

Seat No.	
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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4174]-101

B. B. M. (I.B.) (Semester - I) Examination - 2012

INDIAN BUSINESS ENVIRONMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*

Q.1) Answer in 20 words each : (Any Ten)

[20]

- (1) Indian Business Environment
- (2) Regional Imbalance
- (3) Natural Environment
- (4) Unemployment
- (5) Water Resource
- (6) Political Set-up and Business
- (7) Conservation of Resources
- (8) Marine Pollution
- (9) Oil Crisis
- (10) Two effects of Global Warming on Indian Agriculture
- (11) Cross-culture Environment
- (12) Non-renewable Resources
- (13) Concept of Noise

[4174]-101

1

P.T.O.

Q.2) Answer in 50 words each : (Any Two) [10]

- (a) Effect Mineral Resources on Business.
- (b) What are reasons of Unemployment ?
- (c) Explain the need of Educational Environment for Business.
- (d) Mention the Sources of Water Pollution.

Q.3) Answer the following in 150 words each : (Any Two) [20]

- (a) Discuss the present status of Kyoto Protocol.
- (b) Enumerate the Strategy of Conservation of Natural Resources.
- (c) Describe Environmental Problems affecting Growth of Business.
- (d) Explain Tradition and Social Set-up Factors affecting Business Environment.

Q.4) Answer the following in 300 words each : (Any Two) [30]

- (a) Discuss the need of Environmental Studies for Business.
- (b) Explain in brief the Environmental Factors affecting Business.
- (c) Write a note on Utilization Natural Resources and Sustainability.
- (d) “Regional Imbalance is a major obstacle in development of Indian Business Environment.” Discuss.

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-102

B. B. M. (I.B.) (Semester - I) Examination - 2012

COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
- (2) Figures to the right indicate full marks.*
- (3) Draw figures wherever necessary.*

Q.1) “Listening is very important in Communication.” Explain the same with its advantages with suitable examples. **[15]**

OR

Q.1) Define Personality Development. Explain the determinants of Personality. **[15]**

Q.2) What are the essentials of Good Communication ? **[15]**

OR

Q.2) What is Failure ? Explain the Do’s and Dont’s regarding Failure. **[15]**

Q.3) Define Motivation. Discuss the Internal and External Motivation. **[15]**

OR

Q.3) Explain Concept of Goal Setting. Why does Goal Setting generally fail ? **[15]**

Q.4) Explain the importance of Business Letters. Discuss the advantages and disadvantages of Written Communication. **[15]**

OR

Q.4) What is Mannerism ? Discuss the Good Manners and Etiquettes with suitable examples. **[15]**

Q.5) Write short notes : (Any Four)

[20]

- (a) Positive Attitude
 - (b) Interpersonal Relationship
 - (c) Lateral Thinking
 - (d) Leadership
 - (e) Body Language
 - (f) Conflict and Stress Management
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-103

B. B. M. (I.B.) (Semester - I) Examination - 2012

MICRO ECONOMICS ANALYSIS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Options and marks are clearly indicated against the questions.*
- (2) *Draw graphs and schedules wherever necessary.*

Q.1) Define Micro-economics. Explain the subject matter of Micro-economics and its limitations. **[15]**

OR

Q.1) Define Concept of Elasticity of Demand. State and explain the three kinds of Elasticity of Demand with suitable illustrations and diagrams. Explain the determinants of Elasticity of Demand in brief. **[15]**

Q.2) State and explain the Law of Supply. Explain the determinants of Supply. **[15]**

OR

Q.2) What is Monopolistic Competition. Explain its features. Describe the Short Run Equilibrium of a Firm under Monopolistic Competition. **[15]**

Q.3) Explain the Liquidity Preference Theory of Interest and its importance. **[15]**

OR

Q.3) Define various concepts of Costs like Total Cost, Marginal Cost, Average Cost Variable Cost and Fixed Cost etc. Trace their interrelationship with the help of graphs and schedules. Explain why is the LAC Curve always 'U' shaped ? **[15]**

Q.4) Define Demand. State and explain the Law of Demand. Explain the reasons why does the Demand Curve slope downwards ? What are the exceptions to the Law of Demand ? **[15]**

OR

Q.4) Define Rent. Explain the Ricardian Theory of Rent along with its limitations. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

- (a) Innovation Theory and Dynamic Theory of Profits
- (b) Opportunity Cost
- (c) Various Concepts of Revenue and their interrelationship. The Behaviour of AR, MR, TR Curve under Perfect Competition and Monopoly.
- (d) Market Mechanism and Basic Economic Problems
- (e) Demand Forecasting - Meaning and Methods

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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4174]-104

B. B. M. (I.B.) (Semester - I) Examination - 2012

BUSINESS ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*
- (3) *Use of calculator is allowed.*

Q.1) (A) State whether the following statements are true or false with reason : (Any Five) [10]

- (a) Purchase of Asset is recorded in Purchase Book.
- (b) Cosmos Bank A/c. is Nominal A/c.
- (c) Goodwill is Tangible Assets.
- (d) Personal Transactions are recorded in the Books of Business.
- (e) Goods withdrawn by the Proprietor from business is debited to the Drawing A/c.
- (f) A Cash Book also serves the purpose of Cash A/c.
- (g) A Trial Balance is prepared to check the arithmetical accuracy of the Books of Accounts.

(B) Answer in one sentence each : (Any Five) [10]

- (a) Define Accounting
- (b) What is Journal ?
- (c) What is the meaning of Posting ?
- (d) What is Bank Reconciliation Statement ?
- (e) What are Subsidiary Books ?
- (f) What is a Contra Entry ?
- (g) What is Depreciation ?

[4174]-104

1

P.T.O.

Q.2) Following is the Trial Balance of M/s. Swaroop Ranade for the year ended 31-3-2010. Prepare Trading and Profit and Loss Account as on that date, after taking into account adjustments given below : [20]

Trial Balance as on 31st March, 2010

Dr.		Cr.	
Particulars	Rs.	Particulars	Rs.
Salaries	11,000	Sales	1,40,000
Taxes and Insurance	6,100	Bank Overdraft	18,000
Stock on 1-4-2009	41,000	Commission Received	2,000
Purchases	82,600	Capital	1,30,000
Wages	4,800	Creditors	39,000
Furniture	10,000	R.D.D.	2,100
Advertisement	7,900	Loan	53,000
Interest on Loans	2,800	Bills Payable	4,000
Debtors	40,000		
Building	86,000		
Vehicles	62,000		
Bad Debts	1,800		
Cash in Hand	12,100		
Investments	20,000		
	3,88,100		3,88,100

Adjustments :

- (1) Closing Stock of Goods on 31-3-2010 is valued at Cost Price Rs. 35,600 and at Market Price Rs. 38,000.
- (2) Depreciate Building at 5%, Furniture at 10% and Vehicles at 5%.
- (3) Insurance is prepaid of Rs. 1,100.
- (4) Of the Commission received, Rs. 1,000 are received for the next year.
- (5) Outstanding Expenses were Wages Rs. 200 and Advertisement Rs. 1,100.

Q.3) Enter the following transactions of Shri Premchand in Cash Book with three columns (Cash Book with Cash, Bank and Discount Column):
February, 2010 : **[15]**

- 1 Premchand commenced business with cash Rs. 10,000.
- 2 Deposited into Bank Rs. 6,000.
- 3 Brought Goods Rs. 800 by cash.
- 10 Sold Goods to Narayan Rs. 600 and received Rs. 550 in full settlement of his account.
- 15 Kajol directly deposited into our bank account Rs. 500.
- 20 Purchased Office Furniture Rs. 1,200 by cash.
- 22 Purchased Goods from Radhika for Rs. 1,500 and paid her by cheque after deducting Rs. 50 discount.
- 25 Withdraw from Bank for personal use Rs. 700.
- 28 Paid Salary Rs. 500 by cheque.

OR

Q.3) Prepare a Bank Reconciliation Statement as on 31st March, 2010 from the following particulars of M/s. Pravin Traders. Find Bank Balance as per Pass Book : **[15]**

- (1) Bank Balance as per Cash Book Rs. 23,400.
- (2) Cheques of Rs. 18,300 were issued to Creditors, of which only cheques of Rs. 11,580 were presented by the Payees.
- (3) Cheques of Rs. 22,200 were deposited in the bank before 31st March, 2010. Out of these, a cheque of Rs. 3,330 were not collected by the bank.
- (4) Following entries appeared in the Pass Book only :
 - (i) Dividend collected by the bank Rs. 1,050.
 - (ii) Bank Charges are debited by the bank Rs. 180.
 - (iii) Amount of Rs. 5,430 directly deposited by Debtor into our Bank Account.
 - (iv) Understanding instruction, bank paid Telephone Bill of Rs. 3,090.

Q.4) Ram Trading Company, Pune purchased furniture worth Rs. 40,000 on 1-4-2007. Company charges depreciation at the rate of 10% on the Reducing Balance Method.

On 1-7-2009 company sold out a part of furniture for Rs. 4,000, the original cost of which on 1-4-2007 was Rs. 8,000 and on the same day new furniture was purchased for Rs. 24,000. The Financial Year ends on 31st March every year.

You are required to prepare Furniture A/c. for the first four years in the books of Ram Trading Company, Pune. **[15]**

Q.5) What are the important provisions in respect of preparation of Final Account of Limited Company under the Companies Act, 1956 ? **[10]**

OR

Q.5) Write short notes : **(Any Two)** **[10]**

- (a) Difference between Book-keeping and Accountancy
- (b) Users of Accounting Information
- (c) Computerised Accounting
- (d) Straight Line Method of Depreciation

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Total No. of Questions : 5]

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[4174]-105

B. B. M. (I.B.) (Semester - I) Examination - 2012

PRINCIPLES AND PRACTICES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Discuss in detail various Functions of Management. [15]

OR

Q.1) Explain the Hawthorne Experiments of Elton Mayo. [15]

Q.2) (A) Describe Process Designing of the Organisation Structure.

(B) Explain various features of Line and Staff Organisation. [15]

OR

**Q.2) Explain the important techniques of Modern System of Control.
Explain the nature and need of Control. [15]**

**Q.3) Explain the term Planning. Explain the types and process of
Planning. [15]**

OR

**Q.3) What do you mean by Co-ordination ? Explain the nature and elements
of Co-ordination. [15]**

Q.4) Explain the concept and advantages of Strategic Management. **[15]**

OR

Q.4) What is Decision-making ? Explain the factors affecting Decision-making. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

- (a) Management as an Art, Science and Profession
- (b) Distinction between Management and Administration
- (c) Delegation of Authority
- (d) Total Quality Management
- (e) Types of Communication
- (f) Co-ordination - the Essence of Managing

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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4174]-106

B. B. M. (I.B.) (Semester - I) Examination - 2012

BUSINESS MATHEMATICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*
- (3) *Use of pocket calculator is allowed.*
- (4) *Mobile calculators are not allowed.*

Q.1) Attempt **any four** of the following :

[4x4=16]

- (a) Find the rate at which Rs. 3,000 amounts to Rs. 5,600 in 5 years.
- (b) Explain terms and formula of Cost Price, Profit, Loss and Selling Price.
- (c) Age of Avinash, Milind and Sunil are in the ratio of 4 : 6 : 7. If Milind is 18 years old, find ages of Avinash and Sunil.
- (d) Find the Simple Interest on Rs. 4,980 at 12% p.a. for 8 months. What is the amount ?
- (e) Refrigerator Costing Rs. 18,000 was sold for Rs. 15,000 after 2 years, find the Percentage Loss.
- (f) A salesman gets a salary of Rs. 2,000 per month and commission at 4% on sales over Rs. 15,000. If he gets Rs. 5,000 in a certain month, find total sales made by him.

[4174]-106

1

P.T.O.

Q.2) Attempt any four of the following : [4x4=16]

- (a) Explain Simple Interest and Compound Interest and write their formulas.
- (b) Find the amount of Rs. 5,000 at 12% p.a. in 4 years compounded quarterly.
- (c) Cost Price of Maruti Car is Rs. 2,000 what should be the Market Price in order to earn 20% profit after allowing 4% discount ?
- (d) What is the difference between Compound Interest and Simple Interest on Rs. 500 for 2 years at 10% Compounded Yearly ?
- (e) A four wheeler manufacturing company sells a four wheeler costing Rs. 44,000 on installment basis by charging EMI Rs. 4,500 for one year. Find Flat Rate of Interest.
- (f) A man purchased shares of market value Rs. 106 of Rs. 13,568 and earn dividend of Rs. 896. Find the Rate of Dividend.

Q.3) Attempt any four of the following : [4x4=16]

- (a) What are different types of Matrices ? Write detail about any two.

(b) If $A = \begin{bmatrix} -2 & 3 & 1 \\ -1 & 2 & -1 \\ -6 & 9 & -4 \end{bmatrix}$ $B = \begin{bmatrix} 1 & 3 & -1 \\ 2 & 2 & -1 \\ 3 & 0 & -1 \end{bmatrix}$,

find AB. Show AB = BA.

- (c) Find range of the following :
 - (i) $f(x) = 4x - 3$ for $-2 \leq x \leq 5$
 - (ii) $f(x) = 2 - 3x$ for $-1 \leq x \leq 4$
- (d) Evaluate the following determinants :

$$\begin{vmatrix} 4 & -3 & 2 \\ 1 & 2 & 1 \\ 3 & 1 & -2 \end{vmatrix}$$

- (e) What is the market value of 25% share so that there may be 15% net income after paying tax 10% ?
- (f) What is Stock Exchange, Face Value, Market Value, Dividend and Bonus Share ?

Q.4) Attempt **any four** of the following :

[4x4=16]

- (a) If $f(x) = |3x - 1|$, find the values of x for which $f(x) = f(2x - 3)$.
- (b) What is Function ? What are the different methods of Representing Function ? Write any two in detail.
- (c) Draw graph of following function :
 $f(x) = 3 + 2x$ when $x > 0$
- (d) Show that function $f(x) = x^2 + 2x + 1$ is increasing in $[1, 20]$.
- (e) If $A = \begin{bmatrix} 2 & 4 \\ 1 & 3 \end{bmatrix}$ $B = \begin{bmatrix} 3 & 1 \\ 4 & 1 \end{bmatrix}$, find $2A - B$.
- (f) Write down matrices of the coefficient of the following sets of equation state their orders :
- (i) $x + 2y = 5$
 $5x - 3y = -1$
- (ii) $x + y = 3$
 $y + z = 5$
 $2z + x = 7$
- (iii) $x + y + z = 12$
 $x + z = 8$
 $y - z = -1$

Q.5) Attempt **any two** of the following :

[8x2=16]

- (a) Find EMI if a loan of Rs. 1,00,000 at the rate of 15% p.a. is to be repaid in equal monthly installments in the span of 10 years interest is charged on the loan outstanding at the beginning of each year. (Yearly Reduction)
- (b) A sum of money amount to Rs. 2,812.16 in 3 years and to Rs. 3,041.50 in 5 years, find the Sum and Rate of Interest.
- (c) A person invested Rs. 7,200 in 12% shares at Rs. 36 per share and Rs. 8,800 in 20% shares at Rs. 80 per share. What is the Average Rate of Return.

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4174]-107

B.E.T. / B. B. M. (I.B.) (Semester - I) Examination - 2012

COMMERCIAL GEOGRAPHY - INDIAN

(Old 2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Question No. 7 is compulsory.*
- (2) *Attempt **any four** from Q. Nos. 1 to 6.*
- (3) *Draw a neat diagram wherever necessary.*
- (4) *Use of map stencil is allowed.*

-
-
- Q.1)** What is Physiography ? Explain 'Great Plains' Physiographic Division of India with reference to its economic importance. **[15]**
- Q.2)** Explain different Approaches of Commercial Geography. **[15]**
- Q.3)** Write in detail about 'Problems of Indian Agriculture'. **[15]**
- Q.4)** What is Foreign Trade ? Describe Import-Export Policy of India after 1991. **[15]**
- Q.5)** Give detail account of Iron Ore Production and its distribution in India. **[15]**
- Q.6)** What is Current Situation of Industrial Growth of India ? **[15]**
- Q.7)** Write short notes : **(Any Four)** **[20]**
- (a) Nature and Scope of Commercial Geography
 - (b) Significance of Monsoon in India's Economy
 - (c) Coal Production in India
 - (d) Plantation Agriculture
 - (e) Power Resources of India
 - (f) The Krishna River System

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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

[4174]-201

B. B. M. (I.B.) (Semester - II) Examination - 2012

COST ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*
- (3) *Use of calculator is allowed.*

Q.1) (A) Fill in the blanks : [05]

- (a) At Break-even Point _____ is equals to Fixed Costs.
- (b) _____ is a very important indicator of the Profit Earning Capacity of Business.
- (c) _____ Control is a broader term than Budgeting.
- (d) _____ Costing and Budgeting are complementary to each other.
- (e) _____ Costing is necessary for jobbing industry to quote a price and choose a profitable job.

(B) State which of the following statements are **true or **false** : [05]**

- (a) Contribution is the difference between the Selling Price and Variable Cost.
- (b) Marginal Cost = Total Cost – Fixed Cost
- (c) Budgeting is Profit Planning.
- (d) Flexible Budgeting is more suitable for seasonal industries.
- (e) Standard Costing Technique can be applied in those cases where production or service is of a repetitive character.

[4174]-201

1

P.T.O.

Q.2) What is meant by Costing, Cost Accounting and Cost Accountancy ? Explain in brief the objectives of Cost Accounting. [15]

OR

Q.2 What are the Elements of Cost ? Explain in brief the various methods of Cost Classification. [15]

Q.3) Write short notes : (Any Three) [15]

- (a) Normal and Abnormal Gain
- (b) Escalation Clause
- (c) Any two advantages of Cost Accounting
- (d) Flexible Budget
- (e) Break-even Point

Q.4) The Cost Accounts of Moon Ltd., Pune for the year ended 31-3-2011 showed the following :

Types of Stock	As on 1-4-2010 Rs.	As on 31-3-2011 Rs.
Raw Materials	65,000	50,000
Work-in-progress	10,000	7,500
Finished Stock	15,000	5,000

	Rs.
Underwriting Commission	10,000
Purchases of Raw Materials	2,60,000
Selling Overheads	8,000
Drawings Office Salaries	12,000
Productive Labour	1,65,000
Audit Fees	7,000
Establishment on Cost	2,000
Steam, Gas and Water	1,500

	Rs.
Sales	5,50,000
Rent (Factory - $66\frac{2}{3}\%$, Office - $33\frac{1}{3}\%$)	15,000
Architect's Fees	10,000
Wages Outstanding	5,000
Octroi and Duty	5,000
Distribution on Cost	2,000

Prepare a Cost Sheet showing :

- (a) Cost of Materials consumed
- (b) Basic Cost
- (c) Works Cost
- (d) Cost of Production
- (e) Cost of Turnover
- (f) Profit **[16]**

Q.5) (A) From the following information, find out : **[12]**

- (a) P/V Ratio
- (b) BEP (Sales)
- (c) Profit when Sales are Rs. 1,20,000.
- (d) Sales required to earn a profit of Rs. 60,000.

	Rs.
Fixed Cost	40,000
Variable Cost per unit	2
Sales	2,00,000
Selling Price per unit	10

- (B) Prepare a Cash Budget for three months ended 31-3-2011 from the following particulars relating of Bharat Forge Co. Ltd., Pune : [12]

2010-2011 (Months)	Credit Sales Rs.	Purchases Rs.	Wages Rs.
November, 2010	1,00,000	80,000	5,000
December, 2010	90,000	70,000	6,000
January, 2011	1,10,000	1,00,000	4,500
February, 2011	60,000	95,000	5,500
March, 2011	80,000	1,30,000	7,000

40% of the Credit Sales will be realized in the month following the sales and the remaining 60% in the second month following. The Creditors will be paid in the month following the purchases. Interest of Rs. 5,000 will have to be paid in the month of February, 2011. Income tax of Rs. 15,000 will have to be paid in the month of March, 2011. Wages are paid in the same month. The Opening Balance of Cash as on 1-1-2011 was Rs. 20,000.

OR

- (B) Ash Ltd., Pune produces a product, the Standard Cost Card of the same discloses the following information :

Standard Rate per hour Rs. 26

Standard Time for a unit of output hours 5

The Actual Cost Data for a particular period are as follows :

Total number of units produced 200 units

Actual hours worked 900 hours

Total Labour Cost Rs. 27,000

You are required to calculate :

- Labour Cost Variance
- Labour Rate Variance and
- Labour Efficiency Variance

Also verify your results.

[12]

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4174]-202

B. B. M. (I.B.) (Semester - II) Examination - 2012
ELEMENTS OF HUMAN RESOURCE MANAGEMENT
(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Solve *any five* questions.
- (2) All questions carry equal marks.
- (3) Draw diagrams, if required.

-
-
- Q.1)** Discuss in detail the Development Process of H.R.M. Concept. And how it is different from H.R.D. ?
- Q.2)** Explain Concept of Career Planning. How it facilitates succession Planning ? Discuss.
- Q.3)** What is Selection ? Give Standard Selection Process in detail.
- Q.4)** Discuss Concepts of Job Enlargement and Job Enrichment. How Job Enlargement is different from Job Enrichment ?
- Q.5)** What is Merit Rating ? Discuss its importance in the organisation with various methods of Merit Rating.
- Q.6)** Discuss in detail various trends of Attrition in Modern Business World and also suggest the possible solutions.
- Q.7)** Write short notes : **(Any Four)**
- (a) Employee Empowerment
 - (b) Quality Circles
 - (c) SWOT Analysis
 - (d) Downsizing
 - (e) Job Rotation
 - (f) Training Calendar

[4174]-202/1

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-203

B. B. M. (I.B.) (Semester - II) Examination - 2012

MACRO ECONOMIC ANALYSIS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*
- (3) *Draw neat diagrams wherever necessary.*

Q.1) Define Money with its functions. [15]

OR

Q.1) Define Macro-economics ? Explain the scope and limitations of Macro-economics. [15]

Q.2) State and explain Say's Law of Market. [15]

OR

Q.2) Write in detail Cash Balance Approach. [15]

Q.3) Define Investment Function. Explain types of Investment. [15]

OR

Q.3) Explain Foreign Trade Multiplier in detail. [15]

Q.4) Explain Phases of Trade Cycle with help of the diagram. [15]

OR

Q.4) Explain in detail Keynes Psychological Law of Consumption. [15]

Q.5) Write short notes : (Any Four)

[20]

- (a) Four Importance of Macro-economics
 - (b) MPS
 - (c) Investment Multiplier
 - (d) Effective Demand
 - (e) Inflation
 - (f) Marginal Efficiency of Capital
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-204

B. B. M. (I.B.) (Semester - II) Examination - 2012

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Attempt any five questions.*
- (2) All questions carry equal marks.*
- (3) Use of appropriate corporate examples will be appreciated.*

Q.1) What do you mean by 'Marketing' ? Explain various functions of Marketing. **[16]**

Q.2) Define 'Marketing Planning'. Discuss the different components and importance of Marketing Planning. **[16]**

Q.3) Discuss about which are the 4P's of Marketing. Explain its importance and utility. **[16]**

Q.4) What is Advertising ? Explain the advantages and benefits of Advertising. **[16]**

Q.5) What do you mean by 'Market Research' ? Explain the objectives of Market Research. State the limitations of Market Research. **[16]**

Q.6) What is 'Market Segmentation' ? Explain the advantages and limitations of Market Segmentation. **[16]**

Q.7) Write short notes : (Any Four)

[16]

- (a) Marketing Information System
 - (b) Recent Trends in Promotion Sale
 - (c) Marketing in a Developing Economy
 - (d) Features of Rural Marketing
 - (e) Product Life Cycle
 - (f) E-commerce
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Total No. of Questions : 5]

[Total No. of Printed Pages : 6

[4174]-205

B. B. M. (I.B.) (Semester - II) Examination - 2012

BUSINESS STATISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*
- (3) *Use of calculator is allowed.*
- (4) *Graph paper will be supplied on demand.*

Q.1) Attempt each of the following :

[5x4=20]

- (a) What do you mean by Central Tendency ? State any four requisites of good Measure of Central Tendency.
- (b) What do you mean by Classification ? Describe Inclusive and Exclusive Methods of Classification.
- (c) Mr. Sharma has chosen a plan 75 – 20 at the age 30 with sum assured Rs. 60,000. Further he decides to pay his premium monthly through salary. He has also chosen the option of double accident benefit and extended permanent disability benefit. It costs him Rs. 2.5 per thousand on sum assured (S.A.). Rebate on sum assured for Rs. 50,000 to Rs. 1,00,000 is Rs. 1.50 per thousand S.A. He has to pay 2% extra premium due to Monthly Mode of Payment. The tabular premium he has to pay is Rs. 66.80. Determine his monthly premium.

- (d) Determine an Initial Basic Feasible Solution to the following Transportation Problem using Matrix Minimum Method :

Origins	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	2	3	11	7	6
O ₂	1	0	6	1	1
O ₃	5	8	15	9	10
Demand	7	5	3	2	

- Q.2) (A)** (a) A small manufacturer employs 5 skilled men and 10 semi-skilled men and makes an article in two qualities, a deluxe model and an ordinary model. The making of a deluxe model requires 2 hours work by a skilled man and 2 hours work by semi-skilled man. The ordinary model requires 1 hour work by skilled man and 3 hours work by semi-skilled man. By union rule, no man can work more than 8 hours per day. The profit on deluxe model is Rs. 10 and the ordinary model is Rs. 8. Formulate this as Linear Programming Problem so as to maximize profit. **[06]**
- (b) The mean weekly salary paid to 300 employees of a firm is Rs. 14,700. There are 200 male employees and remaining are females. If mean salary of males is Rs. 15,050, find the mean salary of females. **[04]**

OR

- (A) (a) Two salesman A and B are involved in marketing of an industrial product. The following table relates to the number of orders booked by them in a day :

Salesman ↓	Day→	Mon.	Tue.	Wed.	Thu.	Fri.
'A'		28	9	8	5	4
'B'		18	9	6	5	3

(i) Which salesman booked more orders on an average ? Justify.

(ii) Which salesman is consistent with respect to number of orders booked ? Justify. [08]

(b) If the Correlation Coefficient between X and Y is 0.8, then find the Correlation Coefficient between :

(i) $\frac{X - 10}{3}$ and $\frac{10 - Y}{5}$

(ii) $\frac{X}{2}$ and $\frac{Y}{5}$ [02]

(B) Define Regression Coefficients of Y on X and X on Y. Also state any three properties of Regression Coefficients. [05]

Q.3) (A) In a production process, operators performance ratings as given by the number of good items turned out per 100 units and their experience (in number of years) were compiled. A random sample of 8 operators provided the following information :

Operator	A	B	C	D	E	F	G	H
Operators Experience (X)	8	6	16	12	18	4	3	10
Performance Rating (Y)	80	76	87	88	89	68	78	80

(i) Calculate Coefficient of Correlation between X and Y.

(ii) Estimate performance of an operator who has 14 years of experience. [10]

OR

- (A) (a) Determine an Initial Basic Feasible Solution to the following Transportation Problem using Vogel's Approximation Method : [05]

Origins	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	21	16	25	13	11
O ₂	17	18	14	23	13
O ₃	32	27	18	41	19
Demand	6	10	12	15	

- (b) Represent the following frequency distribution by Histogram. Hence determine mode graphically : [05]

Weekly Expenditure on Petrol (in Rs.)	No. of Persons
150 – 200	15
200 – 250	22
250 – 300	37
300 – 350	26
350 – 400	20

- (B) Describe Simple Random Sampling With Replacement (SRSWR) and Without Replacement (SRSWOR). [05]

- Q.4) (A) (a) Attempt **each** of the following : [05]

- (i) State the utility of Regression Lines.
- (ii) What do you mean by Balanced Transportation Problem ?
- (iii) Define the terms Population and Sample with one illustration each.

- (b) Find Quartile Deviation and Coefficient of Quartile Deviation for the following data : [05]

26, 30, 35, 5, 6, 7, 9, 20, 40, 45, 11, 18, 15, 49, 60

OR

- (A) (a) Compute Standard Deviation for the following frequency distribution : [05]

Classes	Frequency
2 – 3	17
3 – 4	19
4 – 5	26
5 – 6	22
6 – 7	16

- (b) Obtain an Initial Basic Feasible Solution to the following Transportation Problem by North-West Corner Rule : [05]

Plant	Warehouses			Supply
	W ₁	W ₂	W ₃	
P ₁	2	7	4	5
P ₂	3	3	1	8
P ₃	5	4	7	7
P ₄	1	6	2	14
Demand	7	9	18	

- (B) Define the following terms : [05]
- (a) Attribute
 - (b) Variable
 - (c) Frequency of a Class
 - (d) Less than Type Cumulative Frequency
 - (e) More than Type Cumulative Frequency

- Q.5) (A) (a)** Calculate Median Income from the following frequency distribution : **[05]**

Class	Below 30	31–60	61–90	91–120	121–150	Above 150
Frequency	22	198	110	95	42	33

- (b) Following frequency distribution relates to the daily wages of 50 workers :

Daily Wages	0–50	50–100	100–150	150–200	200–250
No. of Workers	7	–	15	–	3

If mode of the above frequency distribution is 130, find the missing frequencies. **[05]**

OR

- (A) (a) Solve the following Linear Programming Problem graphically : **[05]**

$$\text{Max. } z = 5x_1 + 3x_2$$

$$\text{Subject to } 3x_1 + 5x_2 \leq 15$$

$$5x_1 + 2x_2 \leq 10$$

$$x_1, x_2 \geq 0$$

- (b) The Regression Line of X on Y is $6X + Y - 31 = 0$ and the Regression Line of Y on X is $3X + 2Y - 26 = 0$. Find :

(i) Means of X and Y

(ii) Correlation Coefficient between X and Y **[05]**

- (B) Describe the Scope of Statistics in Management Sciences and Economics. **[05]**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-206

B. B. M. (I.B.) (Semester - II) Examination - 2012

IT IN BUSINESS OPERATIONS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
 - (2) *Figures to the right indicate full marks.*
-
-

Q.1) Answer the following : (Any Two) [16]

- (a) What is Computer ? Explain the block diagram of a Digital Computer.
- (b) Explain the Classification of Computer.
- (c) What is an Operating System ? Explain its types and functions provided by an Operating System.

Q.2) Answer the following : (Any Two) [16]

- (a) Explain Spiral Model in detail.
- (b) Explain the following :
 - (i) Desktop
 - (ii) Plotter
 - (iii) GUI
 - (iv) Scanner
- (c) Write a batch file that performs the following task :
 - (i) Display Content of File xyz.txt.
 - (ii) Rename abc file as PQR.
 - (iii) Copy Content of hello.txt file to by.txt
 - (iv) Delete file LLM.txt

Q.3) Answer the following : (Any Two) [16]

- (a) What is Computer Network ? Explain its types.
- (b) What do you mean by an Entity Relationship Diagram ? Explain with all its tools.
- (c) Explain the following :
 - (i) Strong Entity
 - (ii) Weak Entity
 - (iii) Attributes
 - (iv) Technical Feasibility

Q.4) Answer the following : (Any Two) [16]

- (a) Explain the following SQL Commands with proper syntax and example :
 - (i) Drop
 - (ii) Insert
 - (iii) Delete
 - (iv) Select
- (b) Explain any two Internal and two External DOS Commands.
- (c) What is System ? Explain its characteristics.

Q.5) Answer the following : (Any Two) [16]

- (a) What are the steps involved in creating Intranet ?
- (b) Explain :
 - (i) OBSERVATION
 - (ii) Questionnaires
- (c) What do you mean by an Input Devices ? Explain any two.

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-301

B. B. M. (I.B.) (Semester - III) Examination - 2012

INTERNATIONAL BUSINESS ENVIRONMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *All questions carry equal marks.*

Q.1) What are Special Economic Zone's ? How do they operate in India and how is Pollution handled in the SEZ's ?

OR

Q.1) Define Toxic Chemicals. Explain in detail the Management of Toxic Chemicals.

Q.2) What are the motivating factors for Eco-consumerism ?

OR

Q.2) What do you mean by Sustainable Development ? Explain the role of Marketing in Sustainable Development.

Q.3) What is Environmental Awareness ? Discuss the role of National and International NGO's in Environmental Awareness.

OR

Q.3) What is Business Ethics ? Explain the Principles of Business Ethics.

Q.4) Describe the role of Corporate Sector in reducing Greenhouses Gases.

OR

Q.4) How does the Trade in Carbon Credit Functions under the Kyoto Protocol ?

Q.5) Write short notes : **(Any Four)**

- (a) Objectives of Environment Awareness Programme
 - (b) Environmental Ethics
 - (c) Carbon Credit
 - (d) Eco-consumerism
 - (e) W.T.O.
 - (f) Globalisation
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-302

B. B. M. (I.B.) (Semester - III) Examination - 2012

PRODUCTION AND OPERATION MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
- (2) Each question carries 16 marks.*

Q.1) Explain various types of Production Systems. Quote your answer with suitable examples.

OR

Q.1) Define the term 'Production Design'. Describe the factors affecting Production Design.

Q.2) What do you mean by 'Production Planning and Control' ? Describe the importance of Production Planning and Control.

OR

Q.2) Describe Concept of 'Plant Layout'. Explain various types of Plant Layouts.

Q.3) Explain the procedure involved in Motion Study of an Assembly Line in the Process of Manufacturing of a Vehicle.

OR

Q.3) What is meant by 'Productivity' ? Explain various measures to be adopted to boost the Productivity of an Industrial Unit.

Q.4) “Performance of any Manufacturing Process is affected by factors such as light, ventilation, noise and heat.” Do you agree with this ? Explain your case with suitable examples.

OR

Q.4) What do you mean by ‘Quality Circles’ ? How are they constituted ? How they work ?

Q.5) Write short notes : **(Any Four)**

- (a) Environmental Aspects in Manufacturing Industries
 - (b) Simplification of Product
 - (c) Multiple Activity Chart
 - (d) ISO 9000
 - (e) Laws Governing Safety of Industrial Workers
 - (f) Ergonomics
-

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-303

B. B. M. (I.B.) (Semester - III) Examination - 2012

INTERNATIONAL ECONOMICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*

Q.1) What is International Economics ? Explain its meaning, nature and scope. **[15]**

OR

Q.1) State and explain the Relative Factor Endowment Theory or the Heckscher Ohlin Theory of International Trade. **[15]**

Q.2) What do you mean by Gains from Trade ? Explain the following concepts : **[15]**

- (a) Static Gains
- (b) Dynamic Gains

OR

Q.2) Define Protection Policy by giving the arguments for and against it. **[15]**

Q.3) State the evolution and functions of World Trade Organisation. **[15]**

OR

Q.3) Explain in detail Concept of Terms of Trade. What are the factors influencing Terms of Trade ? **[15]**

Q.4) Discuss in detail the different types of Tariff Barriers. [15]

OR

Q.4) Compare and contrast the role of World Bank and IMF. [15]

Q.5) Write short notes : (**Any Four**) [20]

- (a) Difference between Absolute Cost Advantage and Relative Cost Advantage
- (b) Inter-regional Trade and International Trade
- (c) Arguments for Free Trade
- (d) Barter Terms of Trade
- (e) Special Drawing Rights
- (f) GATT

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-304

B. B. M. (I.B.) (Semester - III) Examination - 2012

INTERNATIONAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Solve *any five* questions.
- (2) All questions carry equal marks.
- (3) Use of appropriate corporate examples will be appreciated.

-
-
- Q.1)** What is International Marketing ? Explain its objectives and importance. [16]
- Q.2)** (A) What are the main objectives of India's Export - Import Policy ? [08]
- (B) Explain the different incentives offered by Government of India for Export Promotion. [08]
- Q.3)** State in detail different Documents required in Export Business. [16]
- Q.4)** Explain Market Entry Strategies employed by Firms in International Marketing. [16]
- Q.5)** Explain factors influencing International Pricing Decisions. [16]
- Q.6)** (A) Explain the importance of Packaging and Labeling in International Marketing. [08]
- (B) What are the Special Considerations in Export Packaging ? [08]

Q.7) Write short notes : (Any Four)

[16]

- (a) Challenges in International Marketing
 - (b) Export Promotion Council
 - (c) Procedure of Marine Insurance
 - (d) Registration of Exporters
 - (e) Uniform Pricing
 - (f) Functions of WTO
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4174]-305

B. B. M. (I.B.) (Semester - III) Examination - 2012

MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instruction :

All questions are compulsory and carry equal marks.

Q.1) What do you mean by Management Accounting ? Explain the difference between Management Accounting and Financial Accounting.

OR

Q.1) What do you mean by Working Capital ? Explain various Sources of Working Capital.

Q.2) The following are the Balance Sheets of BBS Limited as on 31st March, 2009 and 31st March, 2010 :

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Equity Share Capital	4,00,000	5,00,000	Building	3,00,000	2,70,000
General Reserve	2,00,000	2,50,000	Machinery	4,00,000	6,00,000
Profit and Loss A/c.	1,50,000	2,00,000	Furniture	1,50,000	2,10,000
14% Debentures	5,50,000	4,50,000	Investments	50,000	2,00,000
Mortgaged Loan	1,50,000	-	Stock	4,60,000	3,00,000
Bills Payable	75,000	1,00,000	Debtors	2,00,000	2,00,000
Creditors	1,50,000	1,80,000	Cash	1,50,000	50,000
Bank Overdraft	75,000	70,000	Preliminary Expenses	40,000	20,000
	17,50,000	17,50,000		17,50,000	17,50,000

[4174]-305

1

P.T.O.

Total sales during the year 2008-09 were amounting Rs. 40,00,000 which were increased by 25% in the next year. You are required to calculate minimum three ratios to judge :

- (a) Liquidity of the Company and
- (b) Efficiency in operating activities and make the comments as to the liquidity and efficiency of the company.

Q.3) What is the meaning of 'Fund Flow Statement' ? Explain its importance in the analysis of the Financial Statements. State its limitations.

OR

Q.3) MARCOST Limited has provided the following information of Product EX produced and sold during the year 2009-2010 :

During the year 10,000 units are sold at the Sales Price of Rs. 60 at 25% profit on sales. 75% of the Total Cost is Variable Cost.

You are required to find out :

- (a) Profit Volume Ratio, Break-even Point, Margin of Safety and Profit at the current level sales.
- (b) What will be changes in your computations if :
 - (i) The sales are increased by 20% ?
 - (ii) The Fixed Cost is decreased by 10% and the Variable Cost is increased by 10% ?

Q.4) Define the terms 'Budget' and 'Budgetary Control'. Explain its advantages and limitations in the Modern Business World.

OR

Q.4) Prepare a statement showing estimated amount of Working Capital from the following information of BBA Limited, Pune :

- Expected Sales Level 90,000 units @ Rs. 40 per unit.
- Cost of the Product is 75% of the Sales Price and consists of Raw Material, Labour and Overheads in the ratio of 3 : 2 : 1.
- Raw Material and Finished Goods will stay in stock for 20 days and 10 days respectively.

- The material will remain in process for 30 days for which the Labour Cost and Overheads are to be considered at 40% completion stage.
- 60% of the purchases are made with two months credit while the remaining are made on cash basis. Goods are sold with one and half month credit.
- Labourers are paid on every 10th day of the next month.
- Overheads are paid with one month time lag.
- Add 10% of your computation for the contingencies.

Q.5) Write notes on **any two** of the following :

- (a) Functions of Management Accountant
- (b) Limitations of Ratio Analysis
- (c) Budget Manual

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-306

B. B. M. (I.B.) (Semester - III) Examination - 2012

E-COMMERCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions carry equal marks.
- (2) Neat diagrams must be drawn wherever necessary.

Q.1) Answer the following :

[8x2=16]

- (a) Define Website.
- (b) What is Internet ?
- (c) What are the functions of E-commerce ?
- (d) What is mean by E-business ?
- (e) What is mean by Banner Exchange ?
- (f) What is mean by Electronic Cheque ?
- (g) What is mean by Credit Card ?
- (h) What is Extra Net ?

Q.2) Attempt any four :

[4x4=16]

- (a) With suitable diagram describe E-cycle of Internet Marketing.
- (b) What are the reasons to built a Website ? What factor to be consider in building Website ?
- (c) With the help of diagram describe Traditional Payment System.
- (d) Differentiate between E-commerce and E-business.
- (e) What are the roles of Internet in B2B Applications ?

Q.3) Attempt any four : **[4x4=16]**

- (a) Explain working of Modern Payment System in detail.
- (b) How the compare benefits to Costs ? Explain in short.
- (c) Explain what are the Shopping Bots ? Give few examples.
- (d) What is mean by Personalization of E-commerce ?
- (e) Describe Electronic Funds Transfer in detail.

Q.4) Attempt any four : **[4x4=16]**

- (a) What is Cryptography ? Explain types of Cryptography.
- (b) Explain working of Firewall in detail.
- (c) Discuss Prons and Cons of On-line Shopping.
- (d) With neat diagram describe EDI Model.
- (e) Define E-business. State its advantages and disadvantages.

Q.5) Write short notes : (Any Four) **[4x4=16]**

- (a) PC Banking
- (b) ISP
- (c) Privacy on Internet
- (d) E-governance
- (e) Hacking

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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4174]-307

B. F. T. / B. B. M. (I.B.) (Semester - III) Examination - 2012

BASICS OF COMPUTERS - II

(Old 2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) Attempt **any two** of the following :

- (a) Define System. Explain various elements of a System. [10]
- (b) Describe Waterfall Model in detail. [10]
- (c) What do you mean Feasibility Study ? Explain types of Feasibility Study. [10]

Q.2) Attempt **any two** of the following :

- (a) Write a note on RDBMS : [10]
- (b) Define : [10]
 - (i) Primary Key
 - (ii) Entity
 - (iii) Foreign Key
 - (iv) Tuple
 - (v) Attribute
- (c) Consider the table STUDENT with following attributes and solve following SQL queries : [10]
(Roll No., Name, Class, TeacherName, TotalMarks)
 - (i) Insert five records in the table.
 - (ii) Display the list of students to whom 'Prof. Patil' is teaching.
 - (iii) Change the name of the student whose Roll No. is 'S0010'.
 - (iv) Delete the record of student who study in 'SYBCA'.
 - (v) Display the structure of table.

Q.3) Attempt **any two** of the following :

- (a) Describe any four types of Topology. **[10]**
- (b) Differentiate between LAN and WAN. **[10]**
- (c) Write a note on Virus. **[10]**

Q.4) Attempt **any two** of the following :

- (a) Explain 'Network Security Issues'. **[10]**
 - (b) Define Normalization. Explain 1Nf, 2Nf and 3Nf with proper example. **[10]**
 - (c) Customer sends list of items, along with quantity to the organisation. The organisation buys the items asked by customers, packs as per quantity required and gets them bundled for dispatch. Before items are bundled, the list is checked for any missing items. Based on amount of goods ordered, service charge is added to the invoice. A service is completed, when payment is received from customer.

Construct E-R diagram for above case. **[10]**
-

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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4174]-401

B. B. M. (I.B.) (Semester - IV) Examination - 2012

SUPPLY CHAIN AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.
- (2) Answer **any four** out of the remaining.

Q.1) Short notes : (Any Four) [20]

- (a) Distribution Objectives
- (b) Carrying and Forwarding Agent
- (c) Role of IT in Logistics
- (d) Types of Warehouses
- (e) Performance Standards of Distribution
- (f) E-retailing

Q.2) Describe the parameters which are used to specify the design of a Distribution Channel. [15]

Q.3) Explain various factors related to Formulation of Channel Policies. [15]

Q.4) What are the Seven Powers of Motivation for Channel Partners ? [15]

Q.5) Explain the four major components of Logistics in detail along with examples. [15]

Q.6) Discuss various Modes of Transportations in detail. [15]

[4174]-401/1

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-402

B. B. M. (I.B.) (Semester - IV) Examination - 2012

FOREIGN EXCHANGE OPERATIONS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.
- (2) Attempt **any four** from the rest.

Q.1) Explain the following concept : (Any Eight) [16]

- (a) Ex. Work – as Inco Term
- (b) CIF – as Inco Term
- (c) DDP – as Inco Term
- (d) Forward Contract
- (e) Currency Future
- (f) Authorized Dealers
- (g) Back to Back Letter of Credit
- (h) Shipment Bill

Q.2) Explain why there is Disequilibrium in Balance of Trade ? What are various Avenues to Correct Disequilibrium in Balance of Trade. [16]

Q.3) Explain the following : [16]

- (a) Partial Convertibility of Currency
- (b) Current and Capital A/c. in BOT

- Q.4)** Describe various documents used in Foreign Trade. **[16]**
- Q.5)** As a regulator, state of methods available with RBI to control Foreign Exchange Market. (Explain all the methods in detail) **[16]**
- Q.6)** Define Letter of Credit. State various parties to it ? State the liability of Banks as far as Payment of Letter of Credit is concern. **[16]**
- Q.7)** Describe how Export Business obtain Finance from Commercial Banks ? **[16]**
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Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4174]-403

B. B. M. (I.B.) (Semester - IV) Examination - 2012

INTERNATIONAL BUSINESS IN SERVICE SECTOR

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Question No. 1 is compulsory.*
- (2) *Answer **any four** out of the remaining.*

-
-
- Q.1)** (A) What are the various Principles of WTO ? **[10]**
(B) Discuss various Trade Barriers in Services. **[10]**
- Q.2)** Explain the role and importance of Foreign Direct Investment in Indian Service Sector with appropriate examples. **[15]**
- Q.3)** Give the meaning of Marketability of Services. Discuss the Characteristics of Services. **[15]**
- Q.4)** “Liberalisation of Service Sector has contributed to Indian Economic Growth.” Comment on. **[15]**
- Q.5)** What are the various problems in International Trade in Services ? **[15]**
- Q.6)** Write short notes : **(Any Three)** **[15]**
- (a) Service Quality
 - (b) Tourism Services
 - (c) E-commerce Services
 - (d) Pricing Strategy in Services

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-404

B. B. M. (I.B.) (Semester - IV) Examination - 2012

INTERNATIONAL AGRICULTURAL BUSINESS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.
- (2) Solve **any four** from the remaining.
- (3) Figures to the right indicate full marks.

Q.1) Write short notes on any four of the following : [20]

- (a) Lincensing in Food Industry
- (b) Agricultural Marketing Functions
- (c) Factors affecting Demand of Agro-products
- (d) Institutional Constraints of International Agri-business
- (e) Governmental Advantage to Indian Agro-products
- (f) Constraints in the Export of Processed Food

Q.2) Explain in detail the Impact of International Agri-business of Indian Economy. [15]

Q.3) Enumerate the meaning and future prospects for Sugar Industry in India and explain key challenges to it. [15]

Q.4) Explain in detail the provision in EXIM Policy (2006-07) in the light of special efforts to promote Agro-based Commodities. [15]

- Q.5)** Enumerate the scope of Agri-Marketing and state the importance of it. **[15]**
- Q.6)** Write a detailed note on Product Range and Future Growth of Dairy Industry. **[15]**
- Q.7)** “EXIM Policy (2001 – 02) aims at raising India’s share (in the context of agro-products) in World Trade.” Explain and critically examine the statement. **[15]**
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Total No. of Questions : 6]

[Total No. of Printed Pages : 3

[4174]-405

B. B. M. (I.B.) (Semester - IV) Examination - 2012

BUSINESS TAXATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 compulsory.
- (2) Attempt **any four** from the rest.

Q.1) Explain exact meanings of the following :

[20]

- (1) Deferment of Advance Tax
- (2) Tax Deduction Account No.
- (3) PAN
- (4) Perquisites
- (5) Gratuity
- (6) Self Assessment Tax
- (7) CII
- (8) CBTD
- (9) Person
- (10) Assessee in Default

Q.2) What do you mean by Residual Income Head ? State at least 10 instances of Income which is Taxable as Residual Income.

[15]

- Q.3)** Compute Income from House Property of Mr. Mohan for Pre. Year 2010-11 relevant to Ass. Year 2011-12 : **[15]**

Particulars	H1	H2
Type of Occupancy	Let out for Residence	Let out for Business
Rent p.m.	25,700	27,000
Standard Rent	2,00,000	3,50,000
Market Value	2,70,000	4,10,000
Fair Value	2,40,000	3,90,000
Rent Paid by Owner	10% of Market Value	10% of Market Value
Interest paid to Financier	1,55,000	1,75,000
Repairs	15,000	15,000
Fire Insurance	18,500	14,500

- Q.4)** What do you mean by Set Off and Carry Forward of Business Losses ? State various provisions in this regard. **[15]**

- Q.5)** In respect of Business Income explain : **[15]**

- (a) Profession and Vocation
(b) Allowable Deduction and Disallowable Expenses

- Q.6)** Calculate Salary Income of Mr. James working in New Delhi :

Basic Pay – 17,800 p.m. up to October, 2010
 28,900 p.m. 1 November, 2010 - March, 2011

DA – @ 60% of Basic upto October, 2010
 @ 80% of Basic November, 2010 to March, 2011

HRA – @ 25% of Basic - upto October, 2010
 @ 35% of Basic - November, 2010 to March, 2011

Performance Bonus of 2009-10 received.

Today Taxed earlier	1,00,000
Medical Allowance	18,000
Educational Allowance (per child)	500 p.m.
(One adopted child, one child of earlier broken marriage)	
Transport Allowance (Actual Spent 26,000)	19,000
Travel Allowance (Amount spend 42,000)	40,000
Maturity Value of LIC Policy	75,000
R.P.F. Contribution of him.	20% of Basic and D.A.
R.P.F. Contribution by employer	15% of Basic and DA
Interest @ 12% on RPF credited	18,000

Note : Salary for February and March, 2011 not received from employer. Calculate Taxable Salary Income for P.Y. 2010-11, A.Y. 2011-12.

[15]

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-501

B. B. M. (I.B.) (Semester - V) Examination - 2012

BUSINESS ETHICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*

Q.1) Explain the meaning of Moral and Ethics. Explain the importance of Ethics. **[15]**

OR

Q.1) Define 'Business Ethics'. State the relation between Corporate Responsibility and Business Ethics. **[15]**

Q.2) State the importance of Business Ethics in the context of Global Economy. **[15]**

OR

Q.2) State the role of Business Ethics in Building a Civilized Society. **[15]**

Q.3) Explain the Ethics relating to Consumer Protection and Social Responsibility. **[15]**

OR

Q.3) Explain the role of Government relating to Marketing Ethics. **[15]**

Q.4) What is 'Organisational Ethics' ? State Ten Commandments of Ethical Behaviour. **[15]**

OR

Q.4) Explain the meaning of Corporate Ethics. State the importance of Corporate Ethics. **[15]**

Q.5) Write short notes : **(Any Four)** **[20]**

- (a) Professional Ethics
 - (b) Audit of Ethical Behaviour
 - (c) Ethics relating to Copyrights
 - (d) Individual Ethics
 - (e) Ethics relating to Environment Protection
 - (f) Ethical Behaviour
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-502

B. B. M. (I.B.) (Semester - V) Examination - 2012

BUSINESS LAW

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*

Q.1) Define and explain the Concept of Consideration in a Contract. What considerations are unlawful ? Explain. **[15]**

OR

Q.1) Who is Competent to Enter into Contract ? Elaborate the provisions relating to 'Competency of Parties'. **[15]**

Q.2) Define, explain and distinguish 'Condition' and 'Warranty' in a Contract of Sale. **[15]**

OR

Q.2) "No one can pass a better title than he himself has." Explain the principle with exceptions under the Sale of Goods Act, 1930. **[15]**

Q.3) Define 'Partnership'. Explain essential features of Partnership. **[15]**

OR

Q.3) State and explain the provisions relating to Dissolution of the Firm under the Indian Partnership Act, 1932. **[15]**

Q.4) Who is a Consumer ? What are his Rights ? What reliefs he can claim under the Consumer Protection Act, 1986 ? Explain fully. **[15]**

OR

Q.4) Define and explain with illustrations the Concept of 'Trademark'. Explain different kinds of Trademark. **[15]**

Q.5) Write explanatory notes : **(Any Four)** **[20]**

- (a) Provisions of Information Technology Act, 2000 relating to Electronic Record
- (b) Essential features of a 'Design' under the Designs Act, 2000
- (c) National Commission under the CPA, 1986
- (d) Rules for Valid Acceptance of a Proposal in a Contract
- (e) Definition and Concept of 'Goods'
- (f) Partner's Liability towards Third Party

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-503

B. B. M. (I.B.) (Semester - V) Examination - 2012

INTERNATIONAL RELATIONS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) All questions are compulsory.*
- (2) All questions carry equal marks.*

Q.1) Critically discuss the Concept of Preferential Trading Agreements with special reference to SAPTA. How is SAPTA different from NAFTA ?

OR

Q.1) Examine European Union as an example of Economic Integration.

Q.2) Explain in detail how Tariffs, Subsidies and Quotas affect Trade Policy in General.

OR

Q.2) Define Dumping and discuss in detail the impact of Dumping on Trade of Countries.

Q.3) Explain TRIPS and enumerate various Intellectual Property Rights granted under TRIPS.

OR

Q.3) Discuss WTO with reference to its evolution, organisation, objectives and functions.

Q.4) Critically discuss the Concept of 'Caste' in Indian Social Structure. What changes are evident in the current scenario ?

OR

Q.4) Define 'Culture' and examine its impact on Trade and Trade Policies.

[4174]-503

1

P.T.O.

Q.5) Write short notes : (Any Four)

- (a) World Bank
 - (b) TRIMS
 - (c) IMF
 - (d) Religion
 - (e) SAARC
 - (f) GATS
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-504

B. B. M. (I.B.) (Semester - V) Examination - 2012

INTERNATIONAL BANKING AND FINANCE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Question No. 1 is compulsory.*
- (2) *Attempt **any four** from the rest.*

Q.1) Explain the following concepts : (Any Five) [20]

- (a) External Commercial Borrowing
- (b) Overseas Commercial Borrowing
- (c) Forward Contract
- (d) N.R.E. (External) A/c.
- (e) Bills Discounting
- (f) Non-funded Bank Finance
- (g) Foreign Currency Convertible Bonds

Q.2) Explain various Deposits Schemes in Bank especially for Foreign Investors and Indian Origin Residing outside India. [15]

Q.3) Define Preshipment Finance. Explain various types of Preshipment Finance. [15]

Q.4) Explain the following with reference to International Financing : [15]

- (a) Forfeiting
- (b) Factoring Services
- (c) Post-shipment Finance

- Q.5)** Describe Role of RBI in Financing International Trade and Business to promote its growth. **[15]**
- Q.6)** How International Debts are settled ? **[15]**
- Q.7)** What do you mean by Package Finance ? How it is useful for Re-export of Goods and Services ? **[15]**
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-505

B. B. M. (I.B.) (Semester - IV) Examination - 2012

BUSINESS REPORTING AND ANALYSIS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Attempt **any four** questions.*
- (3) All questions carry equal marks.*

-
-
- Q.1)** What do you understand by Business Reporting ? State the scope and importance of Business Reports.
 - Q.2)** Explain the role of Visual and Statistical Aids in presenting an effective Report.
 - Q.3)** What is a Questionnaire ? Explain the points to be remembered while preparing it.
 - Q.4)** Describe the impact of Macro-economic Factors on SWOT Analysis of a Business Concern.
 - Q.5)** What is Business Analysis ? Explain various tools and techniques used in Business Analysis.
 - Q.6)** How is Economic Analysis conducted as far as Business Reporting is concerned ?

Q.7) Write short notes : (Any Four)

- (a) PEST Analysis
 - (b) Statutory and Non-statutory Reports
 - (c) Procedure of Report Writing
 - (d) Sector Analysis
 - (e) Telephonic Surveys
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4174]-506

B. B. M. (I.B.) (Semester - V) Examination - 2012

FOREIGN LANGUAGE

PAPER - I

GERMAN

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80.

Q.1) Übersetzen Sie ins Englische !

[10]

Arnold Schwarzenegger kommt aus Österreich. Sein Hobby und sein Beruf in Österreich war Body Building. Er lebt seit 21 Jahren in Amerika. Er hat in Los Angeles Okonomie studiert. Er spricht Deutsch, Englisch und ein bisschen Spanisch. Arnold ist verheiratet mit Maria Shriver. Sie haben vier Kinder. Die Familie wohnt in Kalifornien. Er war Filmstar, jetzt ist er Politiker. Gouverneur von Kalifornien. Eine fantastische Karriere !

Q.2) Beantworten Sie FÜNF der folgenden Fragen !

[10]

- (1) Wie alt sind Sie ? Was sind Ihre Hobbys ?
- (2) Was macht Ihr Vater ? Wie alt ist er ?
- (3) Was essen und trinken Sie gern im Cafe ?
- (4) Was nehmen Sie zum Unterricht mit ?
- (5) Welche Zimmer gibt es in Ihrer Wohnung ?
- (6) Was machen Sie im Deutschunterricht ?
- (7) Was machen Sie am Sonntag ?

Q.3) Lesen Sie den folgenden Text und beantworten Sie die Fragen !

Das ist Regina Werner. Sie ist Deutschlehrerin. Seit 15 Jahren arbeitet sie als Deutschlehrerin. Sie hat Kurse an der Universität Jena und in einem Sprachinstitut. „Viele Stunden Arbeit, abends korrigieren, aber kein fester Job. Das ist normal für deutschlehrer. Aber der Beruf macht Spaß.“ sagt sie. Sie arbeitet gern mit Menschen und mag fremde Kulturen. Ihre Studenten kommen aus China, Russland und Südamerika.

Das ist Andrick Razandry. Er kommt aus Madagasker. Er hat dort an der Universität studiert. Seit 2 Jahren lebt er in Deutschland. Er studiert Deutsch als Fremdsprache in Jena. Andrick hat 18 Stunden Unterricht pro Woche. Er arbeitet gern in der Bibliothek. Er sagt "In der Bibliothek kann ich meine Emails lesen und gut arbeiten" Er kennt viele Studenten. Die Universität ist international. Andrick spricht vier Sprachen : Madagasisch, Französisch 'Deutsch und Englisch.

(A) Wer ist das ? Schreiben Sie den richtigen Namen! [04]

- (1) _____ lernt Deutsch.
- (2) _____ arbeitet gern mit Menschen.
- (3) _____ spricht Sprachen.
- (4) _____ arbeitet an der Uni.

(B) Richtig oder falsch ? [04]

- (1) Der Beruf macht Regina Spaß.
- (2) Regina muss am Abend arbeiten.
- (3) Andrick kann in der Bibliothek nicht arbeiten.
- (4) Regina unterrichtet nur an der Uni.

(C) Suchen Sie ZWEI Adjektive aus dem Text! [02]

Q.4) Wortschatz :

(A) Ergänzen Sie das richtige Wort! (nur fünf) [05]

- (1) Richard kommt aus Spanien. Spanisch ist seine _____.
- (2) Berlin ist die _____ von Deutschland.
- (3) Zum _____ esse ich Brot und Butter.
- (4) Ich bin Lehrer von _____.
- (5) Indien ist ein großes _____.
- (6) Frau Schmidt hat einen _____. Er heißt Jan.

(B) **Welches Verb passt am besten ?** [05]

- (1) eine Sprache
- (2) einen Saft
- (3) das Auto
- (4) ein Bild
- (5) einen Termin

(C) **Bilden Sie Sätze ! (nur fünf)** [05]

- (1) einen Balkon - haben - die Wohnung
- (2) bestellen - eine Pizza - Hans
- (3) blau - das Kleid - sein
- (4) zu - klein - die Küche - finden
- (5) Das Kind - laufen - sehr schnell
- (6) wir - morgen - fahren - nach Bonn

Q.5) Grammatik :

(A) **Ergänzen Sie die Verben : (nur 5)** [05]

- (1) Warum _____ ihr nicht zum Unterricht ?
- (2) Heute _____ Thomas seine Freundin.
- (3) Frau Stein _____ ein neues Haus.
- (4) _____ du gern Pommes frites ?
- (5) Die Kinder _____ im Garten.
- (6) Wir _____ Ballet.

(kaufen, spielen, mögen, kommen, treffen, essen)

(B) **Kein / nicht (nur 5)** [05]

- (1) Ich habe einen Burder.
- (2) Wir schreiben heute einen Test.
- (3) Gehst du in die Schule ?
- (4) Das Haus ist schön.
- (5) Ich trinke Bier gern.
- (6) Hören Sie Musik gern ?

- (C) **Ergänzen Sie das Personalpronomen : (nur 5)** [05]
- (1) Woher kommt ihr ? _____ kommen aus Japan.
 - (2) Das ist Tina _____ ist Sängerin.
 - (3) Der Pullover ist schön. _____ auch nicht teuer.
 - (4) Das Schlafzimmer ist groß. _____ hat auch 2 Fenster.
 - (5) Die Studenten haben viel Arbeit. _____ machen keine Pause.
 - (6) Ich sehe einen Film. _____ ist sehr interessant.
- (D) **Ergänzen Sie bestimmte/unbestimmte Artikel : (nur 5)** [05]
- (1) Das Haus hat _____ Garten.
 - (2) Das ist _____ Freund von Stefan.
 - (3) Wir machen _____ Europareise.
 - (4) Deutsch ist _____ interessante Sprache.
 - (5) _____ Computer ist sehr teuer.
 - (6) _____ Suppe schmeckt sehr gut.
- (E) **Ergänzen Sie die Präpositionen :** [05]
(mit, aus, nach, mit, um)
- (1) Familie Müller kommt _____ Düsseldorf.
 - (2) Peter fährt _____ dem Zug.
 - (3) Morgen gehen wir _____ Mumbai.
 - (4) Ich möchte ein Sandwich _____ Salat.
 - (5) Wir haben den Unterricht _____ 2 Uhr.
- (F) **Ergänzen Sie den Possessivartikel : (nur 5)** [05]
- (1) _____ Land heißt Indien.
 - (2) Radhika, ist das _____ Tasche ?
 - (3) Kinder, wer ist _____ Lieblingsspieler ?
 - (4) Hier habe ich _____ Auto.
 - (5) _____ Lehrerin ist sehr nett.
 - (6) Das ist Herr Berg _____ Frau ist Pilotin.

(G) Bitte antworten Sie mit Ja/Nein/Doch ! (nur 5)

[05]

- (1) Sprechen Sie kein Deutsch ?
 - (2) Ist das Ihr Heft ?
 - (3) Arbeiten Sie bei der Bank ?
 - (4) Finden Sie die Stadt nicht gut ?
 - (5) Sind Sie Arzt ?
 - (6) Schmeckt die Suppe nicht ?
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 5

[4174]-506

B. B. M. (I.B.) (Semester - V) Examination - 2012

FOREIGN LANGUAGE

PAPER - I

FRENCH

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *All questions are compulsory.*
- (2) *Use of dictionary is not allowed.*

Q.1) Complétez un dialogue suivant :

[10]

(A) Elisa Bosco, une Espagnole, arrive à la gare Montparnasse. Elle prend un taxi pour aller à l'hôtel du Gard, avenue St. Germain.

Elisa : Excusez-moi, vous allez à l'avenue St. Germain ?

Chauffeur : _____.

Elisa : À l'hôtel du Gard.

Chauffeur : _____.

Elisa : Oui, je suis espagnole.

Chauffeur : _____.

Elisa : Non, c'est un voyage d'affaires.

Chauffeur : _____.

Elisa : Merci, je parle français et portugais.

Chauffeur : Voilà votre hôtel. Ça fait _____.

Elisa : Merci bien.

OU

[4174]-506

7

P.T.O.

(B) Vous achetez un billet de train aller simple pour aller de Rouen à Paris.

Vous : _____

L'employée : Aller simple ou aller-retour ?

Vous : _____

L'employée : Voilà monsieur, Ça fait 100 €.

Vous : _____

L'employée : Le train arrive à 15h.

Vous : _____

L'employée : Quai numéro 5.

Vous : _____

L'employée : Au revoir.

Q.2) Grammaire et vocabulaire :

(A) **Mettez au pluriel :** [04]

(1) Je parle anglais.

(2) Le directeur arrive de son bureau.

(B) **Mettez au négatif :** [04]

(1) M. Leclerc arrive à la reception.

(2) Vous parlez anglais.

(C) **Complétez avec des prépositions :** [03]

(1) Ils voyagent _____ France.

(2) Vous prenez le métro _____ la station Châtelet.

(3) Je suis chef de la publicité _____ ITEX.

(D) **Complétez avec des adjectifs possessifs :** [03]

(1) Vous travaillez à INOX, _____ directeur part en voyage d'affaires.

(2) L'ingénieur fait _____ travail.

(3) Je prends _____ train.

(E) **Complétez avec des mots justes :** [02]

(1) Le _____ coordonne les activités de fabrication.

(2) La fête nationale de la France, c'est le _____.

(F) **Dites vrai ou faux :** [03]

(1) Un habitant de la Grèce est Français.

(2) Pour prendre le train en France, il faut composer le billet.

(3) RER, c'est le Réseau Express Régional.

(G) **Complétez avec des mots donnés : (octobre, cinq, par, légale)** [04]

Les salariés français ont _____ semaine de congés payés
_____ l'employeur. La période _____ des congés est
du 1^{er} mai au 31 octobre.

(H) **Mettez les verbes entre parenthèses à la forme qui convient :** [04]

(1) Claire et Paul (prendre) l'avion le 16 décembre.

(2) Le directeur général (diriger) l'ensemble des activités de
l'entreprise.

(3) Le directeur (finir) son travail.

(4) Rébecca (faire) les réservations.

(I) **Écrivez en mots :** [04]

21, 96, 100, 19

(J) **Quelle heure est-il ?** [04]

(1) 12 p.m.

(2) 6.30 a.m.

Q.3) Répondez en français aux questions suivantes : (3 au choix) [06]

(1) Combien de langues parlez-vous ?

(2) Comment s'appelle un habitant du Danemark ?

(3) Où allez-vous pour prendre un train ?

(4) Que fait le directeur commercial de l'entreprise ?

Q.4) Reliez les deux colonnes : [04]

- | ‘A’ | ‘B’ |
|----------------------------------|---|
| (1) Un habitant du Canada | (a) La comptabilité. |
| (2) Le directeur financier | (b) La fête du travail. |
| (3) C'est bien l'hôtel d'Anjou ? | (c) Canadien. |
| (4) 1 ^{er} mai | (d) Oui, bonjour. Qu'est-ce que je peux faire pour vous ? |

Q.5) (A) Présentez la personne suivante : [05]

Daniel Berrogain
Directeur Commercial Crédit Agricole 101, Avenue de Nice, 54101 Nancy.

OU

(B) Denis Hubert part en voyage d'affaires. Voici son programme. Écrivez en forme de paragraphe : [05]

Départ de Paris : 7 h 40.
Arrivée à Rome : 9 h 40.
Rendez-vous chez l'usine PRADA : 11 h 30.
Départ de Rome : 18 h 50.
Arrivée à Paris : 20 h 50.

Q.6) (A) Traduisez en anglais : [05]

Bonjour... Oui ? Je m'appelle Louis Garcia. Je suis le secrétaire de Frank Smith de la Société ALLEN's à Chicago. Je vous téléphone pour vous dire que tout est arrangé pour la visite de monsieur Perez chez vous la semaine prochaine. Je vais juste écrire aujourd'hui avec tous les détails. Je veux juste vous confirmer par téléphone que M. Smith arrive en France lundi 14 novembre à 9h 15.

(B) Traduisez en français : (5 au choix) [10]

- (1) Is this the Hotel Anjou ?
- (2) It is a room with attached bathroom ?
- (3) He works at Tata Honey Well.
- (4) I'm sorry, the hotel is full.
- (5) It is on the name of Miss Sophie Trévisi.

Q.7) Compréhension :

Paul est à Paris, gare de Nord. Il va à Strasbourg. Le train pour Strasbourg part de la gare de l'Est. Il prend le métro. Il parle à une passante.

Paul : Excusez-moi, pour aller à la gare de l'Est, s'il vous plait ?

Passante : Vous prenez la direction Porte d'Orléans et descendez à la gare de l'Est.

(A) Dites vrai ou faux : [03]

- (1) Paul va à Paris.
- (2) Il prend le metro.
- (3) Il demande la gare de l'Est à une passante.

(B) Donnez L'infinif : [02]

parle, descendez

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-507

B. F. T. / B. B. M. (I.B.) (Semester - V) Examination - 2012

IT FOR WORLD TRADE

(Old 2004 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.
- (2) Solve **any four** from Q. Nos. 2 to 7.
- (3) Figures to the right indicate full marks.
- (4) Give illustrations wherever necessary.

Q.1) Explain in brief the following terms : (Any Eight)

[16]

- (1) TCP/IP
- (2) Domain Name System
- (3) Search Engine
- (4) File Transfer Protocol
- (5) Web Browser
- (6) Digital Firm
- (7) HTML
- (8) Uniform Resource Locator
- (9) Internet Telephony
- (10) Web Server

Q.2) (A) How Internet Technology has changed value propositions and business models ?

[08]

(B) Explain any four Communication Services provided by the Internet.

[08]

[4174]-507

1

P.T.O.

- Q.3)** (A) How E-commerce can be applied to different phases of Trade Cycle ? [08]
(B) Write a short note on Internet Business Models. [08]
- Q.4)** (A) How Intranet support Electronic Business ? [08]
(B) Explain in brief the following :
(a) The Benefits of Extranet [04]
(b) Advertising Methods - E-mails and Banners [04]
- Q.5)** (A) (a) What is the Inter-organisational System ? [03]
(b) State any five benefits of Inter-organisational System. [05]
(B) (a) Define and describe an Electronic Data Interchange. [05]
(b) List any three benefits of Electronic Data Interchange. [03]
- Q.6)** (A) (a) Explain briefly Electronic Funds Transfer. [05]
(b) State any three examples of Electronic Funds Transfer. [03]
(B) Explain briefly the following terms :
(a) Electronic Storefronts [04]
(b) On-line Stock Trading [04]
- Q.7)** (A) Explain in brief the following applications :
(a) Cyber Banking [04]
(b) The On-line Job Market [04]
(B) What is a Portal ? What are its functions ? [08]
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4174]-601

B. B. M. (I.B.) (Semester - VI) Examination - 2012

EXPORT - IMPORT PROCEDURE

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 1 is compulsory.*
- (2) Attempt **any four** from the rest.*

-
-
- Q.1)** Explain in detail Duty Draw Backs and Remittances Schemes for Importers and Exporters.
 - Q.2)** What do you mean by Export of Goods ? State the meaning of Physical Export and Deemed Export.
 - Q.3)** (A) What is GSP Rules of Origin ?
(B) State various ways by which relation in International Market are created.
 - Q.4)** State various INCO Term in favour of Exporter popularly used in International Trade Transactions.
 - Q.5)** State the provisions of Marine Insurance for Export and Import of Goods.
 - Q.6)** Write Descriptive Note on Role played by ECGC in Promotion of International Trade.
 - Q.7)** Explain various Shipping Documents used in Import and Export.

[4174]-601/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4174]-602

B. B. M. (I.B.) (Semester - VI) Examination - 2012

INTERNATIONAL BUSINESS LAWS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question Nos. 1 and 7 are compulsory. Solve **any three** from the remaining.*
- (2) Figures to the right indicate full marks.*

Q.1) Explain the meaning of International Business Law and explain its concept, scope and nature in brief. **[20]**

OR

Q.1) Explain the evolution of International Economic Law with reference to U.N.'s Role in its development. **[20]**

Q.2) Explain the provisions of Foreign Trade (Regulation and Development) Act, 1992. **[15]**

Q.3) What do you mean by WTO ? Explain the Dispute Redressal System of WTO. **[15]**

Q.4) Explain 'UNICETRAL' Conciliation Rules and State Procedure of Settlement of Disputes in International Commercial Region and Agencies. **[15]**

Q.5) Explain in brief the working and functions of IMF. **[15]**

Q.6) What is State Jurisdiction ? Explain various types of Jurisdiction. **[15]**

Q.7) Write short notes : (Any Three)

[15]

- (a) Basic Principles of WTO
 - (b) UNDP
 - (c) Unification of Law of International Sale of Goods
 - (d) Charter on Economic Right and Duties of State
 - (e) Role and Functions of Export Promotion Council
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4174]-603

B. B. M. (I.B.) (Semester - VI) Examination - 2012

STUDY OF GLOBAL ECONOMICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) Question No. 7 is compulsory.
- (2) Answer **any four** from the remaining.

-
-
- Q.1)** What is Globalization ? Explain in detail Drivers of Globalization. **[15]**
- Q.2)** What are the characteristics of Emerging Markets ? Discuss India as Emerging Market. **[15]**
- Q.3)** Brief about Organised and Unorganised Labour Market. Explain Strategies for Organised Labour Management. **[15]**
- Q.4)** What are the challenges confronting Global Economy ? Explain Financial Turmoil. **[15]**
- Q.5)** Analyze the Current Business and Economic Environment of India. Write about ASEAN's role in the same. **[15]**
- Q.6)** What is IMF ? Discuss its role in Global Financial Market. **[15]**
- Q.7)** Short notes : **(Any Four)** **[20]**
- (a) Liberalization in India
 - (b) Changing World Order
 - (c) International Trade Centre
 - (d) SDRs
 - (e) Mobilization of Global Talent
 - (f) World Bank

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Total No. of Questions : 7]

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[4174]-604

B. B. M. (I.B.) (Semester - VI) Examination - 2012

INTERNATIONAL PROJECT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Question No. 1 is compulsory.*
- (2) *Attempt **any four** out of the rest.*
- (3) *Figures to the right indicate full marks.*

-
-
- Q.1) Write short notes : (Any Four) [20]**
- (a) Project Plan
 - (b) Scheduling
 - (c) Management of Change
 - (d) Scope of an International Project
 - (e) Managing Claims
 - (f) The Cultural Gap Tool
- Q.2) What is Project Management ? Explain in detail the characteristics of an International Project. [15]**
- Q.3) Explain in detail the importance and relationship among Time, Cost and Quality in Planning for the International Project. [15]**
- Q.4) Explain in detail various steps in implementation and control of International Project. [15]**
- Q.5) Elaborate the problems of Learning in and from International Projects. [15]**
- Q.6) Distinguish between 'Standard Project' and 'International Project'. [15]**
- Q.7) Elaborate various points determining the success of International Project Management. [15]**

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Total No. of Questions : 5]

[Total No. of Printed Pages : 5

[4174]-605

B. B. M. (I.B.) (Semester - VI) Examination - 2012

FOREIGN LANGUAGE

PAPER - II

GERMAN

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Q.1) Übersetzen Sie ins Englische!

[10]

Heute ist Sonntag. Der Tag war schön. Ich hatte frei. Aber morgen ist wieder Montag. Ich bin Lehrerin und habe jeden Montag bis ein Uhr Unterricht. Ich stehe immer um sechs Uhr auf und gehe gleich ins Bad. Dann frühstücke ich von Viertel nach sechs bis Viertel vor sieben. Beim Frühstück höre ich Radio und lese die Zeitung. Ich habe nicht viel Zeit. Um sieben fahre ich mit dem Fahrrad zur Schule. Ein bisschen Sport ist immer gut. Ich komme um zwanzig nach sieben in der Schule an, gehe ins Lehrerzimmer und mache noch Kopien für den Englischunterricht in der Klasse 8A. Die Klasse schreibt morgen einen Vokabeltest. Der Unterricht beginnt um Viertel vor acht. Alle Stunden dauern fünfundvierzig Minuten.

Q.2) Beantworten Sie FÜNF der folgenden Fragen!

[10]

- (1) Nennen Sie drei Gemüsesorten.
- (2) Wo kauft man Fleisch ?
- (3) Was machen Sie gern in den Ferien ?
- (4) Was haben Sie gestern gemacht ?
- (5) Nennen Sie drei deutsche Städte.
- (6) Um wieviel Uhr gehen Sie schlafen ?
- (7) Wann haben Sie Geburtstag ?

Q.3) Lesen Sie den folgenden Text und beantworten Sie die Fragen!

Sabine Wulf (34) ist Pilotin bei der Lufthansa. Sie fliegt eine Boeing 737. Sabine findet den Beruf prima. Computer und Technik waren für sie schon immer interessant. Als Pilotin ist sie viel unterwegs, auch am Samstag oder Sonntag. Sabine arbeitet sehr oft mit Männern zusammen. Das ist für sie normal. Nur fünf von einhundert Piloten in Deutschland sind Frauen.

Marion Schmidt (30) ist Automechanikerin. Sie findet Motoren, Technik und Mechanik interessant. In ihrer Reparaturwerkstatt ist sie die Chefin. Am Anfang hatte sie Probleme. Sie sagt, Männer bringen ihre Autos nicht gern zu einer Frau in die Werkstatt. Aber Frauen haben auch Autos und finden die Werkstatt von Marion prima. Seit einem Jahr arbeiten noch zwei Mechaniker bei Marion. Es gibt in diesem Beruf einfach nicht viele Frauen.

Ralf Moorman (23) ist Krankenpfleger. In seinem Beruf gibt es nicht sehr viele Männer. Ralf arbeitet schon seit zwei Jahren in der Universitätsklinik. Er findet Medizin und den Kontakt zu den Patienten sehr interessant. Nur am Wochenende geht er nicht so gern zur Arbeit. Als Krankenpfleger bereitet Ralf sich auf sein Studium vor. Er möchte Medizin studieren und wartet noch auf einen Studienplatz.

(A) **Ergänzen Sie den richtigen Namen :** [04]

- (1) _____ und _____ arbeiten auch am Wochenende.
- (2) _____ und _____ interessieren sich für Technik.

(B) **Richtig oder Falsch ?** [04]

- (1) Sabine ist beruflich oft im Ausland.
- (2) Nur Frauen bringen ihre Autos in die Werkstatt von Marion.
- (3) Ralf findet seinen Beruf nicht interessant.
- (4) Marion ist die Chefin von ihrer Werkstatt.

(C) **Suchen Sie zwei Berufe von dem Text aus.** [02]

Q.4) Wortschatz :

(A) **Ergänzen sie das richtige Wort! (nur fünf)** [05]

- (1) Ein _____ arbeitet in einem Krankenhaus.
- (2) Im _____ fahren viele Deutsche nach Italien oder an den Ostsee.
- (3) In einer Wohnung im _____ arbeitet man.
- (4) Ich hätte gern eine _____ Schokolade.
- (5) Die Fahrt bis zum Theater dauert eine Stunde zwanzig _____ .

(B) **Welches Verb passt am besten ? (nur fünf)** [05]

- (1) einen Termin
- (2) im Hotel
- (3) eine Radtour
- (4) Erdbeeren
- (5) Ein Picknick
- (6) Fotos

(C) **Bilden Sie Sätze ! (nur fünf)** [05]

- (1) anrufen, Sabine, ich, im Büro
- (2) haben, heute, der Zahnarzt, viel Zeit
- (3) schlafen, um, du, wieviel Uhr
- (4) sehen, Selena, dem Fenster, aus
- (5) kosten, was, der Salat
- (6) schreiben, E-mails, viele, eine Sekretärin

Q.5) Grammatik :

(A) **Ergänzen Sie das Modalverb : (nur 5)** [05]

- (1) Meine Tochter _____ nicht gut kochen.
- (2) Sarah ist Call Centre Agentin. Sie _____ manchmal am Wochenende arbeiten.
- (3) Jonas und Sandra, warum _____ ihr nicht zur Party gehen ?
- (4) _____ wir jetzt eine Pause machen ?
- (5) Morgen ist der Test ! Ich _____ noch die Vokabeln lernen.
- (6) Peter _____ sehr gut Deutsch sprechen.

- (B) **Was sagen die Leute ? Schreiben Sie die Sätze im Imperativ :**
(nur 5) [05]
- (1) hier parken (Sie)
 - (2) ein Buch kaufen (du)
 - (3) das Auto reparieren (Sie)
 - (4) einen Moment warten (ihr)
 - (5) nicht viel rauchen (du)
 - (6) eine Postkarte schreiben (du)
- (C) **Ergänzen Sie das Perfekt : (nur 5)** [10]
(aufstehen, fliegen, fallen, funktionieren, packen, absagen)
- (1) Milena _____ den Koffer _____.
 - (2) Die Waschmaschine _____ gestern nicht _____.
 - (3) Isabel _____ den Termin beim Arzt _____.
 - (4) Wir _____ im Urlaub nach Paris _____.
 - (5) Ralf _____ vom Fahrrad _____.
 - (6) Gestern _____ ich um 7.30 _____.
- (D) **Ergänzen Sie die Präpositionen : (nur 5)** [05]
- (1) Morgen fahren wir _____ Berlin.
 - (2) _____ neun Uhr beginnt die Sprechstunde.
 - (3) Sabine fährt zur Arbeit _____ dem Bus.
 - (4) Die Kinder gehen _____ die Schule.
 - (5) _____ Sonntag haben wir frei.
 - (6) Die Tasche liegt _____ dem Tisch.
- (E) **Bilden Sie Fragen : (nur 5)** [05]
- (1) Die Kartoffeln kosten 2 Euro pro Kilo.
 - (2) Nein, ich mag Spaghetti nicht.
 - (3) Anton hat gestern einen Film gesehen.
 - (4) Das Wetter in Hamburg war nicht so schön.
 - (5) Das Handy liegt auf dem Buch.
 - (6) Bonn liegt in Deutschland.

(F) Ergänzen Sie die Adjektivendungen : (nur 5)

[05]

- (1) Elena trägt einen blau _____ Pullover.
 - (2) Ich brauche neu _____ Schuhe.
 - (3) Das schwarz _____ Hemd steht mir nicht gut.
 - (4) Wie findest du den klein _____ Tisch ?
 - (5) Die Fitnesstrainerin trägt ein weiß _____ Tshirt.
 - (6) Ich suche eine gelb _____ Bluse.
-

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Total No. of Questions : 6]

[Total No. of Printed Pages : 5

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B. B. M. (I.B.) (Semester - VI) Examination - 2012

FOREIGN LANGUAGE

PAPER - II

FRENCH

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Use of dictionary is not allowed.

Q.1) Complétez le dialogue : (UN au choix)

[10]

(A) Claire veut ouvrir un compte à Angers.

L'employé : Madame, vous désirez ?

Claire : _____.

L'employé : Oui. Vous avez une pièce d'identité ?

Claire : _____.

L'employé : Vous êtes de Strasbourg ?

Claire : _____.

L'employé : Vous avez une adresse à Angers ?

Claire : _____.

L'employé : Voulez-vous signer ici, s'il vous plaît... _____.

OU

[4174]-605

7

P.T.O.

(B) Albert et Sylvie déjeunent rapidement dans un café. Le garçon prend la commande.

Le garçon : Qu'est-ce que vous voulez ?

Sylvie : _____.

Albert : _____.

Le garçon : Café noir ou café crème ?

Albert : _____.

Le garçon : Vous mangez quelque chose ?

Sylvie : _____.

Albert : _____.

Q.2) Grammaire et Vocabulaire :

Mettez au pluriel :

[04]

(1) Il prend un sandwich.

(2) Cet appartement donne sur le parc.

(A) **Donnez le féminin du mot souligné :**

[02]

(1) Le secrétaire parle au téléphone.

(2) Tournez à gauche.

(B) **Donnez le contraire du mot souligné :**

[02]

(1) Il arrive le cinq mai.

(2) Il fait beau.

(C) **Complétez avec du, de la, des, de l'... :**

[02]

(1) Le nouvel ingénieur vient _____ aéroport.

(2) Ils achètent _____ cadeaux.

(D) **Complétez avec au, à la, aux, à l'...:**

[02]

(1) Claire va _____ étranger.

(2) Jeanne et son mari vont _____ banque.

(E) **Complétez avec des adjectifs démonstratifs :**

[02]

(1) _____ train-ci va à Lyon.

(2) Daniel aime beaucoup _____ chemise.

- (F) **Complétez avec des adjectifs possessifs :** [02]
(1) Il donne _____ passeport.
(2) Tu pars en vacances avec _____ amis.
- (G) **Choisissez la forme correcte du verbe :** [03]
(1) Je voudrais / voudrait ouvrir un compte.
(2) Tu vas / va en Angleterre.
(3) Vous faites / faisons la cuisine.
- (H) **Mettez les verbes entre parenthèses au temps donné :** [03]
(1) Elle (arriver - passé composé) par avion.
(2) Nous (prendre - présent) une tarte aux pommes.
(3) Vous (venir - futur) la semaine prochaine.
- (I) **Trouvez l'object direct :** [03]
(1) Le garçon apporte l'addition.
(2) Catherine boit le café.
(3) Il commande les chèques de voyage.
- (J) **Complétez le texte suivant avec les mots donnés ci-dessous :** [02]
(garantir, gérer, bénéficiaire, simplifier)
Grâce à votre carte de crédit il y a bien des services dont vous pouvez _____. Ces services ont été conçus pour vous _____ la vie, vous aider à mieux _____ votre budget et vous _____ une meilleure sécurité.
- (K) **Dites vrai ou faux :** [03]
(1) La carte d'identité est une pièce d'identité.
(2) La France est connue pour sa cuisine.
(3) Aux distributeurs automatiques de billets, on peut retirer de l'argent 24h/24h, 7 jours sur 7.
- (L) **Écrivez en mots :** [02]
(1) 175
(2) 80
- (M) **Quelle heure est-il ?** [03]
(1) 18h40
(2) 5.20 p.m.
(3) 10.10 a.m.

Q.3) (A) Répondez aux questions : (3 au choix) [06]

- (1) Nommez deux plats français.
- (2) Dans quelle agence va-t-on louer des voitures en France ?
- (3) Nommez deux services d'une station-service.
- (4) Que faut-il faire avant de monter dans le train ?

(B) Reliez les colonnes : [04]

'A'

'B'

- | | |
|--------------------------|--------------------------------|
| (1) Le rayons de légumes | (a) Utiliser votre code secret |
| (2) Super | (b) Répare votre voiture |
| (3) Le garagiste | (c) Type d'essence |
| (4) Carte Pass | (d) Un kilo de carottes |

Q.4) (A) Ecrivez en forme de paragraphe : [05]

Voici le repas de M. Duval, Mme Trévisi et M. Louman
Restaurant Les Délices - déjeuner d'affaires - midi et demi -
entrée - plat principal - dessert - vin - cocktail de crevettes -
poulet rôti - glaces et fruits de saison - vin blanc - eau - addition
-100 € - par carte.

OU

(B) Ecrivez 5-6 phrases sur votre maison. [05]

Q.5) (A) Traduisez en anglais : [05]

Catherine et Mathilde font des achats dans un grand magasin.
Catherine veut acheter des disques compacts et des livres.
Mathilde veut acheter des chemisiers et une jupe. Après les deux
amis mangent au café. Elles boivent du jus d'orange et mangent
des croissants.

(B) Traduisez en français : (5 au choix) [05]

- (1) I am going to London.
- (2) The dinner costs 25€.
- (3) The apartment is on the first floor.
- (4) Christian Deloncle works in a bank.
- (5) Your passport, please !
- (6) He likes Paris.

Q.6) Compréhension de texte :

Gilles Dupont invite deux amis au restaurant. Son secrétaire téléphone au restaurant Le Majoral.

L'employé : Restaurant Le Majoral. J'écoute.

Le secrétaire : Bonjour, monsieur. Je voudrais réserver une table pour ce soir.

L'employé : Bien sûr, monsieur. Pour combien de personnes ?

Le secrétaire : Trois personnes.

L'employé : A quelle heure ?

Le secrétaire : A huit heures.

L'employé : D'accord. Une table pour trois personnes à huit heures. A quel nom ?

Le secrétaire : Au nom de Dupont.

L'employé : C'est noté, monsieur. Au revoir.

(A) **Répondez aux questions suivantes :** [04]

(1) Combien de personnes viennent au dîner ?

(2) Quel est le nom du restaurant ?

(B) **Dites Vrai ou Faux :** [03]

(1) Le secrétaire s'appelle Gilles Dupont.

(2) La réservation est pour huit heures du soir.

(3) La réservation est au nom de Dupont.

(C) **Donnez le féminin de :** [01]

Amis

(D) **Donnez l'infinitif de :** [02]

voudrais, écoute

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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4174]-62

B. F. T. (Semester - VI) Examination - 2012

WORLD TRADE IN SERVICE SECTOR

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Q. No. 1 is compulsory.*
- (2) *Attempt **any four** out of the remaining.*
- (3) *Figures to the right indicate full marks.*

Q.1) Write short notes : (Any Four) [20]

- (a) GATS
- (b) CPC System - Classification of Services
- (c) Educational Services
- (d) Uruguay Round
- (e) Service Business
- (f) Dispute Settlement Body of WTO

Q.2) Explain Services Marketing. What are the various Classifications of Services ? Explain with examples. [15]

Q.3) Write a detailed note on WTO. [15]

Q.4) What is India's present position in World Trade in Services ? [15]

Q.5) Explain the Negotiations in Services with respect to Telecommunication. [15]

Q.6) What are the various Institutional Provisions with regards to Dispute Settlement and Enforcement under the WTO regime. [15]

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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4174]-64

B. F. T. (Semester - VI) Examination - 2012

E-COMMERCE

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

- (1) *Figures to the right indicate full marks.*
- (2) *Draw neat diagrams wherever necessary.*

Q.1) Attempt any two :

[2x8=16]

- (a) What are the On-line Services of Cyber Banking ?
- (b) What is difference between B2B and B2C ?
- (c) What is Supply Chain ? What are the benefits and goals of Supply Chain ? Explain.

Q.2) Attempt any two :

[2x8=16]

- (a) What are the series of steps for Electronic Fund Transfer ?
- (b) What is E-market ? Explain.
- (c) Explain advantages and disadvantages of B2B.

Q.3) Attempt any two :

[2x8=16]

- (a) What is Electronic Payment System ? Explain different Modern Payment System.
- (b) What is Digital Signature ? Explain with diagram, how it works ?
- (c) What are the Applications of EDI ?

Q.4) Attempt any two :

[2x8=16]

- (a) What is Information Technology ? Explain.
- (b) What is Advertising and Marketing in E-commerce ?
- (c) What is Electronic Store Front ? Explain.

Q.5) Write short notes : (Any Two)

[2x8=16]

- (a) Limitations of Electronic Credit and Debit Card
 - (b) Advantages of E-commerce
 - (c) Firewall
-