain briefly the basic accounting concepts.
4. What is a holding company? How do you determine a chain holding relationship?
5. What is a Trial balance? Why is a Trial Balance prepared?
6. Can a company distribute its entire current year's profit as dividend?
7. What are the elements of financial statements? Explain, in brief, the recognition criteria of elements of financial statement.
8. How is MODVAT Credit availed shown in financial statements.

### Section C

#### Long answer type questions

Answer any four questions.

(4 x 12.5)

1. Discuss in detail the various Accounting Concepts and Conventions.
2. Describe what do you mean by valuation of shares in a corporate entity. Also discuss the methods of valuation of Equity shares.
3. Record the following transactions in Journal.
  - (i) Ramson started business with cash Rs. 8,50,000 and a machinery of rs. 3,00,000.
  - (ii) Deposited cash into bank Rs. 5,50,000.
  - (iii) Purchased furniture of Rs. 1,74,500 and issued cheque.
  - (iv) Purchased goods of Rs. 35,600.
  - (v) Paid rent Rs. 9,400 by cheque.
  - (vi) Received commission Rs. 1,400.
  - (vii) Sold goods for Rs. 54,300 and received cheque.
  - (viii) Purchased goods from Sohan Rs. 28,500.
  - (ix) Sold goods to Aman Rs. 23,000.
  - (x) Purchased goods from Sohan Rs. 28,500.
  - (xi) Paid salary Rs. 31,000 and insurance premium Rs. 10,000 by cheque.
  - (xii) Paid advertising expenses Rs. 31,200 by cheque.
  - (xiii) Received cheque of Rs. 22,800 from Aman and allowed a discount of Rs. 200.
  - (xiv) Issued cheque of Rs. 28,000 to Sohan and he allowed a discount of Rs. 500 to us.
  - (xv) Sold goods to Mohit of Rs. 56,700.
  - (xvi) Paid freight charges for goods purchased Rs. 100.
  - (xvii) Purchased goods from Kapil Rs. 14,000.
  - (xviii) Mohit returned goods to us Rs. 1,700.

- (xix) Returned goods to Kapil Rs. 1,000.  
 (xx) Sold an old machinery for Rs. 9,000 cost of machinery Rs. 10,000.  
 (xxi) Mohit became insolvent and only Rs. 50,000 could be recovered from him.

4. Consider the Balance Sheet of ABS Ltd. As on 31<sup>st</sup> March 2016 as given below:

Share Capital		Fixed Assets	
20,00,000 equity shares of Rs. 10 each	200	Investments (Long Term)	60
5,00,000 preference shares of Rs. 10 each	50	Investments (current)	20
Reserves (including revaluation reserve of Rs. 10 lacs)	45	Inventories	50
Profit & Loss A/c	30	Debtors	60
16% Debenture	25	Cash & Bank Balance	25
Current liabilities & provisions	40		
	390		390

Additional Information:

- Current cost of fixed assets are Rs. 250 lacs and inventories Rs. 60 lacs.
- There is a permanent decline in the value of long term investment by Rs. 10 lacs.
- 20% of debtors are doubtful (not yet provided for).
- Preference dividend was in arrear for the last 3 years.
- Proposed dividend on equity shares not provided for 10%.

Find out the Net Asset Value per equity share.

5. ABC Ltd. is an incorporated company to carry on the business of selling soft drinks. ABC Ltd's transactions for the month of January were as follows:

- Jan 1 Issued equity shares of Rs. 20,00,000 (cash received in full)  
 Jan 5 Purchased land for Rs. 5,75,000.  
 Jan 8 Purchased a building for Rs. 4,40,000 paying Rs. 1,40,000 in cash and the balance payable in three monthly installments.  
 Jan 15 Purchased machinery worth Rs. 2,20,000.  
 Jan 20 Purchased syrup (raw material) for making soft drinks worth Rs. 5,75,000, paying Rs. 1,75,000 in cash and accepting a bill drawn by the supplier for the balance.  
 Jan 25 Purchased further machinery worth Rs. 50,000.  
 Jan 31 Sold cold drinks worth Rs. 50,000 (consuming Rs. 30,000 of syrup)

Show the effects of the above transactions upon the accounting equation.

6. (a) Distinguish between merger and acquisition.  
 (b) What is swap ratio? How do you treat payments made to debenture holders of transfer company by transferee company?



Directorate of Open & Distance Learning  
Jamia Hamdard  
Annual Examination - 2017  
BBAD - 103  
Business Communication

Time: Three Hours

Maximum Marks: 100

Section A

(1x20=20)

Answer all questions. Each carry one marks.

1. Communication being a process, requires at least two persons, a ..... and a .....
2. The third step of communication process is.....
3. Upward communication is just the ..... of the downward communication.
4. Written communication process the quality of being stored for ..... reference.
5. Problem of upward communication is caused by..... differences.
6. External barriers are those caused by factors other than..... and ..... factors.
7. Communication is basically an ..... process.
8. Clear, precise and persuasive writing is a prerequisite for becoming an .....executive.
9. All oral communication problems can be broadly divided into..... groups.
10. The main function of giving feedback is to provide .....about a person's style of behaviour.
11. The word discussed has been derived from the ..... word .....
12. The group decision making technique known as .....
13. Conference is essentially a ..... or ..... of people of a particular area of interest.
14. Planning in advance is an absolute must for a ..... discussion.
15. A screening 'interview' has been derived from the..... word' entre .....
16. Assignment interviews serve as ..... test situations.
17. A solicited proposal is written in response to a ..... frequently called a request for proposal.
18. Non verbal communication includes all ..... and ..... messages.
19. .... communication is the fastest form of communication and saves time and money.
20. Effective ..... helps a person decide which style of ..... he will continue to use.

Section B

(6x5=30)

Attempt any six question out of eight.

1. Write about the process of communication.
2. Briefly describe formal and informal networks of communication in an organisation.
3. Explain downward and upward communication.
4. Discuss the role of unions in communication.
5. What is written communication? State its advantages and limitations.
6. What do you understand by basics of a business letter writing.
7. Explain the problems in verbal communication.
8. Define the term feedback and state its significance.

Section – C

(5x10=50)

Attempt any five questions out of seven:

1. What is a committee? Discuss the function of (a) executive committee (b) advisory committee and (c) ad hoc committee
2. Effective management is based upon an effective machinery of communication. Discuss the statement.
3. Discuss the various types of communication, highlighting the significance of non verbal communication.
4. What are the possible obstructions to communication and how can they be removed?
5. What are the principles of drafting a report. Explain the qualities of good report and steps of report preparation.
6. Explain how, with the development of technologies such as (a) Email (b) Voice mail (c) Computer conferencing (d) video conferencing, the role of communication is changing in an organisation.
7. Explain the ten commandments of good communication in detail.

**BBA I Year Examination, 2017**

**Paper BBAD-104**

**Computer Fundamentals**

Time: 3 hours

MMX:100

Answer all questions of Section A, any SIX questions of Section B and any <sup>Four</sup> ~~Five~~ questions of Section C.

**Section -A**

(1\*20=20)

1. The full form of BIT is .....
2. The decimal number 7 is .....in binary.
3. The purpose of CPU is to.....
4. Memory is of two types ..... &.....
5. Internet is .....
6. Cache memory is .....
7. EBCDIC stands for.....
8. Operating system is .....
9. Modem is .....
10. TCP/IP stands for .....

State whether True or False

11. Memory unit is used to process the raw data to get information.
12. Byte is a collection of 16 bits.
13. 101 in binary notation is 11 in decimal notation.
14. Internet and Intranet are the same in Network terminology
15. Hard disk is an example of Secondary memory.
16. Third generation computers used Integrated Circuits (ICs).
17. Expert system is an example of hardware system.
18. Modem is used to convert analog signals into digital and vice versa.
19. Cache is same as Virtual Memory in computers.
20. VLSI is Very Limited Scale of Integration.



**Section –B**

**(6\*5=30)**

1. What is Booting and how many types of booting are you familiar with?
2. Draw a block diagram of the Computer and explain the building blocks with examples.
3. What is Memory and how many kinds of memories are there in computers?
4. What do you understand by Networks? Name the types of few networks.
5. Why is RAD (Rapid Application Development) so popular and how can we design RAD applications?
6. Explain the SDLC (System Development Life Cycle) approach to Software development.
7. Explain the concept of Multimedia and list the components required for Multimedia applications.
8. Convert the decimal number 270 to Octal and Hexadecimal number.
9. How has Computers made the life of Society easier and how has the life become difficult?

**Section –C**

12.5  
**(4\*~~10~~=50)**

1. What are Translators and how is Compiler different from Interpreter? Explain with the help of an example.
2. Explain BDC (Binary Coded Decimal) and ASCII (American Standard Code for Information Interchange) codes in detail.
3. What do you understand by generation of Computers? Explain the Computer's evolution based on Technology, Size and Speed with respect to different generations.
4. What are networks and what are the functions of any Network operating system? Explain with examples.
5. Explain the working of Monitors and Printers with reference to Output devices.

6. Convert the decimal numbers to the base indicated.

(a) 175 to octal

(b) 2479 to hexadecimal

(c) 255 to binary.

7. Write short notes on any TWO:

a) Virtual Reality and its uses

b) EBCDIC

c) Multimedia Input and Output devices

Directorate of Open & Distance Learning  
Jamia Hamdard

Exam : BBAD 1<sup>st</sup> Year 2017  
Course : BBA Distance

Paper : Marketing Management  
Code : BBAD - 201

Roll No.....

Duration : 03 Hours

May 2017

Total Marks = 100

Instructions: Immediately write your Roll No. on the top of Question Paper

Section A

1 Mark each  
All questions are compulsory

1 x 20 = 20

1. Define Target Market.
2. What is Seller's Market?
3. Mention any 2 obstacles in developing of marketing management in India
4. Define Marketing Mix
5. Define Attitude.
6. Enlist all the needs under Maslow's list of needs.
7. What is the difference between durable and non-durable goods?
8. Mention any 2 reasons for failure of the product.
9. Mention any 4 factors affecting Pricing Decisions
10. What's Zonal delivery pricing policy
11. Mention the major elements of Physical distribution.
12. What is Economic Order Quantity
13. Mention the basic elements that influence in deciding the principle of segmentation.
14. What is Convenience sampling?
15. Mention two advantages of Sales promotion to Manufacturers.
16. Mention 2 advantages of Personal selling
17. Mention any four Short Term objectives of Sales Forecasting
18. Mention any four Long Term objectives of Sales Forecasting
19. Mention any two objectives of Advertising
20. Mention any four methods of evaluation of Advertising effectiveness

Section B

5 Marks each  
Write Short answers of any Six (6) Questions

6 x 5 = 30

1. Explain any 5 advantages of advertisement available to the middlemen
2. Explain any 5 short-run objectives of Sales Forecasting?

3. Explain the 5 basic elements that influence in deciding the principle of segmentation.
  4. Explain the factors related to market which affect the selection of a particular channel of distribution.
  5. Based on Geographical conditions, explain the 5 types of pricing policies.
  6. Explain the 5 advantages of Product line contraction or product simplification.
  7. Explain any 5 obstacles in the development of Marketing Management in India
  8. Explain the importance of marketing to the society?
- 

**Section C**

**10 Marks each**

**10 x 5 = 50**

Write Long answers of any Five (5) Questions

1. Explain the various methods for the evaluation of advertising effectiveness.
2. Explain the major steps in the process of Sales Forecasting.
3. Explain the various Merits or Advantages of Personal selling
4. Explain the benefits of marketing research to producers.
5. Explain the 10 necessary conditions to be fulfilled for adopting the policy of price discrimination.
6. Explain the 10 factors that influence the decision of product mix.
7. Explain the main difficulties in the study of buying motives.

\_\_\_\_\_ END \_\_\_\_\_

Roll No.-----

Directorate of Open & Distance Learning  
Jamia Hamdard  
Bachelor of Business Administration  
Ist year Examination 2017  
Paper- BBAD- 202  
MANAGERIAL ECONOMICS

Time: Three hours

Maximum Marks: 100

(Write your roll no at the top immediately on receipt of this question paper.)

Answer all questions of Section A and any 6 questions of section B and any 5 questions of Section C.

Section A

MM-10\*2=20

- a) The marginal utility declines as -----
- b) The measurement of elasticity is done by-----
- c) The ATC is equal to -----
- d) An indifference curve touches the -----to have equilibrium
- e) Production function refers to -----
- f) Isoquants are a geometric representation of the-----
- g) The short run cost output relationship refers-----
- h) Bundling is the practice of selling-----
- i) Land gets ----- in return.
- j) International Price discrimination is-----

Section B

MM-5\*6=30

1. What is the importance of demand analysis? What are the different types of demand?
2. State the Law of Demand? Mention the exceptions to the law.
3. Explain any two of the following:-
  - i. Laws of diminishing returns
  - ii. Economies of scale
  - iii. Decrease in Demand
4. Discuss Monopoly.
5. Discuss the different types of cost.
6. Explain the factors which explain why the average cost of producing a commodity declines with an extension in the scale of production.



Explain:

- a) Budget Line
  - b) Increasing returns to scale
8. How are prices determined under monopolistic competition?

*Section C*

*MM-5\*10=50*

1. Define price Elasticity of demand and distinguish its various types. Discuss the role of price elasticity of demand in managerial decisions.
  2. Discuss Budget Line and Indifference curve.
  3. Define Imperfect competition and how is it different from perfect competition.
  4. What is the concept of Kinked demand Curve in Oligopoly
  5. Explain the principles involved for the success of price discrimination. Do you think that price discrimination is anti social?
  6. Examine the concept of consumer's surplus and producer's surplus. Of the two, which one is the best and why?
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**BACHELOR OF BUSINESS ADMINISTRATION  
DIRECTORATE OF DISTANCE LEARNING**

I Year EXAMINATION, 2017

**PAPER: BBAD – 203  
BUSINESS STATISTICS**

**Time: Three Hours**

**Maximum Marks: 100**

Answer all sections as per instructions given in each section.  
Use of non-programmable calculator is allowed.

**SECTION – A**

(10 x 2=20)

Attempt all the questions from this section.

1. When the data are classified according to geographical location or region, it is called \_\_\_\_\_.
2. If the mid-value of a class interval is 20 and the difference between two consecutive mid values is 10 the class limits are \_\_\_\_\_ and \_\_\_\_\_.
3. What is the median of the following set of scores 17, 16, 14, 25, 18, 20, 31, and 15.
4. A phenomenon or an experiment which can result into more than one possible outcome, is \_\_\_\_\_.
5. Statistical Quality Control is an application of the \_\_\_\_\_.
6. A hypothesis is a statement about the nature of \_\_\_\_\_.
7. A statistical investigation is a process of collection and \_\_\_\_\_.
8. If the minimum value in a set is 9 and its range is 57, the maximum value of the set is \_\_\_\_\_.
9. The square of the standard deviation is known as the \_\_\_\_\_.
10. The value of the correlation coefficient between two variable lies between \_\_\_\_\_.

## SECTION - B

(6 x 5= 30)

Attempt any SIX questions from this section.

1. What are the advantages of graphics presentation of statistical data?
2. The probability that a student passes statistics is  $\frac{3}{5}$ , and the probability that he passes mathematics is  $\frac{2}{5}$ . If the probability of passing both courses is  $\frac{1}{5}$ , what is the probability that the student will pass at least one of these courses?
3. If Mean 42.2 and Median 41.9 then calculate Mode using the empirical formula?

4. Obtain the Median for the following distribution of error committed by computer operators.

No. of errors	0 - 10	10 - 20	20 - 30	30 - 40	40 - 50
No. of computer operators	8	18	12	10	2

5. Given the following frequency distribution of first year BBA students of a particular college. Calculate the Harmonic Mean.

Age (Years)	13	14	15	16	17
No. of Students	2	5	13	7	3

6. Distinguish between primary and secondary data. What are the various methods by which primary data are collected?
7. Two coins are tossed, find the probability of getting
  - (i) One head and one tail
  - (ii) Exactly two heads
8. Explain the meaning of statistical quality control. Point out its usefulness in industry.

SECTION - C

(5 x 10 = 50)

Attempt any FIVE questions from this Section.

1. What is analysis of variance? Explain clearly the technique of analysis of variance for data with one-way classification.
2. Distinguish between census and sample method of data collection. Point out the special advantages of sampling technique.

3. Calculate the Standard Deviation of the data given below:

Marks obtained	0-10	10-20	20-30	30-40	40-50
No. of student	2	7	16	20	5

4. Find the Mean and Mode from the following data:

Daily wages (in Rs.)	1000-2000	2000-3000	3000-4000	4000-5000	5000-6000	6000-7000
No. of worker	4	6	20	10	5	5

5. Calculate the Coefficient of Correlation from the following data:

X	2	3	4	5	6
Y	7	9	10	14	15

6. Calculate the following distribution and find out the

(i) Coefficient of skewness.

(ii) The first 3 moments of the distribution.

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	5	6	11	21	35	30	22	18

7. Construct price index number from the following data by using

(i) Laspeyre's method

(ii) Paasche's method

Commodity	Year (2015)		Year (2016)	
	Quality	Price	Quality	Price
A	12	10	15	12
B	15	7	20	5
C	24	5	20	9
D	5	16	5	14

**BACHELOR OF BUSINESS ADMINISTRATION  
I YEAR EXAMINATION, 2017**

*Time: Three Hours*

*Maximum Marks: 100*

*(Write your roll number at the top immediately on receipt of this question paper)*

**Production and Operations Management**

**BBAD-204**

**Answer all questions of Section-A, any Six questions of Section-B and  
any Four questions of Section-C**

**Section-A**

Define/Explain in brief:

(2x10=20)

1. Production
2. Production strategy
3. Product Life Cycle
4. Product Design
5. Research and development
6. Inventory
7. Economic Order Quantity
8. Demand Forecasting
9. Materials Management
10. Plant Layout

**Section-B**

(5x6=30)

11. List various characteristics of production function.
12. What is product? State the importance of products and types of products.
13. Explain the process of Product Development.
14. Explain the factors that are considered while selecting a location for a production facility.
15. Explain the factors on which Materials Handling System depends.
16. Discuss the important steps for production planning.
17. Define the term layout and state its objectives.
18. Define the term Inventory and state its characteristics.
19. What are the objectives of work study?



**Section-C**

(12.5x4=50)

- 20 For a given item there is a constant demand rate. Yearly demand is 6000 units. The price of the item is Rs 60 per unit. The ordering cost is Rs 150 and the inventory carrying cost is 20 percent. What is the optimal ordering policy?
- 21 Describe the factors which influence 'Scheduling'.
- 22 Describe different types of layout and the advantages and disadvantages of each.
- 23 What are different types of forecasts and their uses in management?
- 24 Define 'Maintenance' and state its 'Objectives'.
- 25 Explain the guidelines for Cost Reduction in a material Handling System.