

[3/A10]

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY
B.B.A. (Vth SEMESTER) EXAMINATION
FRIDAY, 10th Nov., 2017.
10.00 a.m. to 01.00 p.m.
MATERIALS MANAGEMENT(UM05CBBA01)

Total Marks 60

NOTES- 1. Figures to the right indicate full marks of each question.

2. Answer should be precise and to the point.

1(a) What is Materials Management? Explain its importance in managing inventory. 8

(b) What is Materials Planning? Discuss the various factors affecting Materials Planning. 7

OR

1(a) Explain the meaning of Integrated Materials Management? Narrate the advantages of Integrated Materials Management. 7

(b) Write short notes on:

1. Classification of Materials 4

2. Needs of Integrated Materials Management. 4

2(a) What do you mean by Purchasing? Explain the importance of Purchasing in Manufacturing Units. 8

(b) Write Note on : Functions of Purchase Department. 7

OR

2(a) What are the methods of purchasing? Explain any three methods in detail. 7

(b) Using weighted Point Method, carry out the evaluation of suppliers from the following information: 8

1. Relative Weights:

(i) Quality : 40% (ii) Price : 40% (iii) Delivery : 20%

2. Quality:

Supplier	Total Quantity Supplied	Total Quantity Accepted
JAY	300	265
VIJAY	300	255
AJAY	300	260

3. Price:

Supplier	Price(Rs.)	Trade Discount (%)	GST(%)
JAY	1080	10	12
VIJAY	1120	12	12
AJAY	990	8	12

4. Delivery:

Supplier	Delivery
JAY	Two Days Late
VIJAY	In Time
AJAY	Four Days Late

Delay in Delivery to be discounted @7% per day.

(P.T.O)

(1)

- 3(a) What is Storekeeping? Discuss the Functions of Storekeeping. 8
- (b) Write Note on: "Stores Record". 7

OR

- 3 Write Short Notes on:
- (i) Objectives of Storekeeping. 5
 - (ii) Stores Layout. 5
 - (iii) Receiving & Inspection of Stores. 5

- 4(a) What do you mean by Inventory Control? Narrate the objectives and functions of Inventory Control 10
- (b) Write Note on: ABC Analysis. 5

OR

- 4(a) Essa Engineering Co. provides following information from its Material Department. 10

Maximum Delivery Period	60 Days
Average Delivery Period	50 Days
Minimum Delivery Period	40 Days
Maximum Delivery Period for Emergency Purchase	20 days
Maximum Rate of Consumption per day	45 Units
Average Rate of consumption per day	40 Units
Minimum rate of consumption per day	35 Units
Ordering quantity	900 Units

You are required to calculate following levels of Inventory:

- 1. Re-order stock Level
- 2. Minimum Stock Level
- 3. Maximum Stock Level
- 4. Average Stock Level
- 5. Danger Stock Level.

- (b) Write Note on: Importance of Inventory Control. 5

②

[A-30 & A-31]

SARDAR PATEL UNIVERSITY
BBA (General) Vth Semester (2010)

2017

Thursday, 16th November

02:00 P.M. to 04:00 P.M.

Management Accounting-UM05CBBA02/07

Maximum Marks: 60

Note: Figure in bracket indicates marks of question.

Q.1 Define management accounting. Focus on the scope and limitation of management accounting. [15]

OR

Q.1a) Write difference between management accounting and financial accounting. [08]

b) What is the role of management accountant? [07]

Q.2 The following data are available from Om Manufacturing Company ltd: [15]

	₹. (Lakhs)	
Fixed Expenses:		
Wages and Salaries	16.8	
Rent Rates & Taxes	11.2	
Depreciation	14.0	
Sundry Administrative Expenses	17.8	59.8
Semi Variable Expenses (at 50% capacity)		
Maintenances and Repairs	5.0	
Indirect Labour	19.8	
Sales Department Salaries etc	5.8	
Sundry Administrative	5.2	35.8
Variable Expenses (at 50% capacity)		
Material	48.0	
Labour	51.2	
Other Expenses	7.6	

Assume that the fixed expenses remain constant for all levels of production. Semi variable expenses remain constant between 45%-65% of capacity increasing by 10% between 65% and 80% capacity and by 20% between 80% & 100% capacity sales at various levels are:

	₹. (Lakhs)
60% Capacity	200
75% Capacity	240
90% Capacity	300
100% Capacity	340

Prepare a flexible budget for the half year and forecast the profits at 60%, 75%, 90%, and 100% of capacity.

OR

Q.2 What is budgetary control? Explain the advantages and limitations of budgetary control. [15]

(P.T.O.)

- Q.3 Your company has a production capacity of 20,00,000 units per year. Normal capacity utilization is reckoned as 90%. Standard variable production costs are ₹. 11 per unit. The fixed cost are ₹. 3,60,000 per year. Variable selling costs are ₹. 3 per unit and fixed selling costs are ₹. 2,70,000 per year. The unit selling price is ₹. 20. In the year just ended on 30th June, 2017, the production was 1,60,000 units and sales were 1,50,000 units. The closing inventory on 30/06/17 was 20,000 units. The actual variable production costs for the year were ₹. 35,000 higher than the standard. Calculate profit for the year as per absorption and marginal costing. [15]

OR

- Q.3 What is absorption and marginal costing? Differentiate between absorption and marginal costing. [15]
- Q.4 The standard costs of chemical mix are as follows: [15]
 8 tones of material A at ₹. 40 per tone
 12 tones of material B at ₹. 60 per tone
 Standard yield is 90% of input.
 Actual cost for a period is as under:
 10 tones of material A at ₹. 30 per tone
 20 tones of material B at ₹. 68 per tone
 Actual yield is 26.5 tones.
 Calculate all material variances.

OR

- Q.4 The standard labour component and the actual labour component engaged in a week for a job are as under: [15]

Particular	Skilled workers	Semi Skilled workers	Unskilled Workers
Standard Number of Workers in the gang	32	12	6
Standard wage rate per hour (Rs.)	3	2	1
Actual number of workers employed in the gang during the week	28	18	4
Actual wage rate per hour	4	3	2

During 40 hours working week, the gang produced 1,800 standard labour hours of work.

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[3/A-8] Seat No: _____

No. of printed pages: 03

SARDAR PATEL UNIVERSITY
BBA (General) (V - Semester) Examination
2017
Wednesday, 8th November
10.00 am - 12.00 pm
UM05CBBA02 - Management Accounting

Total Marks : 60

Note: Figures to the right indicate full marks of the question.

Q.1

- (A) Define Management Accounting ? Explain the functions of Management Accounting. (08)
- (B) Discuss: Limitations of Management Accounting. (07)

OR

Q.1

- (A) Distinguish between Management Accounting and Financial Accounting. (08)
- (B) Explain : Methods of Management Accounting. (07)

- Q.2 Prepare Flexible budget. Showing total cost and per unit cost and profit at 80% and 100 % production capacity. Following data are for 3000 units of production at 60% production capacity. (15)

1) Selling Price : Rs. 260 per unit.

2) Direct Expenses :

Material : per unit Rs. 12

Labour : per unit Rs. 6

Variable expenses : per unit Rs. 15

3) Semi Variable Expenses:

Indirect Material : Rs. 3300

Indirect Labour : Rs. 2480

Maintenance cost : Rs. 9600

4) Per unit Variable expenses included in Semi variable expenses:

Indirect Material : Rs. 0.10

Indirect Labour : Rs. 0.16

Maintenance cost : Rs. 0.20

5) Fixed Cost :

Factory Cost : Rs. 75000

Administrative Cost : Rs. 90000

Selling and Distribution Cost Rs. 60000

OR

- Q.2 Prepare Cash Budget for three months ending 31st March 2016 of Shri Gayatri Co. Ltd., from the following information. Cash on hand as on 1st January 2016, Rs. 160000. (15)

Month	Total Sales (Rs.)	Total Purchase (Rs.)	Wages (Rs.)	Factory Exps. (Rs.)	Administrative Exps. (Rs.)
Nov. 2015.	240000	140000	56000	24000	30000
Dec. 2015	200000	120000	64000	22000	32000
Jan. 2016	320000	160000	72000	26000	34000
Feb. 2016	400000	200000	68000	30000	35000
March 2016	360000	180000	76000	32000	38000

1. Assume 40% of total sale is cash sale.
2. 50% of the credit sale are realised in the next month of the sales made and the rest in the next month following.
3. The period of credit allowed by suppliers is one month.
4. 10% of total purchase are cash purchases.
5. Lag of time in payment of wages 1/4 month.
 Factory exp. - 1/2 month
 Administrative exp. - 1 month
6. In February 2016, company has purchased a machine of Rs. 80000 by installment system Rs. 20000 is payable on signing the agreement and remaining is to be paid in Four Quarterly installment.
7. In March 2016, Rs. 6000 interest on debenture is to be paid.
8. A rent of Rs. 1000 is to be paid every month.
9. Income tax of Rs. 15000 is to be paid in March 2016.

- Q.3 The following data relates to RK Ltd. (15)
- Normal capacity - 20000 units per month
 Variable cost per unit Rs. 3
 Actual production 25000 units.
 Sales 22000 units @ Rs. 12 per unit.
 Fixed manufacturing overhead Rs. 50000 per month, Rs. 2.5 per unit at normal capacity. Other fixed expense Rs. 100000 per month.
 Prepare income statement under absorption costing and marginal costing.

OR

- Q.3 (A) Explain : Difference between Absorption Costing and Marginal Costing. (07)
 (B) Maharaja Ltd. gives you the following information of two years. (08)

Particulars	Year-1	Year-2
Opening stock in units	-	40000
Closing stock in units	40000	10000
Production in units	220000	170000
Normal capacity in units (standard)	200000	200000
Direct Material per unit	Rs. 4	Rs. 4
Manufacturing overheads (variable) per unit	Rs. 2	Rs. 2
Fixed Manufacturing overheads per unit	Rs. 4	Rs. 4
Variable selling exp.	440000	340000
Other fixed cost (Indirect)	300000	300000
Selling price per unit	Rs. 25	Rs. 25
Direct Labour	Rs. 4	Rs. 4

You are required to prepare Income Statement under absorption costing.

- Q.4 From the following data given below for standard material for 100 Kgs. of Chemical A. (15)

	Total
45 Kg of Material P, Rs. 2 per Kg.	90
40 Kg of Material Q, Rs. 4 per Kg.	160
25 Kg of Material R, Rs. 6 per Kg.	<u>150</u>
110 Kg.	400
10 Kg Standard loss	
100 Kg. Standard output	

Actual production of 2000 Kgs. of Chemical A & actual material usage is as follows:

Material	Usage (in Kg)	Rs.
P	1000 @ Rs. 1.90 per Kg	1900
Q	850 @ Rs. 4.20 per Kg	3570
R	450 @ Rs. 6.50 per Kg	2925
	2300 Kgs	8395

Calculate Material Variances.

OR

Q.4 Given the following Particulars, Find and analyze the labour variances.

(15)

Labour	Standard			Actual		
	No. of Persons	Rate (Rs.)	Hours Worked	No. of Persons	Rate (Rs.)	Hours worked
Grade-I	100	3	100	80	2.50	120
Grade-II	50	5	100	60	5.00	120
Grade-III	40	10	100	50	8.00	120

Standard production - 200 units
 Actual production - 190 units

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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A.(GEN) Examination, V Semester (CBCS & REG)

Thursday, Date 09/11/2017

Session: Morning

Time: 10:00 AM to 12:00 PM

Subject code: UM05CBBA03

Subject Title: Indian Business Environment

Total marks: 60

Note: 1. Figure to the right indicate full marks of the question.
2. Your answer should be precise and to the point.

Q-1) What do you mean by Indian business environment. Explain it's types and components.[15]

OR

Q-1) Short note on:

a. SOWT analysis [8]

b. Women empowerment [7]

Q-2) (A) explain the theory of demographic transition. [8]

(B) What is scanning? State the sources of information for scanning. [7]

OR

Q-2) Discuss the characteristics of Indian population and what are the effect on economic Development. [15]

Q-3) Critically examine the gross domestic saving and investment in planning period. [15]

OR

Q-3) Short note on:

a. India's balance of payments [8]

b. Currency convertibility [7]

Q-4) Explain the term "privatization". Discuss the arguments for and against privatization. [15]

OR

Q-4) Explain.

a. Credit policy [8]

b. Union budget [7]

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(1)

(2 & A-3)

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SARDAR PATEL UNIVERSITY

TYBBA EXAMINATION

SEMESTER V (CBCS)

Tuesday, 14th NOVEMBER

2017

10.00 am to 12.00 pm

UM05CBBA04: PERSONAL FINANCE AND INVESTMENT MANAGEMENT

TOTAL MARKS: 60

- Q-1 (a) Give meaning of Personal Financial Management. What are Goals of PFIM? [08]
(b) "Financial Planning has its own importance in our life" Explain the statement [07]

OR

- Q-1(a) What is importance of family cash budget in modern life? [08]
(b) From the following forecast of income & expenditure of Mr.Dsouza, Prepare a cash budget for three months commencing from 1Jan.2017, when the bank b/s in savings a/c is estimated to be Rs 15000 & cash on hand Rs 3750 [07]

Months	Salary Income (Rs)	Grocery Exp(Rs)	Electricity Bill (Rs)	Telephone bill(Rs)	School Fees (Rs)	Income tax (Rs)
Dec.16	28500	4350	1250	800	750	2500
Jan.17	30000	4500	1300	850	750	2500
Feb.17	30000	4650	1250	900	750	3000
March 17	30000	4750	1350	900	1500	-

Other Information:

- 1 Salary of actual month is to be calculated in the next month.
- 2 Electricity bill & Telephone bill of every month to be paid in the next month.
- 3 Monthly installments of Rs 3500 on Car loan to be paid in the next month.
- 4 Rs 4000 rent payable every month.
- 5 Servant's salary of Rs 1000 to be paid every month.
- 6 Interest on Govt. Bonds amounting to Rs 3000 is to be received in March 17.
- 7 LIC premium of Rs 2500 is to be paid in Feb17.
- 8 Rs 3500 payable in March 17 for purchase of Dress & Clothing.
- 9 Every month Rs 2000 to be paid for Petrol.

(1)

P.T.O

10 In Jan17 Rs 1500 to be paid for Cosmetics & Other Materials.

Q-2 Write short note on (i) Term assurance(ii) Whole life assurance (iii)Money back plan [15]

OR

Q-2(a) What do you mean by General Insurance? Why vehicle Insurance is needed? [08]
(b) Write short note on (i)Liability insurance(ii) Medical insurance [07]

Q-3(a) Why there is need for Diversified Personal Investment Portfolio? [08]
(b) Write short note on (i) Monthly Income Scheme (ii) Public Provident Fund s [07]

OR

Q-3(a) Write short note on (i)National saving certificates (ii)Postal Life Insurance [08]
(b) Write brief note on: (i) Fixed Deposits (ii) Infrastructure Bonds by ICICI &IDBI [07]

Q-4(a) Write short note on (i)Growth funds (ii)Monthly Income Plans [10]
(b) Explain benefits of mutual funds investment. [05]

OR

Q-4 Write short note on (i)Tax savings funds (ii) Money market funds (iii) Mutual funds in India [15]

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SARDAR PATEL UNIVERSITY
BBA (GENERAL) (SEMESTER - V) EXAMINATION
7th November, 2017 (Tuesday)
10:00 AM to 12:00 PM
UM05CBBA06 – BUSINESS TAXATION - I

Total Marks: 60

- Note: (1) Figures in the right indicate marks**
(2) Working Notes should be part of answer.

- Q-1 [A] Discuss in detail: Assessee (05)
[B] Discuss Residential Status of an Individual person with exceptions in detail. (10)

OR

- Q-1 [A] Discuss following Definitions in detail: (10)
1. Previous Year
2. Gross Total Income
[B] List out any 10 fully exempted incomes under Section 10 of Income Tax Act. (05)

- Q-2 [A] What is Assessment? Discuss types of assessment in detail (10)
[B] Short Note on: Permanent Account Number (05)

OR

- Q-2 Write in detail on following: (15)
1. Tax Deducted at Sources
2. Advance payment of Tax
3. Time for filling return

- Q-3 Ms. Vani is the executive director of VIP Ltd. of Ahmadabad. He is submitted the following particulars of his income for previous year 2016-17. (15)
1. Basic Salary Rs. 65,000 p.m.
 2. Dearness Allowance 50% of Basic salary (Rs. 5,000 p.m. enters into retirement benefit).
 3. Education allowance for two children at Rs.300 p.m. per child.
 4. Project allowance Rs.1,500 p.m.
 5. Commission on sales 1% of turnover (Turnover achieved 10 lakh)
 6. Conveyance allowance Rs.60,000. The entire amount is spent on the official tours.
 7. House Rent Allowance Rs.5,500 p.m. (Actual rent paid Rs.12,500 p.m.).
 8. Employer's contribution to R.P.F. was Rs.1,70,000 and interest credited to her a/c at 12% rate was Rs.1,20,000.
 9. She was given a car of 18 HP engine capacities for official as well as personal use. The running and maintenance cost is borne by company.
 10. A Servant and a watchman had been provided by the company at her residence Rs.500 pm each.
 11. The company spent Rs.5,000 on her refresher course and paid her medical bills of Rs.18,000.
 12. From her salary Rs. 200 pm is deducted for professional tax.
- Compute taxable income from salaries for A.Y. 2017-18.

OR

Q-3 Calculate taxable amount of perquisites for the following: (15)

1. Company gifted wrist watch of Rs. 9,000 as Diwali gift to the employee.
2. Company paid Rs. 20,000 for personal purchase made by employee using credit card provided by company.
3. Company paid Rs. 150 per lunch for 250 days on behalf of employee, of which Rs. 40 per lunch is recovered from employee.
4. Provided with mobile worth Rs. 35,000 for office as well as personal use.
5. Medical Expenses of employee's son reimbursed by the company Rs. 21,000.
6. Employee took interest free loan of Rs. 15,000 from employer for social requirement.
7. Employer transferred his motor on 01-10-16 for Rs. 1,10,000 to his employee. Motor was purchased on 1-10-14 for Rs. 2,50,000.
8. LIC premium Rs. 12,000 and Professional Tax Rs. 2,400 paid by employer.

Q-4 [A] Mr. Kamal has started construction of his house "REG" on 1-07-2013 with the loan of Rs. 10,00,000 at 10% p.a. and construction was completed on 28-02-2015. The loan is yet to be repaid. Calculate deduction available for Interest on borrowed loan under the head Income from House Property for the A.Y. 2017-18. (05)

[B] Determine taxable value of following let out House properties from the following particulars (10) of the P.Y. 2016-17 of Mr. Urvil Shah:

Particulars	House 1	House 2	House 3
Municipal Value	1,00,000	80,000	1,20,000
Annual fair rent	1,20,000	60,000	1,10,000
Standard rent	1,10,000	1,00,000	1,26,000
Annual / Actual Rent	1,00,000	1,00,000	1,26,000
Municipal taxes paid by Mr. Urvil	10,000	12,000	6,000
Municipal taxes paid by the tenant	6,000	4,000	2,000
Interest paid for loan taken for the Previous Year 2016-17	20,000	24,000	28,000

OR

Q-4 Ms. Diya has three houses, particulars of which are as follows: (15)

Particulars	House I	House II	House III
Standard Rent	50,000	40,000	-
Municipal valuation	45,000	60,000	30,000
Fair rent	55,000	36,000	35,000
Municipal taxes paid	4,000	4,800	3,600
Rent receivable	66,000	Nil	Nil
Vacancy period	1 month	Nil	Nil
Repairs	Nil	Nil	1,200
Insurance premium	2,400	2,600	1,600
Ground Rent	3,600	14,000	2,400

Diya borrows Rs. 30,000 at 20% p.a. for construction of House III (Date of borrowing June 1, 2008, date of repayment of loan: June 10, 2017) Construction of the houses was completed in June 2014.

Calculate the income taxable under the head "Income from House Property" for the A.Y. 2017-18.

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[5]

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SARDAR PATEL UNIVERSITY

B.B.A.(IB) – Fifth Semester Examination

Day & Date : Friday, 10th November 2017, Time : 10-00 A.M. TO 12-00 P.M.

Subject: Global Strategic Management – I

Subject Code: UM05CBBB01

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Give essence of strategy and explain strategic planning. (15)

OR

Q.1 Discuss : Corporate and business level strategy. (15)

Q.2 Narrate : Macro Environmental – Vision and Mission. (15)

OR

Q.2 Discuss : Macro Environmental Factors – PESTEL Analysis. (15)

Q.3 Write Note On : (a) Importance of Industry analysis. (8)

(b) Framework for analyzing industry and competitors. (7)

OR

Q.3 Explain : Michael Porter's Five Forces Shaping competition in an Industry. (15)

Q.4 Discuss : Purpose, Role and Importance of Internal Appraisal. (15)

OR

Q.4 Explain : Aspects and Technique for internal appraisal. (15)

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SARDAR PATEL UNIVERSITY
B.B.A. (IB) (V Semester) Examination
Monday, 13th November 2017
10.00 am – 12.00 pm
UM05CBBB04-TOURISM AND TRAVEL MANAGEMENT

Total Marks : 60

Note: Figures to the right indicate marks.

Q.1 Define tourism & travel management and explain its evolution and growth in India. (15)

OR

Q.1 Discuss : The 4A's of tourism –Attraction, Accessibility, Accommodation & Amenities. (15)

Q.2 Narrate Economic, Social, Cultural, Political & Environment impact of tourism. (15)

OR

Q.2 Discuss : Alternative Tourism – Eco Tourism, Agro Rural Tourism with reference to India (15)

Q.3 Write Note On : (a) Types of Travel Agent. (8)

(b) Role of Travel Agent in promotion of Tourism. (7)

OR

Q.3 Explain : Functions of Travel Agent. (15)

Q.4 Discuss : Types of Passport and Requirements for Passport for tourism. (15)

OR

Q.4 Explain various health regulation and economic regulation with reference to tourism management. (15)



[5]

SEAT No. _____

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY
BBA(FT/IB) (V Semester) Examination
Subject: International Financial Management - III
Code: UM05CBBF02/B02
Year: 2017-2018

Date : 08/11/2017
Day : Wednesday

Time: 10:00a.m to 12:00p.m
Total Marks: 60

Q.1 Clarify Foreign Institutional Investors with its benefits, trends and policy. [15]

OR

Q.1 Write a note on : [15]
1) Guidelines of FDI
2) GDR and ADR

Q.2 Define Political Risk. Explicate its forms and evaluation techniques. [15]

OR

Q.2 Confer in detail Management of Political Risk. [15]

Q.3 Discuss different types of transaction and settlement date. Also enumerate factors influencing Foreign Exchange Rate and structure of Foreign Exchange Market. [15]

OR

Q.3(a) The following quotes are obtained in New York: [10]
 $\text{£}/\text{\$} = 1.5275/85$
 $\text{\$/CHF} = 1.5530/35$

- (a) What rates do you expect for $\text{£}/\text{CHF}$ spot in London?
(b) If a London bank quotes $\text{£}/\text{CHF} 2.3730/40$, can you make arbitrage profits? If so, then how ?

Q.3(b) The following quotes are available in Amsterdam: [05]
 $\text{EUR}/\text{\$ Spot} : 0.8875/85$
1-month : 12/18
2-month : 25/15
3-month : 20/30

Calculate the outright forwards.

Q.4(a) Explain the key differences between futures and forward contracts on foreign currencies. [08]

- (b) Enlighten the following terms : [07]
- | | |
|-----------------|---------------------------|
| 1) Dual Trader | 2) Basis |
| 3) Market order | 4) Intra commodity Spread |
| 5) Scalper | 6) Limit Order |
| 7) Hedging | |

(1)

(PTe)

OR

Q.4(a) On May 11th, the following prices are observed in the inter-bank market and the IMM : [08]

	CAD/USD	AUD/USD
Spot	0.6642	0.6028
June	0.6689	0.6050
July	0.6632	0.5972
August	0.6595	0.5897

What do these price imply regarding market's long term view of CAD's prospects against the AUD? A Speculator thinks that CAD is going to move in the opposite direction against the AUD. On September 10, the following rates are materialize:

	CAD/USD	AUD/USD
Spot	0.6475	0.5815
September	0.6441	0.5795

How can speculator make profit from his forecast? Assume contract size is of 1,25,000.

(b) Notes on : [07]
1) Normal Backwardation
2) Contango

②

[5]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

BBA(FT/IB) (V Semester) Examination

Subject: International Marketing Management - III

Code: UM05CBBF03/B03

Year: 2017-2018

Date : 09/11/2017

Time: 10:00a.m to 12:00p.m

Day : Thursday

Total Marks: 60

Q.1 Confer importance of Global Marketing and EPRG Orientation. [15]

ORQ.1 Elucidate : [15]
1) International Marketing Management process
2) Process of Global Market Selection.

Q.2 Depict Franchising, Contract Manufacturing and Mergers as a Market Entry Strategies. [15]

ORQ.2 Enlighten following Market Entry Strategies : [15]
1) Strategic Alliances
2) Counter Trade
3) Joint Venture

Q.3 Discuss International Marketing Research with its need and sources of Marketing Research. [15]

OR

Q.3 Explain in detail Marketing Research Process with hypothetical research problem. [15]

Q.4 Clarify with reference to Global e-Marketing: [15]
1) New technological changes the rule of Marketing
2) Components of the Electronic Value Chain.**OR**Q.4 Write a note on : [15]
1) Targeting the Individual Customer- Beyond Segmentation
2) Relationship Marketing
3) Interactivity

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(4)

SEAT No. _____

No. of Printed Pages : 1 ^{SC}

SARDAR PATEL UNIVERSITY
TYBBA [International Business] SEM - V
Global Business Environment - I
UM05CBBF05/B05

Date : 14/11/2017, Tuesday
TIME : 10 am to 12 pm

TOTAL MARKS : 60

- Q.1 Explain forms of International Business 15
- OR**
- Q.1 What are the methods can be used to enter in to International Business? 15
- Q.2 Explain the Methods of Privatization. 15
- OR**
- Q.2 A) State the Features of Liberalization. 08
B) Mention the Features of Globalization. 07
- Q.3 Mention the Advantages & Disadvantages of MNC to host & home country. 15
- OR**
- Q.3 Define MNC and explain what are the factors contributed for the growth of MNC. 15
- Q.4 A) Explain Global Strategic Rivalry Theory. 08
B) What are the factors affecting Terms of Trade. 07
- OR**
- Q.4 A) Explain Relative Factor Endowment Theory. 08
B) Explain Porter's National Competitive Advantage Theory. 07

— X —
(5)

(5 & A-g)

[57A9]

SEAT No. _____

No. of Printed Pages : 1 SC

SARDAR PATEL UNIVERSITY
B.B.A(INTERNATIONAL BUSINESS) SEMESTER-V
2017

Tuesday, 7th November, 2017

10:00 A.M. to 12:00 P.M.

PAPER CODE: UM05CBBF06 / BBB06

Title of Paper: Global Business Law and Taxes

Note: Figures to the right indicate full marks.

Total Marks: 60

Q.1. What is International Court of Justice? Discuss fully the types of jurisdiction of the International Court of Justice. [15]

OR

Q.1 Explain briefly the Permanent Court of International Justice. [15]

Q.2 What is Arbitral Agreement? Explain its elements. [15]

OR

Q.2 Write Notes on:

a) Differences between Arbitration and Conciliation. [8]

b) Elements of Arbitral Award. [7]

Q.3 Explain the following under Custom Act 1962.

a) Prohibition of Importation and Exportation of Goods. [8]

b) Assessment of Duty. [7]

OR

Q.3 a) Explain the Valuation of Goods for the purpose of levy of Custom Duty. [8]

b) Examine the terms 'Goods' and 'Prohibited Goods' under the Custom Act. [7]

Q.4 Write explanatory notes on Any two of the following under the Central Excise Act 1944 [15]

a) Excisable Goods and Manufacture

b) Types of Excise Duties.

c) Appeal and Revision.

d) Valuation of Excisable Goods.

—x—

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[4]

SEAT No. _____

No. of Printed Pages : 4

NO.OF PAGES - 1

SARDAR PATEL UNIVERSITY

VALLABH VIDYA NAGAR

EXAMINATION NOVEMBER – 2017

Date: 13/11/2017 (MONDAY)

T.Y. B.B.A.(H)(HM) (4 YEARS) (NC) - (V SEMESTER)

UM05CBBH01

QUANTITY FOOD AND BEVERAGE PRODUCTION - II

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.

2. Answers should be precise and to the point.

- Q.1. Explain the factors affecting the eating habits of Indian People. [15]
OR
- Q.1. Write the introduction and Historical Background about the Indian Regional Cuisine. [15]
- Q.2. Explain the historical Background, typical equipments, ingredients and staple diet of Bengoli Cuisine. [15]
OR
- Q.2. Explain the historical Background, typical equipments, ingredients and staple diet of Gujarati Cuisine. [15]
- Q.3. Explain the historical Background, typical equipments, ingredients and staple diet of Punjabi Cuisine. [15]
OR
- Q.3. Explain the historical Background, typical equipments, ingredients and staple diet of Kashmiri Cuisine. [15]
- Q.4. Explain all Indian Breads and their making techniques. [15]
OR
- Q.4. Explain all types of Indian Sweets. [15]

(1)

[4]

SEAT No. _____

No. of Printed Pages: (1)

SARDAR PATEL UNIVERSITY

B.B.A. (HON) HM EXAMINATION

SEMESTER- V (NC)

Wednesday, 8th November 2017

10.00 am to 12 noon

UM05CBBH02

BASIC FOOD AND BEVERAGE SERVICE MANAGEMENT - II

TOTAL MARKS: 60

**Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.**

-
- Q1 Write the base, country, flavoring of any 5 Liqueurs and list any 5 Aperitifs? 15 marks
 - OR
 - Q1 Explain Wine calendar in detail and also write any 5 wine terminology? 15 marks
 - Q2 Define Bar and explain different types of bar with bar layout? 15 marks
 - OR
 - Q2 Prepare Bar Menu for a 5 star hotel property and also Job description of Bar tender? 15 marks
 - Q3 What are the different types of Menu? Explain Menu Merchandising in detail with examples? 15 marks
 - OR
 - Q3 How would you explain "Menu as the marketing tool" and also state what are the layout constraints in Menu writing? 15 marks
 - Q4 Write Short notes on 15 marks
 - Cider and Perry
 - Types of beer
 - Storage and Service of beer
 - OR
 - Q4 Explain in brief the brewing process of manufacturing of beer? 15 marks

[4/A7]

SEAT No. _____

No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY
B.B.A. (HON) HM (4 Year) EXAMINATION
SEMESTER-V (NC)
THURSDAY, 9th NOVEMBER 2017
10:00 A.M TO 12:00 P.M
UM05CBBH03
FRONT OFFICE & ACCOMMODATION MANAGEMENT- II

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

Q.1. (A) Explain about the ROI and history method of budgeting. (In detail) (15)

OR

Q.1. (A) Explain the following terms... (15)
1. Cost Based Pricing
2. Market Based Pricing

Q.2. (A) Explain the following terms... (Attempt any two) (15)
1. Personal Selling
2. Public Relation
3. Liaison (Internal and External)

OR

Q.2. (A) What do you mean by the Promotion mix ? Explain the Promotion as an element of marketing mix. (15)

Q.3. (A) Defining Problem as an Opportunity. And explain types of Problems faced by guest in Hospitality Industry. (15)

OR

Q.3. (A) Explain about handling unusual event such as Fire, Theft, Drunken Guest, Death, and Bomb Threat. (15)

Q.4. (A) Explain the following reports... (Attempt any two) (15)
1. Day Revenue Report
2. Monthly Revenue Report
3. Yearly Revenue Report

OR

Q.4. (A) What do you mean by Front Office reports? Explain about the Room Forecasting Report. (15)

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(1)

[7]

SARDAR PATEL UNIVERSITY No. of Printed Pages : 01**BBA (Honours) HM Examination****Semester – V (4 yrs)****Subject: - Utility Management and Housekeeping - II****Code: - UM05CBBH04****Date: - 15/11/2017****Time: - 10: 00 To 12: 00 PM****Day: - Wednesday****Mark: - 60**

Q. 1. (A) What is the procedure for selecting carpet in a star hotel? Explain. (07)

Q. 1. (B) What are the various carpet care equipment and supplies? Discuss in brief. (08)

OR

Q. 1. What is the role of housekeeper in interior design of a 5 – star hotel? Explain. (15)

Q. 2. What is the procedure of managing guest supplies and amenities in 5 – star hotel? Discuss in brief. (15)

OR

Q. 2. Draw the layout of commercial laundry and explain the various laundry equipment. (15)

Q. 3. What is the method of managing hotel room linen in a star hotel? Explain with help of format. (15)

OR

Q. 3. What do you mean by stocking and storing of uniform in hotel? Explain the method of inventory of uniform in a hotel. (15)

Q. 4. What are the environmental practices used in housekeeping department? Discuss in brief. (15)

OR

Q. 4. What are various types of purchasing used in a star hotel? Discuss in brief. (15)

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(3,16, A-4 & A-5)

Roll No. _____

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY
T.Y.B.B.A. (V- SEMESTER) EXAMINATION
(HM/TTM)
TUESDAY, 14TH NOV. 2017
10-00 A.M to 12-00 P.M.

FINANCIAL MANAGEMENT: UM05CBBH05/T05

Total Marks: 60

- Q-1 Define Financial Management and discuss the A's of Financial Management. 15**
OR
Q-1 What is Financial Planning? Discuss the factors affecting Financial Planning. 15
Q-2 Write notes on: 15
A) Retained Earnings. B) Debentures. C) Public Deposits.
OR
Q-2 Explain the Functions of SEBI. 15
Q-3 06
(A) Define Cost of Capital and state its importance. 06
(B) Find out the weighted average cost from the following capital structure: 09

Securities	Book Value (Rs.)	After-tax cost (%)
Equity shares	9,00,000	15
Retained Earnings	3,00,000	15
Preference share capital	2,00,000	08
Debentures	16,00,000	6

OR

- Q-3 06**
(A) Define Capital Structure and state its characteristics. 06
(B) XYZ Ltd. decides to use two financial plans and they need Rs. 50,000 for total investment.

Particulars	Plan A	Plan B
Debenture (interest at 10%)	40,000	10,000
Equity share (Rs. 10 each)	10,000	40,000
Total investment needed	50,000	50,000
Number of equity shares	4,000	4,000

The earnings before interest and tax are assumed at Rs. 5,000, and 12,500. The tax rate is 50%. Calculate the EPS. 09

①

(P.T.O.)

Q-4 What is Capital Budgeting? Describe the Capital Budgeting Process.

15

OR

Q-4 A firm whose cost of capital is 10% is considering two mutually exclusive projects X and Y, the details of which are:

	Year	Project X	Project Y
Cost	0	Rs. 70,000	Rs. 70,000
Cash flows	1	Rs. 10,000	Rs. 50,000
	2	Rs. 20,000	Rs. 40,000
	3	Rs. 30,000	Rs. 20,000
	4	Rs. 45,000	Rs. 10,000
	5	Rs. 60,000	Rs. 10,000

Compute the Net Present Value at 10% and Profitability Index of the two projects. 15

X

(2)

C4)

SEAT No. _____

No. of Printed Pages: ()

SARDAR PATEL UNIVERSITY
B.B.A. (HON) HM EXAMINATION
SEMESTER- V
Tuesday, 7/11/17
10.00 am TO 12 noon
UM05CBBH06
Hotel Engineering

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

-
- Q1 What are the causes for equipment replacement? Why is it necessary? 15 marks
 - OR
 - Q1 Explain the principle of group replacement for equipment that fails abruptly? 15 marks
 - Q2 What are the different types of Maintenance? Explain each one in detail. 15 marks
 - OR
 - Q2 Draw the Organizational Structure of Hotel Engineering or Maintenance department and state duties and responsibilities of any 3 positions? 15 marks
 - Q3 What are the different classes of Fire? Explain each class in brief Also what do you understand by fire alarms? 15 marks
 - OR
 - Q3 What are the different kinds of Fire extinguishers used in hotel and how will you maintain them during emergency? 15 marks
 - Q4 What is the use of Water traps and Water seals? Draw a cross sectional diagram of any one type of trap? 15 marks
 - OR
 - Q4 Explain the process of removing temporary hardness of water? Also state the advantages and disadvantages of hard water? 15 marks

[24/26]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
T.Y.B.B.A (HON-HM) SEM-V EXAMINATION (HM/TTM)
THURSDAY, 9th NOVEMBER, 2017
10:00 AM TO 12:00 PM
EVENT MANAGEMENT
UM05CBBH07/T07

Total Marks: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1 (A) Discuss various types of events. [07]
(B) Write a note on designing the event. [08]
- OR
- Q.1 (A) Discuss various sizes of an event with suitable examples. [08]
(B) Explain developing the concept of an event in detail. [07]
- Q.2 What do you mean by feasibility? What are the important keys for a successful event? [15]
- OR
- Q.2 Outline the process of an event marketing in brief with suitable flowchart. [15]
- Q.3 (A) Write a note on sponsorship. [05]
(B) Define marketing mix. Discuss all 4 P's involved in marketing mix in case of an event. [10]
- OR
- Q.3 Define promotion. Explain the terms: Branding, Advertising, Publicity and Public relation. [15]
- Q.4 Developing the theme of an event. Explain. [15]
- OR
- Q.4 (A) Write notes on: Choosing the event site and Conducting Rehearsals. [08]
(B) How do you analyze the concept of an event? [07]

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SEAT No. _____

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SARDAR PATEL UNIVERSITY
T.Y.B.B.A. (HONS)(HM) FIFTH SEMESTAR (THREE YEARS) EXAMINATION
2017
FRIDAY, 10TH -NOVEMBER
10-00 A.M. TO 12-00 PM.
UM05CBBH08-HOTEL LAW

NOTE- FIGURES TO THE RIGHT INDICATE FULL MARKS OF THE QUESTIONS.

TOTAL MARKS: 60

- Q-1 Discuss Indian hospitality industry and its essential characteristics. 15
- OR
- Q-1 Explain :- 15
- A- Hotel insurance
B- Types of contract
- Q-2. Explain liquor licensing on site and off site license. 15
- OR
- Q-2 Short notes:- 15
- A- Law on sale of cigarettes and tobacco
B- Salient features of the Dram shop act-1872
- Q-3 Discuss hotel license and regulation role of district administration 15
- OR
- Q-3 Short notes;- 15
- A- License required to operate hotel
B- Document required for securing building permission
- Q-4 Definition, scope and categorisation of labour laws. 15
- OR
- Q-4 Explain:- 15
- A- Cyber law
B- Empowerment of women

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[20]

SEAT No. _____

No. of Printed Pages : 1

NO.OF PAGES - 1

SARDAR PATEL UNIVERSITY
VALLABH VIDYA NAGAR
EXAMINATION NOVEMBER – 2017
Date: 13/11/2017 (MONDAY)
T.Y. B.B.A.(H)(HM) - (V SEMESTER)
UM05CBBH09

ADVANCE FOOD AND BEVERAGE PRODUCTION - II

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1. Explain the concept of plate presentation. [15]
OR
- Q.1. What do you understand by food presentation? Explain the points a professional chef keep in mind while presenting the food on plate. [15]
- Q.2. Explain the types of nutrients. [15]
OR
- Q.2. Explain balanced diet and nutritional analysis with the help of food pyramid guide. [15]
- Q.3. Write the job description of Executive Chef of a five star hotel. [15]
OR
- Q.3. Differentiate among maximum cost, minimum cost and average cost of a fixed menu. [15]
- Q.4. Why is research and development so important in food business? [15]
OR
- Q.4. What is organoleptic and sensory evaluation of food? [15]

(7)

(13)

Roll No. _____

No. of Printed Pages : 1



SARDAR PATEL UNIVERSITY
VALLABH VIDYA NAGAR
EXAMINATION NOVEMBER – 2017
 Date: 14/11/2017 (TUESDAY),
 T.Y. B.B.A.(H)(HM) - (V SEMESTER)
 UM05CBBH10
 PATISSERIE

Time: 10.00 AM TO 12.00 PM

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
 2. Answers should be precise and to the point.

- Q.1. Draw and explain the structure of wheat. [15]
 OR
- Q.1. What do you understand by raising agents? Give examples of any five common raising agents used in bakery. [15]
- Q.2. Explain basic faults while making bread and enlist the equipments used in bread making. [15]
 OR
- Q.2. Explain the steps of bread making in the particular order. [15]
- Q.3 Explain the making of sponge in a sequence. [15]
 OR
- Q.3 Enlist the equipments used in sponge making with a brief description. [15]
- Q.4 Write the short note on the following: A) marzipan; B) Ganache; C) choux paste. 3X5 = [15]
 OR
- Q.4 Explain the methods of making puff pastry. [15]

— X —
 (1)

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SEAT No. _____

No. of Printed Pages 01

[16]

SARDAR PATEL UNIVERSITY
T.Y. BBA (HONS) HM, SEMESTER-V

Time: 10:00 A.M. to 12:00 P.M.

Day- Wednesday

Session: Morning

Date:15/11/2017

Subject/course Code: UM05CBBH11

Subject/course Title: Food & Beverage Control

Total Marks: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1. (A) Define Food and Beverage control. Describe the limitations of Food and Beverage Control in your own words? [08]
- (B) What are the objectives of Food & Beverage control? [07]
- OR
- Q.1. (A) What are the classification of cost? Justify your answer with the help of diagram. [08]
- (B) What are the advantages of cost control? [07]
- Q.2. What are the different types of food purchasing methods? [15]
- OR
- Q.2. Diagrammatically demonstrate the importance of 'Purchasing Function'. Write job descriptions of Purchase manager. [15]
- Q.3. (A) Explain storing control and its aim? What are the different storing procedures? [08]
- (B) What do you mean by storing practices? [07]
- OR
- Q.3. (A) Explain inventory control? Describe the objectives of Inventory control. [08]
- (B) What are the different types of inventories? Point down avoidable and unavoidable causes of inventory control. [07]
- Q.4. What is meat tag? Explain with a help of diagram. What are the aims and objectives of production control? [15]
- OR
- Q.4. Write in detail how K.O.T. (Kitchen Order Ticket) is involved in sales control process of food and beverage. Brief the basic information required to prepare sale summary sheet. [15]

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[11]

No. of Printed Pages :

SARDAR PATEL UNIVERSITY
BBA HM (HONS) V Semester

Day- Thursday

Date – 16/11/2017

Session: Evening

Time: 10:00 am to 12:00 pm

Subject/ Course Code: UM05CBBH12

Subject/Course Title: Room Division Management

Total weight age/Marks: 60

Note: 1. Figures to the right indicate marks of the questions.

2. Answers should be to the point.

- Q.1. (A) Explain different color schemes used in interior designing. [08]
(B) Describe various Window treatments. [07]
OR
- Q.1. (A) Give different types of flower arrangements. [08]
(B) Explain different wall finishes. [07]
- Q.2. Elaborate Guest cycle. (4Stages of guest's stay) [15]
OR
- Q.2. Explain housekeeper's role in maintenance of interior design. [15]
- Q.3. (A) Describe concept and importance of MICE business. [08]
(B) How to plan MICE business in hotels? Explain. [07]
OR
- Q.3. (A) Explain types of floor finishes. [08]
(B) Draw lobby lay out and give functions of each area (Desk) of it. [07]
- Q.4. Elaborate functions and methods of performance appraisal. [15]
OR
- Q.4. Define the word 'motivation', and describe its functions in about 500 words. [15]

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[7/A8]

SARDAR PATEL UNIVERSITY

External Examination (November 2017)

TYBBA (Honours) - ITM

Semester-V (CBCS) (Four Years - NC)

Web Application Development (UM05CBB101)

Date: 09/11/2017 (Thursday)

Time: 10:00 AM – 12:00 PM

Marks: 60

N.B.: All the questions are compulsory. Give examples where ever required.

- Q-1 A. Write a short note on PHP. [06]
B. Explain following PHP built-in functions with examples. [09]
(i) is_int() (ii) is_float() (iii) is_string()
- OR
- Q-1 A. Explain PHP Superglobals \$_GET, \$_POST, and \$_REQUEST in brief. [07]
B. Explain gettype() and settype() functions in brief. [08]
- Q-2 Explain while loop and for loop in detail with suitable example. [15]
OR
- Q-2 Write a short note on Array. [15]
- Q-3 Explain any five numeric functions with suitable examples. [15]
OR
- Q-3 Explain any five string functions with suitable examples. [15]
- Q-4 A. Write an appropriate code in test.html and test.php files to insert record in [07]
the following table of EXAM database. Make suitable assumptions.
FRIENDS(NAME, PHONE, CITY)
B. Explain the following operations in brief. [08]
(i) Insert (ii) Delete (iii) Update (iv) Select
- OR
- Q-4 Explain any five Database Functions. [15]
-

[7/A11]

SEAT No. _____

No. of printed pages: 01

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SARDAR PATEL UNIVERSITY
BBA (ITM)(4 YEARS) SEM-V EXAMINATION 2017
(UM05CBBI02) INTERNET TECHNOLOGY

Time: 10:00 a.m. to 12:00 p.m.

Date: 10/11/2017, Friday

Total Marks: 60

Q.1(A) Define: Internet. [09]
Discuss Internet History in detail with Internet Timeline.

(B) Define the following terms: [06]

- ARP
- ICMP
- UDP

OR

Q.1 Explain TCP/IP Protocol Suite and discuss their functions in detail. [15]

Q.2(A) Write a detail note on Classful IP Addressing scheme. [09]

(B) Find out Class, NetID and HostID for following: [06]

- 227.34.78.7
- 129.6.8.4

OR

Q.2 Explain IPv4 header (IPv4 Datagram) with diagram in detail. [15]

Q.3(A) Write a detailed note on ICMP. [09]

(B) Write a note on: Three Way Handshake [06]

OR

Q.3 List and discuss TCP Services in detail. [15]

Q.4(A) Write note on: FTP [09]

(B) Write a note on TELNET. [06]

OR

Q.4 Explain Domain Name System (DNS) in detail. [15]

[20]

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY**T Y BBA (ITM) - 3 Years****External Examination November 2017****Semester V****Day: Wednesday****Date: 8th NOVEMBER, 2017****Session: Morning****Time: 10:00 A.M. TO 12:00 P.M.****Subject Code:****U M 0 5 C B B I 0 3****Subject Title:****BUSINESS ENVIRONMENT****Total Marks: 60****Note:**

All the questions are compulsory.

Figures to the right indicate marks.

Q. 1 (A) Describe the concept of social-cultural environment in brief. **[07]**

(B) How business environment is concern with economic environment? **[08]**

Explain in detail.

OR

Q. 1 Write a short note on

(A) External Environment **[07]**

(B) Demographic Environment **[08]**

Q.2 Discuss various international business protection devices in detail. **[15]**

OR

Q.2 Write a short note on

(A) Quotas Vs Tariffs **[07]**

(B) Free Trade Policy **[08]**

Q. 3 Describe the term globalization. Also explain advantages (pros.) and disadvantages (cons.) of globalization. **[15]**

OR

Q. 3 (A) Write short note on various globalization stages. **[07]**

(B) What is globalization? Explain old globalization vs. new globalization. **[08]**

Q. 4 Define MNCs. Discuss various organizational models of MNCs in detail. **[15]**

OR

Q. 4 (A) Write short note on MNCs and international trade. **[08]**

(B) Narrate various benefits of MNCs. **[07]**

[25]

SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (SEMESTER: V) EXAMINATION
2017

SC

3

Thursday, 9th November
10:00 A.M. To 12:00 P.M.

UM05CBB104: BUSINESS TAXATION-I

Total Marks: 60

- Note: 1. Figure to the right indicate full marks of question.
2. All questions carry equal marks.
3. Working notes are the part of answer.

- Q-1 (A) State the provision of Income-Tax Act for determining the Residential status of Individual Assessee as a Resident, Ordinary Resident and Nonresident and incidence of tax. [10]
(B) Write a note on: Agriculture Income [05]
- OR
- Q-1 (A) Write short note on: (a) Previous Year (b) Income (C) Assessment Year (D) Person [10]
(B) List out ten exempted income for individual. [05]
- Q-2 (A) What is the time for filing the income tax return? Explain types if income tax return. [09]
(B) Write a note on: PAN (Permanent Account Number) [06]
- OR
- Q-2 (A) Explain the Provision of Tax Deducted at Source (TDS). [10]
(B) What is Advance Payment of Tax? Explain the rules for Advance payment of tax. [05]
- Q-3 Mr. Nilay furnishes the following details compute his salary for Assessment year-2017-18. [15]
1. He was appointed on 01/07/2013 on the pay scale of Rs. 11,000-200-14,000-300-17,000 and the date of increment is 1st July.
 2. Dearness Allowance is 40% of Basic salary.
 3. Commission on profit Rs. 40,000.
 4. Education Allowance for 3 children Rs. 6,400 per year.
 5. Medical allowance Rs. 200 per month.
 6. His contribution to recognised provident fund Rs. 1,200 per month and same amount is contributed by his employer.
 7. 9% Commission on RPF Rs. 40,000.
 8. He was provided following perquisites during the year:
 - i. He has been provided accommodation with furniture of Rs. 150000. (Accommodation is provided in Vallabh Vidyanagar whose population is less than 1 lakh.)
 - ii. Company has given motor car of 1.8 CC engine with driver which is used for both office and private purposes.
 - iii. Company has paid salary of watchman and gardener Rs.2,000 per month each.
 - iv. Company has paid hotel bills and club bills Rs. 40,000.

9. Professional tax paid during the year Rs. 2,400.

OR

Q-3

Mr. RAM is employed with a Janki Electric Limited Company in Mumbai. He furnishes following details compute his taxable income from salary for the AY 2017-18. [15]

1. Basic Salary up to 31-08-16 Rs.30,000 pm and thereafter Rs.34,000 pm.
2. DA is 50% of basic salary (50% DA is specified).
3. Commission @ 5% on profit Rs.25,000.
4. Project allowance Rs. 300 pm.
5. Transportation Allowance Rs. 2,000 per month.
6. Washing Allowance received Rs. 3,600 per annum (saved at Rs. 360).
7. Education allowance for 3 children Rs. 160 pm per child.
8. House Rent Allowance Rs. 60,000 per annum (Actual House Rent Paid Rs. 4000 Per Month)
9. Company allowed following perquisites during the year:
 - a. Medical bills paid by company during the year Rs. 21,000 for his wife.
 - b. Company has provided 50 lunches during year each costing Rs. 70 per meal.
 - c. Training facilities outside India Rs. 10,000.
 - d. He uses the laptop of company costing Rs. 35,000.
10. Mr. Sankar has also received entertainment allowance of Rs. 250 pm and has paid professional tax Rs. 2,400 during the year.

Q-4

Mr. KNP has three houses in Bharuch. Calculate his taxable income under the head of 'Income from House Property' for the A.Y. 2017-18 using following information: [15]

Particulars	House-1 (Rs.)	House-2 (Rs.)	House-3 (Rs.)
Fair Rent (Annual)	4,20,000	2,25,000	6,50,000
Municipal Valuation	4,00,000	2,10,000	6,00,000
Standard Rent	4,10,000	1,95,000	5,10,000
Actual Rent (Monthly)	30,000	25,000	----
Vacancy period	1 Month	----	----
Municipal Taxes Paid by KNP	22,000	18,000	25,000
Municipal Taxes paid by the tenants	6,000	8,000	----
Municipal Taxes Payable by KNP	4,000	5,000	6,000
Rent Collection Charges	4,000	5,000	----
Interest on Loan Taken for repairing	-----	-----	32,000
Interest on loan taken for construction of house (PY 2016-17) (Unpaid)	10,000	30,000	35,000
Capitalised Interest	1,00,000	1,50,000	----
Year of Completion of construction	2013-14	2007-08	2007-08
Purpose of use	Let out for	Let out for	For self

	residence	business	residence
--	-----------	----------	-----------

OR

Q-4

Mr. Ashok has three houses owned by him. The following information of [15] houses for the year ended 31-03-17:

Particulars	House (Shiv) (Rs.)	House (Shankar) (Rs.)	House (Shambhu) (Rs.)
Purpose of use	Let out	Self occupied	Self Occupied
Fair Rent -annual	1,15,000	1,80,000	60,000
Standard Rent-Annual	1,00,000	----	----
Municipal Taxes (Paid) (@10% of Annual Value as per municipal records)	12,000	8,000	4,000
Insurance Premium	6,000	5,000	5,000
Loan Taken for repairing (@ 10% of Interest (loan taken on 01-04-16)	2,00,000	3,20,000	1,31,000
Interest on loan taken for Payment of Municipal Taxes	1,500	1,000	1,000
Rent Collection Charges	3,000	----	----
Year of Completion of Construction	2010-11	2010-11	2010-11

Additional Information:

1. House- Shiv (which consists of two different units) was rented to two tenants. Monthly rent of Unit-1 was Rs. 4,000 and Monthly rent of unit-2 was Rs. 4,500.
2. The tenant of unit-1 has vacated the house on 28-2-2017. This unit remained vacant thereafter.
3. The tenant of unit-2 has vacated the unit on 31-01-2017 without paying one month rent. This unit remained vacant thereafter.

Calculate the taxable income from house property for A.Y. 2017-18.

All the Best

— * —
(3)

The following information is provided for your information:
 The total amount of the loan is \$10,000.00.
 The interest rate is 12% per annum.
 The term of the loan is 12 months.
 The first payment is due on 1/15/2024.
 The payments are to be made monthly.
 The first payment is \$863.26.
 The final payment is \$863.26.
 The total amount of payments is \$10,359.12.
 The total interest is \$359.12.
 The principal amount is \$10,000.00.
 The balance after the first payment is \$9,136.74.
 The balance after the second payment is \$8,223.48.
 The balance after the third payment is \$7,310.22.
 The balance after the fourth payment is \$6,396.96.
 The balance after the fifth payment is \$5,483.70.
 The balance after the sixth payment is \$4,570.44.
 The balance after the seventh payment is \$3,657.18.
 The balance after the eighth payment is \$2,743.92.
 The balance after the ninth payment is \$1,830.66.
 The balance after the tenth payment is \$917.40.
 The balance after the eleventh payment is \$0.00.
 The balance after the twelfth payment is \$0.00.
 The total amount of payments is \$10,359.12.
 The total interest is \$359.12.
 The principal amount is \$10,000.00.
 The balance after the first payment is \$9,136.74.
 The balance after the second payment is \$8,223.48.
 The balance after the third payment is \$7,310.22.
 The balance after the fourth payment is \$6,396.96.
 The balance after the fifth payment is \$5,483.70.
 The balance after the sixth payment is \$4,570.44.
 The balance after the seventh payment is \$3,657.18.
 The balance after the eighth payment is \$2,743.92.
 The balance after the ninth payment is \$1,830.66.
 The balance after the tenth payment is \$917.40.
 The balance after the eleventh payment is \$0.00.
 The balance after the twelfth payment is \$0.00.
 The total amount of payments is \$10,359.12.
 The total interest is \$359.12.
 The principal amount is \$10,000.00.

SARDAR PATEL UNIVERSITY
TY BBA ITM (3Years) SEMESTER-V
MANAGEMENT ACCOUNTING (UM05CBBI05)
10th November 2017, Friday
TIME: 10A.M. TO 12 P.M

Total Marks 60

- Q:1 (a) Define the term management accounting and discuss its characteristics. (08)
 Q:1 (b) What are the role and status of Management accountant in management discuss. (07)

OR

- Q:1 (a) Explain various methods of Management Accounting. (08)
 Q:1 (b) Distinguish between Management Accounting and Cost Accounting. (07)

- Q:2 Prepare a cash Budget for three months ending 31st December, 2016 from the following information of Keya Ltd. (15)

Cash Balance on 1st October 2016, Rs. 1,20,000

Year & Month	Total sales Rs.	Total Purchases Rs.	Wages Rs.	Overheads Rs.
August	3,00,000	1,40,000	40,000	80,000
September	4,00,000	2,00,000	50,000	1,10,000
October	4,50,000	1,60,000	60,000	1,20,000
November	5,00,000	2,40,000	70,000	1,30,000
December	6,00,000	3,00,000	80,000	1,50,000

Additional Information:

- Assume the proportion of cash sales and credit sales as 1:4
- Assume 20% of total purchases to be cash purchases.
- Assume 2% of credit sales to be sales return every month.
- 50% of net credit sales are realized in the month following the sales and remaining 50% in the second month following the sales.
- Plant costing Rs. 1, 00,000 is due for delivery in October, 2016 payable 10% on delivery and the balance after three months.
- Sales commission 2% on total net sales is to be paid in the next month after actual sales.
- The period of credit allowed by suppliers is one month.
- Overheads include Rs. 5,000 depreciation per month on fixed assets.
- The time lag in the payment of wages and overheads is one month.

OR

- Q:2 (a) From the production of 10,000 Television the following are the budgeted expenses: (10)

Particulars	Per Unit (Rs.)
Direct material	60
Direct labour	30
Variable overhead	25
Fixed overheads (Rs. 1,50,000)	15
Variable expenses (direct)	5
Selling expenses (10% fixed)	15
Administration expenses (Rs. 50,000 rigid for all level of production)	5
Distribution expenses (20% fixed)	5
Total cost of sales	160

Prepare flexible budget for production of 6,000, 7,000 and 8,000 fans.

- Q:2 (b) Anjali pipes Ltd. Manufactured a product named "X" figure of its estimated sales are as under: (05)

Sales in units for the year 2016 :-

January	February	March	April	May	June
3400	3800	5000	4600	4200	5400

Stock of finished goods (of product "X") as on 1st January 2016 will be of 1000 units. Closing stock of product "X" at the end of each month will be equivalent to 1/4th of estimated sales of the succeeding two month

Prepare Production Budget from January to April 2016

- Q:3 The normal annual level of operation on which the production fixed overhead absorption is based on 36,000 cases. There was no opening stock of finished goods. The production was 40,000 cases and sales were 32,000 cases. The cost is: (15)

Selling price	Rs. 60 per case
Direct material	Rs. 14 per case
Variable overhead	Rs. 12 per case
Fixed overhead	Rs.2, 16, 000 p.a.
Fixed selling expenses	Rs. 50,000 p.a.
Variable selling expenses.	15% On sales

Prepare income statement based on absorption costing and marginal costing.

OR

- Q:3 (a) Explain the difference between Absorption Costing and Marginal Costing (07)

- Q:3 (b) From the following information of Kian Ltd. For the year 2016. Prepare Income statement as per Absorption costing and Marginal costing. During the year production was 1, 00,000 units. (08)

Direct material	Rs. 5,45,000
Direct Labour	Rs. 9,25,000
Variable manufacturing overheads	Rs. 4,72,000
Fixed manufacturing overheads	Rs. 3,18,000

There was no opening stock or closing stock of Work in process. Sales was 1, 00,000 units at Rs. 50 per unit. There was no stock of finished goods. Selling expenses were Rs. 12, 00,000 out of which Rs. 6, 50,000 are fixed and rest are variable. Fixed administration overhead are Rs. 2, 70,000 and variable administration overhead are Rs. 4, 80,000.

- Q:4 A standard material cost to produced 100 kg of chemical D is as follow. (15)

Chemical	Quantity (kg)	Price per kg
P	30	4
Q	40	5
R	80	6

In the month of October 2016, 500 Kg. of chemical D was produced from following actual mix.

Chemical	Quantity (kg)	Price per kg
P	140	4.2
Q	220	4.8
R	440	6.5

- Calculate :
- 1) Material cost variance
 - 2) Material Price variance
 - 3) Material Usage variance
 - 4) Material mix variance
 - 5) Material yield variance

OR

Q:4 (a) Data about labour employed in a factory to produced 1 unit of product X are as follow: (08)

	Hours	Wage rate Rs.	Total Payment Rs.
Men	10	3	30
Women	16	1	16
Boys	8	1.50	<u>12</u>
			58

Actual Situation: 200 units

	Hours	Wage rate Rs.	Total Payment Rs.
Men	1800	4	7200
Women	400	0.90	3600
Boys	1680	1.50	<u>2520</u>
			13,320

Calculate: 1) Labour Cost variance 2) wage rate variance
3) Labour efficiency variance 4) Labour Mix variance

Q:4 (b) Following is the information about sales by a company in April, 2016 (07)

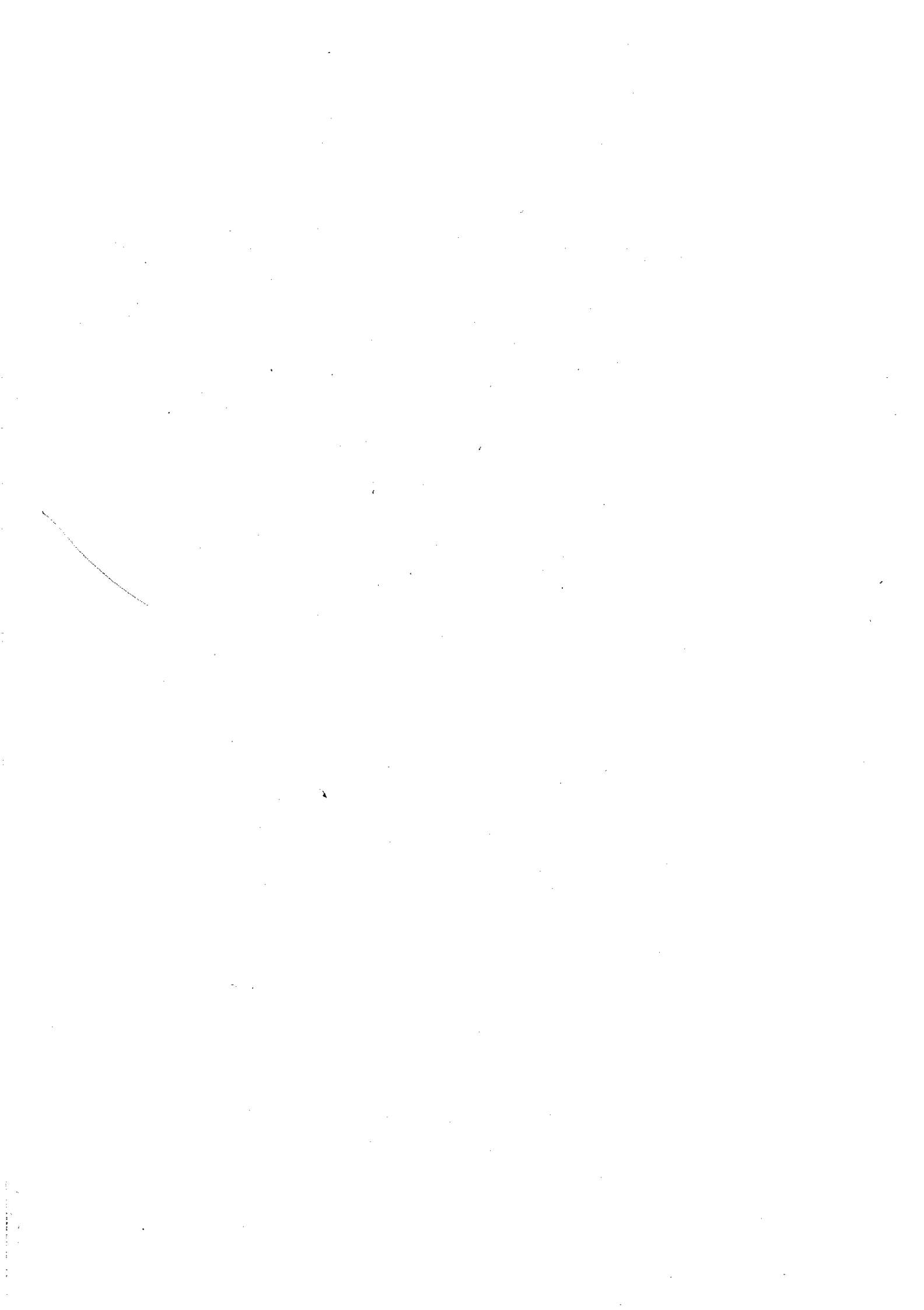
	Standard			Actual		
	Quantity (units)	Price Rs.	Amount Rs.	Quantity (units)	Price Rs.	Amount Rs.
A	1,000	12	12,000	1,200	13	15,600
B	<u>600</u>	15	<u>9,000</u>	<u>400</u>	14	<u>5,600</u>
	1,600		21,000	1,600		21,200

Compute :

- 1) Sales value variance 2) Sales price variance
- 3) Sales volume variance 4) Sales mix variance

*** BEST OF LUCK ***

③



[21]

Seat No. _____

No. of printed pages 01

SC

SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER V
MONDAY 13th NOVEMBER 2017
TIME 10:00 A.M TO 12:00 P.M
UM05CBB106
ENTREPRENEURSHIP AND SMALL BUSINESS **MARKS: 60**

NOTE: Figures to the right indicate marks.

Q.1 Define entrepreneur & entrepreneurship also discuss in detail the factors that affect entrepreneurship. **[15]**

OR

Q1 [A] Give the difference between Entrepreneur & Intrapreneur. **[08]**
[B] Write a brief note on: Entrepreneurial pitfall. **[07]**

Q.2 Define Entrepreneurship motivation. Explain in detail the Achievement Motivation theory with Kakinada Experiment. **[15]**

OR

Q.2 Explain the concept of MSME and make clear the MSME Development Act-2006. **[15]**

Q.3 Give details relating to the concept of small scale business and clarify relations between small and large units. **[15]**

OR

Q.3 [A] What are the benefits of small scale business? Elucidate. **[08]**
[B] Write a brief note on: GSFC. **[07]**

Q.4 Explain the concept of EDP also explain objectives and need of EDPs. **[15]**

OR

Q.4 What is EDII? Discuss the role of Government in Entrepreneurship Development. **[15]**

①

SEAT No. _____
[7]

SARDAR PATEL UNIVERSITY
EXAMINATION NOVEMBER 2017
T.Y BBA (ITM) SEM -V (3 Year)

Subject: Database Management System (UM05CBBI09)

Date: 18/11/2017, Saturday

Marks: 60

Time: 10:00 AM TO 12:00 PM

Notes: Figures to the right hand side of the question indicate their marks:

- Q.1[A] What is Normalization? Explain 1-NF and 2-NF with example. [08]
- [B] What is DBMS? Explain Advantages of DBMS. [07]

OR

- Q.1[A] What is data Model? Explain Hierarchical and Network Data Model. [08]
- [B] Explain types of Relationship with example. [07]

- Q.2[A] Explain DELETE and UPDATE Statement with proper Syntax and Example. [08]
- [B] Explain Data type in SQL. [07]

OR

- Q.2[A] Explain CREATE and INSERT Statement with proper Syntax and Example. [08]
- [B] What is Operator? Explain any two types of operator with example. [07]

- Q.3[A] Explain following function with example. [08]
1) POWER 2) SQRT 3) MAX 4) UPPER
- [B] What is Primary Key? Explain with proper syntax and example. [07]

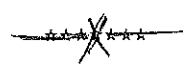
OR

- Q.3[A] Explain following function with example. [08]
1) MOD 2) ABS 3) LOWER 4) AVG
- [B] Write an on Foreign Key with proper syntax and example. [07]

- Q.4[A] Explain Structure of PL/SQL Block with example. [08]
- [B] What is JOIN? Explain any two types of JOIN with Example. [07]

OR

- Q.4[A] Explain VIEWS with syntax and with suitable example [08]
- [B] Explain any TWO Transaction Processing Commands. [07]



Seat No. _____

Total no. of printed pages: 01

[8]

SARDAR PATEL UNIVERSITY
External Examination (November 2017)
TYBBA (ITM) Semester-V (CBCS)
Programming with PHP (UM05CBB10)

Date: 18/11/2017 (Saturday)

Time: 10:00 AM – 12:00 PM

Marks: 60

N.B.: All the questions are compulsory. Give examples where ever required.

- Q-1 A. Explain in brief the features of PHP. [06]
B. Explain different types of operators available in PHP. [09]
- OR
- Q-1 A. Write a short note on data types supported by PHP. [06]
B. Explain following functions with examples. [09]
(i) is_int() (ii) is_float() (iii) is_string()
- Q-2 A. Explain following control statements. [08]
(i) if...else (ii) while
B. Write a short note on Numerical Array. [07]
- OR
- Q-2 A. Explain in brief the concept of User Defined Functions. [08]
B. Write a short note on Associative Array. [07]
- Q-3 Explain following functions with examples. [15]
(i) abs (ii) floor (iii) strlen (iv) sqrt (v) pow
- OR
- Q-3 Explain following functions with examples. [15]
(i) chr (ii) trim (iii) strtoupper (iv) time (v) ord
- Q-4 A. Write a test.htm file that can accept one number from user and can post it [07]
to test.php file . The test.php file should print square of posted number
received from an HTML file.
B. Write a db.php file that reads all the records from table PHONEBOOK of [08]
database FAMILY, containing two fields NAME and PHONE; and prints it on
the screen.
- OR
- Q-4 Discuss any five Database Functions in brief. [15]

*****X*****

[A-32]

Sardar Patel University

BBA(ISM) Examination (V Semester) – June, 2010

Thursday, 16th November 2017

02.00 PM – 04.00 PM

DATA COMMUNICATION & COMPUTER NETWORK: UM05CBBS01

Total Marks: 60

Q-1 Answer the following.

- A. List various Network Models and explain OSI model in brief. (10)
- B. What is LAN? List various types of components of LAN and explain them in detail. (05)

OR

- A. What is Computer Network? Explain its advantages it. (08)
- B. Write a short note on: LAN, WAN. (07)

Q-2 Answer the Following.

- A. What do you mean Guided Media and Unguided Media? explain Twisted Pair cable and Coaxial Cable in detail. (15)

OR

- A. What do you mean by Multiplexing? Explain Frequency Division Multiplexing and Time Division Multiplexing in detail. (10)
- B. Write short note on: Coaxial Cable. (05)

Q-3 Answer the following.

- A. Write short note on: (15)
1. MESH
 2. RING

OR

- A. Write short note on: (15)
1. BUS
 2. STAR

Q-4 Answer the Following.

- A. Explain in detail HUB, And Repeater. (10)
- B. Write down difference between HUB & SWITCH. (05)

OR

- A. Write a short note on: (15)
1. REPEATER
 2. ROUTER
 3. GATEWAY

— X —

SEAT No.

No. of Printed Page : 01

[2 & A-4]

Sardar Patel University

BBA(ISM) Examination (V Semester)

Friday, 17th November 2017

10.00 AM – 12.00 PM

UM05CBBS01 E-commerce-I

Total Marks: 60

-
- Q1 Explain the limitations and benefits of E-Commerce. 15
- OR
- Q1 What is E-Commerce? Explain driving forces of e-commerce. 15
- Q2 Explain the following term in brief. 15
1. Domain name system
 2. Client Server Application
- OR
- Q2 A. Explain the terms Digital Certificate and Digital Signature. 08
- B. What is Protocol? Explain TCP-IP in detail. 07
- Q3 A. Write a short note on Electronic fund transfer and debit card system on Internet. 08
- B. Write a detail note on Transaction certificate and Time stamp. 07
- OR
- Q3 A. List of requirements to evaluate the electronic payment systems and also explain How credit card works? 15
- Q4 A. Explain consumer decision making process. 15
- OR
- Q4 A. What is intelligent agent? Explain features of intelligent agent. 15

— X —

Sc

[6/A7]

SEAT No. _____

No. of Printed Pages : 1

Sardar Patel University

BBA(ISM) Examination (V Semester)

Wednesday, 8th November 2017

10.00 AM – 12.00 PM

DATA COMMUNICATION & COMPUTER NETWORK: UM05CBBS02

Total Marks: 60

Q-1 Answer the following.

- A. List various Network Models and explain OSI model in brief. (10)
- B. Write a short note on: LAN. (05)

OR

- A. What is Computer Network? Explain its advantages it. (08)
- B. What is LAN? List various types of components of LAN and explain them in detail. (07)

Q-2 Answer the Following.

- A. What do you mean Guided Media and Unguided Media? explain Twisted Pair cable and Coaxial Cable in detail. (15)

OR

- A. What do you mean by Multiplexing? Explain Frequency Division Multiplexing and Time Division Multiplexing in detail. (10)
- B. Write short note on: Fiber Optics Cable. (05)

Q-3 Answer the following.

- A. Write short note on: (15)
 - 1. MESH
 - 2. STAR

OR

- A. Write short note on: (15)
 - 1. BUS
 - 2. RING

Q-4 Answer the Following.

- A. Write a note on HUB. (07)
- B. Write down difference between HUB & SWITCH. (06)
- C. What do you mean by Repeater? (02)

OR

- A. Write a short note on: (15)
 - 1. REPEATER
 - 2. ROUTER
 - 3. GATEWAY

- x -
1

SEAT No. _____

[A-26]

SARDAR PATEL UNIVERSITY
BBA-ISM 5TH SEM EXAMINATION (2010 Batch)

DATE: 17-11-2017(Friday)

TIME: 02.00 P.M TO 04.00 P.M

SUB: WEB PROGRAMMING I (UM05CBBS02)

TOTAL MARKS: 60

No. of Printed Pages: 1

-
- Q-1 [A] How Client side Scripting is different from Server side Scripting. [10]
[B] Explain JavaScript variable in brief with example. [05]
OR
- Q-1[A] Explain IF Condition with a proper Example in detail. [10]
[B] Write Short Note on: [05]
1. Data Types Supported by JavaScript
2. Looping Statements in JavaScript
- Q-2 [A] What is Array? Explain with proper Example. [10]
[B] Explain any two string Method with Proper Example. [05]
OR
- Q-2 [A] What is Timer? Explain Types of Timer in Brief. [10]
[B] Explain any two Math functions with Proper Example. [05]
- Q-3 [A] List all Elements of form. Explain in Detail with proper example. [10]
[B] Explain any two string functions in brief with examples. [05]
OR
- Q-3 [A] Explain FRAME Tag with proper Example. [10]
[B] Explain String Manipulation with Proper Example. [05]
- Q-4 [A] Explain Position Properties with Proper Example. [10]
[B] What is Use of Selector in CSS? Explain with Proper Example. [05]
OR
- Q-4 [A] Explain Border Properties with Proper Example. [10]
[B] What is DHTML & CSS? Explain Types of CSS. [05]

[6]

SEAT No. _____

No. of Printed Pages : 1

Sardar Patel University
 BBA(ISM) Examination (V Semester)
 Thursday, 9th November 2017
 10.00 A.M. – 12.00 P.M.
 Web Programming-I (UM05CBBS03)

Total Marks: 60

- | | | |
|-----------|--|----|
| Q-1 | A. Explain how the web works. | 7 |
| | B. What Is HTTP? Explain Features of HTTP | 8 |
| OR | | |
| Q-1 | A. Explain URL in details. | 7 |
| | B. Explain web client and web server in details. | 8 |
| Q-2 | A. What is List? List types of List available in HTML Explain any one in detail. | 8 |
| | B. How can you link one document to another using <link> tag? | 7 |
| OR | | |
| Q-2 | A. What is HTML? Explain the structure of HTML. | 8 |
| | B. Explain text formatting tags for creating an HTML document. | 7 |
| Q-3 | Explain <TABLE> tag in details with all attribute and example. | 15 |
| OR | | |
| Q-3 | Explain <frameset> and <frame> tag with all attribute and example. | 15 |
| Q-4 | What is CSS? Explain External and Internal CSS in detail. | 15 |
| OR | | |
| Q-4 | What is form? List all the component of form tag and explain <input> tag with all attributes in details. | 15 |

☺ BEST OF LUCK ☺

①

SARDAR PATEL UNIVERSITY
BBA (ISM) Vth Semester
2017
Wednesday, 15th November
10:00 A.M. to 12:00 P.M.
Personal Finance-UM05CBBS05

[9/A-5]

Maximum Marks: 60

Note: Figure in bracket indicates marks of question.

- Q.1 From the following information provided to you, prepare a family cash budget of the Purohit Family for the period starting from 1-1-2017 to 31-12-17. Mr. and Mrs. Purohit are a young couple living in Ajmer. Mr. Purohit is an engineer in a private company and earns a salary of ₹.1,80,000 p.a. after taxes. Mrs. Purohit is a finance manager in a private company. Her salary after taxes is ₹. 1,20,000 p.a. Purohit family's annual expenditure for the period starting from 1-1-16 to 31-12-16 was as follows: [15]

Particular	Amount ₹.	Particular	Amount ₹.
Groceries	30,000	Gas and electricity	36,000
Recreation and Entertainment	6,000	Petrol and Maintenance	7,200
Medical Insurance of Family	4,000	LIC Premium of Mr. Purohit	12,000
Vehicle Loan Repayment	24,000	Home Loan Repayment	96,000
Clothing	12,000		

Additional Information:

- The Purohit family is expecting a dividend income of ₹.2,000 in the month of June 2017.
- In the year 2017, Grocery bill and Gas & Electricity Bill is expected to rise by 5%.
- Mr. Purohit pays his medical insurance premium in the month of March and his life insurance premium in the month of June. A new life policy of ₹.2,00,000 for Mrs. Purohit is bought for which a premium of ₹.10,000 is to be paid in November 2017.
- The Purohit family is expecting guest during Diwali vacation in November 2017 for which they have to make provision for ₹.10,000.
- Other expenses are expected to remain unchanged.

OR

- Q.1a) What is Personal Finance? Describe goals of personal finance in detail. [08]
b) Discuss Process of Personal Financial Planning and Budgeting in detail. [07]

- Q.2 Explain: NSC, PPF and Post office schemes. [15]

OR

- Q.2a) Define Saving and Investment. Why do you think to have diversified portfolio? [08]
b) Write on RBI relief Bonds and double option bond. [07]

- Q.3 What is Mutual fund? Explain the types of mutual funds. [15]

OR

- Q.3a) Describe the scenario of Mutual fund in India. [08]
b) What are the benefits of investment in mutual fund? [07]

- Q.4 a) What do you mean by General Insurance? Why vehicle insurance is needed? [09]
b) Explain the features of medical insurance. [06]

OR

- Q.4 Write on: [15]
1. Endowment Insurance, 2. Whole life Insurance, 3. Term Insurance

SC

SEAT No. _____

No. of Printed Pages : 1

[67A8]

SARDAR PATEL UNIVERSITY
BBA(ISM) -V- SEM Examination
Software Engineering (UM05CBBS06)
Tuesday, Date: 7/11/2017

Time:10:00 A.M TO 12:00 P.M

Total Marks: 60

Q-1 [A] Explain any two features of problem domain. [07]
[B] What is Software Engineering? Explain quality and productivity of Software. [08]

OR

Q-1 [A] Explain Phased development process? Discuss all its phases in detail. [15]

Q-2 [A] What is software process? Explain its components. [07]
[B] Explain any three characteristics of Software Process. [08]

OR

Q-2 [A] Explain Waterfall model in detail with diagram. [07]
[B] What is the difference between Prototyping & Iterative model. [08]

Q-3 [A] What is SRS? Explain its needs in detail. [07]
[B] Explain Data Flow Diagram and Data Dictionary with respect to Problem analysis. [08]

OR

Q-3 [A] Explain desirable characteristics of SRS. [07]
[B] Explain the role of Software architecture in detail. [08]

Q-4 [A] What are the different coding errors with respect to programming principles and guidelines. [07]
[B] What is the difference between structure and unstructured Programming. [08]

OR

Q-4 [A] What is the difference between error ,fault and failure. [07]
[B] What is Black Box testing? Explain any two in detail [08]

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SEAT No. _____

No. of Printed Pages : 01

[7 & A-12]

SARDAR PATEL UNIVERSITY

BBA (ISM) EXAMINATION, VTH SEMESTER,

Thursday, 16th November, 2017.

Time: - 10.00 am to 12.00 pm

Subject code: - UM05CBBS07

Subject Title: -Marketing Management-I

Total Marks: - 60

Q.1 What is Marketing? Discuss in detail Philosophy of Marketing. (15)

OR

Q.1 What is Marketing Management? Discuss in detail core concept of Marketing Management. (15)

Q.2 Discuss in detail factors affecting on Consumer Behaviour. (15)

OR

Q.2 Discuss in brief Buying Decision Making Process. (15)

Q.3 (A) Define the meaning of Product. Discuss in detail New Product Development Stages. (08)

(B) Discuss in detail Product Mix. (07)

OR

Q.3 (A) What is PLC? Discuss in detail Product Life Cycle with suitable diagrammed. (08)

(B) Discuss in detail different types of Channel of Distribution. (07)

Q.4 What is Pricing? Discuss in detail Importance & Methods of Pricing. (15)

OR

Q.4 What is Sales promotion? Discuss in detail different types of sales promotion tools. (15)

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[6] Seat No. _____

No. of printed page : 1

SARDAR PATEL UNIVERSITY
B.B.A. (ISM) (V Semester) Examination
2017

Monday, 13th November
10.00 a.m. to 12.00 p.m.

UM05CBBS08 : ENTREPRENEURSHIP DEVELOPMENT

Note : Figures to the right indicate full marks.

Total Marks : 60

- Q.1 Explain the concept of entrepreneur and entrepreneurship. [15]
Discuss various characteristics of an entrepreneurs in detail.
- OR**
- Q.1 [A] Explain the various qualities and types of an entrepreneurs. [10]
[B] Explain the difference between entrepreneur and intrapreneur. [05]
- Q.2 Discuss various problems faced by women entrepreneurs and also [15]
discuss its remedies.
- OR**
- Q.2 [A] Write on any one national level association working for women [08]
entrepreneurship development.
[B] Describe the success story of any one women entrepreneurs. [07]
- Q.3 Write notes on : [15]
[i] EDII
[ii] NIESBUD
- OR**
- Q.3 Discuss the role of NAYE for promoting [08]
[A] Women entrepreneurship. [08]
[B] Write note on : Role of MDI [07]
- Q.4 Define small scale industries. Discuss various problems of small [15]
scale industries in brief.
- OR**
- Q.4 Describe in detail the procedure to start the [08]
[A] Small Scale industries [08]
[B] Write note on – Classifications of small scale industries. [07]

===XXX===

[21]

SEAT No. _____

No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM (4 Year) EXAMINATION
SEMESTER-V NC
WEDNESDAY, 8th NOVEMBER 2017
10:00 A.M TO 12:00 P.M
UM05CBBT03
BASIC AIR FARES & TICKETING

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

TOTAL MARKS: 60

- Q.1. (A) Write down country code, capital city code, airport code and name of 5 Asian countries. (15)
- OR
- Q.1. (A) Explain about Latitude and Longitude. What do you mean by standard time? (15)
- Q.2. (A) What are the different types of journey and fare? (15)
- OR
- Q.2. (A) Explain the following terms... (if need give examples) (15)
- Fare construction systems
 - Mileage Vs. Journey
- Q.3. (A) Write any 15 entries to be put in passenger air ticket (give details in terms of entries) (15)
- OR
- Q.3. (A) Explain about travel documents and sales report. (15)
- Q.4. (A) Explain about the Passport & Visa. And also explain about their importance as a travel documents. (15)
- OR
- Q.4. (A) Write about the different types of baggage's . Explain it. (15)

— X —
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[A10]

SEAT No. _____

No. of Printed Pages: (1)

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER- V
Tuesday, 7th November 2017
10 am TO 12 pm
UM05CBBT06
TRAVEL GEOGRAPHY INTERNATIONAL II
TOTAL MARKS: 60

Q1 . Explain any 3 countries of touristic importance in South East Asia 15 marks

OR

Q1 Explain about any 3 countries of touristic importance in South Asia 15 marks

Q2 Explain about any 3 countries of Central Africa, according to you. 15 marks

OR

Q2 Explain about 03 countries of touristic importance of North Africa. 15 marks

Q3 Explain any 03 countries of tourist attraction in middle east. 15 marks

OR

Q3 Explain about Egypt and its tourist attractions. 15 marks

Q4 What do you understand by "Threats to Environment" and "No fly Zone"? Explain both 15 marks

OR

Q4 What are War Zones ?Explain giving examples 15 marks

— X —

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[22]

SEAT No. _____

NO OF PRINTED PAGES-01

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SARDAR PATEL UNIVERSITY
T.Y.B.B.A.(HONS) FIFTH SEMESTAR (THREE YEARS) EXAMINATION (TTM)
2017
FRIDAY, 10TH -NOVEMBER
10-00 A.M.TO 12-00 PM.
UM05CBBT08-TOURISM LAW

TOTAL MARKS: 60

NOTE- FIGURES TO THE RIGHT INDICATE FULL MARKS OF THE QUESTIONS.

- Q1 Explain PF. Write detailed note about the provisions of "Employees Provident Fund Act" in India. 15 marks
- OR
- Q1 Write notes on: 15 marks
1. Workmen's compensation Law.
2. Minimum Wages Act.
- Q2 Explain in detail Foreign Exchange Regulation Act. 15 marks
- OR
- Q2 Write notes on: 15 marks
1. Law related to Credit Cards.
2. Entertainment Law
- Q3 Discuss the Wild Life related laws with special reference to India. 15 marks
- OR
- Q3 Write note on: 15 marks
1. Environment Protection Act.
2. Antiquities and Art treasure Act.
- Q4 Discuss the laws relating with travel agency in detail. 15 marks
- OR
- Q4 Write notes on: 15 marks
1. Passport Act.
2. Foreigners Registration Act.

- x -

(1)

[22]

SEAT No. _____

No. of Printed Pages: (4)

**SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER- V**

Monday, 13th November 2017
10 am TO 12 pm

UM05CBBT09

Tourism

GEOGRAPHY INTERNATIONAL II

TOTAL MARKS: 60

Q1 What do you understand by "Threats to Environment" and "No fly Zone"? Explain both. 15 marks

OR

Q1 What are War Zones ?Explain giving examples 15 marks

Q2 Explain about any 3 countries of North Africa, according to you. 15 marks

OR

Q2 Explain about 03 countries of touristic importance of Central Africa. 15 marks

Q3 Explain any 03 countries of tourist attraction in middle east. 15 marks

OR

Q3 Explain about Saudi Arabia and its tourist attractions. 15 marks

Q4 Explain any 3 countries of touristic importance in Oceania. 15 marks

OR

Q4 Explain about any 3 countries of touristic importance in South Asia 15 marks

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(1)

(15)

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER-V
TUESDAY, 14th NOVEMBER 2017
10.00 A.M. TO 12.00 P.M.
UM05CBBT10
GUEST RELATION MANAGEMENT

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
 2. Answers should be precise and to the point.

- Q.1. (A) What are the points you will considered in dealing with guest on telephonic etiquettes"? discuss in brief. [15]
- OR
- Q.1. (A) What is the importance of " Guest Relation Management" ? explain the importance of " First Impression" . [15]
- Q.2. (A) Explain the following Selling techniques i.e (Attempt any 03) [15]
1. Up-selling
 2. Using sales leads
 3. Repeat sales
 4. Referred sales.
- OR
- Q.2. (A) What kind of skills and techniques required when selling the facilities and services with in the hotel ? [15]
- Q.3. (A) What is the Guest feedback system? And explain about Concierge service in a Hotel? [15]
- OR
- Q.3. (A) What do you mean by Handling Guest Complains and Handling different situations ? Explain both terms. [15]
- Q.4. (A) What is Customer Relation Programme ? And explain the maintaining good customer relations. [15]
- OR
- Q.4. (A) Explain about the Public Relations and Customer satisfaction. [15]

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 (1)

[18]

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM (3 Years) EXAMINATION
SEMESTER-V
WEDNESDAY, 15th NOVEMBER 2017
10.00 A.M. TO 12.00 P.M.
UM05CBBT11
HERITAGE MANAGEMENT

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q1.** Explain the following terms with an example. **(15)marks**
- Eco museums
 - Interpretation Centers
 - Economuseums

OR

- Q1.** Define Culture Tourism and explain its basic elements.

- Q2.** Explain the following terms... **(15)marks**
- Values related to Communication
 - Evaluation of non-use values

OR

- Q2.** Explain the Evaluation of External Effects or Repercussions.

- Q3.** Explain the effective management of heritage? **(15)marks**

OR

- Q3.** Explain about the Management of Human Resources.

- Q4.** What do you mean by the UNESCO ? what is the role of UNESCO in world heritage site. **(15)marks**

OR

- Q4.** Explain the Marketing Techniques used for Heritage Sites.
-

[13]

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM (3 Years) EXAMINATION
SEMESTER-V
THURSDAY, 16th NOVEMBER 2017
10.00 A.M. TO 12.00 P.M.
UM05CBBT12
AIRLINE MANAGEMENT

TOTAL MARKS: 60

- Note:** 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.
-

- Q1.** Explain the following terms... **(15)marks**
- Aircraft Manufacturing
 - Future of Air Transport Industry

OR

- Q1.** What are the different types of airport ? explain it.

- Q2.** Explain the following terms.. **(15)marks**
- Common Carriers
 - Air Cargo
 - General Aviation

OR

- Q2.** What are the different types of terminals ? Write about the history of airport.

- Q3.** Explain the following terms. **(15)marks**
- Passenger Services
 - Airport Security
 - Freight Services

OR

- Q3.** What are the different types of aircraft ? Explain it.

- Q4.** How an airplane flies ? and also explain about the Tail Assembly and Landing gear **(15)marks**

OR

- Q4.** Explain the following terms....
- Supersonic Flights
 - Airplane Structure

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[6/A-4]

SARDAR PATEL UNIVERSITY
B.B.A (SEMESTER V) CBCS EXAMINATION

2017

Wednesday, 15th November

10.00 a.m. to 12.00 p.m.

UM05EBBA01: Advanced Marketing Management

Maximum Marks: 60

- Note:** 1. Write your answer according to its weightage.
 2. Figures to the right indicate full marks of the questions.

Q-1 Define Research Designs. Explain various types of Research Designs in detail. 15

OR

Q-1 Explain Marketing Research process in detail. 15

Q-2 Explain the term Secondary Data. Explain its advantages and disadvantages in detail. 15

OR

Q-2 Explain Questionnaire construction process in detail. 15

Q-3 A What is Hypothesis? Explain difference between null hypothesis and Alternative hypothesis. 07

B A study was conducted to examine whether a recall of milk addictive brand from TV commercial is dependent on cognitive development (number of year of schooling) of children. Data collected from a sample of 69 children are given below:

Schooling	1 year	2 year	3 year	Total
Brand Recall	05	12	16	33
Recall of addictive type	17	12	07	36
Total	22	24	23	69

Use Chi-square test to test the hypothesis that brand recall is independent of cognitive development. (The critical chi-square value for 0.05 is 5.99)

OR

Q-3 A Explain the contents of Reports in detail. 07

B Use CRD for testing the hypothesis whether there is any significant difference in 3 varieties of wheat. Following are per hectare yield for 3 varieties of wheat each grown on 4 plots:

Variety of Wheat	Plot 1	Plot 2	Plot 3	Plot 4	Total
A1	06	07	03	08	24
A2	05	05	03	07	20
A3	05	04	03	04	16

(Critical value of F tabulated is 4.26)

Q-4 Explain importance of customer database in modern marketing in detail. 15

OR

Q-4 Explain the concept of customer satisfaction and various ways of its measurement. 15

MONDAY, 20th NOV. 2017

02-00 P.M to 04-00 P.M.

ADVANCED FINANCIAL MANAGEMENT-I: UM05EBBA02/07

Total Marks: 60

Q-1

- (A) Discuss the Dividend Capitalization approach of valuation of Equity. 08
- (B) X Ltd. is proposing to issue a 5 year, 12% preference shares. The shares will be redeemed at at Rs. 110 at the end of 5th year. Its face value is Rs.100. if an investor has a minimum RRR of 14%, what is the present value of preference shares for him? 07

OR

Q-1

- (A) "When the required rate of return is greater than/less than the coupon rate the discount/premium on the bond declines as maturity approaches." 08
- (B) A company's current market price is Rs. 50 & DPS is Rs.4. if the RRR is 14%, What is the growth rate in dividend? 07

Q-2

- (A) What is Cost of Capital? Discuss its significance. 08
- (B) A company has on its books the following details:

Type of capital	Book value (Rs.)	Market value (Rs.)	Cost (%)
Debentures	6,00,000	5,70,000	6
Preference Shares	1,40,000	1,60,000	9
Equity Shares	8,00,000	15,40,000	14
Retained earnings	3,00,000		10
	18,40,000	22,70,000	

Find out the WACOC using Book value & market value weights. 07

OR

Q-2

- (A) Explain the Capital Asset Pricing Model with illustration. 08
- (B) A company wants to issue equity shares of Rs. 100 each. The floatation cost per share is 4% of the market price of share. The company wants to pay a dividend of Rs. 6 per share. The growth rate of dividend is estimated to be 5%. Calculate the cost of new equity capital. 07

- Q-3 Define Leasing. Explain the various types of leasing arrangements. 15

OR

- Q-3 Discuss the factors relevant in making leasing decisions. 15

- Q-4 Define Venture Capital. Explain the development of Venture capital in India. 15

OR

- Q-4 Describe the future of Venture Capital in India. 15

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[6 & A-11]

SARDAR PATEL UNIVERSITY

B.B.A.-VTH SEMESTERTHURSDAY, 16TH NOV. 2017
10-00 A.M TO 12-00 PM

ADVANCED FINANCIAL MANAGEMENT-I: UM05EBBA02

TOTAL MARKS: 60

- Q-1(A) Explain the Dividend Capitalization approach of Equity valuation. 07
 (B) A Rs.100 par value bond bearing a coupon rate of 12% will mature after 5 years. What is the value of the bond if the discount rate is 15%? 08

OR

- Q-1(A) Explain the various concepts of value. State the formula for bond valuation. 07
 (B) The equity stock of a company is currently selling for Rs. 30 per share. The dividend expected next year is Rs. 2. The investors' RRR on this stock is 15%. If the constant growth model applies to the company, what is the expected growth rate? 08

- Q-2(A) Write a note on: CAPM approach. 07
 (B) The following information has been extracted from the balance sheet of ABC Ltd:

Source	Rs. In Lacs
Equity share capital	400
12% debentures	400
18% term loan	1200

- Determine the weighted average cost of capital of the company. It had been paying dividends at a consistent rate of 20% per annum. 08
 OR

- Q-2(A) Write a note on: Realized Yield approach. 07
 (B) The following information is available from the Balance Sheet of a Company:
 Equity share capital – 20,000 shares of Rs. 10 each Rs. 2,00,000
 Reserves and Surplus Rs. 1,30,000
 8% Debentures Rs. 1,70,000
 The rate of tax for the company is 50%. Current level of Equity Dividend is 12%.
 Calculate the weighted average cost of capital using the above figures. 08

- Q-3 Explain the types of leasing. Discuss the advantages of lease financing. 15

OR

- Q-3 Describe the factors relevant in making leasing decisions. 15

- Q-4 Briefly explain the various methods of venture financing. What are the steps in Venture capital investment process? 15

OR

- Q-4 Write notes on: 15
 (A) Development of Venture Capital in India.
 (B) Future of Venture Capital in India.

[1 & A-2]

SARDAR PATEL UNIVERSITY**BBA (General) Semester: V****Date: Saturday, 18/11/2017****Session: Morning, Time: 10.00 A.M. to 12.00 P.M****Subject Code: UM05EBBA03****Subject /Course Title: Advance Human Resource Management – I****Marks: 60**

Q-1 Define 'Organizational Behaviour'. Explain the factors affecting Human Behaviour in detail. [15]

OR

Q-1 Write notes on:
(A) Contributing Disciplines of Organizational Behaviour. [08]
(B) S-O-B-C Model of Human Behaviour. [07]

Q-2 Write notes on:
(A) Determinants of Personality [08]
(B) Factors affecting Learning [07]

OR

Q-2 Write notes on:
(A) Freudian and Neo Freudian stages of personality [08]
(B) Classical and Operant Conditioning Theory. [07]

Q-3 What is 'Group Dynamics'? Explain in brief stages of Group Development. Also State Types of Groups. [15]

OR

Q-3 Write notes on:
(A) Group Cohesiveness [08]
(B) Techniques to improve group decision making [07]

Q-4 Clarify the concept 'Organizational Change. Explain factor affecting Organizational Change. [15]

OR

Q-4 Write notes on:
(A) Change Process [08]
(B) Overcoming Resistance to change [07]



SEAT No. _____

No. of Printed Pages : 01

[1 & A-3]

Sardar Patel University**BBA (General): Semester –V**

Date: 17/11/2017

Session: Morning

Time: 10.00 to 12.00 P.M

Subject/Course Title: Export Management – I

Subject/Course Code: UM05EBBA04

Total Marks: 60

Note : (1) Figure to the right indicate full marks of the question .

Q-1	(A) Define Export marketing. Explain its scope in brief. (B) Differentiate between export marketing and domestic marketing. OR	[07] [08]
Q-1	Discuss various factors affecting international marketing environment in detail.	[15]
Q-2	Write notes on: 1.) Export Promotion Councils 2.) IIFT and ITPO OR	[15]
Q-2	Discuss various features of current Foreign Trade Policy in detail.	[15]
Q-3	Why there is need for export assistance? Explain various Export Promotion Measures taken by Indian Government in brief. OR	[15]
Q-3	Write short notes on: 1.) Special Economic Zones 2.) Star Export-Houses 3.) Deemed Exports	[15]
Q-4	(A) What are the objectives and functions of IMF? (B) Write note on – SAARC OR	[10] [05]
Q-4	(A) What are the objectives and functions of WTO? (B) Write note on -- EU	[10] [05]

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[3]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A. (General)

(FIFTH SEMESTER) EXAMINATION 2017

Monday, 13th November, 2017

10:00 a.m. To 12:00 p.m.

UM05EBBA05: Computer Based Project Management – I

Total Marks: 60

Q:1

A Define Project Web Access and Explain Project Management Processes. [10]

B Define Teams: Baseline and Stakeholders. [05]

OR

A Define Project Server and Explain the Keys for successful Project management. [10]

B Explain Project Management Basics. [05]

Q:2

A Define Indent and Write steps to create Work Breakdown Structures with example. [10]

B Write steps to organize task into outline. [05]

OR

A Define WBS and Write steps to Attach any documentations to the task with example. [10]

B Write steps to add hyperlink to the task [05]

Q:3

A Explain Network View and Gantt Chart View in detail. [10]

B Write short keys for navigating to a Specific Location in a View. [05]

OR

A Explain Calendar View and Resource View in detail. [10]

B How to sort project information. [05]

Q:4

A Define Task and Task Dependency and Write a steps to Change Task Dependency of any tasks and How to schedule task calendars? [15]

OR

A Define Duration and Task Deadline and Write steps to Scheduling Task Deadlines in project Schedule and Write short note on setting task duration [15]

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SEAT No. _____

No. of Printed Pages: 02

[A-18]

SARDAR PATEL UNIVERSITY
B.B.A. (General) (V Semester) NC EXAMINATION (2010 Batch)
Tuesday, 21st November 2017
2.00 p.m. to 4.00 p.m.
ADVANCE MARKETING MANAGEMENT – I
(UM05EBBA06)

Maximum Marks: 60

Q.1 A Clarify the concept of Research Design and discuss in detail major types of Research Designs **10**

Q.1 B Write a note on major components of MKIS. **05**

OR

Q.1 What do we mean by term “Marketing Research”? Describe the process of marketing research in detail. **15**

Q.2 What is Data Collection? Discuss in detail major sources of data collection. **15**

OR

Q.2 What do we mean by sampling methods? Discuss the major non probability techniques in brief. **15**

Q.3 A The sales of Nano car for first four months of the year for 3 cities of Gujarat has been given below: **10**

Months	Cities of Gujarat			TOTAL
	Ahmadabad	Surat	Rajkot	
January	37	37	36	110
February	40	39	38	117
March	38	35	34	107
April	35	34	34	103
TOTAL	150	145	142	437

Is the difference in the sales in 3 cities of Gujarat significant? Identify the test and run the hypothesis. (Table value at 5% significance is 12.59)

Q.3 B Write a note on major types of reports. **05**

OR

C.P.T.O.)

Q.3 A A car manufacturer administered a questionnaire to a group of potential buyers before and after ad campaign. This was aimed to measure the change in awareness about the various features of the product. Results of the survey are given below:

10

Respondents	1	2	3	4	5	6	7	8	9	10
Awareness before ad campaign	70	68	52	90	81	55	55	46	36	42
Awareness after ad campaign	72	69	60	84	90	62	52	51	50	68

Has the campaign successful in increasing awareness? Apply Wilcoxon T test and run the hypothesis. (Table value is 10).

Q.3 B Write a note on Type I & Type II error.

05

Q.4 Write a note on the following (ANY THREE):

03×05 = 15

- 1) Importance of Customer Database
- 2) Internet Marketing
- 3) TQM (Total Quality Management)
- 4) Relationship Marketing.
- 5) Brand Equity Measurement.

————— X —————

[8]

SARDAR PATEL UNIVERSITY
BBA (FT/IB) SEM- V Year: 2017-18
Subject: Climate Change & Sustainable Development
Code: UM05EBBF01/FBBBB02

Date: 15/11/2017
Day: Wednesday

Time: 10:00am to 12:00 pm
Total Marks: 60

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

Q.1 Define Environmental changes. Describe their causes and effects in brief. [15]

OR

Q.1 Elaborate the relationship between society, economy and environment. [15]

Q.2 What are Green House Gases? Discuss its effects and give measures to mitigate green house gases emission. [15]

OR

Q.2 Describe Kyoto protocol and its mechanism in detail. [15]

Q.3 What is water conservation? Discuss rain water harvesting and watershed management method of water conservation in detail. [15]

OR

Q.3 Write short notes on: [15]
a) Sustainable land management
b) Biodiversity management

Q.4 Define the term sustainable development. Discuss the objectives, needs and measures for sustainable development. [15]

OR

Q.4 Write note on: [15]
a) Business Responsibility
b) Sustainable urban future

[4]23]

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

BBA (HONS) (HM/TTM) Examination Semester- 5 (NC)

Day: Friday

Date: 10/11/2017

Time: 10:00 AM to 12:00 NOON

Session: Morning

Subject: BUSINESS ETHICS

Subject Code: UM05EBBH01/T01

Total Marks: 60

Figure in the right are the Marks

- Q:1 (A) Write a Note on: Principles of Business Ethics 08
(B) Write a Note on: Need for Business Ethics 07

OR

Q:1 Explain the term Business Ethics. What are the various Ethical issues in following proper Corporate Governance? Discuss. 15

- Q:2 (A) Write a Note on: Conservation of Natural Resources 07
(B) Write a Note on: Air Pollution and Land Pollution 08

OR

Q:2 Explain the relationship between Business and Environmental ethics. What kind of eco-friendly practices can be followed by the Companies today? Discuss. 15

- Q:3 (A) Write a Note on: Conflict of interest in Business decision 08
(B) Write a Note on: Fairness and honesty 07

OR

Q:3 Discuss the importance of ethical behavior at the work place. Also, discuss the guidelines for managing ethics at the work place. 15

- Q:4 (A) Write a Note on: Reasons for unethical behaviour 08
(B) Write a Note on: Ethical behavior in Marketing 07

OR

Q:4 What are the potential conflicts in Accounting and Finance? Discuss the fundamental principles regarding the ethics in Companies. 15

XX

(1)

[23725]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
T.Y. B.B.A. (HM) Examination, Semester V
Tuesday, 7th November, 2017
10 a.m. to 12 noon
UM05EBBH02:- DISCOVERY OF INDIA
UM05EBBT03

Total Marks: 60

- Note: 1. Figures to the right indicate marks of the questions.**
2. Answers should be precise and to the point.

- 1 a. Indian Culture had a deep impact because of the Mughals. Justify (8)
 b. Discuss about the Indian trade industry with other countries during the earlier age. (7)
- OR**
- Who was Mahavira? What are his contributions? (15)
- 2 a. How did Hinduism absorb Buddhism in India? (8)
 b. Write a short note on any two Mughal Kings. (7)
- OR**
- How the British Raj uprooted the Indian Kings? Explain with all relevant details (15)
- 3 Describe the whole life of King Ashoka along with his transformation. (15)
- OR**
- a. What were the important teachings of Buddha? (8)
 b. Describe the comings of the different Europeans to India. (7)
- 4 Battle of Plassey took place in 1757. Till then it took 190 years to get the Independence. Describe the journey. (15)
- OR**
- Indus Valley Civilization was a valley of culture, heritage and technology. Elaborate in details., (15)

— X —

[7]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

3rd year BBA – ITM (4years) EXAMINATION

SEMESTER– V (NC)

Monday, 13th November, 2017

10.00 A.M TO 12.00 P.M.

SUBJECT: Principles of Marketing management

CODE: UM05EBBI01

- Note: 1. Figure to the right indicates full marks.
2. All questions carry equal marks.

Total Marks: 60

Q.1 Explain importance of marketing management to business and Indian economy. (15)

OR

Q.1 (a) Discuss core concepts of marketing management (10)
(b) Differentiate between selling and marketing. (05)

Q.2 What are the different factors influencing buying behaviour. (15)

OR

Q.2 Explain model of consumer behaviour. (15)

Q.3 Discuss new product development process by giving example. (15)

OR

Q.3 Explain factors affecting channels of distribution. (15)

Q.4 What is sales promotion? Explain different tools of consumer sales promotion. (15)

OR

Q.4 Explain selection process of sales force. (15)

Page 1 of 1

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(5)

SEAT No. _____

No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY
BBA (Fifth Semester) Four Years (NC) CBCS Examination
14TH November, 2017, Tuesday
10.00 a.m. to 12.00 p.m
Advertising Management (UM05EBBI02)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) Define advertising and discuss message and media decision of advertising (15)

OR

Q.1) Write a detailed note on objectives of advertising. (15)

Q.2) Explain the steps for developing effective communication (15)

OR

Q.2) Explain ethical and social issues affecting advertising decision (15)

Q.3) Describe the types of advertisement copy with relevant example. (15)

OR

Q.3) Explain pre- testing methods to evaluate the effectiveness of an advertisement (15)

Q.4) Write a note on types of department structure found in an ad agency. (15)

OR

Q.4) Discuss the selection and appraisal format followed in an ad agency. (15)

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④

SARDAR PATEL UNIVERSITY

B.B.A. (ITM) (SEMESTER-V) EXAMINATION (4 YEARS)

[10/A-6]

2017

Wednesday, 15th November

10:00 A.M. To 12:00 P.M.

UM05EBBI03 : PRINCIPLES OF FINANCIAL MANAGEMENT

Total Marks: 60

- Note:** (1) Figures to the right indicate full marks of each question.
 (2) All questions carry equal marks.
 (3) All working notes are part of answer.
 (4) The present value table will be provided on request.

- Q-1 (A) Explain Profit Maximization and Wealth Maximization goals. Which one is superior in your opinion and why? [08]
 (B) "The importance of financial management has increased in modern times." Elucidate. [07]

OR

- Q-1 (A) Discuss the role of Financial Manager in details. [09]
 (B) "It is either eBusiness or no business at all". Discuss with reference to efinance. [06]
 Q-2 (A) The following is the details of Ram Limited for the year ended 31st March, 2017 are furnishes below: [08]

Operating Leverage	3:1
Financial Leverage	2:1
Interest Charges per annum	Rs. 20,00,000
Corporate tax rate	50%
Variable cost as percentage of sale	60%

Prepare the income statement of the company.

- (B) Difference between over capitalization and under capitalization. [07]

OR

- Q-2 (A) The capital structure of Arpit Export Limited consist of an equity share capital of Rs. 6,00,000 (Share of Rs. 10 each) and Rs. 6,00,000 10% Debenture. Sales increased by 20% from 60,000 to 72,000 units, the selling price are Rs. 10 per unit. Variable cost is Rs. 6 per unit and fixed costs amount to Rs. 1,00,000. The company's tax rate is 50%.
 You are required to compute the degree of operating leverage, degree of financial leverage and degree of combined leverage. [09]
 (B) Explain the causes of over capitalization. [06]

- Q-3 (A) Sindhu Syntex is considering purchasing a machine. Two machines A & B are available with the following details: [08]

Particular	Machine-A (Rs.)	Machine-B (Rs.)
Cost	24000	30000
Estimated Scrap	2400	3600

Estimated cash Inflows (Rs.)						
Year	1	2	3	4	5	6
Machine-A	3000	4500	7500	7500	6000	6000
Machine-B	6000	9000	9000	9000	4500	3000

Evaluate the two alternatives using Pay Back Period Method.

- (B) Define capital budgeting and explain steps of capital budgeting process. [07]

OR

- Q-3 (A) Calculate the PBP, ARR, NPV and PI for the a project which requires an initial outlay of Rs. 10,000 and generate years ending cash flow (After tax but before depreciation) of Rs. 6,000, Rs. 3,000, Rs. 2,000, Rs. 5,000 and Rs. 5,000 from the end of the first year to the end of fifth year. The required rate of return is 10% and pays tax at 50%. The project has a life of five years and depreciation at straight line basis. [11]

Year	1	2	3	4	5
Discount Rate at 10%	0.909	0.826	0.751	0.683	0.620

- (B) Write a note on: Net Present Value [04]

- Q-4 (A) Describe the factors affecting capital structure decision. [10]

- (B) The following data related to companies X and Y which are homogeneous groups: [05]

Net Operating Income	Rs. 50,000	Rs. 50,000
Overall cost of Capital	12.5%	12.5%
5% Debentures	Rs. 2,00,000	---

Calculate the value of companies under Net Operating Income (NOI) theory and also compute cost of equity capital.

OR

- Q-4 (A) In considering the optimum capital structure for a company, the following estimates of cost of debt and equity capital have been made at various level of debt- equity mix: [09]

Debt as a % of total capital employed	Cost of Debt (%)	Cost of Equity (%)
0	7	15
10	7	15
20	7	16
30	8	17
40	9	18
50	10	21
60	11	24

You are required to determine optimum debt-equity mix for the company by calculating composite cost of capital.

- (B) Critically examine the Modigliani and Miller approach of capital structure theory. [06]

[A-33]

SARDAR PATEL UNIVERSITY
 B.B.A. [HONOURS][ITM] - Vth Semester
 Thursday, 16th November, 2017
 Session: Evening Time: 2.00 p.m. To 4.00 p.m.
 Subject Code: UM05EBBI03
 Subject: Principles of Financial Management

Total Marks: 60

Q1 Define financial management. Discuss in detail the finance functions. [15]

OR

Q1 Write a brief note on: [15]

1. Use of IT in Financial decision-making
2. Scope of financial management

Q2 Discuss the concept, causes and remedies of under capitalization. [15]

OR

Q2[a] Calculate the operating, financial and combined leverage for the following firms: [10]

Particulars	X	Y
Output (units)	60,000	1,00,000
Fixed costs (Rs.)	7000	1500
Variable cost per unit (Rs.)	0.20	0.02
Interest on Borrowed capital (Rs.)	4000	---
Selling price per unit (Rs.)	0.60	0.10

Q2[b] Briefly explain the theories of capitalization. [05]

Q3 Explain the concept, significance and process of capital budgeting. [15]

OR

Q3 A company is contemplating to purchase a machine. The machine costs Rs.5,00,000. A [15]

discounting rate of 10% is to be used. The machine is to be written off in five years by straight line method of depreciation with nil residual value. Cash flows after tax are expected as follows:

Year	Machine A
1	1,50,000
2	2,00,000
3	2,50,000
4	1,50,000
5	1,00,000

Calculate the following:

1. Payback period
2. Net Present value
3. Profitability index
4. Average rate of return

Q4[a] Explain the internal and external factors affecting the capital structure decision. [15]

OR

Q4[a] Two companies X and Y belong to the equivalent risk group. The two companies are identical in every [10]

respect except that Y is a levered while X is unlevered. The outstanding amount of debt of the levered firm is Rs.6,00,000 in 10% debentures. The other information is as follows:

Particulars	X	Y
EBIT	1,50,000	1,50,000
Interest	-----	60,000
NI	1,50,000	90,000
Ke	0.15	0.20
S	10,00,000	4,50,000
B	-----	6,00,000
V	10,00,000	10,50,000
Ko	0.15	0.143

An investor owns 5% equity shares of company Y. Show the arbitrage process and the amount by which he could reduce his outlay through leverage.

Q4[b] Explain the guiding principles of capital structure decision. [05]

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[A-13]

SARDAR PATEL UNIVERSITY
TYBBA (ITM)(NC,4 YEARS) EXAMINATION
SEMESTER V (NC,CBCS)
THURSDAY,16TH NOVEMBER
2017

10.00 am to 12.00 pm

UM05EBBI04: MANAGEMENT OF FINANCIAL SERVICES-I

Marks 60

- Q.1.[a] What are causes for financial innovation in India? List new financial instruments. [08]
 [b] Discuss factors retarding growth of financial services sector in India. [07]
- OR**
- Q.1.[a] Discuss the scope of financial services. [08]
 [b] What are present challenges facing the financial sector in India? [07]
- Q.2. Write short note on functions of RBI [15]
OR
- Q.2 Write a note on: (a) SEBI (b) Credit rating agencies. [15]
- Q.3.[a] Explain importance of stock exchange in development of our economy. [08]
 [b] Write short note on: Call money market [07]
- OR**
- Q.3.[a] Write note on :Money market instruments [08]
 [b] Write note on (a) Commercial bill market (b) Treasury bill market [07]
- Q.4 What is leasing? What is importance of debt market in India? [15]
- OR**
- Q.4 Explain role of capital market and money market in economic development of our country. [15]

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SEAT No. _____

No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY

BBA (ITM) (4 Years) (NC) V Semester

Tuesday, 7th November 2017

Morning Session, 10 am to 12 noon

UM05EBBI06 Organisational Behaviour – I

Total Marks: 60

Note: Figures to the right hand side of the question indicates marks

Q. 1. Define Organisational Behaviour. Explain in detail factors affecting human behavior at work. (15)

OR

Q. 1. A Write a note on Elements of organisational behavior. (05)

Q. 1. B Write a note on contributing disciplines of organisational behavior. (05)

Q. 1. C Write a note on model of human behavior and their limitations. (05)

Q. 2. Clarify the concept of Social systems. Discuss in detail Role and Prepositions (15)

OR

Q. 2. A Write a note on Funtional actions. (05)

Q. 2. B Write a note on dysfunctional actions. (05)

Q. 2. C Write a note on Social culture. (05)

Q. 3. Clarify the concept of Personality. Explain in detail Freudian and Neo Freudian stages of personality. (15)

OR

Q. 3. A Write a note on Factors affecting learning. (05)

Q. 3. B Write a note on determinants of personality. (05)

Q. 3. C Write a note on classical conditioning theory. (05)

Q. 4. Clarify the concept of Group. Discuss in detail Characteristics and factors affecting growth of group dynamics (15)

OR

Q. 4. A Write a note on Stages of Group Development. (05)

Q. 4. B Write a note on Group Norms. (05)

Q. 4. C Write a note on Group Cohesiveness. (05)

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SARDAR PATEL UNIVERSITY

T.Y.B.B.A.(NC,HONOURS,4 YEARS) – ITM (SEM-V) CBCS EXAMINATION

Friday, 17th NOVEMBER, 2017

10.00 am to 1200 pm

UM05EBBI07: FOREIGN TRADE

Total Marks: 60

Q.1 Define International Business. Describe the various reasons to enter into the international business. 15

OR

Q.1 Explain the various Factors affecting international business in detail. 15

Q.2(a) Explain the various Trends and Developments of India's Export Trade in detail. 10

(b) Write a note on components of Balance of Payment. 05

OR

Q.2 Write a note on 15

- 1. ASEAN
- 2. SAARC

Q.3 Write a note on 15

- 1. Marine Insurance
- 2. EXIM Bank

OR

Q.3 Write a note on 15

- 1. Pre-shipment Finance
- 2. ECGC

Q.4 Write a note on 15

- 1. India's Port
- 2. Commodity Boards

OR

Q.4 Write a note on

- 1. FIEO
- 2. IIFT
- 3. Export Promotion Councils

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[2 & A-3]

SARDAR PATEL UNIVERSITY
TY BBA (ITM) SEM-V (4 Years) (NC)
EXAMINATION – Nov-2017
Saturday, 18th November, 2017
Global Business Affairs
UM05EBBI08

Time: 10:00 A.M to 12:00 P.M

Marks: -60

Note: - 1) Figures to the right hand side of the question indicate their marks.
 2) Draw diagrams and give examples wherever necessary.

- | | | |
|--------|--|----|
| Q.1[A] | What is globalization? Describe the dimensions and different stages of globalization. | 08 |
| [B] | Describe the essentials conditions for globalization. | 07 |
| OR | | |
| Q.1[A] | Explain in brief the globalization of world economy. | 07 |
| [B] | Write down the advantages and disadvantages of globalization. | 08 |
| Q.2[A] | What is Regional Economic Integration? Discuss the types of economic integration. | 08 |
| [B] | Write a short note on theory of Custom Union. | 07 |
| OR | | |
| Q.2 | Write a short note on South Asian Association for Regional Cooperation (SAARC). | 15 |
| Q.3 | Describe the growth & significance of foreign investment. | 15 |
| OR | | |
| Q.3 | Define international investment. Also describe the concept and different factors affecting foreign investment. | 15 |
| Q.4 | Write a detail note on importance and dominance of Multinational Corporations. | 15 |
| OR | | |
| Q.4[A] | Define Multinational Corporations. Describe the different organizational Models of MNC's. | 08 |
| [B] | Write a short note on MNC's and International trade. | 07 |

— X —

[14]

SEAT No. _____

No. of Printed Pages: 02

**SARDAR PATEL UNIVERSITY
BBA (ITM) SEM: V EXAMINATION
2017**

**Tuesday, November 14
10:00 AM to 12.00 PM**

UM05EBBI09

ADVANCED FINANCIAL MANAGEMENT - I

Total Marks: 60

Note: All working notes are part of the answer.

Q:1[A] List out different investment avenues available to the investors and explain corporate investment avenues. [10]

[B] Discriminate between investment and speculation. [05]

OR

Q:1[A] Write notes on: [10]

1) Sources of investment information

2) Objectives of investment

[B] "Before making investment investors should consider various characteristics of investment" Briefly explain the statement. [05]

Q:2[A] A company is currently paying dividend of Rs. 2 per share. Its dividend is expected to grow at a rate of 15 % for 3 year, and then it falls to 10% for the next 3 year after which it is expected to grow at a rate of 5 % forever. The capitalization rate is 9%. What is the intrinsic value per share? [06]

[B] A company is proposing to issue 5 year debenture of Rs. 1000 each, redeemable in equal installment. The bond carry coupon rate of 14%. If an investor has a minimum required rate of return of 12%, calculate present value of debenture. [05]

[B] Explain following concepts of value. [04]

1. Market value

2. Going concern value

OR

Q:2[A] Explain and illustrate relationship between required rate of return and coupon rate. [06]

[B] The current market price of Rs.1000 par value bond carrying coupon rate of 8% and maturing after 5 years is Rs.1020. Calculate yield to maturity for the bond. [05]

What will be yield to maturity if market value of bond is Rs.1040?

[C] How you calculate value of bonds having semiannual coupon payment? Explain. [04]

Q:3 Explain the concept of leasing. Discuss various types of lease agreement. [15]

OR

Q:3[A] What factors would you keep in mind while making leasing decision? Explain. [10]

[B] Explain in brief importance of leasing as a means of financing. [05]

(P.T.O)

Q:4[A] The details regarding three companies are given below: [09]

Platinum Ltd.	Gold Ltd.	Silver Ltd.
$r = 12\%$	$r = 8\%$	$r = 10\%$
$K_e = 10\%$	$K_e = 10\%$	$K_e = 10\%$
$E = \text{Rs. } 50$	$E = \text{Rs. } 50$	$E = \text{Rs. } 50$

Compute the value of an equity share of each of three companies applying **Walter's formula** when dividend payout ratio is (a) 0% (b) 40% and (c) 100%.

[B] What is meant by dividend? Explain different kinds of dividends paid by companies. [06]

OR

Q:4[A] Discuss various factors influencing dividend decision. [09]

[B] The following information is available in respect of the rate of return on investment (r), cost of capital (k) and earnings per share (E) of Ashapura Ltd. [06]

Rate of return on investment(r)=12%

Earnings per share(EPS) = Rs 20

	D/P ratio	Retention ratio	K_e (%)
a)	10	90	20
b)	20	80	19
c)	30	70	18
d)	40	60	17
e)	50	50	16
f)	60	40	15

Compute the value of its share as per **Gordon' Model**.

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[17]

SARDAR PATEL UNIVERSITY
TYBBA-ITM (Fifth Semester)(3 YEARS) CBCS Examination
15TH November, 2017, Wednesday
10.00 to 12.00 p.m.
Advanced Marketing Management-I (UM05EBBI10)

Total Marks: - 60

Note: Figures to the right indicate marks

- Q.1) (A) Define publicity and discuss the characteristics of the same. (07)
 (B) Write a note on importance of publicity. (08)

OR

- Q.1) Differentiate between advertising v/s publicity. (15)

- Q.2) What is Marketing Information system. Discuss the elements of MIS. (15)

OR

- Q.2) Write difference between Marketing Information and Marketing Research. (15)

- Q.3) Explain Customer Relationship Management process. (15)

OR

- Q.3) Discuss the origin and features of CRM (15)

- Q.4) Explain the types of retail formats (15)

OR

- Q.4) Discuss the retail location strategies with example. (15)

— X —

SEAT No. _____

[7]

SARDAR PATEL UNIVERSITY
TYBBA (ITM)(3 YEARS) EXAMINATION
SEMESTER V (REGULAR,CBCS)
FRIDAY,17th NOVEMBER

2017

10.00 am to 12.00 pm

UM05EBBI12: ADVANCE EXPORT MANAGEMENT-I

Marks 60

- Q.1 What are the difference between domestic and international business? Explain the methods of entry in international business 15
- OR
- Q.1 What do you mean by International business? What are the Reasons to enter international business? 15
- Q.2 What do you mean by Balance of Payment? Explain the components and causes of balance of payment disequilibrium in India. 15
- OR
- Q.2 Write a shortnote on: 15
1) ASEAN 08
2) NAFTA 07
- Q.3 Write a short : note on (a) of World Trade Organization(b) Ministerial Conferences. 15
- OR
- Q.3 Write a detailed note on(a) Methods of dispute settlement and (b)World trade organization agreements 15
- Q.4 Explain in detail purchasing power parity theory 15
- OR
- Q.4 Explain in detail factors affecting spot exchange rate. 15

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SARDAR PATEL UNIVERSITY

BBA – ITM (SEMESTER – V) (CBCS)

SUB: - UM05EBBI13 (Management Information System)

Time: 10:00am to 12:00pm

Marks: 60

Date: 20/11/2017, Monday

- Q-1 What is Information System? Explain Decision Support System in depth. [15]
- OR
- Q-1 Discuss Executive Information System with all its advantages and disadvantages. [15]
- Q-2 Explain following in details:
- (A) Typical MIS [07]
- (B) Evolution of MIS [08]
- OR
- Q-2 What is BIS? List different classification of Business functions. Explain Information needs of Business. [15]
- Q-3 What is Systems Theory? Explain classical view of organization with its major factors. [15]
- OR
- Q-3 Discuss following in depth:
- (A) Managerial Role [08]
- (B) The impact of computers on organizations and individuals [07]
- Q-4 Discuss following in depth:
- (A) Planning for IT Infrastructure [08]
- (B) Decision Making Environment [07]
- OR
- Q-4 How to evaluate IT investments and Information Systems? Discuss. [15]

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[5]

SARDAR PATEL UNIVERSITY
BBA (ITM) Examination, Semester – V (Regular) (CBCS)
SOFTWARE ENGINEERING
UM05EBBI14

Date: Monday 20th November, 2017

Time: 10:00 a.m. to 12:00 p.m.

Total Marks: 60

- Q – 1 [A] Explain Software Development Phases in detail. [10]
[B] Explain Prototype model in brief. [05]

OR

- Q – 1 [A] Explain Software Process and its characteristics. [10]
[B] Explain Waterfall model in brief. [05]

- Q – 2 [A] Define: SRS. Explain need of SRS in detail. [10]
[B] Explain SQAP in brief. [05]

OR

- Q – 2 [A] Explain Characteristics of SRS and Components of SRS. [10]
[B] Explain Validation of SRS in brief. [05]

- Q – 3 [A] Explain Software Design principles in detail. [10]
[B] Explain Coupling in brief. [05]

OR

- Q – 3 [A] Explain Design Verification in detail. [10]
[B] Explain Cohesion in brief. [05]

- Q – 4 [A] Define: Coding. Explain Top-Down and Bottom-Up Approach for Coding in detail. [10]
[B] Explain in brief: Code Verification. [05]

OR

- Q – 4 [A] Define: Testing. Explain Top-Down and Bottom-Up Approach for Testing in detail. [10]
[B] Explain Black Box Testing and White Box Testing in brief. [05]

[6]

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SARDAR PATEL UNIVERSITY
B.B.A. (ISM) (V Semester) EXAMINATION
Friday, 10th November 2017
10.00 a.m. to 12.00 p.m.
BUSINESS ETHICS
(UM05EBBS02)

Maximum Marks: 60

Q.1 Clarify the concept of Ethics and Business Ethics. Explain in detail major factors affecting Business Ethics. 15

OR

Q.1 A Write a note on Principles of Business Ethics. 10

Q.1 B Examine in brief need of Business Ethics in success of business organisations. 05

Q.2 Write a note on any THREE of the following: 03×05=15
1) Professional Ethics.
2) International Ethics.
3) Knowledge & Skill based Ethics.
4) Production Ethics.
5) HRM Ethics.

Q.3 Write a detail note on Social Responsibility in India. 15

OR

Q.3 Clarify the concept of Social Responsibility and examine responsibilities towards various interest groups. 15

Q.4 Clarify the concept of Ethical Leadership and discuss in detail how leadership affects ethical functioning of business organisations. 15

OR

Q.4 A Write a note on Normative theory of Business Ethics. 10

Q.4 B Write a note on Traits of Ethical Leader. 05

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SARDAR PATEL UNIVERSITY

B.B.A. (SEM-V) (HONOURS)-ITM (3 YEARS) EXAMINATION

THURSDAY, 16TH NOVEMBER, 2017

SUB: ADVANCE HUMAN RESOURCE MANAGEMENT- UM05EBB111

TIME: 10:00 PM TO 12:00 PM

TOTAL MARKS: 60

Q-1 (A) What is Organizational Behavior? Explain the various factors which affect human behavior at work. (8)

(B) Define the S.O.B.C model of human behavior. (7)

OR

Q-1 (A) Explain the term Personality. Discuss the determinants of personality in detail. (8)

(B) Discuss the Freudian and Neo Freudian stages of personality. (7)

Q-2 (A) What do you understand by the term perception and sensation? Discuss the perceptual selectivity. (8)

(B) Elaborate the perceptual process. (7)

OR

Q-2 (A) Define learning and explain the factors affecting learning. (8)

(B) Discuss the components of learning process. (7)

Q-3 (A) What is interpersonal behavior and Transactional analysis? Define the benefits and uses of transactional analysis. (8)

(B) Write a sort note on Transactions. (7)

OR

Q-3 (A) Define the quality of work life and explain the techniques (Approaches) for improving QWL. (8)

(B) Write a sort note on Work Life Balance. (7)

Q-4 (A) What is Group Dynamics? Explain the stages of group development. (8)

(B) Explain in detail the Group Cohesiveness. (7)

OR

Q-4 (A) Define the meaning of Team and discuss the difference between group and team and explain the importance of team. (8)

(B) Discuss the characteristics of an effective team. (7)

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SARDAR PATEL UNIVERSITY

B.B.A.(General) (V Semester) Examination

Saturday, 11th November 2017

10:00 am -12:00 pm

UM05FBBA01-Leadership Skills for Management –I

TOTAL MARKS: 60

Q-1. Give the meaning of Leadership. Explain the Importance and Effectiveness of leadership. (15)

OR

Q-1. Describe the levels of conceptualization for leadership in detail. (15)

Q-2. What is Empowerment. Explain the consequences and facilitating conditions of empowerment. (15)

OR

Q-2. (A) Give the meaning of Delegation. Explain the advantages of delegation. (08)

(B) Define the Participative Leadership. Describe the guidelines for participative leadership. (07)

Q-3. Define the term Leadership Training Programme and discuss the steps involved in designing effective training programme. (15)

OR

Q-3. Write note on (15)

(A) Business Games and Simulation

(B) Behaviour Role Model.

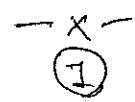
Q-4. Write a note on following theories of leadership (Any two) (15)

(1) Behavioural theory

(2) Situational theory

(3) Trait theory

(4) Charismatic theory.



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SARDAR PATEL UNIVERSITY
BBA EXAMINATION – Semester - V
Saturday, 11th November 2017

UM05FBBA02 – Business Etiquettes and Presentation Skills – I

Time: 10:00 a. m to 12: 00 p m

Total Marks: 60

- Q – 1 A Write a note on the etiquettes to be followed with customers. (08)
- B Describe the etiquettes with peers at workplace. (07)

OR

- Q – 1 Explain the concept and importance of Business Etiquettes. (15)
- Q – 2 A How can you make presentation more effective? (08)
- B What is the importance and role of business presentation? (07)

OR

- Q – 2 What are the steps for planning a presentation? (15)

- Q – 3 A Write short notes on: (08)
 - 1. Panel Discussions
 - 2. Round Table Conferences
- B Write a detailed note on Internet and Radio as effective publicity media. (07)

OR

- Q – 3 A Define Public Relations. What are the four elements of Public Relations? (15)

- Q – 4 A Explain the basics of Organizational Communication (08)
- B Write a note on Interpersonal Communication (07)

OR

- Q – 4 A Define Organizational Communication. What is the importance of communication in the organization? (15)

- x -
①

[6/A9]

SEAT No. _____

No. of Pages : 2

SARDAR PATEL UNIVERSITY

November Examination , Semester - V

T.Y.B.B.A. (FT) - UM05FBBF01 / UM05FBBB01 (1B)

Subject : Foreign Language (BASIC FRENCH)

Date : Saturday , 11th November 2017

Time : 10.00 am TO 12.00 pm

Duration : 2 hours

Total Marks :60

- Q.1 [A] Translate the following words into French. [08]
 (a) Yesterday (b) Behind (c) Cool (g) Good noon
 (d) From (e) Boy (f) This is (h) There is/are

- [B] Fill in the blanks with the subject pronouns. [07]
 (1) _____ écoutez (Il , Vous, Ils)
 (2) _____ habitons (Elle , Nous, Ils)
 (3) _____ regardes (Tu , Nous, Ils)
 (4) _____ mange (Je , Vous, Tu)
 (5) _____ t'appelle (Tu , Je, Il)
 (6) _____ parlent (Elle , Nous, Ils)
 (7) _____ as (Elles , Tu , Il)

OR

- Q.1 [A] Put the definite articles. (le,la,les,l') [07]
 (1) _____ potable (2) _____ stylo (3) _____ chaise
 (4) _____ thé (5) _____ documents (6) _____ hotel
 (7) _____ salades

- [B] Convert the following sentences into French. [08]
 (1) Philippe is Singer.
 (2) It is a table.
 (3) I am sorry.
 (4) Bhavya and Shiv are students.

- Q.2 [A] Write down the conjugation of following verbs. [06]
 (1) apporter
 (2) être

- [B] Write down the following numbers in French. [09]
 0 , 2 , 6 , 8 , 11 , 12 ,14 , 16, 20

OR

- Q.2 [A] Convert the following sentences into negatives. [06]
 (1) Elle regarde une télévision.
 (2) Vous êtes professeur.
 (3) Karnal habite à Baroda.

(PTO)

- (4) Je suis journaliste.
 (5) Parth et Hiral sont à Baroda.
 (6) Il est suisse.

[B] Write down the Months name in French.(any nine) [09]

Q.3 [A] Make the questions (Interrogative form) from the following sentences. [10]

- (1) _____ ? Je suis Ritesh.
 (2) _____ ? Oui, Je suis indien.
 (3) _____ ? Tres bien.
 (4) _____ ? J'ai 30 ans.
 (5) _____ ? C'est Keval Patel.

[B] Write down the conjugation of following verb. [05]
 Aller (past tense)

OR

Q.3 [A] Convert the following sentences with appropriate possessive adjectives. [10]

- (1) He is his father.
 (2) They are our students.
 (3) This is your pencil.
 (4) Mayur is my friend.
 (5) Neha and Tulsi pass their vacation at Mahabaleshawar .

[B] Put the suitable adjectives. [05]

- (1) Fat - - _____ (4) happy - _____
 (2) Easy - - _____ (5) Rich - _____
 (3) Good - - _____

Q.4 [A] Translate the following words into French. [07]

- (1) North (2) Circle (3) Father (4) Sister
 (5) East (6) Thank you (7) Salesman

[B] Write down the conjugation of following verb in Present tense. [08]

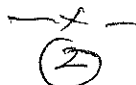
- (1) Venir
 (2) Finir

OR

Q.4 [A] Write down the Name of Colors in French.(Any Seven) [07]

[B] Write down the Name of Animals in French.(Any Eight) [08]

!.... Bonne Chance!



5c

SEAT No. _____

No. of Printed Pages: 01

(5)

SARDAR PATEL UNIVERSITY

**T.Y BBA (HONS) (HM) & (TTM) EXAMINATION
SEMESTER - V**

SATURDAY, 11th NOVEMBER 2017

10:00 A.M. TO 12:00 P.M.

UM05FBBH/T01

MANAGERIAL COMMUNICATION SKILLS - I

TOTAL MARKS: 60

**Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.**

Q.1 Write about the planning and preparation stages of effective business presentation. [15]

OR

Q.1 Write a brief note on the following:
(a) Making the presentation [07]
(b) Stage Fright. [08]

Q.2 Define Publicity and elaborate its various types in detail. [15]

OR

Q.2 Elaborate the functions of Publicity with examples. [15]

Q.3 Write an application for the post of a Front Office manager to Hyatt Regency, Pune. [15]

OR

Q.3 Prepare a detailed resume for the post of a House Keeping manager in a five star hotel. [15]

Q.4 Define interview? Describe Selection as an important type of interview in detail. [15]

OR

Q.4 Write a brief note on the following:
(a) Interviewee's behaviour on the day of interview [07]
(b) Interviewee's Preparation for the Selection Interview [08]

[8/A12]

SEAT No. _____

No. of Printed pages:01

Sc

SARDAR PATEL UNIVERSITY
BBA ITM (4 Years) (Semester 5) (NC)
2017

UM05FBB102 – Business Etiquettes and Presentation Skills - I
Saturday, 11th November 2017
10.00 a.m. – 12.00 p.m.

Total Marks: 60

- Q – 1 A Define the concept and importance of Business Etiquettes. 08
- B Write a note on formal business Meeting Etiquettes 07
- OR
- Q – 1 A Briefly explain telephone etiquettes. 08
- B What are the etiquettes to be followed with superiors at workplace? 07
- Q – 2 A What is the role and importance of business presentations? What are the stages of effective presentation? 15
- OR
- Q – 2 A How do you prepare for a formal presentation? What care does one need to take while delivering the presentation? 15
- Q – 3 A Define Public Relations. What are the four elements of Public 08
- B Write short notes on: 07
1. Round Table Conferences
2. Newspaper
- OR
- Q – 3 A Write notes on: 08
1. Internet
2. Question and Answer Discussions
- B Define Crisis Communication. What are the techniques to deal with a 07
- Q – 4 A Write in detail the definition and meaning of Organizational Communication. Explain with diagram the basics of organizational communication. 15
- OR
- Q – 4 A Write a note and functions of Interpersonal communication in 08
- B Define the term communication climate with organizational relevance. 07

[21]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA (ITM) V - SEMESTER (3 Years)
Saturday, 11th November 2017
10.00 AM to 12.00 PM
Leadership Skills for Management - I (UM05FBBI04)

Total Marks: 60

Note: Figures to the right indicate marks of the questions.

- Q.1. Explain the Importance of Leadership. Elaborate the effectiveness of Leadership. (15)
- OR**
- Q.1 Describe the Level of conceptualization for Leadership. (15)
- Q.2 Elaborate the varieties and advantages for Delegating. (15)
- OR**
- Q.2 Explain the consequences and facilitating conditions of Empowerment. (15)
- Q.3 Explain the special techniques of leadership training. (15)
- OR**
- Q.3 Write a note on: 1. Behaviour role model (15)
2. Business games and simulation
- Q-4 Explain the concept of ethical leadership. Examine the Trait theories. (15)
- OR**
- Q-4 Elaborate the Charismatic and Situational theories. (15)

(1)

[7/121]

SEAT No. _____

No. of Printed Pages : 4

SC

SARDAR PATEL UNIVERSITY

BBA(ISM) SEM-V (CBCS) (EXAMINATION)

Saturday, 11th, November, 2017

10:00 A.M To 12:00 P.M

UM05FBBS02-Business Etiquettes & Presentation Skills-I

Total Marks: 60

- Q. 1 Explain the etiquettes for the meetings and telephone conversations. [15]
OR
- Q. 1 Discuss in detail about etiquettes with stakeholders. [15]
- Q-2 Attempt the following:
- [A] Describe the role and importance of business presentation. [8]
[B] Do you consider planning is the essential factor in presentation? Discuss [7]
- OR
- Q-2 Attempt the following:
- [A] Discuss the role of preparing and practicing the presentation. [8]
[B] Discuss the essential elements of delivering the presentation. [7]
- Q-3 What is public relation? Discuss the four elements of PR in detail. [15]
OR
- Q-3 What is crisis communication? What are the techniques to deal with crisis? [15]
- Q-4 What is organizational communication? Elaborate basics of organizational communication. [15]
OR
- Q-4 What is interpersonal communication? Discuss in detail the interpersonal communication. [15]

"ALL THE BEST"

(I)

[19/22]

No. of

30

1

SARDAR PATEL UNIVERSITY
T.Y.B.B.A. (Hons.) HM&TTM Semester- V
Subject code-UM05FBBT02 /BBH02
Saturday, 11th, November, 2017
11.00 am To 01.00 pm
SUBJECT: Entrepreneurship Theory & Practice

Note: Each question carries 15 marks.

Max Marks: 60

- Q.1. Define the term 'Entrepreneur'. Explain various qualities of successful Entrepreneurs with examples. 15
- OR
- Q.1. Describe the role of entrepreneurs in the development of economy. 15
- Q.2. Discuss in detail Causes of slow Growth of Entrepreneurship in India. 15
- OR
- Q.2. Write detail notes on Factors influencing Entrepreneurship Growth. 15
- Q.3. Explain motivating factors for the growth of Entrepreneurship also write Maslow's theory of motivation. 15
- OR
- Q.3. Explain the role of EDP. Write the supporting role of government in entrepreneurship Development in India. 15
- Q.4. What are the potential sources of business ideas for the development of new project? 15
- OR
- Q.4. Write detail notes on : 15
(A) Project Life Cycle. (B) Preliminary screening

No. of Printed pages: 01

Seat No.: _____

[1 + A-S]

SARDAR PATEL UNIVERSITY
T Y BBA (GENERAL) (Semester - V) Examination
2017

Monday, 20th November
10.00 AM to 12.00 PM

SUBJECT : SOCIAL ENTREPRENEURSHIP (UM05SBBA01)

Total Marks : 60

Q-1 Clarify the concept of Social Entrepreneurs and Social Entrepreneurship. Explain various functions of social Entrepreneurship. **(15)**

OR

Q-1
[A] Write a note on – Areas of social entrepreneurship in India **(08)**
[B] Distinguish between social and commercial entrepreneurs. **(07)**

Q-2 Explain the concept of 'Women Entrepreneurship'. Discuss various problems of women entrepreneurs in India. **(15)**

OR

Q-2
[A] Explain functions of women entrepreneurship. **(08)**
[B] Write note on – Role of Women Association **(07)**

Q-3 What do you mean by Rural Entrepreneurship? Discuss various problems of rural entrepreneurship in India. **(15)**

OR

Q-3
[A] Discuss the need Rural Entrepreneurship. **(08)**
[B] Write a note on – Role of NGO in development of rural entrepreneurship in India **(07)**

Q-4 Write Short Notes **(Any Two)** **(15)**
1. Global Trends in Social Entrepreneurship
2. Challenges & Opportunities Social Entrepreneurs
3. Major Challenges of Social Entrepreneurship in India

—X—

SEAT No. _____

No. of printed pages: 01

[2 & A-6]

SARDAR PATEL UNIVERSITY

T.Y.BBA (ITM) (SEM-V) EXAMINATION 2017

Monday, 20th November, 2017

10:00 a. m to 12:00 p. m.

UM05SBBI01 Social Entrepreneurship

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

Q1 What is social entrepreneurship? Explain the needs/benefits of social entrepreneurship. (15)

OR

Q1 What is social entrepreneurship? Discuss the areas of social entrepreneurship. (15)

Q2 Explain the concept of women entrepreneurship and discuss the problems faced by women entrepreneurs. (15)

OR

Q2 Write a note on: (15)
1. Steps adopted by government in the development of women entrepreneurship.
2. Women Associations

Q3 Why rural entrepreneurship is required in India? Explain the problems faced by rural entrepreneurs. (15)

OR

Q3 Write a note on: (15)
1. NGO & rural entrepreneurship
2. Development of rural entrepreneurship in India

Q4 Discuss the global trends in social entrepreneurship. (15)

OR

Q4 List out the contributions of different social entrepreneurs in India and abroad. (15)

————— X —————

[24]

SARDAR PATEL UNIVERSITY**T Y BBA (ITM) - 3 Years****External Examination November 2017****Semester V****Day: Tuesday****Date: 7th November, 2017****Session: Morning****Time: 10:00 A.M. TO 12:00 P.M.****Subject Code:**

U	M	0	5	S	B	B	I	0	2
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Subject Title: FUNDAMENTALS OF STRATEGIC MANAGEMENT**Total Marks: 60****Note:**

All the questions are compulsory.

Draw diagrams and cite examples wherever necessary.

Figures to the right indicate marks.

Q. 1 (A) Why some firms do not prefer strategic planning? Explain in brief. [08]**(B)** Discuss different strategic decisions (strategic, administrative & [07]
operational) in detail.**OR****Q. 1** Define Strategic Management? Explain Importance of Strategic [15]
Management in brief.**Q.2** Explain strategic planning process with suitable examples in [15]
detail.**OR****Q.2** Write a short note on**(A)** Importance of strategic planning process. [07]**(B)** Internal appraisal of the firm. [08]**Q. 3** How do companies build/acquire core competence? How it differs [15]
from competitive advantages?**OR****Q. 3 (A)** Discuss the terminology of competitive advantages. [07]**(B)** Explain competitive advantages with various sources of [08]
competitive advantages.**Q. 4** Explain Ansoff product-market expansion grid in detail. [15]**OR****Q. 4** Write detail note on generic strategy alternatives. [15]

—X—
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