

Seat No.	
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**Total No. of Questions : 4]**

**[Total No. of Printed Pages : 2**

**[4274]-101**

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

**INDIAN BUSINESS ENVIRONMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

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

- (1) Industrial Sickness
- (2) Two examples of Minerals affecting Business
- (3) Conservation of Non-renewable Resources
- (4) Weather
- (5) Ecology
- (6) Mention any two steps for combating Global Warming
- (7) Business Environment
- (8) Oil Crisis
- (9) Cross Culture Environment
- (10) Water Resource
- (11) Unemployment
- (12) Mention any two Environmental Problems that affect Growth of Business
- (13) Political Environment

**Q.2)** Answer in 50 words each : **(Any Two)**

- (a) Effects of Water Pollution
- (b) Explain the Need for Sustainable Environment.
- (c) What are the reasons for Unemployment ?
- (d) What are limitations of Non-renewable Resources ?

**Q.3)** Answer the following in 150 words each : **(Any Two)**

- (a) Explain the cause and effect of Social Injustice.
- (b) “Infrastructure is a prerequisite for Business Development.” Elaborate.
- (c) State various Strategies to Conserve Natural Resources.
- (d) Explain Tradition and Social Set-up Factors affecting Business Environment.

**Q.4)** Answer the following in 300 words each : **(Any Two)**

- (a) Discuss Environmental Issues related to Business Environment.
- (b) Explain Strategies for Water Resource Management.
- (c) Discuss about Industries and Pollution.
- (d) Describe cause and effect of Regional Imbalance.

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4274]-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 required.

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Q.1) Discuss Cultural Barriers within Organisation. Explain the ways to overcome them. [15]

OR

Q.1) Explain various Written Communication Media and in what way Business Letters are different from Personal Letters ? [15]

Q.2) Explain factors affecting Self-esteem. Differentiate between Positive and Negative Self-esteem. [15]

OR

Q.2) Define Personality. Discuss the factors which influence the Personality Development. [15]

Q.3) What is Problem Solving ? Explain the Process of Problem Solving in detail. [15]

OR

Q.3) What is Goal Setting ? Discuss who it is influenced by Individual Strengths and Weaknesses ? [15]

Q.4) State the meaning of Lateral Thinking. Write its importance with examples from the Organisation. [15]

OR

[4274]-102

1

P.T.O.

**Q.4)** Describe Team Work. What personality factors are necessary to work successfully in Team ? **[15]**

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

- (a) External Motivation
  - (b) Pillars of Character
  - (c) SMART
  - (d) Positive Attitude
  - (e) Principles of Good Listening
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-103**

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

**MICRO ECONOMICS ANALYSIS**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *All questions are compulsory.*
- (2) *Draw neat and well labelled diagram wherever necessary.*

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**Q.1)** Distinguish between Micro Economic and Macro Economics. Highlight the importance, scope and limitations of Micro Economics. **[15]**

**OR**

**Q.1)** Explain Concept of Elasticity of Demand. Draw suitable graphs and explain various types of Elasticities of Demand. Briefly explain the importance of Elasticity of Demand in the field of Foreign Trade. **[15]**

**Q.2)** Describe the Behaviour of Average Cost Curve, Marginal Cost Curve and Total Cost Curve in the Short-run Analysis of a Firm. **[15]**

**OR**

**Q.2)** What is Monopoly ? Explain the features and types of Monopoly. Explain how does a Monopoly Firm attain equilibrium in respect of Price and Output ? **[15]**

**Q.3)** State and explain the meaning of Law of Supply and the factors affecting Supply. **[15]**

**OR**

**Q.3)** Describe the Internal and External Economies and Diseconomies of Scale. [15]

**Q.4)** Critically evaluate Liquidity Theory of Interest. [15]

**OR**

**Q.4)** Explain the Modern Theory of Rent. [15]

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

- (a) Basic Economic Problems of an Economy
  - (b) Methods of Demand Forecasting
  - (c) Dynamic Theory and Innovative Theory of Profits
  - (d) Relationship between Average Revenue, Marginal Revenue and Total Revenue
  - (e) Increase and Decrease in Supply and Extension and Confection of Supply
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

**[4274]-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.*

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**Q.1) (A) Answer in one sentence : (Any Five) [10]**

- (a) What do you mean by Book-keeping ?
- (b) What do you mean by Transaction ?
- (c) Explain Double Entry System.
- (d) Give four examples of Real Account.
- (e) What is a Journal ?
- (f) Explain the meaning of Contra Entry by giving example.
- (g) Why is a Bank Reconciliation Statement prepared ?

**(B) State whether the following statements are true or false with reason : (Any Five) [10]**

- (a) Carriage on Purchase is also called as Carriage Outward.
- (b) One Side Error affect Trial Balance.
- (c) Trade Discount is deducted after deducting Cash Discount from the gross value.
- (d) Pass Book is a copy of the Customer Account in the Ledger of a Bank.
- (e) Rent paid for house occupied by proprietor should be debited to Drawings Account.
- (f) When a Creditor receives cash from Debtors he issue a Receipt.
- (g) Stationery items are goods for Cloths Merchant.

**[4274]-104**

**1**

**P.T.O.**

**Q.2)** Following is the Trial Balance of Anil as on 31st March, 2012 :

<b>Particulars</b>	<b>Amt. (Dr)</b>	<b>Amt. (Cr)</b>
Capital	–	60,000
Drawings	10,000	–
Coal and Gas	8,000	–
Carriage Inward	6,000	–
Loan from X (Payable)	–	14,000
Loan to Y (1-04-2011)	10,000	–
Purchases and Sales	40,000	80,000
Opening Stock	16,000	–
Returns	4,000	2,000
Bad Debts	4,000	–
Conveyance	1,000	–
Rent	7,000	–
Debtors and Creditors	30,000	40,000
Cash in hand and bank	16,200	–
Trade Expenses	1,200	–
Discount	–	1,400
Wages and Salary	24,000	–
Plant and Machinery	20,000	–
	<b>1,97,400</b>	<b>1,97,400</b>

**Adjustments :**

- (1) Stock on 31st March, 2012 was valued at Rs. 6,000. Its Market Value on the same day was Rs. 8,000.
- (2) Outstanding Wages were Rs. 1,000.
- (3) Interest receivable on loan given at 15% p.a.
- (4) Provide for Doubtful Debts at 2% on Debtors.
- (5) Depreciate Plant and Machinery by 10% p.a.

You are required to prepare Trading and Profit and Loss Account for the year ended 31st March, 2012 and Balance Sheet as on that date. [20]

**Q.3)** Journalise the following transactions in the books of Yoga Koya of Kerala : **[15]**

**2012**

- January, 2 Goods purchased from Rashid Rs. 3,000.  
January, 4 Sold goods for cash Rs. 3,000.  
January, 6 Sold goods to Arpita Rs. 1,000.  
January, 10 Paid cash Rs. 4,000 for purchase of furniture.  
January, 13 Sold goods to Mary Rs. 2,000.  
January, 14 Mary returned goods Rs. 200.  
January, 21 Paid Salary Rs. 500.  
January, 23 Paid to Rashid Rs. 1,000 by cheque.  
January, 25 Goods withdrawn by Yoga for personal use Rs. 700.  
January, 28 Paid Rent by cheque Rs. 300.

**OR**

**Q.3)** From the following particulars prepare a Cash Book with Cash, Bank and Discount Columns : **[15]**

**2012**

- March, 1 Cash on hand Rs. 200, Bank Overdraft Rs. 3,000.  
March, 3 Issued cheque in favour of Ramchandra for Rs. 2,500 in full settlement of Rs. 2,550.  
March, 5 Received a cheque from Somesh for Rs. 3,250 in full settlement of Rs. 3,350 and deposited the cheque into bank.  
March, 9 The Bank has paid Rs. 250 on Account of Insurance Premium.  
March, 12 Deposited Rs. 100 in bank.  
March, 15 Made Cash Sales Rs. 3,700 and Cash Purchases Rs. 900.  
March, 20 Direct Deposit by Ravi Zaveri Rs. 4,000.  
March, 22 Purchased Machinery for Rs. 3,000, the amount being paid by cheque.  
March, 25 Paid Office Rent Rs. 300 and Salary Rs. 200.  
March, 30 Received crossed cheque from Pritham for Rs. 2,000.

**Q.4)** On 1st January, 2009, Bharat Ltd., purchased a machine for Rs. 2,95,000 and spent Rs. 5,000 on its installation.

On 30th June, 2010, part of this machinery costing Rs. 1,50,000 was sold for Rs. 1,00,000.

On 1st January, 2011, company purchased another machine for Rs. 2,00,000.

Company charges depreciation at the rate of 20% p.a. as per Straight Line Method.

Prepare Machinery Account and Depreciation Account for the first three years assuming that accounts are closed on 31st December each year. **[15]**

**Q.5)** How the Balance Sheet of Company prepared under Schedule VI of Companies Act, 1956 differ from Normal Trading Balance Sheet ?

**[10]**

**OR**

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

**[10]**

- (a) Money Measurement Concept
- (b) Accounting Estimates
- (c) Accounting Software Packages
- (d) Written Down Value Method of Depreciation

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-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.*

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**Q.1)** Define Management and Administration. State various principles of Management. **[15]**

**OR**

**Q.1)** Explain the nature and importance of Management. **[15]**

**Q.2)** Discuss in detail the Contributions of F.W. Taylor in Management Thoughts. **[15]**

**OR**

**Q.2)** Define Planning. Discuss its importance in Organisation. **[15]**

**Q.3)** Define Forecasting. Explain in detail various Techniques of Forecasting. **[15]**

**OR**

**Q.3)** Define Motivation. Explain in detail : **[15]**

- (a) Herzberg's Two-Factor Theory
- (b) McGregor's Theory X and Theory Y

**Q.4)** Discuss various tools and techniques of Controlling. [15]

**OR**

**Q.4)** Define Strategy and Strategic Management. Explain the role of different Strategists in Development of Business Organisation. [15]

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

- (a) Styles of Leadership
- (b) Importance of Co-ordination
- (c) Elements of Organising
- (d) Importance of Staffing
- (e) Stress Management
- (f) Barriers in Communication

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

[4274]-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.

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

**[4x4=16]**

- (a) Two numbers are in the ratio 5:7 and their sum is 1572. Find the numbers.
- (b) A certain job can be completed by 12 men in 30 days. How long would 18 men make to perform an identical job ?
- (c) Define the terms :
  - (i) Simple Interest
  - (ii) Compound Interest
  - (iii) Shares
  - (iv) Bonus Shares
- (d) Price of Sugar increased by 10% as a result of which a person gets 1 kg less in Rs. 88. Find the Original Rate.
- (e) Find the rate at which Rs. 3,000 amount to Rs. 5,600 in 5 years.
- (f) A customer paid Rs. 990 for 660 mobile calls. The mobile charges increases by 10%. What should be the percentage reduction in the number of calls in order to help the expenditure over mobile same ?

[4274]-106

1

P.T.O.

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

- (a) Avinash purchased a scooter costing Rs. 6,000. What will be the S.P. if he obtain 10% profit on it.
- (b) What sum will amount to Rs. 1,227 in 9 months at 6% p.a. simple interest ?
- (c) Two companies have shares of 12% at 124 and 15% at 150 respectively. In which of the shares Milind should invest the money ?
- (d) Explain Stock Exchange, Face Value and Market Value and different types of Shares.
- (e) At what rate of compound interest a sum of money would triples itself in 8 years if the interest is compounded yearly ?
- (f) What is the market value of 25% share so that there may be 15% net income after paying tax at 10% ?

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

- (a) What is (i) Addition of Matrix, (ii) Multiplication of Matrices, (iii) Inverse of a Matrix ?
- (b) An investor has two options for investments :
  - (i) A share at Rs. 600 with 100% dividend.
  - (ii) A share at Rs. 185 with 30% dividend.Which investment is better and why ?

(c) Given  $A = \begin{bmatrix} 2 & 1 & 4 \\ 3 & 2 & 1 \end{bmatrix}$ ,  $B = \begin{bmatrix} 1 & 2 \\ 3 & 5 \\ 1 & 4 \end{bmatrix}$ , find AB.

- (d) Find the values of x, y, z, if,

$$\begin{bmatrix} 2x-1 & 3 \\ 4 & 2 \\ 3z-1 & 5 \end{bmatrix} + \begin{bmatrix} 7 & 2 \\ 1 & y+3 \\ z & -4 \end{bmatrix} = \begin{bmatrix} 10 & 5 \\ 5 & 9 \\ 11 & 1 \end{bmatrix}$$

- (e) What is Function ? Write different types of Functions any detail about any two.

- (f) Find Range of the following :
- (i)  $f(x) = 4x - 3$  for  $-2 \leq x \leq 5$
- (ii)  $f(x) = 2 - 3x$  for  $-1 \leq x \leq 4$

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

- (a) What is EMI ? How it is calculated and write down about all details.
- (b) If  $A = \begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$  show that  $A^2 = 4A - I$
- (c) Draw the graph of  $y = x$ .
- (d) Compute the determinant of a matrix :

$$A = \begin{bmatrix} 3 & 2 & 1 \\ 3 & 4 & -2 \\ 1 & 0 & 2 \end{bmatrix}$$

- (e) If  $f(x) = x + \frac{1}{x}$ , find  $f(-3)$   $f(\sqrt{2})$   $f\left(\frac{9}{11}\right)$ , also show that  $f\left(\frac{1}{x}\right) = f(x)$ .
- (f) Show that  $x^2 - 5x + 6$  is decreasing in  $(0, 2)$ .

**Q.5) Attempt any two of the following : [8x2=16]**

- (a) What is the EMI of loan of Rs. 25,000 is repaid in 4 years ? If the rate of interest is 5% on the outstanding amount at the beginning of each year.
- (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 sum of money got by selling shares of Rs. 1,500 in 10% at 135 was deposited in a bank at 8% p.a. which investment gives a better return ?

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4274]-107**

**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 neat diagram wherever necessary.*
- (4) *Use of map stencil is allowed.*

- 
- 
- Q.1)** Explain the nature and scope of Commercial Geography. **[15]**
- Q.2)** Explain the Major Physiographical Divisions of India with there Commercial Importance. **[15]**
- Q.3)** Describe the factors affecting the Indian Climate. **[15]**
- Q.4)** Write characteristics of Plantation Agriculture in India. **[15]**
- Q.5)** Give the Geographical Account of Coal Production in India. **[15]**
- Q.6)** Explain the Roll of Transport in Trade of India. **[15]**
- Q.7)** Write short notes : **(Any Four)** **[20]**
- (a) The Godavari River System
  - (b) Monsoon Forest
  - (c) Problems of Indian Agriculture
  - (d) Types of Mineral Resources
  - (e) Major Industrial Regions in India
  - (f) Foreign Trade of India

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**[4274]-107/1**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

**[4274]-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.*

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

- (a) Marginal Cost does not include \_\_\_\_\_ Cost.
- (b) If nothing is produced, the loss will be equal to\_\_\_\_\_.
- (c) CVP Analysis is a broader study of\_\_\_\_\_.
- (d) Flexible Budget is also known as\_\_\_\_\_ Budget.
- (e) When Actual Cost exceeds the Standard Cost the difference is termed as\_\_\_\_\_ Variance.

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

- (a) Marginal Cost includes Direct Cost plus all Rigid Costs.
- (b) Higher Margin of Safety represents Higher Risk.
- (c) The key factor in a budget will always remain the same every year.
- (d) Cost reduction is the basic objective of Budgetary Control.
- (e) Variance is the difference between Standard Cost and Marginal Cost.

**Q.2) Explain Concept of Cost Accounting and Cost Accountancy. Distinguish between Financial Accounting and Cost Accounting. [15]**

**OR**

**[4274]-201**

**1**

**P.T.O.**

**Q.2** What is meant by Cost Accounting ? Explain the different types of Cost. **[15]**

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

- (a) Flexible Budget
- (b) Any two limitations of Cost Accounting
- (c) Characteristics of Operating Costing
- (d) Margin of Safety
- (e) Cost Centre

**Q.4)** The accounts of Moon Star Ltd., Pune for the year ended 31-03-2011 shows the following :

	<b>Rs.</b>
Stock of Operating Materials as on 1-4-2010	67,200
Bad Debts Written Off	9,100
Raw Materials purchased	2,59,000
Motive Power	320
Traveller's Commission	10,780
Depreciation on Office Equipments	420
Carriage Inwards	720
Interest on Bank Loan	380
Factory Taxes	11,900
Productive Wages	1,76,400
Directors Travelling Expenses	8,400
Coal and Coke	560
General Overheads	4,760
Gas and Water (Factory)	1,680
Packing Charges	940
Sales of Finished Goods	6,00,000

Manager's Salary (Factory - $\frac{2}{3}$ rd, Office $\frac{1}{3}$ rd)	15,000
Delivery Van Expenses	4060
Depreciation on Factory Buildings	18,200
Publicity Charges	2,000
Repairs to Plant	6,340
Carriage Outward	7,120
Hire Charges of Special Machinery	9,010
Office Rent	2,800
Surveyor's Fees	590
Legal Charges	620
Stock of Raw Materials as on 31-03-2011	87,920

Prepare a Cost Statement for the year ended 31-03-2011. [16]

**Q.5) (A)** Bajaj Industries, Bandra provides the following cost data :

	<b>Rs.</b>
Sales	1,50,000
Marginal Cost	1,20,000
Gross Profit	60,000
Fixed Overheads	20,000
Net Profit	40,000

**You are required to calculate :**

- P/V Ratio
- BEP (Sales)
- Margin of Safety when sales are Rs. 4,00,000
- Net Profit when sales are Rs. 4,00,000
- Sales required to earn a profit of Rs. 80,000

[12]

- (B) Denso Ltd., Delhi wishes to arrange overdraft facility with its bankers during the period April to June, 2011 when it will be manufacturing mostly for stock. Prepare a Cash Budget for the above period from the following cost data indicating the extent of bank facilities the company will require at the end of each month :

[12]

- (a) Cost Data made available is as follows :

2010 (Months)	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
February	1,80,000	1,24,000	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

- (b) 50% of Credit Sales are realized in the month following the sales and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchases.
- (c) Cash at Bank on 1st April, 2011 estimated Rs. 25,000.

**OR**

- (B) The following particulars derived from the cost records are made available which you are required to find out :

[12]

- (1) Material Cost Variance
- (2) Material Piece Variance
- (3) Material Usage Variance

Opening Stock of Material	–	Nil
Closing Stock of Material	–	1,000 units
Standard quantity of Material required per Tonne of output	–	50 units
Standard Price of Material per unit	–	Rs. 1.50
Quantity of Materials Purchased	–	5,000 units
Cost of Materials Purchased	–	Rs. 10,000
Quantity Produced	–	100 tonnes

Also verify your results.

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4274]-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) Answer *any five* questions.
- (2) All questions carry equal marks.
- (3) Draw diagrams/sketch wherever necessary.

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- 
- Q.1)** Explain Concept of Human Resource Management and discuss the role of HR Manager in detail.
- Q.2)** What is Recruitment ? Explain various Sources of Recruitment in detail.
- Q.3)** Define the term Manpower Planning. Explain the importance of Career and Succession Planning in Manpower Planning Process.
- Q.4)** Discuss in detail various trends of Attrition and give suitable solutions for solving the problem of Attrition.
- Q.5)** Explain in detail various methods of Performance Appraisal.
- Q.6)** What is Training ? Explain the difference between Training, Development and Education.
- Q.7)** Write short notes : **(Any Four)**
- (a) Induction
  - (b) Downsizing
  - (c) Job Description
  - (d) Merit Rating - Need and Importance
  - (e) Kizen
  - (f) Types of Interviews

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**[4274]-202/1**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4274]-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.

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**Q.1)** Define Macro-economics. Elaborate scope and importance of Macro-economics. **[15]**

**OR**

**Q.1)** What do you mean by Money ? Explain the Primary and Secondary Functions of Money. **[15]**

**Q.2)** Describe Keynes Theory of Income and Employment with the help of a diagram. **[15]**

**OR**

**Q.2)** State and explain the Cash Balance Approach. **[15]**

**Q.3)** Define Saving Function. Elaborate the Paradox of Saving. **[15]**

**OR**

**Q.3)** What is meant by Investment Multiplier ? Explain in detail Investment Multiplier Process. **[15]**

**Q.4)** Define APC, MPC. Elaborate the factors influencing consumption function. **[15]**

**OR**

[4274]-203

1

P.T.O.

**Q.4)** What do you mean by Inflation ? Write causes and controlling measures of Inflation. **[15]**

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

- (a) Cost-push Inflation
  - (b) Investment Function
  - (c) Effective Demand
  - (d) Trade Cycle
  - (e) Say's Law of Markets
  - (f) Deflation
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4274]-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.

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**Q.1)** Describe the Customer Orientation Concept of Marketing. Explain various functions of Marketing. [16]

**Q.2)** Define 'Marketing Planning'. What are steps included in Marketing Planning ? Explain importance of Marketing Planning. [16]

**Q.3)** Explain the elements in 'Marketing Mix' and discuss its importance. [16]

**Q.4)** Explain the types of Channels of Distribution. What are the factors influencing selection of Channel ? [16]

**Q.5)** Explain 'Market Segmentation' in detail with suitable illustration. Discuss the essentials of effective 'Market Segmentation'. [16]

**Q.6)** Define 'Marketing Research'. Explain scope and objectives of 'Marketing Research'. [16]

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

**[16]**

- (a) Emergence of Modern Marketing
  - (b) Problems of Rural Marketing
  - (c) Product Life Cycle
  - (d) Role of Advertising
  - (e) Procedure of Market Segmentation
  - (f) Marketing Information System
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 6

**[4274]-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.*

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**Q.1) Attempt each of the following :**

**[05 each]**

- (a) What are the advantages of Sampling over Census ?
- (b) What do you mean by Central Tendency and Measure of Central Tendency ? Describe Arithmetic Mean as a measure of Central Tendency.
- (c) A Company Manufactures two types of toys 'A' and 'B'. Each toy of type 'A' requires 2 minutes for cutting and 1 minute for assembling. Each toy of type 'B' requires 3 minutes for cutting and 4 minutes for assembling. There are 180 minutes available for cutting and 160 minutes available for assembling. On selling a toy of type 'A' company gets a profit of Rs. 10 and that on selling a toy of type 'B' company gets a profit of Rs. 20. Formulate this problem as a Linear Programming Problem (LPP) to maximise the profit.

- (d) Determine an Initial Basic Feasible Solution to the following Transportation Problem by using Vogel's Approximation Method (VAM) :

Source ↓	Warehouse				Supply ↓
	W <sub>1</sub>	W <sub>2</sub>	W <sub>3</sub>	W <sub>4</sub>	
S <sub>1</sub>	6	5	8	5	30
S <sub>2</sub>	5	11	9	7	40
S <sub>3</sub>	8	9	7	13	50
<b>Demand</b>	35	28	32	25	

- Q.2) (A) (a) Following is the frequency distribution of number of misprints in a book of 100 pages :

<b>No. of Misprints (x)</b>	0	1	2	3	4	5
<b>No. of Pages (f)</b>	20	23	31	22	3	1

Find average number of misprints per page using :

- (i) Arithmetic Mean  
(ii) Median  
(iii) Mode

[05]

- (b) Solve the following Linear Programming Problem by graphical method :

[05]

$$\text{Minimise } Z = 6x + 7y$$

Subject to :

$$2x + 3y \geq 12$$

$$2x + y \geq 8$$

$$x, y \geq 0$$

**OR**

- (A) (a) A Money Back Policy for Sum Assured (SA) of Rs. 2,00,000 for the period of 25 years taken by Mr. Patel. Survival benefits are available to him at the end of 5th, 10th, 15th, 20th years 15% of S.A. Bonus accrued is 965 Rs. per 1000 Rs. of S.A. Interim Bonus (additional) is at rate of Rs. 25 per thousand S.A.

Find : (i) the Maturity Claim (ii) the Death Claim if Mr.

Patel dies in 25th year after the payment of last premium. [06]

- (b) Following is the frequency distribution of shops according to daily sales in a supermarket on a particular day :

Daily Sales (in '000 Rs.)	10-20	20-30	30-40	40-50	50-60	60 and above
No. of Shops	12	28	47	23	8	2

Find mode for the above frequency distribution. [04]

- (B) Define the following terms with respect to Transportation Problem : [05]

- Feasible Solution
- Basic Feasible Solution
- Initial Basic Feasible Solution
- Optimal Basic Feasible Solution
- Balanced Transportation Problem

- Q.3) (A) (a) Table below gives the availability of hydroelectricity (in MW) in Rajasthan from various sources :

Source	Available Hydroelectricity
Bhakra Nangal	195
Beas Unit	271
Gandhi Sagar	58
Rana Pratap Sagar	86
Jawahar Sagar	50

Present the above information using Pie-chart. [06]

- (b) Determine an Initial Basic Feasible Solution to the following Transportation Problem using Matrix Minima Method : [04]

Origins ↓	Destinations				Supply ↓
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	
O <sub>1</sub>	30	25	40	20	100
O <sub>2</sub>	29	26	35	40	250
O <sub>3</sub>	31	33	37	30	150
<b>Demand</b>	90	160	200	50	

OR  
3

- (A) (a) The following frequency distribution relates to the life time (in hours) of 600 electric lamps :

Life Time	Number of Lamps
500-700	50
700-900	110
900-1100	260
1100-1300	100
1300-1500	80

Draw a frequency polygon to represent the above frequency distribution. [06]

- (b) Determine an Initial Basic Feasible Solution to the following Trasportation Problem using North-West Corner Method : [04]

Origins ↓	Destinations					Supply ↓
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	D <sub>5</sub>	
O <sub>1</sub>	3	4	6	8	9	20
O <sub>2</sub>	2	10	1	5	8	30
O <sub>3</sub>	7	11	20	40	3	15
O <sub>4</sub>	2	1	9	14	16	13
<b>Demand</b>	40	6	8	18	6	

- (B) Define Karl-Pearson's Correlation Coefficient between two Variables. Also describe Postive and Negative Correlation with one illustration each. [05]

- Q.4) (A) A departmental store gives in-service training to salesman followed by a test. It is experienced that the performance regarding sales of any salesman is linearly related to the scores secured by him. The following data give test scores and sales made by 7 salesmen during fixed period :

Salesman	A	B	C	D	E	F	G
Test Score (X)	17	22	28	24	29	25	23
Sales ('000 Rs.) (Y)	37	42	57	40	54	51	48

- (i) Calculate Coefficient of Correlation between X and Y.  
(ii) Estimate Sale of Salesmen whose score is 30. [10]

OR

- (A) (a) The weekly expenditure on fuel (in Rs.) of 120 persons is given below :

<b>Expenditure</b>	150-200	200-250	250-300	300-350	350-400
<b>No. of Persons</b>	15	–	30	–	20

Find the missing frequencies if the median of the frequency distribution is 280.

[05]

- (b) The equation of line of regression of Y on X is  $4X - 3Y = 0$  and the equation of line of regression of X on Y is  $3X - Y - 5 = 0$ .

Find :

- (i) Regression Coefficients of X on Y and Y on X.
- (ii) Correlation Coefficient between X and Y.
- (iii) Means of X and Y

[05]

- (B) Write a short note on Surrender Value and Paid-up Value of a Policy.

[05]

- Q.5) (A)** A Purchasing Agent received samples of Manila Envelopes from two suppliers. He tested samples in his own laboratory for tearing weight and gave the following information :

<b>Tearing Weight (in lbs.)</b>	<b>Samples from Company 'A'</b>	<b>Samples from Company 'B'</b>
50-60	3	10
60-70	42	16
70-80	22	36
80-90	3	8

- (i) Which company's envelope has more tearing weight on an average ? Justify.
- (ii) Which company's envelope is more consistent with respect to tearing weight ? Justify.

[10]

**OR**

(A) (a) The following data relates to the vitamin 'C' concentration in mg. per 100 grams in 15 samples of food items :

16, 22, 21, 20, 23, 21, 24, 14, 21, 19, 15,  
12, 13, 25, 26.

Find :

- (i) Range and Coefficient of Range.
- (ii) Quartile Deviation and Coefficient of Quartile Deviation.

[05]

(b) Following is the frequency distribution of 150 workers of a certain company :

Daily Wages (in Rs.)	No. of Workers
100-149	12
150-199	25
200-249	48
250-299	32
300-349	23
350 and above	10

**Obtain :**

- (i) Classwidth of any class.
- (ii) Classmark of 2nd class.
- (iii) Class Boundary of 3rd class.
- (iv) Number of Workers having daily wages less than Rs. 249.
- (v) Number of workers having daily wages more than Rs. 150.

[05]

(B) Describe Stratified Sampling Method with one illustration. [05]

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-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.

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

- (a) Explain in detail how data is organised in Computers.
- (b) Explain the use of E-R Diagram and define :
  - (i) Entity
  - (ii) Relationship
  - (iii) Attribute
- (c) Discuss Network Security Issues in detail.

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

- (a) What is a System ? Explain characteristics of System.
- (b) Explain the following SQL Commands with system and example :
  - (i) Update
  - (ii) Alter
  - (iii) Create
  - (iv) Select
- (c) Explain types of Memory in detail.

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

- (a) Define Operating System. Explain Services of Operating System.
- (b) What is Normalisation ? Explain 1NF and 2NF in detail.
- (c) What is a Computer Virus ? Explain any two viruses in detail.

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

- (a) Explain the steps involved in Creating - Extranet Website.
- (b) Explain Micro-computers in detail.
- (c) Compare Files and Directories in detail.

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

- (a) Explain Batch Files.
  - (b) Explain the role of Internet Service Provider.
  - (c) Explain LAN Network in detail with its advantages and disadvantages.
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-301**

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

**INTERNATIONAL BUSINESS ENVIRONMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

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**Q.1) What is Globalisation ? What are the effects of Globalisation on Environment ? [16]**

**OR**

**Q.1) Explain the importance to Chemical Hygiene and Management of Toxic Chemicals. [16]**

**Q.2) What is Environmental Marketing ? Explain Environmental Friendly Strategies. [16]**

**OR**

**Q.2) Write detailed notes on : [16]**

(a) Eco-mark Scheme of India

(b) Corporate Social Responsibility towards the Environment

**Q.3) What are Carbon Credits ? What are the factors that influence the demand for them ? [16]**

**OR**

**Q.3) What is Carbon Offsets ? Discuss Controversies faced by Carbon Offset Projects. [16]**

**Q.4)** What do you mean by Green Industry ? What are the characteristics of Green Industry ? Give suitable examples. **[16]**

**OR**

**Q.4)** What is Environmental Ethics ? How is Environmental Ethics implemented ? **[16]**

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

- (a) E-waste
  - (b) Industrial Ecology
  - (c) W.T.O. (World Trade Organisation)
  - (d) Corporate Compliance
  - (e) Environmental Awareness
  - (f) SEZ (Special Economic Zone)
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Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4274]-302

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

**PRODUCTION AND OPERATIONS MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

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

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**Q.1)** Explain Concept of Product Development with respect to any Product in the Automobile Sector.

**OR**

**Q.1)** What do you meant by the term Production System ? Explain the role of Production Department in achieving the goals of the Organisation.

**Q.2)** What is meant by Plant Layout ? Explain various Safety and Environmental Aspects in Designing of Plant Layout.

**OR**

**Q.2)** Explain the term Master Production Schedule and prepare a Model Master Production Schedule for a Company of your choice.

**Q.3)** Distinguish between 'Time Study' and 'Motion Study'. What are the objectives of 'Motion Study' ?

**OR**

**Q.3)** What is Work Sampling ? What are its uses ?

**Q.4)** Explain the term 'Quality Circle'. Write an imaginary report of a Meeting of Quality Circle Members of a Manufacturing Company.

**OR**

**Q.4)** What do you mean by 'Ergonomics' ? Explain the interface between Ergonomics and Production Efficiency.

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

- (a) Product Design
- (b) SIMO Chart
- (c) Globalisation and Product Diversification
- (d) Safety Practices in Handling Chemicals
- (e) Material Handling Devices
- (f) Routing and Scheduling of Production

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-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.*

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**Q.1) Critically examine Ricardo's Comparative Cost Advantage Theory of International Trade. [15]**

**OR**

**Q.1) Why is International Trade considered as an Engine of Economic Growth in today's Globalised World ? [15]**

**Q.2) What do you mean by terms of Trade ? What are the reasons for unfavourable terms of Trade of Underdeveloped Countries ? [15]**

**OR**

**Q.2) Discuss in detail the Organisational Structure of WTO. [15]**

**Q.3) Describe the objectives and functions of World Bank. [15]**

**OR**

**Q.3) What is Tariff ? What are the effects of Tariffs ? [15]**

**Q.4) What is Protection Policy ? State and explain the arguments for and against Protection. [15]**

**OR**

**Q.4) Discuss the success and failures of IMF. [15]**

**[4274]-303**

**1**

**P.T.O.**

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

**[20]**

- (a) Scope of International Economics
  - (b) Arguments against Free Trade
  - (c) Dynamic Gains from Trade
  - (d) TRIPs
  - (e) Inter-regional Trade and International Trade
  - (f) Import Quotas
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4274]-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.*
- 
- 

- Q.1)** What is International Marketing ? Explain the scope and objectives of International Marketing.
- Q.2)** What are the various Rules for Successful Exporting ?
- Q.3)** Explain factors that affect International Pricing Decisions.
- Q.4)** Distinguish between Packing and Packaging. Explain the different types of Packaging Materials used.
- Q.5)** Discuss Process of Registration of an Exporter.
- Q.6)** What Documents are necessary to be submitted to Bank for Purchase under L/C (Loan Clearance) ?

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

- (a) Uniform Pricing Vs. Market Pricing
  - (b) Export License
  - (c) Functions of WTO
  - (d) Marine Insurance
  - (e) Export Benefits
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 3

**[4274]-305**

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

**MANAGEMENT ACCOUNTING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) All questions are compulsory and carry equal marks.
- (2) Use of simple calculator is allowed.

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**Q.1)** Define the term 'Management Accounting'. Explain its objectives, scope and limitations.

**OR**

**Q.1)** What do you understand by Analysis and Interpretation of Financial Statements ? Explain various Methods of Such Analysis.

**Q.2)** What do you understand by Ratio Analysis ? Explain various types of Ratios and their significance in the Analysis of Financial Statements.

**OR**

**Q.2)** The following is the Balance Sheet of BBA Limited, Pune as on 31st March, 2012 :

**Balance Sheet**

<b>Liabilities</b>	<b>Amount (Rs.)</b>	<b>Assets</b>	<b>Amount (Rs.)</b>
Share Capital	5,00,000	Land and Building	8,00,000
General Reserve	2,00,000	Plant and Machinery	5,00,000
Profit and Loss Account	3,00,000	Furniture	2,00,000
16% Debentures	10,00,000	Sundry Debtors	3,00,000
Sundry Creditors	4,00,000	Bills Receivables	1,00,000
Bills Payables	2,00,000	Stock	5,00,000
Bank Overdraft	1,00,000	Marketable Securities	2,00,000
		Cash	1,00,000
	<b>27,00,000</b>		<b>27,00,000</b>

**[4274]-305**

**1**

**P.T.O.**

Sales during the last year was Rs. 20,00,000 with the gross profit Rs. 5,00,000.

**You are required to calculate the following ratios :**

- (a) Current Ratio
- (b) Liquid Ratio
- (c) Absolute Liquidity Ratio
- (d) Debt Equity Ratio
- (e) Inventory Turnover Ratio
- (f) Debtors Turnover Ratio
- (g) Creditors Turnover Ratio
- (h) Working Capital Turnover Ratio

**Q.3)** Define the terms 'Marginal Cost' and 'Marginal Costing'. Explain various assumptions and limitations of Marginal Costing.

**OR**

**Q.3)** The following particulars are obtained from the cost records of X Limited and Y Limited :

<b>Particulars</b>	<b>X Limited (Rs.)</b>	<b>Y Limited (Rs.)</b>
Selling Price	500	600
Material Cost @ Rs. 5 per kg	200	300
Labour Cost @ Rs. 20 per hour	140	100
Variable Overheads	60	100
Total Fixed Cost	1,00,000	2,00,000
Number of units sold	1,000	1,200

**(A) You are required to calculate :**

- (a) Profit Volume Ratio
- (b) Break-even Point and
- (c) Margin of Safety of both the companies and suggest which of the companies is most profitable when the demand for the product is increasing.

(B) What will be the change in your computations if sales price of both the companies is increased by 10% and the fixed cost is decreased by 10%.

**Q.4)** Describe the meaning of Working Capital. Explain various Sources of Working Capital for any Large Scale Joint Stock Company.

**OR**

**Q.4)** WOCAP Limited, Pune has furnished you the following estimated information for the forthcoming year :

- Estimated output during the year 60,000 units.
- Sales Price is Rs. 120.
- The estimated cost price consists of -
  - Raw Material Rs. 40
  - Labour Cost Rs. 30
  - Overheads Rs. 20
- The Stock of Raw Material must be equal to the consumption of 15 days and the finished goods must be equal to half of the sales of the next month.
- The Work-in-Progress will remain in stock for three weeks and for which labour cost and overheads should be considered at 60% and 70% respectively.
- Sales are made with one month credit and purchases are made with one and half month credit.
- Labourers are paid on monthly basis.
- The time lag in payment of overheads is three weeks.
- Add 10% of your computation for contingency.

You are required to prepare a statement showing the estimated amount of working capital. (You may assume four weeks in a month)

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

- (a) Distinction between Management Accounting and Financial Accounting
- (b) Fund Flow Statement
- (c) Objectives of Budgetary Control System

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-306**

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

**E-COMMERCE TECHNOLOGY**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

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**Q.1) Attempt any two :**

**[2x8=16]**

- What is Digital Signature ? Explain it uses.
- Explain merits and demerits of E-commerce.
- Define EDI. Explain advantages and disadvantages of EDI.

**Q.2) Attempt any two :**

**[2x8=16]**

- What do you mean by 'Electronic Business' ? Explain the Architecture of E-business with diagram.
- Explain in detail the Value Chain and Supply Chain.
- Define B2C E-commerce. Explain Business Activity with element.

**Q.3) Attempt any two :**

**[2x8=16]**

- Explain in detail Process of E-payment.
- What are the Strategies for Developing Electronic Commerce Websites ?
- What are the Trends in On-line Shopping ?

**Q.4) Attempt any two :** **[2x8=16]**

- (a) What is Internet ? Explain different types of Networks.
- (b) Explain Sales Procedure with reference to E-commerce.
- (c) What is Computer Crime ? Explain types of Computer Crimes.

**Q.5) Write short notes : (Any Two)** **[2x8=16]**

- (a) Electronic Fund Transfer
  - (b) E-commerce Cycle
  - (c) Word Wide Web
-

Seat No.	
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Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[4274]-307

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) What do you meant Fact Finding Techniques ? Describe any three Fact Finding Techniques. [10]
- (b) Explain advantages and limitations of RDBMS. [10]
- (c) Define System. Describe different types of System. [10]

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

- (a) Describe various stages of SDLC in detail. [10]
- (b) Define : [10]
  - (i) Foreign Key
  - (ii) Relationship
  - (iii) Weak Entity
  - (iv) Attribute
  - (v) Candidate Key
- (c) Consider the following ITEM table and solve SQL querries : [10]  
(Item\_Code, Item\_Name, Item\_Price, Cust\_Name, Item\_Quantity)
  - (i) Insert five records in the Item table.
  - (ii) Display the customers who purchased item 'Keyboard'.
  - (iii) Delete the item record whose item code is 'I0005'.
  - (iv) List the item whose price is more than Rs. 2,000.
  - (v) Display the structure of table.

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

- (a) Describe various uses of Internet. **[10]**
- (b) Explain Normalisation and its Normal Form with suitable example. **[10]**
- (c) Explain the following terms : **[10]**
  - (i) Client - Server Model
  - (ii) WAN

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

- (a) Explain Bus, Ring, Star, Mesh Topology in detail. **[10]**
- (b) Explain the following terms : **[10]**
  - (i) Virus
  - (ii) DML Commands
- (c) Construct E-R diagram for following case : **[10]**

A Car Insurance Company has a set of customers, each of who owns one or more cars. Each car has associated with it zero to any number of record accidents.

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Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4274]-401**

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

**SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

(1) *Question No. 1 is compulsory.*

(2) *Answer **any four** out of the remaining.*

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

- (a) Physical Distribution
- (b) Transportation
- (c) Channel Management
- (d) Material Handling
- (e) Distribution Cost
- (f) Carrying and Forwarding Agents

**Q.2) Define Distribution Channel. Discuss needs and activities to be performed by Distribution Channel. [15]**

**Q.3) “Effective Channel Strategy maintains Customer Satisfaction.” Discuss. [15]**

**Q.4) Define Logistics. Explain various components of Logistics. [15]**

**Q.5) State Channel Motivation. Explain Motivational Tools in Physical Distribution. [15]**

**Q.6) Describe various Parameters used to evaluate Channel Members Performance. [15]**

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4274]-402

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

**FOREIGN EXCHANGE OPERATION**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.
- (3) Figure to the right indicate full marks.

- 
- 
- Q.1)** Differentiate 'Balance of Trade and Balance of Payment'. Explain how Disequilibrium in Balance of Payment can be removed automatically ? [8+8]
- Q.2)** State various provisions under FEMA Act which control and monitor Foreign Exchange Trade in Indian Market. [16]
- Q.3)** Explain various Inco Term which is in favour of Export Traders. [16]
- Q.4)** Define 'Letter of Credit'. State various portion of Letter of Credit. State the meaning of Revolving LC and Back to Back LC. [16]
- Q.5)** Explain Modern Sources of Finance for promoting Export Trade in India. [16]
- Q.6)** Write short notes : (Any Two) [16]
- (a) Forward Transactions
  - (b) Bill Discounting for Export Financing
  - (c) Reason for Disparity in Balance of Payment

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[4274]-402/1

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4274]-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) Define Services. Give various characteristics of Service. [10]  
(B) What are the various factors affecting Global Transferability of Services ? [10]
- Q.2)** What is the impact of Social and Political Environment on Service Sector in Indian Economy ? [15]
- Q.3)** Explain in detail how Entertainment Services have contributes to the growth of Indian Service Industry in past decade ? [15]
- Q.4)** What are the various principle governing General Agreement on Tariffs and Trade ? [15]
- Q.5)** Elaborate on 'Liberalisation of Service Sector' and why Liberalisation of Service Sector is important ? [15]
- Q.6)** Write short notes : (Any Three) [15]  
(a) Advantages of E-commerce Services  
(b) Difference between Goods and Services  
(c) Healthcare Services in India  
(d) Service Guarantee

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[4274]-403/1

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-404**

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

**INTERNATIONAL AGRICULTURAL BUSINESS**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

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

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**Q.1) Describe in detail the Environmental Advantage to Indian Agro Products. [15]**

**OR**

**Q.1) Write a detailed note on the meaning, scope and future prospects for Food Processing Industry. [15]**

**Q.2) What are the Implications of International Agri-business on Indian Economy ? [15]**

**OR**

**Q.2) Has the EXIM Policy (2006-07) succeeded in promoting Agro-based Products in International Project ? Elaborate in the light of its provisions. [15]**

**Q.3) Write a detailed note on International License for Food Industry. [15]**

**OR**

**Q.3) Write a detailed note on Quota Restriction on Agro Products. [15]**

**Q.4)** Distinguish between Agri-Product Marketing and Manufactured Product Marketing. [15]

**OR**

**Q.4)** Enumerate the factors affecting Demand of Agro Products. [15]

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

- (a) Importance of Agri-Marketing
  - (b) Dairy Industries
  - (c) Constraints in the Export of Processed Food
  - (d) Role of State Trading Corporation in the import of Cereals, Oils etc.
  - (e) Key Challenges to Sugar Industry
  - (f) Scope of Agri-Marketing
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

**[4274]-405**

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

**BUSINESS TAXATION**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) Attempt *any five* questions.
- (2) All questions have equal weightage in marking.

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**Q.1)** “Tax Liability of any person depends upon his Residential Stay and Nationality.” Do you agree with this view ? Substantiate.

**Q.2)** What is Advance Payment of Income Tax ? State its feature. What are the consequences of Non-payment of Advance Tax ?

**Q.3)** Calculate Taxable Salary Income in respect of Mr. Tiwari for Assessment Year 2012-2013 :

- (1) Net Salary received and credited to his saving account for the month April, 2012 Rs. 80,500.
- (2) Employer’s Contribution to P.F. @ 13% on Salary of Rs. 1,50,000.
- (3) Prof. Tax paid per month Rs. 2,250.
- (4) Income Tax deducted at source per month Rs. 5,500.
- (5) CCA per annum Rs. 25,000.
- (6) HRA per quarter Rs. 5,000.
- (7) Special Bonus per six month Rs. 40,000.
- (8) Maturity Sum received from LIC Rs. 1,50,000.
- (9) Fixed D.A. Rs. 60,000 p.a.

**Q.4)** Mr. Pandit owns a big house (erection completed on 31st March, 1999). The house has three independent units. Unit I (50% of the floor area) is let out for residential purpose on monthly rent of Rs. 8,200. Unit I remain vacant for 1 month when it is not put to any use. A sum of Rs. 700 could not be recovered from the tenant.

Unit 2 (25% of the floor area) is used by Mr. Pandit for the purpose of his profession while unit 3 (remaing 25% floor area) used by him for his own residence. Other particulars are :

Municipal Valuation Rs. 60,000, Fair Rent Rs. 70,000, Standard Rent Rs. 90,000, Municipal Taxes Rs. 15,000, Repairs Rs. 4,000, Interest on Capital borrowed for renewal of property Rs. 36,000, Ground Rent Rs. 6,400, Fire Insurance paid Rs. 15,000.

Determine Income from House Property for A.Y. 2012-2013.

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

- (a) Pre-construction Interest
- (b) Income Exempt from Tax (10 item)
- (c) Belated Return of Income
- (d) Assessment Year
- (e) Agricultural Income

**Q.6)** Explain various Deductions available under Chapter VI of Income Tax Act, 1961.

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-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.*

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**Q.1) What is 'Business Ethics' ? Explain types of Business Ethics. [15]**

**OR**

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

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

**OR**

**Q.2) Explain arguments for and against Social Responsibility relating to Business Ethics. [15]**

**Q.3) Explain Concept of Marketing Ethics with specific (4ps) areas of Marketing. [15]**

**OR**

**Q.3) Explain the importance of Ethics in the context of Global Economy. [15]**

**Q.4) What is Ethical Behaviour ? State ten commandments of Ethical Behaviour Control. [15]**

**OR**

**[4274]-501**

**1**

**P.T.O.**

**Q.4)** Explain the meaning of Corporate Ethics. State its importance for Whole Organisation and Stake-holders. **[15]**

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

- (a) Nature of Ethics
  - (b) Applied Ethics
  - (c) Ethics in Copyright
  - (d) Foreign Trade Ethics
  - (e) Individual/Personal Ethics
  - (f) Ethics relating to Environment Protection
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-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.*

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**Q.1)** What amounts to 'Fraud' under the Indian Contract Act, 1872 ? When mere silence is not Fraud ? Explain. **[15]**

**OR**

**Q.1)** What is 'Contract' ? Elaborate the important features of a Contract. **[15]**

**Q.2)** Define and explain 'Warranty' in Sale of Goods. Explain implied Warranties in Sale. **[15]**

**OR**

**Q.2)** Explain in brief following terms under the Sale of Goods Act, 1930 : **[15]**

- (a) Goods
- (b) Delivery of Goods
- (c) Unpaid Seller

**Q.3)** Discuss Concept of an Authority of a Partner and Liabilities of a Partner towards Third Parties. **[15]**

**OR**

**Q.3)** State and explain the provisions relating to 'Admission, Retirement and Expulsion of a Partner. [15]

**Q.4)** Discuss salient features of the Consumer Protection Act, 1986. [15]

**OR**

**Q.4)** Explain in brief the Composition, Jurisdiction, Powers and Functions of District Forum under the CPA, 1986. [15]

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

- (a) Minor's Agreement
  - (b) Unpaid Seller's Right of Resale
  - (c) Hindu Joint Family Firm
  - (d) Nature of E-transactions
  - (e) Patentable Inventions
  - (f) Legal Concept of Design
-

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4274]-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.

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**Q.1) Discuss SAARC as a Regional Economic Integration Exercise.**

**OR**

**Q.1) Discuss European Union as an Exercise of Regional Economic Integration.**

**Q.2) Explain in detail how Tariffs, Quotas and Subsidies affect Trade Policies ?**

**OR**

**Q.2) Define Dumping and Anti-dumping. Examine their impact on Trade of Countries and Economies.**

**Q.3) Critically discuss the Concept of 'Caste' in Indian Social Structure. What changes are evident in the current scenario ?**

**OR**

**Q.3) Define Culture and discuss the impact of Culture on Work Place and International Trade.**

**Q.4) Define Intellectual Property Rights and discuss various types of Intellectual Property Rights under TRIPS.**

**OR**

**Q.4) Discuss the WTO with reference to its evolution, objectives, organisation and functions.**

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

- (a) IMF
  - (b) World Bank
  - (c) TRIMS
  - (d) SAPTA
  - (e) NAFTA
  - (f) GATS
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4274]-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) Attempt *any five* questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** “Commercial Banks in India do not play any significant role in promoting and developing Foreign Exchange Trade Transaction.” Do you agree with this view ? Explain in detail.
- Q.2)** State various Methods of Payment of dues in International Market.
- Q.3)** State advantages and limitations of :
- (a) External Commercial Borrowings (E.C.B.)
  - (b) Factors and Forfeiting Services
- Q.4)** State various Mobilizing Deposits from NRI in Indian Market.
- Q.5)** State various Preshipment Methods of Financing Foreign Trade Transactions.
- Q.6)** Do you feel that FOREX Involve Risk ? Can the Risk managed by Financial Institute ? Explain various ways and means of Management of Financial Risk in Commercial Market.

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**[4274]-504/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4274]-505**

**B. B. M. (I.B.) ( Semester - V ) 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 is Business Reporting ? What are the essentials of Writing a Good Report ?
  - Q.2)** Explain various Statistical Techniques and Tools used in Data Collection and Analysis.
  - Q.3)** What is Business Analysis ? Explain BCG Matrix, Porter's Model in Analysing Business Reports.
  - Q.4)** Describe the impact of Macro-economic Factors on SWOT Analysis of Business.
  - Q.5)** What are the different Methods of Data Collection ?
  - Q.6)** Explain : Intra and Inter Company Analysis.
  - Q.7)** Write short notes : **(Any Four)**
    - (a) Market Analysis
    - (b) Human Resource Analysis
    - (c) Visual Aids used in Reporting
    - (d) Questionnaires
    - (e) Sector Analysis

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**[4274]-505/1**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 4

**[4274]-506**

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

**FOREIGN LANGUAGE**

**PAPER - I**

**GERMAN**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80.**

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**Frage I : Übersetzen Sie ins Englische.**

**[10]**

- (A) Das Kaffeetrinken ist eine arabische Tradition. Die Türken haben Mokka international populär gemacht. In Europa hat sterreich eine lange Kaffeehaustradition und viele Kaffeevariationen. Heute ist Kaffeetrinken „in“. Caffè Latte, Espresso und Cappucino heißen die Topfavoriten in HongKong, New York, Berlin und St. Petersburg. Cafe-Ketten wie Starbucks, Segafredo und Coffee Bean sind so international wie Mac Donalds. Cafes sind ideal für Kommunikation und für Kontakte.
- (B) Zhao Yafen ist Studentin. Sie lebt in Schanghai und studiert an der Tonji Universität. Sie ist 21 und möchte in Deutschland Biologie oder Chemie studieren. Ihre Hobbys sind Musik und Sport. Sie spielt Gitarre. Ihre Freundin Jin studiert Englisch. Sie möchte nach Kanada. Deutsch ist für Yafen Musik. Sie sagt : „Ich liebe Beethoven und Schubert.“

**Frage II : Beantworten Sie die Fragen : (Nur 5)**

**[10]**

- (1) Wo liegt Deustchland? Wie heißt die Hauptstadt von Deutschland ?
- (2) Welche Sprachen sprechen/lernen Sie ?
- (3) Was alles hat ein Wohnzimmer ?
- (4) Wie heißt Ihr Freund/Ihre Freundin? Wie alt ist er/sie ?
- (5) Was sind Ihre Hobbys ?
- (6) Was essen und trinken Sie gern ?

**Frage : III : Wortschatz :**

**(A) Ergänzen Sie Vokale : (Nur 5) [05]**

- (1) T\_cht\_r
- (2) K\_nd
- (3) M\_rg\_n
- (4) F\_ll\_r
- (5) St\_hl
- (6) M\_dch\_n

**(B) Was passt nicht ? (Nur 5) [05]**

- (1) Computer, Handy, Buch, CD Player
- (2) Berlin, Hannover, Amsterdam, München
- (3) Tasse, Kaffee, Bier, Saft
- (4) Japan, Deutsch, Spanisch, Russisch
- (5) Bad, Schlafen, Wohnzimmer, Toilette
- (6) Sofa, Schrank, Bett, Balkon

**(C) Ordnen Sie zu : [05]**

- (1) Lernst du Englisch ?    Nein, verheiratet.
- (2) Sind Sie ledig ?        Nein, Sie ist alt.
- (3) Wie alt bist du ?        Das ist ein Schwamm.
- (4) Was ist das ?            Nein, ich lerne Spanisch.
- (5) Ist die Tasche neu ?    Siebenundzwanzig

**(D) Ergänzen Sie das richtige Wort : (Nur 5) [05]**

- (1) Hier kochen wir. Das ist unsere \_\_\_\_\_.
- (2) Ich möchte schreiben. Ich brauche einen \_\_\_\_\_.
- (3) Pune, Paris, Berlin sind \_\_\_\_\_.
- (4) Das Auto kostet 900 Euro. Er findet es sehr \_\_\_\_\_.
- (5) Hier schlafen wir. Das ist unser \_\_\_\_\_.
- (6) Der \_\_\_\_\_ von Amitabh Bachchan heißt Abhishek Bachchan.

**Frage IV. Grammatik :**

**(A) Ergänzen Sie das richtige Verb : (Nur 5) [05]**

(kommen, liegen, sprechen , brauchen, bezahlen, machen)

- (1) Paris \_\_\_\_\_ in Frankreich.
- (2) Herr Neuner \_\_\_\_\_ die Rechnung.
- (3) \_\_\_\_\_ du Japanisch ?
- (4) Die Lehrerin \_\_\_\_\_ jetzt eine Pause.
- (5) Die Kinder \_\_\_\_\_ aus der Schule.
- (6) \_\_\_\_\_ Sie die Bücher ? - Nein.

**(B) Bilden Sie Fragen : (Nur 5) [05]**

- (1) Regina Wegner.
- (2) Das ist eine Tafel.
- (3) 9885071889
- (4) Ich trinke Saft.
- (5) Das Handy ist nicht neu.
- (6) Meine Mutter wohnt in Pune.

**(C) Ergänzen Sie den Artikel : (bestimmt/unbestimmt/Nom/Akk) (Nur 10) [10]**

- (1) Wir brauchen \_\_\_\_\_ Computer und \_\_\_\_\_ Tisch.
- (2) \_\_\_\_\_ Blumen hier sind sehr schön.
- (3) Wo ist \_\_\_\_\_ Heft ? - \_\_\_\_\_ Heft liegt hier.
- (4) \_\_\_\_\_ Bier ist kalt. Ich trinke \_\_\_\_\_ Bier.
- (5) Sabine kauft \_\_\_\_\_ Wohnung. \_\_\_\_\_ Wohnung ist neu.
- (6) Wie heißt \_\_\_\_\_ Hauptstadt von Indien ? \_\_\_\_\_ Hauptstadt von Indien heißt Delhi.

**(D) Ergänzen Sie den Possesivartikel : (Nur 5) [05]**

- (1) Ich bin Ingenieur und \_\_\_\_\_ Bruder ist Arzt von Beruf.
- (2) Wir lernen hier. Das ist \_\_\_\_\_ Schule.
- (3) Herr Baumann, Wo ist \_\_\_\_\_ Frau ?
- (4) Gina hat ein Baby. \_\_\_\_\_ Baby ist 6 Monate alt.
- (5) Kristin, Ist das \_\_\_\_\_ neues Auto ? - Ja.
- (6) Herr Wolf wohnt in Nürnberg, aber \_\_\_\_\_ Familie wohnt in Kassel.

**(E) Bilden Sie Sätze : (Nur 5) [05]**

- (1) Warschau, du, aus, kommen
- (2) haben, wir, in München, ein Haus
- (3) sein, unsere, klein, Küche
- (4) einen, Daniel, bestellen, Kaffee
- (5) sein, das, kein, Kursbuch
- (6) in, Antonio, Hamburg, lernen, Deutsch

**Frage V. Schreiben Sie 8 bis 10 Sätze über das folgende Thema : [10]**

Meine Familie oder Meine Wohnung.

\_\_\_\_\_

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 5

[4274]-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.*

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**Q.1) Complétez un dialogue suivant :**

**[10]**

- (a) Mme Palmer, une Américaine, arrive à la gare Montparnasse. Elle prend un taxi pour aller à l'hôtel du Midi, avenue Charles de Gaulle.

Mme Palmer : Excusez-moi, vous allez à l'avenue Charles de Gaulle ?

Chauffeur : \_\_\_\_\_.

Mme Palmer : À l'hôtel du Midi.

Chauffeur : \_\_\_\_\_.

Mme Palmer : Oui, je suis Américaine.

Chauffeur : \_\_\_\_\_.

Mme Palmer : Non, c'est un voyage d'affaires.

Chauffeur : \_\_\_\_\_.

Mme Palmer : Merci, je parle français et espagnol.

[4274]-506

5

P.T.O.

Chauffeur : Voilà votre hôtel. Ça fait \_\_\_\_\_.

Mme Palmer : Merci bien.

**OU**

(b) Vous achetez un billet de train aller-retour de Paris à Strasbourg.

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) Il ne parle pas portuguais.

(2) Le chef arrive de son bureau.

(b) **Mettez au négatif :** [04]

(1) Frédéric arrive à la réception.

(2) Les clients entrent dans le bureau.

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

(1) C'est \_\_\_\_\_ quel nom ?

(2) Il réserve une chambre \_\_\_\_\_ une personne.

(3) Claire est \_\_\_\_\_ le train.

- (d) **Complétez avec des adjectifs possessifs :** [03]
- (1) Vous travaillez à TATA, \_\_\_\_\_ directeur part en voyage d'affaires.
  - (2) L'ingénieur fait \_\_\_\_\_ travail.
  - (3) Elle prends \_\_\_\_\_ train.
- (e) **Complétez avec des mots justes :** [02]
- (1) Le \_\_\_\_\_ coordonne les activités de ventes.
  - (2) La fête nationale de la France, c'est le \_\_\_\_\_.
- (f) **Dites vrai ou faux :** [03]
- (1) Un habitant du Danemark 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 : (grandes, quasi-totalité, français, dense)** [04]
- Le réseau ferré \_\_\_\_\_ est exploité en \_\_\_\_\_ par la SNCF. Le réseau ferré français est très \_\_\_\_\_. Mais la plupart des \_\_\_\_\_ lignes partent de Paris.
- (h) **Mettez les verbes entre parenthèses à la forme qui convient :** [04]
- (1) Claire et Paul (partir) pour Angers.
  - (2) Nous (gérer) notre entreprise.
  - (3) Le directeur (finir) son travail.
  - (4) Le réceptionniste (faire) les réservations.
- (i) **Écrivez en mots :** [04]
- 42, 78, 100, 67
- (j) **Quelle heure est-il ?** [04]
- (1) 12 a.m.
  - (2) 1.30 p.m.

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

- (1) Quelles langues parlez-vous ?
- (2) Comment s'appelle un habitant de la Grèce ?
- (3) Où allez-vous pour prendre un train ?
- (4) Que fait le directeur personnel de l'entreprise ?

**(B) Reliez les deux colonnes : [04]**

- | A                                | B   |
|----------------------------------|---|
| (1) Un habitant du Canada        | (a) Les activités de fabrication.                         |
| (2) Le directeur technique       | (b) Le Nouvel an.   |
| (3) C'est bien l'hôtel d'Anjou ? | (c) Canadien.   |
| (4) 1 <sup>er</sup> janvier      | (d) Oui, bonjour. Qu'est-ce que je peux faire pour vous ? |

**Q.4) (A) Présentez la personne suivante : [05]**

Rébecca Lange

---

Directrice Commercial  
Crédit Agricole  
101, Avenue de Nice,  
54101 Nancy.

**OU**

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

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

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

Madame, Monsieur,

Je viens à Paris au mois d'août.

Je voudrais réserver une chambre d'hôtel pour ma famille. Nous sommes quatre personnes : moi, ma femme, et nos deux fils.

Nous cherchons un hôtel avec parking. Nous voudrions une chambre pour deux personnes avec salle de bains et deux chambres pour une personne pour les enfants.

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

- (1) Is this the Hotel Belier ?
- (2) It is a room with attached bathroom ?
- (3) He works at ALCAN.
- (4) I'm sorry, the hotel is full.
- (5) It is on the name of Mr. Berrogain.

**Q.6) Compréhension :**

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

Paul : Excusez-moi, pour aller à la gare du Nord, s'il vous plait ?

Passante : Vous prenez la direction Porte de la Chapelle et descendez à la gare du Nord.

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

- (1) M. Richard va à Paris.
- (2) Il prend le bus.
- (3) Il demande la gare du Nord à une passante.

**(b) Donnez l'infinitif :**

part, descendez. [02]

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4274]-507**

**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.*

---

**Q.1) Explain in brief the following terms : (Any Eight) [16]**

- (1) ISP
- (2) HTTP
- (3) Internet
- (4) Telnet
- (5) Web Browser
- (6) Domain Name
- (7) WWW
- (8) E-mail
- (9) Chatting
- (10) EDI

**Q.2) (A) Describe the Process of Electronic Shopping. [08]**

**(B) Define Portal. Explain briefly the types of the Portals. [08]**

**Q.3) (A) What is the Global Information System ? [08]**

**(B) What is EDI ? [08]**

- Q.4)** (A) Write a short note on Virtual Global Companies. [08]  
(B) Describe Funds Transfer by Electronic Method. [08]
- Q.5)** (A) Define Extranet and explain briefly any four major benefits. [08]  
(B) What do you understand by Generic Trade Cycle ? [08]
- Q.6)** (A) Explain 'Internet' is described as "A Network on Networks". [08]  
(B) State and explain Internet Business Models.
- Q.7)** (A) Explain in briefly the following terms : [08]  
(a) Electronic Malls  
(b) Electronic Auctions  
(B) Write a short note on Advertising On-line Methods. [08]
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4274]-601**

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

**EXPORT - IMPORT PROCEDURE**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

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**Q.1)** Explain in detail various Modes of Transportation.

**Q.2)** Describe various Duly Draw Back Scheme available to Exporter.

**Q.3)** State procedure to be followed by any Exporter if he wants to Export any tangible physical goods to Overseas Country.

**Q.4)** What do you mean by 'INCO' Terms ? Explain such terms in detail.

**Q.5)** State various benefits given by Indirect Tax Departments to the Exporter.

**Q.6)** Write essay notes : **(Any Two)**

- (a) Role of ECGC Services
- (b) Off-Line Registration for Export
- (c) Mate Receipt

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**[4274]-601/1**

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4274]-602

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

**INTERNATIONAL BUSINESS LAWS**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 80**

***Instructions :***

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

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**Q.1)** Explain in details the Transnational Corporations under the International Economic Law. **[16]**

**OR**

**Q.1)** “International Institutions play an important role in the International Market.” Explain the statement with suitable examples. **[16]**

**Q.2)** What is International Law ? Explain the evolution of International Economic Law with reference to UN’s role in its development. **[16]**

**OR**

**Q.2)** (A) Explain the Unification of Law of International Sale of Goods. **[08]**

(B) Provisions of Foreign Trade (Regulation and Development) Act, 1992. **[08]**

**Q.3)** Elaborate the State Jurisdiction with various types of Jurisdiction. **[16]**

**OR**

**Q.3)** “Export and Import in India have gained boom, because of the efforts of the Promotion Boards and Councils.” Discuss. **[16]**

**Q.4)** What is UNCTAD ? Explain the role and effectiveness of UNCTAD. [16]

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

- (a) Sustainable Development
  - (b) IMF
  - (c) UNCITRAL Model Law on E-commerce
  - (d) Kyoto Protocol
  - (e) Nairobi Conference
  - (f) Carbon Credit
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4274]-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.

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- Q.1)** What is Globalisation ? Explain India's Role in Globalisation of New Millennium. **[15]**
- Q.2)** Discuss India and China in comparison as Emerging Markets. **[15]**
- Q.3)** What are the challenges Confronting Global Economy ? Explain Commodity Crisis. **[15]**
- Q.4)** Explain trends in International Migration and its impact on Economy. **[15]**
- Q.5)** Analyse the Current Economic Environment of India. Examine the effects of Economic Growth on the Trade of Small and Large Countries. **[15]**
- Q.6)** What is the role of World Bank in Global Financial Market. **[15]**
- Q.7)** Short notes : **(Any Four)** **[20]**
- (a) Poverty Aid
  - (b) Social Responsibilities of MNCs
  - (c) Drivers of Globalisation
  - (d) Financial Turmoil
  - (e) Organised Labor
  - (f) IMF

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**[4274]-603/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4274]-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.*

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- Q.1) Write short notes : (Any Four) [20]**
- (a) Project Proposal
  - (b) Diversity-Complexity-Assessment
  - (c) Methods of Project Completion
  - (d) Cultural Impact on Planning
  - (e) Defining Milestones
  - (f) Managing the International Project Stake-holders
- Q.2) What is Project ? What determines the success of International Project Management ? [15]**
- Q.3) Explain in detail various tools and techniques of Monitoring International Project. [15]**
- Q.4) Distinguish between a 'Standard' and an 'International Project'. [15]**
- Q.5) Write in detail about the problems of Learning in and from International Project. [15]**
- Q.6) What is Project Management ? What determines the success of International Project Management ? [15]**
- Q.7) Elaborate the importance of Time, Cost and Quality in Planning for International Project. [15]**

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**[4274]-604/1**