

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

[87A6]

BBA (ISM) SEM- VI EXAMINATION-2017

SUBJECT: MARKETING MANAGEMENT-II

SUBJECT CODE –UM06CBBS07

DATE: 06/4/2017 (THURSDAY)

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

Note: figures to the right indicate marks.

Q 1 What do you mean by marketing management? Explain any three indirect forces influencing Marketing management in detail (15)

OR

Q 1 Explain recent trends of marketing management in detail with examples (15)

Q 2 "Now a day's research is a vital element for the success of any business" comment it. Explain Its procedure in detail (15)

OR

Q 2 What is sampling? Explain non probability sampling methods in detail with suitable illustration (15)

Q 3 What is retailing? Explain functions performed by retailers in detail (15)

OR

Q 3 Explain opportunities in the world of retailing in detail (15)

Q 4 What do you mean by Web marketing? Explain its significance in detail with illustration (15)

OR

Q 4 explain pros and cons of web advertising in detail (15)

-X-

[A-14] Seat No: \_\_\_\_\_

No. of printed page: 1

**SARDAR PATEL UNIVERSITY**  
**BBA (Gen. & Hon.) (VI Sem.) (2010 Batch) Examination**  
**2017**  
**Wednesday, 15<sup>th</sup> March**  
**2.00 pm - 4.00 pm**  
**UM06CBBA01 - Operation Management**

**Total Marks : 60**

**Note:** Figures to the right indicate marks.

Q.1 What is Operation Management ? Explain its importance. (15)

**OR**

Q.1 Explain the role and responsibility of Operations Managers in modern business. (15)

Q.2 What is Production Process ? Explain the features and types of Production Process. (15)

**OR**

Q.2 What is Plant Layout ? Explain the various factors affecting Plant Layout. (15)

Q.3

(a) What is Method Study ? Explain its objectives. (08)

(b) What is Time Study ? Explain the tools of Time Study. (07)

**OR**

Q.3 The following table gives the continuous time of machine for a job. (15)

Observations	Elements		
	1	2	3
1	2	8	12
2	15	22	26
3	28	34	38
4	41	48	53
5	55	61	66
6	69	76	81
Average Rating	110 %	120 %	110 %
Allowance	20 %	15 %	10 %

**Find :** (1) Standard time for each element  
(2) Standard time for operation  
(3) Staff requirement, if 1000 pieces are to be produced per shift of 8 hours. How many workers will be required.

Q.4 Write Short notes (**Any Two**): (15)

- (1) Importance of Production Control
- (2) Objectives of Production Planning
- (3) Explain the Concept of Critical Path Method (CPM) with logical example
- (4) Routing



(1A & A-5) Seat No : \_\_\_\_\_

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY

BBA (G) SEMESTER VI EXAMINATION 2017

SUBJECT: OPERATIONS MANAGEMENT

SUBJECT CODE: UMO6CBBA01

DATE: 28/03/2017 TIME: 10 AM TO 12 NOON

Note: Figures to the right indicate marks

Q 1(a) Explain in brief the production system using the diagram 05

(b) Discuss the role and responsibility of Operations Manager in modern business 10

OR

Q 1(a) Explain the functions of manufacturing 05

(b) Briefly explain the major activities covered under the scope of operations management 10

Q 2(a) Explain (i) process lay-out and (ii) product lay-out 05

(b) Explain with illustration (i) Job (ii) Lot (iii) Batch and (iv) Mass production 10

OR

Q 2(a) What is plant lay-out? Which factors would you consider while designing plant lay-out of large scale chemical unit in Gujarat 05

(b) Distinguish between batch and mass production 10

Q 3(a) Write note on Method Study procedure 05

(b) Following information is obtained from time study recording procedure 10

Element Number	Average Time (Minutes)	Performance Rating (%)	Relaxation Allowances (%)
1	07.75	105	20
2	19.75	100	10
3	15.00	090	12
4	05.00	095	15

Compute:

- (i) Normal time for each elements of the job
- (ii) Standard time for each elements of the job
- (iii) If 8000 pieces of the items are required to produce per day, then estimate manpower requirements considering 8 hours working time in a day

OR

Q 3(a) Write note on time study procedure 05

(b) Explain (i) Man Machine Chart (ii) Flow Process Chart and (iii) Operation Process Chart 10

Q 4 From the following information of a project: 15

- (i) Draw PERT diagram
- (ii) Determine critical activities and critical path
- (iii) Compute EST, LST, EFT, LFT and slack

Activity	A	B	C	D	E	F	G
Immediate Predecessor/s	-	-	B	AC	B	BD	EF
Time (Days)	5	6	8	7	4	10	6

OR

Q 4(a) Explain production planning and control. Also give its importance in modern business 05

(b) Write note on (i) Routing (ii) Scheduling (iii) Dispatching and (iv) Follow-up 10

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**SARDAR PATEL UNIVERSITY**  
**T.Y.BBA (SEMESTER VI) EXAMINATION (NO) (2010)**  
**2017**

16<sup>th</sup> March 2017, Thursday

02.00 pm to 04.00 pm

Accounting for Decision Making (UM06CBBA02/07)

Total Marks: 60

- Note: (1) All questions carry equal marks.  
 (2) Working notes are part of your answers, wherever necessary.

**Q.1 (a)** 10

The following figures relate to a company manufacturing a varied range of products:

Particulars	Total Sales (Rs.)	Total Cost (Rs.)
Year ended 31 <sup>st</sup> May 2000	22,23,000	19,83,600
Year ended 31 <sup>st</sup> May 2001	24,51,000	21,43,200

Assuming stability in price, with variable costs carefully controlled to reflect predetermined relationships, and an unvarying figure costs, calculate:

- (a) The Profit volume Ratio, to reflect the rate of growth for profit and sales.
- (b) Fixed cost
- (c) Fixed cost % to sales
- (d) Break Even Point
- (e) Margin of safety for the year 2000 and year 2001.

**Q.1 (b)** 05

From the following data, calculate:

- (i) Break even point expressed in amount of sales in rupees.
- (ii) Number of units that must be sold to earn a profit of Rs. 60,000 per year.
- (iii) How many units must be sold to earn a net income of 10% of sales?

Selling Price	Rs. 20
Variable cost	Rs. 14
Fixed Cost	Rs. 7,92,000

OR

**Q.1 (a)** 08

An analysis of Sultan Manufacturing Co. Ltd. led to the following information:

Cost element	Variable cost (% of sales)	Fixed cost
Direct Material	32.8	
Direct labour	28.4	
Factory overheads	12.6	1,89,900
Distribution overheads	4.1	58,400
General administrative overheads	1.1	66,700

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(P.T.O.)

Budgeted sales are Rs. 18,50,000. You are required to determine:

- (i) the breakeven sales volume
- (ii) the profit at the budgeted sales volume
- (iii) the profit if actual sales:
  - (a) drop by 10%
  - (b) increase by 5% from budgeted sales

**Q.1 (b)**

07

A company has annual fixed costs of Rs. 14,00,000. In 1996 sales amounted to Rs. 60,00,000 as compared with Rs. 45,00,000 in 1995 and profit in 1996 was Rs. 4,20,000 higher than in 1995.

- (1) At what level of sales does the company break-even?
- (2) Determine profit or loss on a pre cast sales volume of Rs. 80,00,000.
- (3) If there is a reduction in selling price in 1997 by 10% and the company desires to earn same profit as in 1996, what would be the required sales volume?

**Q.2 (a)**

08

A company produces a single product which is sold by it presently in the domestic market at Rs. 75 per unit. The present production and sales is 40,000 units per month representing 50% of the capacity available. The costs data of the product are as under:

Variable cost per unit Rs. 50

Fixed Costs per month Rs. 10,00,000

To improve profitability, the management has 3 proposals on hand as under:

- (a) To accept an export supply order for 30,000 units per month at a reduced price of Rs. 60 per unit, incurring additional variable costs of Rs. 5 per unit towards export packing and duties.
- (b) To increase the domestic market sales by selling to a D' Mart chain stores 30,000 units at Rs. 55 per unit, retaining existing sales at the existing price.
- (c) To reduce the selling price to increase domestic sales as advised by the sales department as under

Reduce selling price per unit by (Rs.)	Increase in sales expected (Units)
5	10,000
8	30,000
11	35,000

Prepare a table to present the results of the above proposals and give your comments and advice on the proposals.

**Q.2 (b)**

07

An umbrella manufacturer makes an average profit of Rs. 2.50 per unit on a selling price of Rs. 14.30, by producing and selling 60,000 units at 60 per cent of potential capacity.

His cost of sales per unit is as follows:

Direct Materials	Rs. 3.50
Direct Wages	Rs. 1.25
Factory overheads	Rs. 6.25 (50% fixed)
Sales overheads	Rs. 0.80 (25% variable)

During the current year, he intends to produce the same number but estimates that his fixed cost would go up by 10% while the rates of direct wages and direct materials will increase by 8% and 6%, respectively. However, the selling price cannot be changed.

Under this situation, he obtains an offer for a further 20% of his potential capacity.

What minimum price would you recommend for acceptance of offer to ensure the manufacturer an overall profit of Rs. 1,67,300

OR

Q.2 (a)

08

Mikado engineering company has received an export order for its sole product that would require the use of half of the factory's total capacity, which is estimated at 4,00,000 units per annum. The factory is currently operating at 60 % level to meet the demand of its domestic customers only. As against the current price of Rs. 6.00 per unit the export offer is Rs. 4.50 per unit which is less than the total cost of production, the breakdown of which is given below:

Variable cost	Rs. 4.00 per unit
Fixed overhead	Rs. 1.00 per unit
	-----
Total cost	Rs. 5.00 per unit

The condition of the export order is that it has either to be accepted in full or totally rejected. The following alternatives are available for decision-making:

- Accept the order and keep domestic sales unfulfilled to the extent of excess demand for the same.
- Increase factory capacity by installing a few balancing machines and equipment and also by working overtime to meet the balance of the required capacity. This will increase the fixed overhead by Rs. 15,000 annually and the additional cost for overtime work will be Rs. 40,000 per annum.
- Reject the order and remain with the domestic market only.

Prepare the statements indicating the alternatives and suggesting the proposal, which would be most convenient to the company

Q.2 (b)

07

A company produces a single product which is sold by it presently in domestic market at Rs. 80 per unit. The present production and sales is 40,000 units per month representing 50% of the capacity available. The costs of the product are as under:

Variable costs per unit	Rs. 50
Fixed cost per month	Rs. 12,00,000

To improve the profitability, the management has three proposals as under:

- To accept an export for 30,000 units per month at a selling price of Rs. 60 per unit, incurring additional export & packing expenses Rs. 5 per unit on export order.
- To increase the domestic market sale by selling to a D-Mart stores 30,000 units at Rs. 60 per unit and retaining the existing sales at the existing price.

(3) To reduce the existing selling price by 10% per unit to increase domestic sales by 30,000 units.

Give your comments and advise on the proposals.

Q.3

15

ABC Ltd., a LPG Cylinder manufacturing unit, gets an order from the Oil Corporation for supply of 40,000 cylinders at the standard price of Rs. 700 per cylinder. Getting order is a major problem. If an order is not executed in full for any reason, not only will ABC Ltd. lose the benefit, but it stands the risk of the order quantity being reduced for the next quarter also. The cylinders are made in two halves and then welded together. The cost structure is:

Materials	12.5 kg per half
Labour	Rs. 50 per half

Welding charges and fitting charges would be Rs. 30 per cylinder.

Unfortunately special steel plates are in short supply and ABC Ltd. has only stock of 500 MT. Another friendly unit, which has, in anticipation, made bottom halves, has offered to supply 40,000 numbers. What is the maximum price ABC Ltd. can pay to the unit for bottom halves? Transportation and unloading etc. will cost Rs. 5 per each half.

OR

Q.3

15

GMM Limited produces three lines whose details are as under.

PARTICULAR	A	B	C
Capacity engage	30%	35%	35%
Units being produced	5,000	7,000	8,000
	-----	-----	-----
Cost per units	Rs.	Rs.	Rs.
Material	25	35	38
Wages	14	18	20
Variable overhead	10	12	12
Fixed overhead	08	10	11
	-----	-----	-----
	57	75	81
Selling price p.u.	52	85	93
	-----	-----	-----
Profit/ (loss)	-05	+10	+12

The management has already decided to discontinue the line A & utilized the disengaged capacity of the line A in the ratio of 1:2 respectively on the lines B & C. The expected rise in the cost & the selling price is as under.

PARICULAR	B	C
Material	10%	12%



Wages	5%	7%
Selling Price	2%	5%

Fixed expenses overhead shall remain under changed. You are required to prepare a statement of projected profitability & advise the management as to whether the scheme to be adopted or abandoned.

**Q.4** **15**  
Explain the meaning and need of strategic management accounting?

OR

**Q.4** **15**  
Explain benefits and limitations of strategic management accounting

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**SARDAR PATEL UNIVERSITY**  
**T.Y.B.B.A. (General) (VI Semester) Examination**  
**Thursday, 30<sup>th</sup> March 2017**  
**10.00 am - 12.00 pm**  
**UM06CBBA02 : Accounting for Decision Making**

**Total Marks: 60**

**Note :** Figure to the right indicate full marks of the question paper.

- Q.1 A company has two plants at location-1 and 11 operating at 100% and 75% of their capacities respectively. The company is considering a proposal to merge the two plants at one location to optimise - available capacity. The following details are available in respect of the two plants, regarding their present performance. (15)

	Location-1	Location-11
Sales (Rs. in lakhs)	200	75
Variable Cost (Rs. in lakhs)	140	54
Fixed Cost (Rs. in lakhs)	30	14

For decision making purpose you are required to workout the following information.

- (1) The capacity at which the merged plant will break even.
- (2) The profit of merged plant working at 80% capacity.
- (3) Sales required if the merged plant is required to earn an overall profit of Rs. 200 lakhs.

**OR**

- Q.1
- (A) If margin of safety is Rs. 240000 (40% of sales) and P/V ratio is 30% of XY Ltd calculate its (1) Break even point (2) Amount of profit on sales of Rs. 900000. (05)
- (B) X Ltd has earned a contribution of Rs. 200000 and net profit of Rs.150000 on sales of Rs. 800000. What is its margin of safety? (05)
- (C) The ratio of variable cost to sales is 70%. The break even point occurs at 60% of the capacity sales. Find the capacity sales when Fixed costs are Rs. 90000. Also compute profit at 75% of the capacity sales. (05)

- Q.2 ABC Ltd which produces three products furnishes you the following data for the year 2016. (15)

	Product		
	A	B	C
Selling price per unit (Rs.)	100	75	50
Profit / Volume ratio	10%	20%	40%
Maximum Sales Potential (Units)	40000	25000	10000
Raw material Content as percentage of variable costs	50%	50%	50%

The fixed expenses are estimated at Rs. 680000. The company uses a single raw material in all three products. Raw material is in short supply and the company has a quota for the supply of raw materials of the value of Rs. 1800000 for the year for the manufacture of its products to meet its sales demand.

You are required to (1) Set a product mix which will give the maximum overall profit keeping the short supply of raw material in view  
(2) compute the maximum profit.

OR

Q.2 The cost per unit of the three product A, B and C of a concern as follows:

(15)

Particulars	A (Rs.)	B (Rs.)	C (Rs.)
Variable cost	20	20	18
Fixed cost	3	3	2
Total cost	23	23	20
Profit	9	7	6
Selling price	32	30	26
Number of units introduced	10000	5000	8000

Production arrangements are that if one product is given up, the production of the others can be raised by 50%. The directors propose that C should be given up because the contribution in that case is the lowest. Do you agree?

Q.3 The installed capacity of a company is one lakhs units per annum. It is licensed only to produce 75% capacity. However it is given an option by the Government to produce up to full capacity if the company could export and earn foreign exchange on the extra production. The operating costs at the installed capacity are:

(15)

	Rs.
Direct material	3 per unit
Direct labour	2 per unit
Variable overheads	3 per unit
Fixed overheads	2 lakhs per annum

No increases in the material and labour etc costs is anticipated during the current year. The company has received an overseas offer for 25000 units which, if accepted would involve an extra expenditure of Rs. 11000 towards special packing, commission etc. If the offer materialises, the company can obtain raw material required for the export order at a concessional rate of 40% below the present cost.

As a cost accountant of the company, submit a report to your managing director, suggesting the selling prices you recommend if the company is to earn the same profit margin as on local sales at Rs. 12 per unit of the installed capacity.

(i) Before getting the export order (ii) After getting the export order  
Suggest also what further safeguards or precautions you would suggest while recommending the selling prices.

OR

Q.3 A mechanical toy factory presents the following information for the year 2016.

	Rs.
Material cost	120000
Labour cost	240000
Fixed overheads	120000
Variable overheads	60000
Units produced	12000
Selling price per unit	50

The available capacity is a production of 20000 units per year. The firm has an offer for purchase of 5000 additional units at a price of Rs. 40 per unit. It is expected that by accepting this offer there will be saving of one rupee one per unit in material cost on all units manufactured, the fixed overhead will increase by Rs. 35000 and the overall efficiency will drop by 2% on all production.

State whether offer is acceptable or not.

Q.4 The following figures for a period were extracted from the books of Vedit Ltd. Prepare value added statement and distribution of value added statement for the year.

(15)

	Rs.
Sales	7142400
Commission on sales	57600
Purchase of Raw materials	2880000
opening stock of Raw materials	244800
Closing stock of Raw materials	311040
Other materials (net)	267840
Opening stock of finished stock	576000
Closing stock of finished stock	691200
Staff Welfare exps.	455040
Insurance	78880
Rent and taxes	46080
Managing Director's remuneration	241920
Carriage outward	63360
Director's Sitting Fees	115200
Int. on Bank Loan	51840
Dividend to share holders	86400
Retained earnings	360000
Depreciation	154400
Income Tax Provided	288000
Audit Fee	11520
Traveling exps	60480
Advertisement	72000
Postage and Telegrams	40320
Salaries on Wages	1814400
Contribution to P.F.	172800
Subscription	5760

OR

Q.4

(A) Prepare value added statement from the following conventional income statement of Vikas Ltd.

(07)

**Income statement for the year ended 31st March 2017**

	(Rs. in Thousand)	
	Rs	Rs.
Turnover		2000
Less - Materials Consumed	800	
Services Purchased	100	
Wages	400	
Depreciation	100	
Interest Paid	200	1600
Profit before Tax		400
Less - Tax 50%		200
Profit after Tax		200
Less - Dividend		100
Retained earnings for the year		100

(B) Explain value added statement as an indicator of performance measurement. How does it differ from Profit & Loss Account?

(08)

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Seat No.: \_\_\_\_\_

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(A-26 & A-27)

**SARDAR PATEL UNIVERSITY**

**T.Y.BBA (GEN) (SEM - VI) EXAMINATION (2010 BATCH) (NC)**

**UM06CBBA03/08 – GLOBAL BUSINESS ENVIRONMENT**

**DATE-17/03/2017**

**DAY- FRIDAY**

**TIME- 02.00 PM TO 04.00 PM**

**MARKS-60**

Q: 1. A What is Global Business environment? Explain its components **08**

Q: 1. B Discuss the various strategies for India going global. **07**

**OR**

Q: 1. What is MNE (Multinational Enterprises) free trade? Explain its merits and Demerits. **15**

Q: 2. What is International investment? Explain the significance of it. **15**

**OR**

Q: 2. Explain the factors influencing international investment in detail. **15**

Q: 3. Write a details note on GATT –General Agreement on Trade and Tariffs. **15**

**OR**

Q: 3. Write a details note on WTO –World Trade Organization. **15**

Q: 4. Write a details note on IMF (International Monetary Fund) **15**

**OR**

Q: 4. Write a detail note on SAARC(South Asian Association for Regional Cooperation) **15**

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(2 & A-5)

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY  
BBA General (Semester-VI)  
Global Business Environment  
UM06CBBA03/F03  
31<sup>st</sup> March, 2017, Friday  
10:00 A.M. TO 12:00 Noon

Note:

1. Total marks 60
2. Figures to the right indicate marks
3. Cite illustrations wherever necessary

Que-1 What is Global Business Environment? Explain the strategies for India for going global. [15]

OR

Que-1 Write notes on : [15]

- a) Components of Globalization
- b) Merits and Demerits of MNEs to the host countries

Que-2 Give the meaning of International Investment. Discuss the factors affecting foreign investment in India also give the significance of foreign investment in India. [15]

OR

Que -2 Write notes on: [15]

- a) Growth of foreign Investment
- b) Foreign investment in India

Que-3 Discuss the concept of World Trade Organization (WTO) and also explain the functions of it. [15]

OR

Write notes on : [15]

- a) Dispute Settlement Mechanism,
- b) Functions of WTO

Que-4 Explain the objectives, organisational structure and functions of International; Monetary Fund(IMF) [15]

OR

Que-4 Write notes on : [15]

- a) South Asian Association for Regional Cooperation (SAARC)
- b) European Union (EU)

— X —

(1)



[8/A-4] Seat No: \_\_\_\_\_

No. of printed pages: 3

**SARDAR PATEL UNIVERSITY**  
**BBA (VI - Semester) Examination**  
**2017**  
**Saturday, 1<sup>st</sup> April**  
**10.00 am - 12.00 pm**  
**UM06CBBA04 - Business Taxation II**

**Total Marks: 60**

**Note:** Figures to the right indicate marks.

Q.1 Smt. Priyamvada gives you the following Profit and Loss Account for the year ended 31st March, 2016: (15)

Particulars	Rs.	Particulars	Rs.
To Staff salaries	40000	By Gross Profit	420000
To Rent to proprietor's house	10000	By Rent from house property	40000
To Charity	8000	By Dividend from Indian companies	10000
To Depreciation	40000	By Discount received	5000
To Legal expenses	10000	By Rent from staff quarters	15000
To Bonus to employees	20000	By Refund of Sales Tax	8000
To Gratuity to employees	30000		
To Provision for Sales Tax	40000		
To provision for Bad debts	20000		
To Traveling expenses	10000		
To Scientific research exp's	20000		
To Net Profit	250000		
	<b>498000</b>		<b>498000</b>

**Other information:**

- Charity was given to an approved institution.
- Gratuity was paid on ad-hoc basis.
- Allowable depreciation as per IT rules Rs. 50000
- Sales tax of the year 2014-15 paid during the year Rs. 12000 not charged to Profit and Loss Account.
- Scientific research expenses were paid to an approved research institution U/s 35(1) (iii).

Compute taxable business income of Smt. Priyamvada for the A.Y. 2016-17.

**OR**

Q.1 Mr. Prasad, a layer who maintains books of account on Cash basis furnishes the following Receipts and Payments Account for the year ended 31st March, 2016. (15)

Receipts	Rs.	Payments	Rs.
To Balance b/d	21000	By Office expenses	40000
To Fees from clients:		By Salary to Staff	43000
2014-15	203000	By Purchase of typewriter	7000
2015-16	1240000	By Car expenses	18000
To Presents from clients	24000	By Repairs of office	12000
To Loan from a client	8000	By Purchase of car	240000
		By Interest on loan	1000
		By Income Tax payment	2000
		By Life Insurance prem.	33000
		By Balance c/d	1100000
	<b>1496000</b>		<b>1496000</b>

**Other information:**

1. Car was purchased on 1st January, 2016.
2. Car is utilised for non-profession purposes by his friend. In the past years, two-fifth of this expenditure was disallowed.

Determine the taxable income of Mr. Prasad for the A.Y. 2016-17.

Q.2 Mr. Vicky furnishes the following information for the previous year 2015-16. (15)

1. He purchased 1000 (non-listed) shares in AR Ltd. on 16th August 1990 for Rs. 8000.
2. On 17th May, 1992 he gets 500 bonus shares.
3. On 20th October, 2012 he acquires 1500 right shares for Rs. 13794.
4. He sells 3000 (non-listed) shares in AR Ltd. on 12th February, 2016 at the rate of Rs. 110 per share. Brokerage being 1% on sale.
5. He purchases a residential house for Rs. 290000 on 29th June, 2016 from the sale proceeds of shares.
6. He owns a residential house, even before the purchase of above house.
7. Cost inflation Index Nos. are as under :  
1981-82: 100, 2012-13 : 852, 2015-16 : 1081

Ascertain the amount of Capital gain chargeable to tax for the A.Y. 2016-17.

**OR**

Q.2 Smt. Vidhi purchases a house property for Rs. 100000 on 30-6-1967. The following expenses are incurred by her for making addition/alteration to the house property: (15)

1. Cost of construction of first floor in 1975-76 Rs. 110000
2. Cost of construction of second floor in 1983-84 Rs. 340000.
3. Alteration/reconstruction of the property in 1992-93 Rs. 290000.
4. Expenses on transfer of property Rs. 10000.

Fair market value of the property on 1-4-1981 is Rs. 460000. The house property is sold by Smt. Vidhi on 15-6-2015 for Rs. 12500000.

Cost Inflation Index Nos:

1981-82: 100, 1983-84: 116, 1992-93: 223, 2015-16: 1081

Find out the income under the head "Capital Gain" for the A.Y. 2016-17.

Q.3 Shri Rajesh holds the following securities on 1st April, 2015: (15)

1. Rs. 20000, 6.5% Central Govt. Loan (date of payment of interest is 10th July every year)
2. Rs. 80000, 8% Debentures (non-listed) of AB Ltd. (Dates of payment of interest are 15th May and 15th November every year)
3. Rs. 20000, 9% Relief Bonds (tax-free).

Apart from the above securities, he invests in (non-listed) Gujarat Govt. Loan, Maharashtra Govt Loan and debentures of CD Ltd. (non-listed) on 30th June, 2015 and receives Rs. 8000, Rs. 16000 and Rs. 36000 respectively as interest on 31st December, 2015. He pays 2% commission to bank for collecting interest (net) on securities.

His other incomes are as under:

1. Post Office Saving Bank interest Rs. 4300.
2. SBI Saving Bank interest Rs. 9541.

Determine the taxable income of Shri Rajesh for the A.Y. 2016-17 Under the head 'Income from Other Sources'.

**OR**

- Q.3 Write short notes on:
1. Deduction U/s 80 C (08)
  2. Deduction U/s 80 G (07)

- Q.4 Write short notes on:
1. Company (08)
  2. Computation of Tax Liability of Company (07)

**OR**

- Q.4 Discuss the following:
1. Minimum alternate tax (08)
  2. Computation of Book Profit (07)





**SARDAR PATEL UNIVERSITY**  
**B. B. A. (VI Semester) (2010 batch) EXAMINATION**  
**Saturday, 18<sup>th</sup> March, 2017**  
**2.00 p.m. to 4.00 p.m.**  
**UM06CBBA04/09 : Business Taxation**

**Total Marks : 60**

- Q.1 Write short notes on the following: (15)
- (i) Agricultural Income
  - (ii) Permanent Account Number
  - (iii) Deduction U/S 80D

**OR**

- Q.1
- (A) State the provisions of Income-tax Act for determining the Residential Status of an individual. (07)
- (B) State any eight incomes exempted from tax. (08)

- Q.2 Smt. Darshna, a regular employee of ABC Ltd. in Ahmedabad gets the following emoluments during the previous year 2015-16 : (15)
- (1) Basic Salary Rs. 60000 per month (which has been increased by Rs. 4000 per month from 1-8-2015)
  - (2) Dearness Allowance : 40% of basic salary.
  - (3) City compensatory allowance : Rs. 4000 per month
  - (4) Children education allowance : Rs. 300 per month per child for three children.
  - (5) Bonus : Rs. 40000
  - (6) Entertainment allowance : Rs. 3000 per month.
  - (7) The employer and employee's contribution in recognised provident fund : Rs. 4000 per month.
  - (8) The company has provided her with a rent free unfurnished accommodation for which the company pays monthly rent Rs. 6000.
  - (9) Smt. Darshna is provided car having 1.5 liter engine capacity without the services of driver for both official and personal use.
  - (10) Professional tax Rs. 200 and Income-tax Rs. 3000 were deducted from her salary every month.

Compute her total salary for A.Y. 2016-17

**OR**

Q.2

- (A) Mention perquisites which are taxable in the hands of "Specified Employees" only. (05)
- (B) From the following particulars, compute taxable House rent allowance for assesses P and Q for the A. Y. 2016-17 : (10)

Particulars	Assessee's Name	
	P (Rs.)	Q (Rs.)
Basic Pay	256000	180000
Dearness Allowance	46400	39600
Bonus	24000	20000
House Rent Allowance	57000	12% of salary
Actual Rent Paid	90000	19200
Place of Service	Delhi	Mumbai

Note :

- (1) P's contribution to provident fund is based on the total of basic salary and dearness allowance.
- (2) Q has occupied his newly constructed house w.e.f. 1-1-2016

Q.3

- (A) State when property income is not charged to Tax. (05)
- (B) Mr. Ram is the owner of a house property in Delhi. It has been let out for Rs. 10000 p.m. The tax payable by the owner comes to Rs. 20000 on municipal valuation of Rs. 100000 but Mr. Ram has taken an agreement from the tenant stating that the tenant would pay tax direct to municipality. The land lord, However, bears the following expenses. (10)

Water Charges as per agreement	Rs. 2000
Lift maintenance	Rs. 1500
Gardener's Salary	Rs. 1500
Lighting of Stairs	Rs. 1000

Mr. Ram claims the following deduction:

Repairs	Rs. 20000
Land revenue	Rs. 2000
Collection Charge	Rs. 4000

Compute taxable income from house property for the A.Y. 2016-17

OR

- Q.3 Mr. Shyam owns three houses, particulars of which are as follows: (15)

Particulars	House-I (Rs.)	House-II (Rs.)
Municipal Valuation	48000	50400
Fair rent	45800	49200
Standard rent	45600	51600
Rent received per month	4500	5000
Vacancy Period	1 month	1/2 month
Municipal taxes	5%	500
Unrealised rent	9000	5000
Interest on loan for repairs	7090	16400

He resides in House-III of which municipal value is Rs. 84000. Municipal taxes are 6% and interest on loan for repairs is Rs. 10000. House-I and II both are let out.

Computes his taxable income from house property for the A.Y. 2016-17

- Q.4 Mr. Jeet is a medical practitioner. He keeps his books on cash basis. He furnishes the following information for the year ended 31-3-16: (15)

**Receipt & Payment A/C for the Year ended 31-3-16**

Receipt	Rs.	Payment	Rs.
To Bal. b/d	450000	By cost of Medicine	20000
To loan from bank for Pvt. purpose	20000	By surgical Equipments	8000
To Sale of medicine	50000	By Motor Car	440000
To consultancy fees	120000	By Car exps.	12000
To visiting fees	1060000	By Salaries	62000
To Interest on Govt. Security	10000	By Rent of dispensary	4000
To Rent from Property (not subjects local taxes)	8000	By General Exps.	2000
		By personal exp.	22000
		By Life Ins. Prem.	6000
		By Int. on loan from Bank	2000
		By Insurance of Property	2000
		By Telephone Exps.	6000
		By bal C/d.	1132000
	1718000		1718000

**Additional Information :**

- (1) 1/4 of car expenses are in respect of his personal use.
- (2) Depreciation allowable on motor car is 15% and on surgical equipments is 15%. Both the assets were purchased on 1-12-2015.
- (3) Opening & Closing stock of medicine was Rs. 40000 and Rs. 20000 respectively.

Compute Mr. Jeet's Income from profession for the A. Y. 2016-17.

**OR**

- Q.4 From the follows profit and loss A/c of Mr. Kiran for the year ended 31-3-2016 ascertain taxable business income for the A.Y. 2016-17: (15)

Particulars	Rs.	Particulars	Rs.
To opening stock	80000	By sales	1000000
To purchases	600000	By closing stock	96000
To salaries	160000	By Rent from House Property	24000
To Rent rates & Taxes	24000	By Dividend from Indian Companies	20000
To legal charges	8000		

To Miscellaneous exps.	4000		
To B D R	6000		
To Provision for Gratuity	4000		
To Provision for Income tax	8000		
To salary to smt. Kiran	12000		
To Depreciation	8000		
To Office exps.	6000		
To Net Profit	220000		
	1140000		1140000

**Additional Information:**

- (1) Opening stock was over valued by 25% and closing stock was under valued by 25%
- (2) Miscellaneous exp. includes Rs. 1000 as customs penalty paid during the year.
- (3) Smt. Kiran is a law graduate and actively working in the assessee's firm.
- (4) Rent, rates and taxes include 2000 an account of disputed sales tax demand. Rs. 600 on account of municipal taxes for property let out.
- (5) An amount of Rs. 4000 from a customer was written off from the Bad debts reserve.

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SEAT No. \_\_\_\_\_

No. of printed page: 01

[87A5]

SARDAR PATEL UNIVERSITY

T. Y BBA (G) (VI SEMESTER) EXAMINATION

Monday, 3<sup>rd</sup> April, 2017.

10:00 am to 12:00 pm

Entrepreneurship Development (UM06CBBA05)

Total Marks: 60

- 
- Q.1 Define the meaning of Entrepreneur. Discuss in detail functions of entrepreneur. (15)  
OR
- Q.1 (A) Discuss in detail qualities of successful entrepreneur. (08)  
(B) Write a note on Rural & women Entrepreneur. (07)
- Q.2 What is Entrepreneurial Motivation? Explain in detail the factors affecting the same. (15)  
OR
- Q.2 Explain in detail the need Arc theory of Entrepreneurial motivation. (15)
- Q.3 What is EDP? Discuss in detail phases & process of EDP. (15)  
OR
- Q.3 Explain in detail role of EDII & CED. (15)
- Q.4 Define the meaning of projects. Discuss in detail concepts & types of projects. (15)  
OR
- Q.4 Discuss in detail the major roles of funding agencies in India. (15)

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(5 & A-5) Seat No. \_\_\_\_\_

No. of Printed Page :2

**SARDAR PATEL UNIVERSITY**  
**TYBBA [IB](VI Sem) (CBCS) Examination**  
**Thursday, 30<sup>th</sup> March, 2017**  
**10.00 a.m to 12.00 p.m**

**UM06CBBB02/F02 : International Financial Management- IV**

**Total Marks : 60**

**Note : Figures to the right indicate full marks.**

**Q.1** Discuss briefly International Monetary Fund with its objectives, Role, Sources, Quotas and position of India. **[15]**

**OR**

**Q.1** Write a note on : **[15]**  
1) Evolution of International Monetary System  
2) Special Drawing Rights

**Q.2** Explain in detail Motives for using International Financial Management. **[15]**

**OR**

**Q.2 (a)** What's special about International Finance? Discuss. **[08]**

**(b)** Explicate Euro currency Market. **[07]**

**Q.3** Consider the following data: **[15]**

£/\$ Spot	1.7500/10
3-month forward	1.7380/1.7400
3-month Eurodollar	8.00/8.20% p.a.
3-month Eurosterling	10.50/11.00%p.a.

(a) Check whether there is covered interest arbitrage opportunity.

(b) A British firm has a 3-month dollar receivable. How should it hedge?

(c) A US firm has a 3-month sterling payable. How should it hedge?

**OR**

**Q.3** An Australian MNC has a surplus of Singapore dollars (SGD) 1.2 million and a requirement of Australian dollars (AUD) 1 million both for 3 months. The spot AUD/SGD rate is 1.1990/1.2000 and 3-month swap points are 18/12. It can borrow AUD at a rate of 5.5% p.a. and invest SGD at a rate 4.25% p.a. Explain how the company should utilize SGD to competence its requirement AUD. **[15]**

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(P.T.O.)

- Q.4 (a)** Explain following option terminology : **[05]**
- 1) Call option
  - 2) Put option
  - 3) Maturity Date
  - 4) Intrinsic Value of the option
  - 5) Option Premium

- Q.4(b)** A French exporter to UK has 90-day USD receivable. He **[10]**  
purchases a put option on £2,50,000 at a strike of EUR 1.6500  
per £ at a premium of EUR 0.02 per pound. The current spot rate  
is GBP/EUR 1.6710 and the 90-day forward is 1.6550. The  
interest opportunity cost for the firm is 5%p.a.
- (i) Calculate the maximum GBP/EUR rate at the end of 90 days  
below which the firm will make a net gain from the put.
  - (ii) Calculate the range of maturity spot over which the option  
would be better than the forward and vice versa.

**OR**

- Q.4 (a)** Explain briefly Straddle and Strangle strategy. **[05]**

- Q.4 (b)** A Swiss firm buys a call on \$ 1,000,000 with a strike of CHF 1.60 **[10]**  
per \$ and a premium of CHF 0.03 per \$. The interest opportunity  
cost is 6% p.a. and the maturity is 180 days.
- (i) What is the break-even maturity spot rate beyond which the  
firm makes a net gain?
  - (ii) Suppose the six month forward rate at the time the option  
was bought was CHF 1.62/\$. What is the range of maturity spot  
rate for which the option would prove to be better than the  
forward cover? For what range of values would the forward cover  
be better?

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**SARDAR PATEL UNIVERSITY**  
**B.B.A. (IB) (VI Semester) Examination**  
**Monday, 3<sup>rd</sup> April 2017**  
**10.00 am - 12.00 pm**  
**UM06CBBB05 : Global Business Environment-II**

**Total Marks: 60**

**Note :** (i) Figures to the right indicate full marks.  
(ii) Attempt all the questions.

Q.1 What are the main functions of the World Bank? How far has India benefited from the working of this bank? (15)

**OR**

Q.1 What are the main function of the UNCTAD? State the main activities, organisation structures and importance of UNCTAD. (15)

Q.2 How is the W.T.O. different from GATT? Describe the organisation structure of the W.T.O. (15)

**OR**

Q.2 What are the various issues of the arthur Dunkel's proposal in the Uruguay round of GATT? (15)

Q.3 Describe the steps taken by NAFTA. in bringing economic integration among the USA, Canada and Mexico. (15)

**OR**

Q.3 What do you mean by SAARC? Explain it's objectives, organisation structure and role in Asian countries. (15)

Q.4 What is business ethics? Explain various approaches of business ethics. (15)

**OR**

Q.4 Short note on: (15)

(A) Patent right

(B) Globalization with Social responsibility of business.

(C) Environment issue.

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(2A & A-4)

Seat No. \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**TYBBA[Foreign Trade] – VI SEM EXAMINATION**  
**Global Strategic Management - II**  
**UM06CBBF01/B01**

Date : 28-03-2017, Tuesday  
TIME : 10.00 am to 12.00 pm

**TOTAL MARKS : 60**

- 
- Q.1 A) Clarify the concept of Strategic Business Unit. 08  
B) Explain General Electric's (GE) Multifactor Portfolio Planning Matrix 07
- OR**
- Q.1 Draw & Explain BCG Growth Share Matrix. 15
- Q.2 A) What are the attributes of Core Competence? 08  
B) Differentiate Competitive Advantage & Core Competence. 07
- OR**
- Q. 2 Explain the Factors of Competitive Advantage in Marketing Department & Finance department in detail. 15
- Q.3 A) Explain Ansoff Product Market Expansion Grid 10  
B) Explain Generic Alternatives 05
- OR**
- Q.3 A) Explain different form of Diversification 10  
B) Why firms do Diversification? – Explain. 05
- Q.4 Mention advantages & disadvantages of Takeovers. 15
- OR**
- Q.4 A) Mention disadvantages of Acquisition 8  
B) Explain Joint Venture routes for executing strategy 7

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(3 & A-4)

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**

**B.B.A (International Business) Semester – VI**

**Code: UM06CBBF03/B03**

**Subject: International Marketing Management - IV**

**Date: 31-03-2017, Friday**

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

**Total Marks: 60**

- 
- Q-1 Give the meaning and concepts of Consumer Behaviour. 15
- OR**
- Q-1 Write a note on Branding with the examples of successful global brands. 15
- Q-2 Explain Behavioural Dimension of Marketing towards brand success. 15
- OR**
- Q-2 Explain and illustrate the relationship between Consumer Behaviour and Brand Success with suitable examples. 15
- Q-3 Elaborate Strategies of Apply of consumer Decision making with the suitable examples. 15
- OR**
- Q-3 Discuss various Consumers shopping styles and Brands. 15
- Q-4 Explain Retail Loyalty with examples. 15
- OR**
- Q-4 Give the importance of Appropriate Services towards Retailing. 15

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**SARDAR PATEL UNIVERSITY**  
**BBA (FT/IB) (VI Semester) Examination**  
**Saturday, 1<sup>st</sup> April 2017**  
**10:00 am to 12:00 pm**

**UM06CBBF04/UM06CBBB04- Foreign Trade Barriers & Agreements**  
**Total marks: 60**

**Note:** (1) Draw diagrams and cite examples wherever necessary.  
(2) Figures to the right indicate full marks.

Q.1 Distinguish between free trade and protection. Give arguments in favour and against of protection. [15]

**OR**

Q.1 Define tariff barriers and give detailed classification of tariff barriers. [15]

Q.2 What is state trading? Discuss the reason and disadvantages of state trading. [15]

**OR**

Q.2 Write note on: (a) International cartel [15]  
(b) Commodity agreements

Q.3 Explain the objectives and rationales for economic integration. [15]

**OR**

Q.3 Discuss the trade creation and trade diversion effect of custom union with the help of custom union theory. [15]

Q.4 Elaborate the functional areas of south-south cooperation among developing countries. [15]

**OR**

Q.4 Discuss the India's role in south-south cooperation. [15]

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Seat No.: \_\_\_\_\_

**SARDAR PATEL UNIVERSITY**

T.Y. B.B.A. - ITM (HONOURS) SEMESTER - VI EXAMINATION

Tuesday, 28<sup>th</sup> March, 2017

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

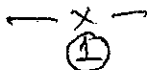
**UM06CBB101: INFORMATION SECURITY****Note:** Figures to the right indicate Marks.

All questions carry equal Marks.

**Maximum Marks: 70**

- Q-1 (A) Describe Security Development Life Cycle in brief. [08]  
 (B) Discuss Employment Policy and Security Policy in detail. [07]
- OR**
- Q-1 (A) Discuss about Security Modes of Operation in depth. [08]  
 (B) Describe Physical Memory, Hard-Disk, Optical-Disk and Magnetic tape. [07]
- Q-2 (A) What is Access Control? Explain Access Control Mechanism and its Techniques. [10]  
 (B) What is Auditing? Discuss Component to Audit concept. [05]
- OR**
- Q-2 (A) Write a brief note on Authentication concept. [10]  
 (B) What is Monitoring? Discuss Component to Monitor concept. [05]
- Q-3 (A) Define Attack. Give the brief concept about Malicious Code Attack. [10]  
 (B) Write a note on Password Attack. [05]
- OR**
- Q-3 (A) Define E-Mail Security. Give the brief concept about Web Security. [10]  
 (B) Discuss Software Exploitation and Buffer Overflow in detail. [05]
- Q-4 (A) Explain Router and Switch concept with its Benefits/Vulnerabilities in detail. [10]  
 (B) Write a note on RAS (Remote Access Security). [05]
- OR**
- Q-4 (A) What is Intrusion Detection? Discuss Network Based, Host Based and Application Based IDS concept with its Pros and Cons. [10]  
 (B) Explain Benefits/Vulnerabilities of Co-axial Cable and Twisted Pair Cable. [05]

**BEST WISHES**





(7 & A-8) Seat No: \_\_\_\_\_

No. of printed pages: 01

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEM-VI EXAMINATION-MARCH 2017**  
**(UM06CBB102) GRAPHICS DESIGN**

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

Date: 30/03/2017, Thursday

Total Marks: 60

- Q.1(A) Write a detail note on Flash Drawing and Painting Tools. [08]  
(B) Write a note on following in context of Flash. [07]  
• Timeline  
• Ruler
- OR
- Q.1(A) Write a detail note on Flash Menu Bar. [08]  
(B) Write a note on following in context of Flash. [07]  
• Stage  
• Grid
- Q.2 Write a note on Grouping the Objects, Stacking the Objects and Aligning of Objects. [15]  
OR
- Q.2 List and explain in detail types of Layers supported by Flash with proper example. [15]
- Q.3(A) Write a note on Object Library. [08]  
(B) Discuss: Magic Wand Tool. [07]
- OR
- Q.3(A) Write a note on Importing Graphics. Also differentiate between Bitmap and Vector [08]  
graphics.  
(B) What is KeyFrame? Also explain how to develop Frame-by-Frame animation by the [07]  
use of Keyframes.
- Q.4 List down steps for tweening(motion & shape). Also discuss its various properties. [15]  
OR
- Q.4 What do you mean by Action Script? Also explain how to add action in flash animation [15]  
using play () and stop () functions.
- .....

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(3A & A-6) Seat No.: \_\_\_\_\_

Coat No.: \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY  
BBA -ISM EXAMINATION, VI<sup>th</sup> SEMESTER  
SUBJECT TITLE: ECOMMERCE-II  
SUBJECT CODE: UM06CBBS01

Tuesday, 28 March 2017  
TIME 10:00 TO 12:00pm

**TOTAL MARKS: 60**

Q1A) what do you mean by direct marketing? Explain. [8]

B) What is Internet Marketing Technology? Explain. [7]

OR

Q1 A) What are the different electronic Intermediaries? Explain. [8]

B) What do you mean by online customer Services? [7]

Q2 A) what are the different web advertisement? Explain in detail. [8]

B) Why big companies are using online advertisement as well as traditional Advertisement? Explain. [7]

OR

Q-2 A) What are the different advertisement methods ? Explain in detail [8]

B) What is the need of Internet advertisement? Explain. [7]

Q3 A) What are the advantages & disadvantages of electronic job market ? [8]

B) Explain in detail the term Cyber Banking. [7]

OR

Q3 A) How online stock trading is useful to customers? Explain [8]

B) Explain electronic job market in detail. [7]

Q4 A) What is the difference between intranet and extranet? Explain with Example. [8]

B) Explain the functions of Internet in detail. [7]

OR

Q4 A) What are the benefits of extranets? Explain. [8]

B) Explain the architecture of intranet? [7]

+++++BEST OF LUCK+++++

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**SARDAR PATEL UNIVERSITY**

**T.Y BBA(ISM) SEM –VI**

**Subject: Data Communication and Computer Network-II**

**UM06CBBS02**

Date: 30/03/2017, Thursday

Marks: 60

Time: 10.00 AM TO 12.00 PM

- 
1. Figures to the right hand side of the question indicate their marks:
  2. Draw figure whenever require.

- Q.1[A] Write a short note on Implementation for 10 Mbps. Explain any two categories of Implementation. [08]  
[B] Describe the physical layer of 10 Mbps Ethernet. [07]

*OR*

- Q.1[A] Write a short note on Token Passing. [08]  
[B] What do you mean by LAN? Explain in brief MAC SUBLAYER. [07]

- Q.2[A] Write a detail note on LAN EMULATION (LANE). [08]  
[B] Write a short note on types of ATM LAN architecture. [07]

*OR*

- Q.2[A] Write a short note on LANE OPERATION. [08]  
[B] Explain the concept of Wireless Transmission in detail. [07]

- Q.3[A] Describe in brief the concept of Subnetting with examples. [08]  
[B] Write a short note on IP Addressing Scheme. [07]

*OR*

- Q.3[A] Explain the Following Protocol of Network Layer. [08]  
1) Reserve Address Resolution Protocol (RARP).  
2) Internet Control Message Protocol (ICMP).  
[B] Write a short note on network layer with IP datagram. [07]

- Q.4[A] Write a short note on Authentication. [08]  
[B] Explain the categories of ICMP Message and types of error reporting [07]

*OR*

- Q.4[A] Write a short note on Character level encryption. [08]  
[B] Explain the Bit-Level Encryption. [07]

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(4 & A-6)

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**BBA(ISM) –VI SEM Examination**  
**WEB –PROGRAMMING-II(UM06CBBS03)**

Friday, Date: 31/03/2016

Time:10:00 A.M TO 12.00 P.M

Total Marks: 60

- Q-1 [A] What is **client server** concept? Explain scripting in detail? [07]  
[B] What is the difference between decision making statements and Looping statements available in JavaScript? Explain with Example. [08]

**OR**

- Q-1 [A] What are the different data types available in JavaScript? Explain in detail with example. [07]  
[B] How we can declare variable in JavaScript? Explain with Example. [08]

- Q-2 [A] Explain any four string functions in detail with example [08]  
[B] Explain Date object in detail. [07]

**OR**

- Q-2 [A] Explain any four Math() functions in detail with examples. [08]  
[B] Explain DOM in detail? [07]

- Q-3 [A] Which element you are using in JavaScript to interact with user ? [07]  
[B] Explain the charCodeAt() and concat() method in detail with example. [08]

**OR**

- Q-3 [A] Explain how you can add new window in HTML? And also write steps For adding features to your window. [08]  
[B] What is the difference between Substring method () and Substr() method Explain with example. [07]

- Q-4 [A] What is DHTML?How it is different from HTML? Explain features of DHTML. [07]  
[B] Explain XML elements in detail? [08]

**OR**

- Q-4 [A] Explain character data and comments in detail in java script. [07]  
[B] Explain the XML Event Handlers? [08]

Best Of Luck

SEAT No. \_\_\_\_\_ No. of Printed Pages : 2

[107A6]

SARDAR PATEL UNIVERSITY  
TY BBA(ISM) SEMESTER VI CBCS  
SECURITY ANALYSIS (UM06CBBS05)  
3<sup>rd</sup> APRIL 2017 MONDAY  
TIME: 10 A.M. TO 12 P.M

Total Marks 60  
No. of Pages:02

- Q:1 (a) Discuss the term Investment, Speculation and Gambling and explain working system of stock exchange. (07)
- Q:1 (b) Write a note on : BSE & OTCEI (08)
- OR**
- Q:1 (a) What are the defects of Indian stock market? (07)
- Q:1 (b) Define the term stock exchange and describe the function of stock exchange. (08)
- Q:2 What do you mean by the term security analysis? –State Economic , Industry and company Analysis as a part of fundamental analysis (15)
- OR**
- Q:2 (a) Write a note on efficient market hypothesis (07)
- Q:2 (b) Discuss in detail the Dow theory. (08)
- Q:3 (a) A company proposes to sell 10 year debentures of Rs. 10,000 each. The company would repay Rs. 1000 at the end of each year & will pay interest annually at 15% on outstanding amount. Determine present value of the debenture issue if the capitalization rate is 16%. (08)
- (b) The following is the dividend pattern of a company over last 6 years. (07)

Year	DPS
1	4.5
2	4.86
3	5.25
4	5.67
5	6.12
6	6.61

If the capitalization rate is 10% what is the value of such share?

**OR**

- Q:3 (a) Write a note on concept of value (05)
- Q:3 (b) (1) Kian Ltd issues 10% redeemable bond of face value Rs. 100 will be redeemed at 10% premium after 5 years. Find the value of Bond if interest is paid a) Annually b) Quarterly c) Half yearly (10)

(2) Jian Ltd issues 100 Rs. Perpetual Bond which is currently selling for Rs. 95. The coupon rate of interest is 13.5% and discount rate is 15% calculate the value of the bond should it be brought? What is its YTM?

Q:4 (a) Give the meaning of Investment portfolio and discuss the steps of it in details. (10)

Q:4 (b) Het Ltd is currently selling a share at Rs. 100. It is expected that a dividend of Rs. 4 per share would be paid during the year and the share could be sold at Rs. 108 at the end of the year. Calculate the expected return from the shares. (05)

**OR**

Q:4 (a) Define the term Risk and Return and explain Arbitrage Pricing Theory (08)

Q:4 (b) Explain Capital Assets Pricing Model ( CAPM) (07)

\*\*\* BEST OF LUCK \*\*\*

Seat Number:-----

No. of Printed Pages: 01

[77A8]

**SARDAR PATEL UNIVERSITY**  
**BBA (ISM), (Semester-6) EXAMINATION,**

**Friday 07<sup>th</sup> April, 2017**

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

**UM06CBBS08: Strategic Management**

**Note: Figures to the right indicate full marks.**

**Maximum Marks: 60**

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Q1 What are the elements of Strategic Management? Write the key attributes of it. 15

**OR**

Q1 Give the meaning and definition of strategic management and Explain the Process of strategic management.

Q2 What do you mean by Value chain analysis? Explain Porter's five force model. 15

**OR**

Q2 Write short note on (Any two)  
(1) Objective and process of environment appraisal.  
(2) SWOT Analysis

Q3 What is Vision? Explain Benefits and Limitations of vision 15

**OR**

Q3(A) Write attributes and purpose of strategic intent 08  
(B) Write the Process of strategic intent. 07

**OR**

Q4 What are the reasons and types of corporate restructuring? Explain by giving suitable examples. 15

Q4 What do you mean by corporate level strategy? Enlist types of integration by giving suitable example

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**SARDAR PATEL UNIVERSITY**  
**B.B.A. (General) (VI Semester) (NC) EXAMINATION 2010 Batch**  
**Monday, 20<sup>th</sup> March 2017**  
**2.00 p.m. to 4.00 p.m.**  
**ADVANCE MARKETING MANAGEMENT – II**  
**(UM06EBBA01/06)**

**Maximum Marks: 60**

- |           |  |    |
|-----------|--|----|
| Q.1 A     | Discuss copy creation process with example.  | 07 |
| Q.1 B     | Write a note on Sale Promotion Tools.  | 08 |
| <b>OR</b> |  |    |
| Q.1       | Clarify the concept of Public Relations and discuss in detail major decisions to be considered in Public Relations.  | 15 |
| Q.2 A     | What is Sales Territory? Explain in detail major reasons for creating a sales territory.   | 07 |
| Q.2 B     | Write a note incremental method of sales force size with illustration.   | 08 |
| <b>OR</b> |  |    |
| Q.2       | Discuss in detail various budgetary and non-budgetary methods of controlling Sales force.  | 15 |
| Q.3       | What is physical distribution? Explain in detail various unconventional modes of Physical Distribution.  | 15 |
| <b>OR</b> |  |    |
| Q.3       | Define Marketing Control and Marketing Audit. Discuss in detail major tools of Marketing control.  | 15 |
| Q.4       | Write a note on the following <b>(ANY TWO)</b>   | 15 |
|           | 1) Rural Marketing Environment.<br>2) Branding Decisions in Rural Marketing.<br>3) Sales Force Management in Rural Marketing.<br>4) Channel Decision in Rural Marketing. |    |

☺ ☺ ☺ ☺ ☺ **ALL THE BEST** ☺ ☺ ☺ ☺ ☺

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SARDAR PATEL UNIVERSITY

BBA [GEN] VIth SEM [NC]

Advanced Financial Management II UM06EBBA02/07

[For 2010 Batch]

21<sup>ST</sup> March, 2017, Tuesday

Time: 2.00 to 4.00 P.M.

Marks: 60

Q1A. What is Capital Structure? Describe the guiding principles of Capital Structure decisions. [10]

Q1B. Write a note on NOI Approach. [05]

OR

Q1. Following are given EBIT, Interest and Ke Calculate Overall Cost and Value of the firm. [15]

Type of Firm	EBIT [Rs.]	Interest @ 10%	Ke
W	2,00,000	20,000	12%
X	3,00,000	60,000	16%
Y	5,00,000	2,00,000	15%
Z	6,00,000	2,40,000	18%

Q2. Explain the forms of Dividend with the variables influencing Dividend Decision. [15]

OR

Q2. The results regarding three companies are given below. [15]

Growth Ltd.	Normal Ltd.	Declining Ltd.
$r > K_e$	$r = K_e$	$r < K_e$
$r = 0.15$	$r = 0.10$	$r = 0.08$
$K_e = 0.10$	$K_e = 0.10$	$K_e = 0.10$
$E = \text{Rs. } 10$	$E = \text{Rs. } 10$	$E = \text{Rs. } 10$

Find out market price of an Equity share of each of these companies applying Gordon's formula when dividend payout ratio is 40%, 60% and 90% comment on results.

Q3A. "The certainty equivalent approach is theoretically superior to the Risk Adjusted discount rate Approach" Do you agree? Why? [08]

Q3B. Explain the steps involved in Decision Tree Analysis. [07]

**OR**

Q3A. Mr X is considering an investment which required a current outlay of Rs. 25000 expected value and standard deviation are as follows. [08]

Year	Expected Value [Rs.]	Standard Deviation
1	12000	5000
2	10000	6000
3	9000	5000
4	8000	6000

The Cash flows are perfectly co-related. Calculate expected NPV and Standard Deviation of NPV of this investment where risk free return is 8%.

Q3B. Z Ltd. provides the following data for cash flow. Company follow Certainty Equivalent Approach in risk analysis. [07]

Year	CFAT [Rs.]	Certainty Equivalent
0	1000	1
1	700	0.8
2	800	0.7
3	650	0.6
4	600	0.4
5	400	0.3

The firms Cost of Capital are 18% and Cost of Debt is 9% and the risk less ROR is 6%. Should the proposal be expected?

Q4. Explain the Internal and External Techniques of Foreign Exchange Risk Management [15]

**OR**

Q4. Write Short Notes on the following. [15]

A. Interest Rate Theory

B. Inflation Rate Theory

C. International Fisher Effect Theory.

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[77A5]

SARDAR PATEL UNIVERSITY  
B.B.A. (GENERAL)

## VI-SEMESTER EXAMINATION

THURSDAY, 6<sup>th</sup> APRIL 2017  
10-00 A.M to 12-00 P.M.

## ADVANCED FINANCIAL MANAGEMENT-II: UM06EBBA02

Total Marks: 60

Q-1

- (A) JEE Company expects EBIT of Rs. 1,00,000. It has, 10%, 3,00,000 debenture. The company's equity capitalization rate is 12.5%. Calculate the value of the firm and cost of capital according to NI approach. The company is interested to increase debt by Rs. 1,00,000 with same interest rate. Show value of the firm and  $K_o$ . Also comment on V and  $K_o$  behavior. 08
- (B) "According to the NOI approach market value of the firm is not affected by Leverage." Discuss with an illustration. 07
- OR

Q-1

- (A) The following is the data regarding two companies 'M' and 'N' belonging to the same equivalent risk class: 08

Particulars	M	N
Number of Equity shares	90,000	1,50,000
Market price per share	Rs. 1.20	Rs. 1.0
6% Debentures	60,000	-
Profit before Interest	Rs. 18,000	Rs. 18,000

All profit after debenture interest is distributed as dividends. Explain how under M & M approach, an investor holding 10% of shares in company 'M' will be better off in switching his holding to company 'N'?

- (B) "Traditional approach is mid-way between NI and NOI". Discuss. 07
- Q-2
- (A) The following information pertains to M/s. AB Ltd.: 08  
Earnings of the company = Rs. 5,00,000;  
DPR = 60%;  
Number of shares outstanding = 1,00,000;  
Equity Capitalisation rate = 12%; &  
Rate of return on investment = 15%
- What would be the market price per share as per Walter's model?
  - What is the optimum dividend payout ratio according to Walter's model and market value of company's share at that payout ratio?
- (B) What is MM irrelevance hypothesis? List out its assumptions. 07
- OR

Q-2

(A) PQR Ltd. Belongs to a risk class of which the appropriate rate is 15%. The company has 10,000 shares selling at Rs. 200 each. The company is contemplating to declare a dividend of Rs. 5 per share at the end of the current year.

a) Calculate the price per share assuming:

i) Dividends are declared and ii) Dividends are not declared.

b) Find out the number of shares to be issued, if the company has net income of Rs. 1,00,000 and it has an investment proposal costing Rs. 3,00,000. 08

(B) "Does dividend policy affect the value of the firm under Gordon's model"? Explain. 07

Q-3

(A) A company is considering four proposals. The standard deviation and the expected or target return of each proposal are given below:

Particulars	Proposals			
	I	II	III	IV
Standard deviation	50,000	1,00,000	1,40,000	1,80,000
Expected or Target return	2,30,000	5,50,000	5,80,000	6,00,000

Which of the four proposals carried the lowest degree of risk? 08

(B) What is risk? Explain the sources of risk and the techniques available to measure risk in capital budgeting decisions. 07

OR

Q-3

(A) A company has under consideration two mutually exclusive projects for increasing its plant's capacity. The management has developed 3 estimates:

Particulars	Project X	Project Y
Net Investment	60,000	60,000
Cash Inflows:		
Pessimistic	2,400	7,400
Most likely	8,000	8,000
Optimistic	14,000	9,000

Which of the two projects are selected? (The projects life is of 20 years each, The COC is 10%, & PV@ 10% for 20 years is 8.514). 08

(B) Write a note on: Decision Tree Analysis. 07

Q-4 What is foreign exchange? Explain the different types of exchange rates. 15

OR

Q-4 Describe the various foreign exchange risk management techniques. 15

- x -

[6/A-7] Seat No: \_\_\_\_\_

No. of printed page: 1

**SARDAR PATEL UNIVERSITY**  
**BBA (General) (VI Semester) Examination**  
**Friday, 7<sup>th</sup> April**  
**2017**  
**10.00 am - 12.00 pm**  
**UM06EBBA03 - Advance Human Resource Management II**

**Total Marks: 60**

**Note:** Figures to the right indicate full marks.

Q.1 What is Perception ? Explain its importance. (15)

**OR**

Q.1 What is Perceptual Selectivity ? Explain the various factors affecting Perception. (15)

Q.2 What is Conflict ? Explain the Positive and Negative aspects of Conflict. (15)

**OR**

Q.2 Explain Conflict Management in detail. (15)

Q.3 Derive the term Organizational Cultures. Explain its functions. (15)

**OR**

Q.3 Explain the various steps for developing a Sound Organizational Culture. (15)

Q.4 Write short notes (**Any Two**): (15)

- 1) Types of OD Interventions.
- 2) Future trends of OD Interventions
- 3) Process of OD.



[2/A-3] Seat No. \_\_\_\_\_

No. of printed pages : 1

**SARDAR PATEL UNIVERSITY**  
**B.B.A. General (VI Semester) Examination**  
**Saturday, 8<sup>th</sup> April 2017**  
**10.00 am - 12.00 pm**  
**UM06EBBA04 : Export Management - II**

**Total Marks: 60**

Q.1 What do you mean by product planning? Discuss various product adaptation strategies with examples. (15)

**OR**

Q.1 Write note on : (15)  
(i) Steps of product positioning  
(ii) Importance of packaging

Q.2

(A) Explain the following Terms: (10)  
(i) FOB (ii) CIF (iii) EXW (iv) CIP (v) FAS

(B) Explain in brief skimming and penetration strategies. (05)

**OR**

Q.2 What is export pricing ? Discuss various factors affecting export pricing in detail. (15)

Q.3 Write note on: (15)  
(i) Preshipment Finance  
(ii) EXIM Bank  
(ii) Marine Insurance

**OR**

Q.3 Describe various methods of payment in exports in detail. (15)

Q.4 Explain the following export documents : (15)  
(i) Bill of Lading  
(ii) Letter of Credit  
(iii) Packing note and List

**OR**

Q.4 Discuss in detail various steps followed by an exporter while exporting his goods. (15)

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[3]

SEAT No. \_\_\_\_\_

**SARDAR PATEL UNIVERSITY**

**TYBBA (GENERAL)**

(6<sup>th</sup> SEMESTER) (CBCS) EXAMINATION 2016 - 17

Monday, 10<sup>th</sup> April, 2017.

10.00 a.m. To 12.00 p.m.

No. of Printed Pages: 01

**UM06EBBA05: COMPUTER BASED PROJECT MANAGEMENT - II**

**Total Marks: 60**

**Q.1**

- A. Write steps to add Documents to Resource. 7  
B. Explain methods to add Work Resources to the Project. 8

**OR**

- A. Write steps to Insert Note on Resources. 7  
B. Explain methods to add Material Resources to the Project. 8

**Q.2**

- A. Write steps to assign multiple Resources to Tasks at same time. 7  
B. Write a steps to insert fixed cost for Resource. 8

**OR**

- A. Reviewing Assignment Information. 7  
B. Changing Resource Assignments. 8

**Q.3**

- A. Explain Critical Path in detail. 7  
B. Write steps for Reducing Project Costs. 8

**OR**

- A. Explain Critical Tasks in detail. 7  
B. Explain Saving Original Plan Information Using a Baseline with Steps. 8

**Q.4**

- A. How to Establish Communications Plan? 7  
B. Write steps to build a Custom report. 8

**OR**

- A. Write steps to set up and print a view. 7  
B. Explain Costs Using Earned Value in detail. 8

**ALL THE BEST**

[A-6-A-7] Seat No. : \_\_\_\_\_

No. of printed page

**SARDAR PATEL UNIVERSITY**  
**B.B.A. ( VI Semester) (General & Hon.) Examination**  
**2017**  
**Wednesday, 22<sup>nd</sup> March**  
**2.00 p.m. to 4.00 p.m.**  
**UM06EBBA08 : Advanced Human Resource Management-II**

Note : Figures to the right indicate marks.

**Total Marks : 60**

- Q.1 Define the term Perception. Explain its importance. [15]
- OR**
- Q.1 What is Perceptual Selectivity ? Explain the various factors affecting Perception. [15]
- Q.2 What is Conflict ? Explain the Positive and Negative aspects of conflict. [15]
- OR**
- Q.2 Discuss the strategies of conflict management. [15]
- Q.3 Explain the concept of organizational culture, Also discuss its functions. [15]
- OR**
- Q.3 Discuss the various steps for developing a Sound Organizational Culture. [15]
- Q.4 Write short notes (**Any Two**) [15]
- (1) Nature of organizational development
  - (2) Process of organizational development
  - (3) Types of OD Interventions.
  - (4) Future trends of OD.

ΔΔΔΔΔ



(5 & A-7)

SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

TY B.B.A (ITM) (SEM – VI) (4 YEARS)

Friday, 31<sup>st</sup> March 2017

Time: 10.00 AM to 12:00 PM

Practices of Marketing Management

(UM06EBBI01)

Figures to the right indicates marks

Total Marks: 60

Q:1 What is marketing research? Explain in detail marketing research process. (15)

OR

Q:1 Explain methods of sampling by giving suitable examples. (15)

Q:2 Define Consumerism. What are the major reasons for Consumer Movement in India? (15)

OR

Q:2 Briefly explain the different laws prevailing our country to protect rights of consumers. Also provide highlights of Consumer Protection Act. (15)

Q:3(a) Define Service Marketing. Explain in detail how services can be classified? (08)

Q:3(b) What are the characteristics for Service Quality (07)

OR

Q:3 Explain with example Marketing Mix for services. (15)

Q-4 Explain the Structure and characteristics of Rural Marketing. (15)

OR

Q-4 Briefly explain the concept of Rural Marketing. What are the problems faced for Rural Marketing? (15)

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SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

[98A7]

SARDAR PATEL UNIVERSITY  
BBA(ITM)(SIXTH Semester) CBCS Examination  
6<sup>th</sup> April, 2017, Thursday  
10.00 a.m. to 12.00 p.m.  
Publicity Management-I (UM06EBBI02)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) Discuss the strength and weakness of publicity in detail. (15)

OR

Q.1) Write a note on publicity and even discuss the role of the same. (15)

Q.2) Write a detailed note on marketing budget for publicity. (15)

OR

Q.2) Discuss role of unit publicist and contents of photography in detail. (15)

Q.3) Explain press kit and press release contents in detail. (15)

OR

Q.3) Discuss artwork used for promotion of films. (15)

Q.4) Write short note on: - (Any two) (15)

- a) Film festivals
- b) Media Interviews
- c) Distribution and TV sales

- X -

(10 & A-5)

SEAT No. \_\_\_\_\_

No. of Printed Pages : 3

SARDAR PATEL UNIVERSITY  
TY BBA ITM SEMESTER VI  
PRACTICES OF FINANCIAL MANAGEMENT (UM06EBBI03)  
1<sup>st</sup> APRIL 2017 SATURDAY  
TIME: 10 A.M. TO 12 P.M

Total Marks 60

No. of pages : 03

Q:1 (a) Define the term working capital management and discuss factors affecting the requirement of working capital. (08)

Q:1 (b) From the following information extracted from the books of Ganesh Manufacturing company, compute the operating cycle period. (07)

Period Cover : 365 days

Average period allowed by suppliers : 16 days

	Rs.
Average total of debtors outstanding	48,000
Raw material consumption	4,40,000
Total production cost	10,00,000
Total cost of sales	10,50,000
Sales for the year	16,00,000

Value of Average stock maintained:

Raw material	32,000
Work in process	35,000
Finished goods	26,000

OR

Q:1 (a) Write a note on sources of working capital (06)

Q:1 (b) Amba Ltd. Provides following data, you are require to calculate working capital requirement. (09)

**Particulars**

	Rs.
Cost of production (Including depreciation Rs. 1,00,000)	10,00,000
Raw material purchases	8,00,000
Monthly expenses	25,000
Anticipated opening stock of Raw material	80,000
Anticipated closing stock of Raw material	1,00,000

Inventory Norms:

Raw material	2 Month
Work in process	½ Month
Finished goods	1 Month

Additional Information:

1. The firm enjoys a credit of one and half month (1.5 months) on its purchases
2. The firm allow 1 month credit on sales to the debtors
3. The company has received an advance of Rs. 35,000 on sales order
4. Provision is to be made for contingencies Rs. 45,000

You may assume that production is carried on evenly throughout the year, and the minimum cash balance desired to be maintained is Rs. 1,20,000

Q:2 (a) Define the meaning of cash management and discuss the term concentration banking and lock box system. (07)

Q:2 (b) The details of A Ltd. Are as follows: (08)

(1)

(P.T.O.)

Sales :20000 units  
 Selling price per unit :Rs. 15  
 Variable cost per unit : Rs.10  
 Average cost per unit : Rs.12  
 Total fixed cost : Rs.100000  
 Average collection period :40 days

The company is contemplating to allow 3% cash discount for payment prior to the 15<sup>th</sup> day after a credit purchase by a customer. It is expected that due to this policy the sales would increase by 20%. Assume that bad debts will not be affected. The collection period will decline to 20 days. The return on investments expected by company is 16%. According to an estimate 50% of the total sales would be on discount. Should the proposed plan be implemented? Assume 360 days in year.

OR

- Q:2 (a) Give the meaning of receivable and explain credit policy variables. (07)  
 Q:2 (b) Prepare Cash Budget for three months ending 31<sup>st</sup> December 2015 from the following information of Krishna Ltd. (08)

Cash Balance on 1<sup>st</sup> October 2015 Rs. 1,20,000

Year and Month 2015	Total Sales Rs.	Total Purchase 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 purchase is to be cash purchase
  - Assume 2% of credit sales to be sales return every month
  - 50% of net credit sales are realize in the month following the sales and remaining 50% in second month following the sales
  - Plant costing Rs. 1, 00,000 is due for delivery in October 2015 payable 10% on delivery and balance after three months.
  - Sales commission 5% 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. 5000 depreciation per month on fixed assets.
  - The time lag in payment of wages and overheads is one month
- Q:3 (a) What do you mean by the term inventory? State its types. (06)  
 Q:3 (b) From the following information of Pavan Ltd find out: (09)
- EOQ
  - Ordering Level
  - Maximum level
  - Minimum level
  - Danger level
  - Safety stock level
  - Average stock level

Annual consumption 12,000 units

Cost per unit Rs. 1

Cost per order Rs. 12

Inventory carrying cost 20% p.a

Delivery time period 30 to 10 days

Daily consumption 45 to 15 units

Maximum time for emergency purchase 5 days

OR

(2)

Q:3 (a) Write a note on ABC Analysis

(07)

Q:3 (b) Mahakali Ltd uses different types of materials A, B & C in respect of which following information is available find out:

(08)

- 1) Minimum level of material A
- 2) Maximum level of material B
- 3) Safety stock level of material
- 4) Average stock level of material D

Particulars	A	B	C	D
Delivery time (Week)	3 to 4	4 to 5	6 to 7	7 to 8
Average weekly consumption (units)	?	40	70	250
Maximum weekly consumption (units)	55	45	?	?
Minimum weekly consumption (units)	45	?	40	200
Ordering quantity		50		100

Q:4 (a) Define cost of capital and state its significance

(07)

Q:4 (b) 1) Shrinath Ltd. requires additional finance for which it has decided to issue 1,000, 9% debentures of Rs. 500 at par redeemable after 8 years. The cost of issue is estimated to be as follows:

(08)

- (i) Underwriting commission 1.5% (ii) Brokerage 0.5% (iii) Printing and other expenses Rs. 10,000.

Calculate the after cost of debentures assuming that the corporate tax rate is 30%.

2) Yamuna Ltd issues 50,000 preference shares of Rs. 100 each redeemable after 10 years at a premium of 5%. The cost of issues is Rs. 2 per share.

Calculate the cost of preference share capital. Assume 30% corporate tax rate.

OR

Q:4 (a) Explain following terms:

(06)

1. Explicit Cost
2. Implicit Cost
3. Historical Cost

Q:4 (b) The following is the capital structure of Radhe Ltd.

(09)

Sources of funds	Amount	After tax cost of capital
Equity share capital (1,00,000 shares of Rs. 10 each)	10,00,000	11%
Preference share capital (25,000 shares of Rs. 10 each)	2,50,000	8%
Retained Earnings	5,00,000	11%
9% Debentures	7,00,000	4.5%

Presently the debentures being traded at 94%, preference shares at par and equity shares at 13.50 per share.

Find out the weighted average cost of capital based on market value weights.

1000

1000

1000

(A-22) Seat No.: \_\_\_\_\_

No. of Pages: 03

**SARDAR PATEL UNIVERSITY**  
**THIRD YEAR BBA (ITM) (VI SEM)(2010 BATCH) EXAMINATION (NO)**  
**2017**  
**SATURDAY, 18<sup>th</sup> MARCH**  
**2:00p.m To 4:00p.m**  
**UM06EBBI03: PRACTICES OF FINANCIAL MANAGEMENT**

**Marks: 60**

Q1[a]	<p>From the following facts provided to you, estimate the working capital required. Add 10% your computed figure to allow for contingencies.</p> <table style="width: 100%; border-collapse: collapse;"><thead><tr><th style="text-align: left; border-bottom: 1px solid black;">Particulars</th><th style="text-align: right; border-bottom: 1px solid black;">Amount (Rs.)</th></tr></thead><tbody><tr><td>Estimated cost per unit of production:</td><td></td></tr><tr><td>Raw material</td><td style="text-align: right;">40</td></tr><tr><td>Direct labour</td><td style="text-align: right;">15</td></tr><tr><td>Overheads (exclusive of depreciation)</td><td style="text-align: right;"><u>30</u></td></tr><tr><td>Total cost</td><td style="text-align: right;"><u>75</u></td></tr><tr><td colspan="2">Additional information:</td></tr><tr><td>Selling price</td><td style="text-align: right;">106 per unit,</td></tr><tr><td>Level of activity</td><td style="text-align: right;">1,00,000 units p.a.</td></tr><tr><td>Raw material in stock</td><td style="text-align: right;">average 4 weeks</td></tr><tr><td>Work-in-process(assume 50% completion stage)</td><td style="text-align: right;">average 2 weeks</td></tr><tr><td>Finished goods in stock</td><td style="text-align: right;">average 4 weeks</td></tr><tr><td>Credit allowed by suppliers</td><td style="text-align: right;">average 4 weeks</td></tr><tr><td>Credit allowed to debtors</td><td style="text-align: right;">average 8 weeks</td></tr><tr><td>Lag in payment of wages</td><td style="text-align: right;">average 1 &amp; 1\2 weeks</td></tr><tr><td>Cash at bank is expected to be</td><td style="text-align: right;">1,25,000</td></tr></tbody></table> <p>You may assume that production is carried on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit.</p>	Particulars	Amount (Rs.)	Estimated cost per unit of production:		Raw material	40	Direct labour	15	Overheads (exclusive of depreciation)	<u>30</u>	Total cost	<u>75</u>	Additional information:		Selling price	106 per unit,	Level of activity	1,00,000 units p.a.	Raw material in stock	average 4 weeks	Work-in-process(assume 50% completion stage)	average 2 weeks	Finished goods in stock	average 4 weeks	Credit allowed by suppliers	average 4 weeks	Credit allowed to debtors	average 8 weeks	Lag in payment of wages	average 1 & 1\2 weeks	Cash at bank is expected to be	1,25,000	[10]
Particulars	Amount (Rs.)																																	
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Credit allowed to debtors	average 8 weeks																																	
Lag in payment of wages	average 1 & 1\2 weeks																																	
Cash at bank is expected to be	1,25,000																																	
Q1[b]	Explain the concept of operating cycle.	[05]																																
<b>OR</b>																																		
Q1	What is working capital management? Explain its types and factors affecting the working capital decision.	[15]																																
Q2	<p>The following information is available:</p> <table border="1" style="margin-left: 20px; border-collapse: collapse;"><thead><tr><th>Month</th><th>Sales forecast</th><th>Raw materials</th></tr></thead><tbody><tr><td>May</td><td style="text-align: center;">75,000</td><td style="text-align: center;">37,500</td></tr><tr><td>June</td><td style="text-align: center;">75,000</td><td style="text-align: center;">37,500</td></tr><tr><td>July</td><td style="text-align: center;">1,50,000</td><td style="text-align: center;">52,500</td></tr><tr><td>Aug</td><td style="text-align: center;">2,25,000</td><td style="text-align: center;">3,67,500</td></tr><tr><td>Sep</td><td style="text-align: center;">3,00,000</td><td style="text-align: center;">1,27,500</td></tr></tbody></table>	Month	Sales forecast	Raw materials	May	75,000	37,500	June	75,000	37,500	July	1,50,000	52,500	Aug	2,25,000	3,67,500	Sep	3,00,000	1,27,500	[15]														
Month	Sales forecast	Raw materials																																
May	75,000	37,500																																
June	75,000	37,500																																
July	1,50,000	52,500																																
Aug	2,25,000	3,67,500																																
Sep	3,00,000	1,27,500																																

Oct	1,50,000	97,500
Nov	1,50,000	67,500
Dec	1,37,500	37,500
Jan	75,000	-----

Collection Estimation:

- 1) Within a month of sales 5 %.
- 2) During the month following sales 80 %.
- 3) During the second month following sales 15 %.

Payment for raw material:

During the month, following the month in which purchases take place.

Misc Expenses:

- 1) General and administrative exp Rs 11,250 per month.
- 2) Monthly lease payment Rs 3,750.
- 3) Monthly depreciation charges Rs 15,000
- 4) Monthly Miscellaneous expenses Rs 1150.
- 5) Income tax Rs 26,250 each in Aug, Sep and Dec.
- 6) Payment for R & D in Oct Rs 5,000.

Operating balance of cash on 1<sup>st</sup> July Rs 55,000. Minimum cash balance of 37,500 throughout the cash budget period is required.

Prepare a Cash budget for 6 month i.e. July to Dec.

OR

Q2[a] A company is currently selling 1,00,000 units at Rs.50 each. At the current level of production, the cost per unit is Rs.45, variable cost per unit being Rs.40. The company is currently extending one month credit to its customers. It is thinking of extending credit period to two months in the expectation that sales will increase by 25%. If the required rate of return is 30%, is the new credit policy desirable? [08]

Q2[b] Explain the costs and benefits associated with receivable management. [07]

Q3[a] A firm has 7 different items in its inventory. The average number of each of these items held, along with their unit costs, is listed below. The firm wishes to introduce an ABC inventory system. Suggest a breakdown of the items into A, B and C classifications. [08]

Items	No. of units	Cost per unit
1	20,000	60.80
2	10,000	102.40
3	32,000	11.00
4	28,000	10.28
5	60,000	3.40
6	30,000	3.00
7	20,000	1.30

Q3[b] Write note on EOQ with appropriate examples. [07]

OR

Q3[a] The following data relates to a particular item in stock. [08]

Normal usage	110 units per day
Minimum usage	50 units per day
Maximum usage	140 units per day



Lead time	25-30 days
EOQ	5000 units

Using the above data, calculate the reorder level, minimum level, maximum level.

Q3[b] What are the various types of inventory and what are the motives of maintaining inventory in business? [07]

Q4[a] Explain the concept of cost of capital. Explain different types of costs. [10]

Q4[b] Assuming a corporate tax rate of 35 per cent, compute the after-tax cost of the capital in the following situation: [05]  
 (a) A ten year 14 per cent debenture of Rs.2,000, redeemable at par, with 5 per cent flotation costs.

OR

Q4 A co. wishes to determine the WACC for evaluating capital budgeting projects. You have been supplied with the following information : [15]

Balance Sheet as on March 31

Liabilities	Amount [Rs]	Assets	Amount [Rs]
Current Liabilities	900000	Sundry Assets	3900000
Debentures	900000		
Pref. shares	450000		
Equity Shares	1200000		
Retained earnings	450000		
	<b>3900000</b>		<b>3900000</b>

Anticipated external financing information:

- 20 year 8% debenture of Rs. 2500 face value, redeemable at 5% premium, sold at par, 2% flotation costs. The corporate tax rate is 35%
- 10% preference shares, sale price Rs. 100 per share, 2% flotation costs;
- Equity shares: sale price Rs. 115 per share, flotation costs would be Rs. 5 per share; Expected equity dividend growth is 5% per year, the expected dividend at the end of the current financial year is Rs. 11 per share. Assume that the co. is satisfied with its present capital structure and intends to maintain it.

-X-X-X-X-X-X-X-X-

— X —



SEAT No. \_\_\_\_\_

1

[8]

SARDAR PATEL UNIVERSITY  
TYBBA (ITM)(HONOURS) EXAMINATION

SEMESTER VI (CBCS)

FRIDAY, 07<sup>th</sup> APRIL

2017

10.00 am to 12.00 pm

UM06EBBI04: MANAGEMENT OF FINANCIAL SERVICES-II

Marks 60

- Q-1 What are mutual funds? Explain in brief Advantages and Disadvantages of it? 15  
OR
- Q-1(a) Give meaning of Merchant banking. Enlist and Explain functions of merchant banking 15
- Q-2(a) Explain the mechanism of Forfaiting services. 8
- Q-2(b) Write a note on Insurance as a financial service. 7  
OR
- Q-2(a) What are Depositories? What are benefits to the concerned parties? 10  
(b) Write a note on underwriting as a financial service. 5
- Q-3 What are features of service marketing? Give brief note on meeting global competition 15  
OR
- Q-3 List the promotional tools used for the marketing of the following financial services and explain in detail the strategies used by these services in practice (i) Banking service (b) Insurance (c) Housing Finance. 15
- Q-4 What is Internet banking? Discuss in detail the advantages and disadvantages of Internet banking 15  
OR
- Q-4(a) Differentiate between traditional banking and Internet banking 10  
(b) Write a note on Internet stock trading 5

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[112A3]

SARDAR PATEL UNIVERSITY  
BBA (ITM) SEMESTER VI  
MONDAY, 3<sup>rd</sup> APRIL 2017  
TIME: 10:00 A.M TO 12:00 P.M

## UM06EBBI05 PRACTICES OF HUMAN RESOURCE MANAGEMENT

MARKS: 60

NOTE: Figures to the right indicate marks.

- Q.1 [A] What is Demotion? Explain the Causes of Demotion & in detail. [08]  
[B] Discuss the Procedure of Promotion. [07]  
OR
- Q1 [A] Write a note on Transfer policy. [08]  
[B] How is a Promotion Policy framed? Explain. [07]
- Q.2 What are the Statutory Provisions for Safety In India? Discuss. [15]  
OR
- Q.2 [A] Enlighten briefly various types of rewards. [08]  
[B] Write a note on causes of industrial accident. [07]
- Q.3 Define performance appraisal. Clarify at length MBO as a technique for performance appraisal. [15]  
OR
- Q.3 [A] Write a note on Forced Distribution Method. [08]  
[B] Explicate in brief Problems of Appraisal. [07]
- Q.4 Define the terms Grievance, Unrest & Disputes. Explicate the causes and machinery to resolve industrial disputes in detail. [15]  
OR
- Q.4 [A] Brief out the role of Trade Union. [08]  
[B] Which are the parties involved in maintaining Industrial Relations? Elucidate. [07]

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SEAT No. \_\_\_\_\_

No. of printed pages: 01

[38A2]

SARDAR PATEL UNIVERSITY

T.Y.BBA (Honours) (ITM SEM-VI) EXAMINATION 2016-17

Saturday, 8<sup>th</sup> April 2017

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

UM06EBBI06 ORGANISATIONAL BEHAVIOUR -II

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.

2) Figures to the right indicate full marks of the question.

Q1 Write a detailed note on: Perceptual selectivity including external and internal factors. (15)

OR

Q1(A) Discuss the importance of perception. (08)

(B) Write a note on sensation v/s perception (07)

Q2 How to overcome resistance to organizational change? Discuss (15)

OR

Q2 Write a detailed note on positive and negative aspects of conflict. (15)

Q3 Describe the steps for developing a sound organizational culture. (15)

OR

Q3 Discuss the characteristics and functions of organizational culture. (15)

Q4 What is organizational development? Explain process of organizational development. (15)

OR

Q4 What is organizational development? Write a detailed note on sensitivity training and team building. (15)

ALL THE BEST

[4]

SEAT No. \_\_\_\_\_

No. of printed pages: 01

**SARDAR PATEL UNIVERSITY**

VALLABH VIDYANAGAR – 388 120

**B.B.A ITM SIXTH SEMESTER (CBCS) EXAMINATION**

**MONDAY, APRIL 10, 2017**

**UM06EBBI08 INTERNATIONAL BUSINESS ENVIRONMENT**

**TIME: 10.00 A.M. TO 12.00 P.M.**

**TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the economic environment with respect to nature of the economy, structure of the economy and economic policies. (15)
- OR
- Q.1 Briefly explain the overview of International Business Environment and Discuss in detail the concept of Economic Environment and business. (15)
- Q.2 Elucidate in detail the Political and Regulatory Environment of International Business. (15)
- OR
- Q.2 Clarify the Socio-Cultural environment of International Business. (15)
- Q.3 Write a detailed note on factors contributing to the growth of globalization and obstacles to globalization-The Indian Experience. (15)
- OR
- Q.3 Explain the Global Area Organizational Structure and Global Product Organizational Structure of designing global organizations with their strengths and weaknesses. (15)
- Q.4 Explicate the concept and objectives of Intellectual Property Rights and explain various types of Intellectual Property Rights. (15)
- OR
- Q.4 Write a note on Indian Patent law and Uruguay Round (UR) Agreement. (15)

—X—

(8 & A-5) Seat No.: \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY  
BBA GEN SEMESETER VI  
Business Etiquettes and Presentation Skills II UM06FBBA01  
Monday, 27<sup>th</sup> March 2017  
10:00am to 12:00 noon

Marks: 60

Que. 1 Explain and discuss the use of Audio Visual Aids for an effective presentation with appropriate illustrations. (15)

Or

Que. 1 Write short notes on: (15)  
1). Overcoming Presentation Fears  
2). Nonverbal aspects of a Presentation

Que. 2 Discuss in detail need and importance of Intercultural Business Communication and elaborate how Intercultural awareness can be developed. (15)

Or

Que. 2 Write short notes on: (15)  
1). Factors responsible for Cross Cultural Relationship  
2). Various Patterns of Cultural Differences

Que. 3 Write a detailed on the essential etiquettes in the Written Communication. (15)

Or

Que. 3 Write short notes on: (15)  
1). Factor for success in Interview  
2). Types of Interview Questions

Que. 4 Define Negotiation and discuss in detail various stages for a successful Negotiation. (15)

Or

Que. 4 Explain in detail various result oriented strategies for each stage of Negotiation. (15)

— X —  
(1)

**SARDAR PATEL UNIVERSITY**  
**BBA (Gen) (VI semester) (NC) (2010 batch) Examination**  
**2017**

**Tuesday, 14<sup>th</sup> March**

**2.00 pm - 4.00 pm**

**UM06FBBA01/02 - Business Etiquettes & Presentation Skills**

**Total Marks: 60**

- Note:** 1) Figures to the right indicate full marks to the questions concerned.  
2) Your answers must be precise.

Q.1 How would you prepare for a Presentation ? Write a detailed note on the steps you would undertake to do so. (15)

**OR**

Q.1 Write notes on the following:  
(a) Importance and role of Business Presentation. (08)  
(b) Delivering the Presentation. (07)

Q.2 What are the strategies you would use to cope with stage fright and presentation fears just before making a presentation, and during the presentation? (15)

**OR**

Q.2 Write notes on the following:  
(a) Non-verbal aspects of Presentation. (08)  
(b) How audio-visual aids enhance the effectiveness of a Presentation. (07)

Q.3 Write a detailed note on the Etiquettes to be followed during Formal and Informal business meetings. (15)

**OR**

Q.3 Answer the following questions:  
(a) Define 'Business Etiquette' and explain its importance in a business organisation. (08)  
(b) Discuss briefly some of the important Workplace Etiquettes. (07)

Q.4 Write notes on the following:  
(a) Stages in the Negotiation Process. (08)  
(b) Interview Etiquettes. (07)

**OR**

Q.4 Attempt the following questions:  
(a) Define Negotiation and explain its need and importance. (08)  
(b) Comment on the Etiquette of the Written Word and its importance in the world of business. (07)





(9 & A-6) Seat No.: \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A.(General) - Sixth Semester Examination

Monday, 27th March 2017, 10-00 A.M. TO 12-00 P.M.

Subject: Leadership Skills for Management - II

Subject Code: UM06FBBA02

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Discuss : Nature of traits and various skills. (15)

OR

Q.1 Explain : Managerial skills and effectiveness. (15)

Q.2 Explain : Relevant competencies for leadership skills. (15)

OR

Q.2 Discuss : Situational Relevance of skills. (15)

Q.3 Narrate : Leadership Developmental Activities – Learning from Experience. (15)

OR

Q.3 Explain : Leadership Developmental Activities – Developmental Activities. (15)

Q.4 Discuss : Inspirational Approach on Leadership. (15)

OR

Q.4 Narrate : Contemporary Leadership Roles. (15)

— X —

①

**SARDAR PATEL UNIVERSITY**

March /April Examination

T.Y.B.B.A. (IB) – UM06FBBB01 (6<sup>th</sup> SEMESTER)

Subject : Foreign Language (BASIC FRENCH) – II

Date : ~~Tuesday~~ <sup>Monday</sup> , 27<sup>th</sup> March 2017

Time : 10.00 am TO 12.00 pm

Duration : 2 hours

Total Marks :60

**Q.1 [A] Explain the direct object pronouns with positive and negative examples. (08)**

**[B] Complete the sentences with appropriate prepositions. (07)**

- (1) Keyur habite \_\_\_\_\_ Dakor. (at)
- (2) Le livre \_\_\_\_\_ la table. (on)
- (3) Nous vienons \_\_\_\_\_ Baroda. (from)
- (4) J'habite \_\_\_\_\_ mes parents. (with)
- (5) Ils sont \_\_\_\_\_ l'hôtel. (in front of)
- (6) Trisha habite à Anand \_\_\_\_\_ Town Hall. (near by)
- (7) L'agenda est \_\_\_\_\_ la chaise. ( under )

OR

**Q.1 [A] Write a note on expression " Il y a " with five examples. (08)**

**[B] Write down the name of the country in French (any Seven). (07)**

OR

**Q.2 [A] Fill in the blanks with the adjectives and adverbs. (07)**

		Adjective		Adverb
(1)	Easy	=	_____	- _____
(2)	Slow	=	_____	- _____
(3)	Sincere	=	_____	- _____
(4)	Precise	=	_____	- _____
(5)	Strong	=	_____	- _____
(6)	Difficult	=	_____	- _____
(7)	Only	=	_____	- _____

**[B] Write down the sentences of comparison adjectives and adverbs. (08)**

- (1) Trisha as pretty as her sister.
- (2) Sonaxi Sinha is too fat than Katrina Kaif.
- (3) Mr. Dhoni is better than Mr. Kohli.
- (4) He has as much money as I.

OR

**Q.2 Explain the Past Tense with examples and conjugaison and list out the 14 verbs which are conjugated with être. (15)**

**Q.3 Write down the conjugaison. (15)**

- (1) écouter (Imperfect Tense)
- (2) regarder (Conditional tense)
- (3) prendre (Conditional tense)
- (4) aimer (Imperfect Tense)
- (5) Se réveiller ( Reflexive verb)

OR

**Q.3 [A] Translate the following sentences in english to french. (08)**

- (1) This is a table.
- (2) I was reading the book when my daughter arrived.
- (3) If i had time ,i would see the film "Kaabil".
- (4) When his father came, Rahul was smoking.

**[B] Fill in the blanks with the du, de la,de l' , des,de. (07)**

- (1) Vous prenez \_\_\_\_\_ confiture.
- (2) Nous prenons \_\_\_\_\_ lait.
- (3) Elle boit \_\_\_\_\_ eau.
- (4) Il prend \_\_\_\_\_ céréales.
- (5) Les Anglais boivent beaucoup \_\_\_\_\_ café.
- (6) Elle prends \_\_\_\_\_ croissants.
- (7) Les Anglette boivent peu \_\_\_\_\_ bière.

**Q.4 [A] List out the conjunctions and give the examples of any three. (06)**

**[B] Write down the conversation between customer and vendor of any product. (09)**

OR

**Q.4 [A] Translate the following words into French. (06)**

- |                     |                   |
|---------------------|-------------------|
| (1) Shirt = _____   | (2) Dress = _____ |
| (3) Shoes = _____   | (4) Belt = _____  |
| (5) Sweater = _____ | (6) Skirt = _____ |

**[B] Translate the following translation French to English. (09)**

Le voyageur : Je voudrais trois billets pour Paris.  
L'employee : Pour trios adultes ?  
Le voyageur : Non , deux adultes et un enfant.  
L'employee : Oui . Vous partez quel jour ? À quelle heure ?  
Le voyageur : Nous partons samedi prochain à 8 h 30.  
L'employee : Pour la réservation , qu'est – ce que vous désirez : fumeur ou non-fumeur ?  
Le voyageur : Non –fumeur , très bien. Vous prenez la carte bancaire ?  
L'employee : Oui bien sûr, nous prenons les cartes bancaires.

\*\*\*~ Bonne Chance ~\*\*\*

(A-4)

Seat No.: \_\_\_\_\_

No. Of Pages :02

**SARDAR PATEL UNIVERSITY**

March /April Examination

T.Y.B.B.A. (FT) – UM06FBBF01

Subject : Foreign Language (BASIC FRENCH) - II

Date : ~~Tuesday~~ <sup>Monday</sup> , 27<sup>th</sup> March 2017

Time : 10.00 am TO 12.00 pm

Duration : 2 hours

Total Marks :60

Q.1 [A] Explain the direct object pronouns with examples. (08)

[B] Write down the name of the country in French (any Seven). (07)

OR

Q.1 [A] Write a note on expression " Il y a " with five examples. (07)

[B] Translate the following preposition into French and give an example of each preposition with form of sentence. (08)

(1) Behind - \_\_\_\_\_ (3) For = \_\_\_\_\_  
(2) After - \_\_\_\_\_ (4) To = \_\_\_\_\_

OR

Q.2 [A] Fill in the blanks with the adjectives and adverbs. (07)

	Adjective	Adverb
(1) Slow	= _____	- _____
(2) Easy	= _____	- _____
(3) Sincere	= _____	- _____
(4) Precise	= _____	- _____
(5) Strong	= _____	- _____
(6) Difficult	= _____	- _____
(7) Only	= _____	- _____

[B] Write down the sentences of comparison adjectives and adverbs. (08)

(1) Shruti is as pretty as her sister.  
(2) Tun-tun is too fat than Katrina Kaif.  
(3) Jaya is smaller than Amitabh.  
(4) He has as much money as I.

OR

Q.2 Explain the Past Tense with examples. (15)

Q.3 Write down the conjugaison. (15)

(1) écouter (Imperfect Tense)  
(2) Regarder (Conditional tense)  
(3) Manger (Conditional tense)  
(4) Aller (Imperfect Tense)  
(5) S'appeler (Reflexive verb)

OR

- Q.3 [A] Translate the following sentences in english to french. (08)**
- (1) I am sorry.
  - (2) Divyang was reading the book when her daughter arrived.
  - (3) If he had time ,he would see the film "Daabang".
  - (4) When his father came, Rahul was smoking.

- [B] Fill in the blanks with the du, de la,de l' , des,de. (07)**
- (1) Vous prenez \_\_\_\_\_ confiture.
  - (2) Nous prenons \_\_\_\_\_ lait.
  - (3) Elle boit \_\_\_\_\_ eau.
  - (4) Il prend \_\_\_\_\_ céréales.
  - (5) Les Anglais boivent beaucoup \_\_\_\_\_ café.
  - (6) Elle prends \_\_\_\_\_ croissants.
  - (7) Les Anglette boivent peu \_\_\_\_\_ bière.

- Q.4 [A] Conjugaison of verb.(Present Tense). (06)**
- (1) Faire
  - (2) Connaître

- [B] Write down the conversation between customer and vendor of any product. (09)**

OR

- Q.4 [A] Translate the following words into French. (06)**

- |                     |                   |
|---------------------|-------------------|
| (1) Shirt = _____   | (2) Dress = _____ |
| (3) Shoes = _____   | (4) Belt = _____  |
| (5) Sweater = _____ | (6) Skirt = _____ |

- [B] Translate the following translation French to English. (09)**

Le voyageur : Je voudrais trois billets pour Paris.  
L'employée : Pour trios adultes ?  
Le voyageur : Non , deux adultes et un enfant.  
L'employée : Oui . Vous partez quel jour ? À quelle heure ?  
Le voyageur : Nous partons samedi prochain à 8 h 30.  
L'employée : Pour la réservation , qu'est – ce que vous désirez : fumeur  
ou non-fumeur ?  
Le voyageur : Non –fumeur , très bien. Vous prenez la carte bancaire ?  
L'employée : Oui bien sûr, nous prenons les cartes bancaires.

\*\*\*~ Bonne Chance ~\*\*\*



**SARDAR PATEL UNIVERSITY**

March /April Examination ( NC 2010)

T.Y.B.B.A. (FT) – UM06FBBF01

Subject : Foreign Language (BASIC FRENCH)

Date : Tuesday , 14<sup>th</sup> March 2017

Time : 2.00 pm TO 4.00 pm

Duration : 2 hours

Total Marks :60

**Q.1 [A] Explain the direct object pronouns with examples. (4)**

**[B] Complete the sentences with appropriate prepositions. (6)**

- (1) Keyur habite \_\_\_\_\_ Dakor. (at)
- (2) Il y a un livre \_\_\_\_\_ la table. (on)
- (3) Nous vienons \_\_\_\_\_ Baroda. (from)
- (4) J'habite \_\_\_\_\_ mes parents. (with)
- (5) Ils sont \_\_\_\_\_ l'hotel. (in front of)
- (6) Trisha habite à Anand \_\_\_\_\_ Town Hall. (near by)

**[C] Write down the name of the country in French. (5)**

- (1) India                      (3) Norway      (5) Ireland
- (2) Switzerland          (4) Germany

**OR**

**Q.1 [A] Write a note on expression " Il y a " with five examples. (7)**

**[B] Translate the following preposition into French and give an example of each preposition with form of sentence. (8)**

- (1) Behind - \_\_\_\_\_ (3) For = \_\_\_\_\_
- (2) After - \_\_\_\_\_ (4) To = \_\_\_\_\_

**Q.2 [A] Fill in the blanks with the adjectives and adverbs. (6)**

	Adjective	Adverb
(1) Easy =	_____	_____
(2) Slow =	_____	_____
(3) Sincere =	_____	_____
(4) Precise =	_____	_____
(5) Strong =	_____	_____
(6) Difficult =	_____	_____

**[B] Write down the sentences of comparison adjectives and adverbs. (9)**

- (1) Kishan works more slowly than Neha.
- (2) Shruti is as pretty as her sister.
- (3) Tun-tun is too fat than Katrina Kaif.
- (4) Jaya is smaller than Amitabh.
- (5) He has as much money as I.

**OR**

**Q.2 [A] Write down conjugaison in Past Tense. (7)**

- (1) Regarder (2) Venir

[B] Translate the sentences in English to French. (Past Tense) (4)

- (1) He went to Baroda.  
(2) We ate a pizza.

[C] Fill in the blanks with the du, de la, de l' , des. (4)

- (1) Vous prenez \_\_\_\_\_ biere.  
(2) Nous prenons \_\_\_\_\_ lait.  
(3) Elle boit \_\_\_\_\_ eau.  
(4) Il prend \_\_\_\_\_ céréales.

Q.3 Write down the conjugaison. (15)

- (1) habiter (Imperfect Tense)  
(2) manger (Conditional tense)  
(3) prendre (Conditional tense)  
(4) aimer (Imperfect Tense)  
(5) s'appliquer ( Reflexive verb)

OR

Q.3 [A] Translate the following sentences in english to french. (10)

- (1) Bhavesh was smoking when his father came.  
(2) I was reading the book when my daughter arrived.  
(3) If i had rich ,i would do the world tour.  
(4) This is a pen.  
(5) They are students.

[B] Conjugaison of verb.(Present Tense) (5)

- (1) Savoir (2) Connaître

Q.4 [A] List out the conjunctions and give the examples of any three. (6)

[B] Write a letter : Nirmal invite his friend Rajesh on his birthday but Rajesh not able to attend the birthday. (9)

OR

Q.4 [A] Write down the conversation between customer and vendor of any product. (9)

[B] Translate the following translation French to English. (6)

Le voyageur : Je voudrais trois billets pour Paris.  
L'employée : Pour trois adultes ?  
Le voyageur : Non , deux adultes et un enfant.  
L'employée : Oui . Vous partez quel jour ? À quelle heure ?  
Le voyageur : Nous partons samedi prochain à 8 h 30.  
L'employée : Pour la réservation , qu'est - ce que vous désirez : fumeur ou non-fumeur ?  
Le voyageur : Non -fumeur , très bien. Vous prenez la carte bancaire ?  
L'employée : Oui bien sûr, nous prenons les cartes bancaires.

\*\*\*~ Bonne Chance ~\*\*\*

(15) Seat No \_\_\_\_\_

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM-HONOURS) (SEM-VI) (CBCS) EXAMINATION -**  
*Four Years* 2017

27 March, Monday

10:00 am to 12:00 pm

**UM06FBBI01- Business Etiquettes and Presentation Skills-II**

**NOTE: Figures to the right indicate full marks**

**Marks: 60**

- |            |   |           |
|------------|---|-----------|
| <b>Q-1</b> | What types of visual aids one can use for presentations? Explain in detail with suitable examples.  | <b>15</b> |
| <b>OR</b>  |   |           |
| <b>Q-1</b> | Write notes on:   |           |
|            | 1. Coping with Presentation Fears   | <b>08</b> |
|            | 2. Non-Verbal aspects of Presentation   | <b>07</b> |
| <b>Q-2</b> | Explain the Need and importance of Intercultural Business Communication. Briefly discuss the patterns of cultural differences with appropriate illustrations. | <b>15</b> |
| <b>OR</b>  |   |           |
| <b>Q-2</b> | Write notes on:   |           |
|            | 1. Factors of Cross Cultural Relationship   | <b>08</b> |
|            | 2. Developing Intercultural Awareness   | <b>07</b> |
| <b>Q-3</b> | What preparation should a candidate make before appearing for an interview? What are the factors of success in an interview?                                  | <b>15</b> |
| <b>OR</b>  |   |           |
| <b>Q-3</b> | Write notes on:   |           |
|            | 1. Types of Interview questions   | <b>08</b> |
|            | 2. Etiquette in Internal Memoranda  | <b>07</b> |
| <b>Q-4</b> | What are the strategies of the negotiation process? Support your arguments with suitable examples.  | <b>15</b> |
| <b>OR</b>  |   |           |
| <b>Q-4</b> | Write notes on:   |           |
|            | 1. Concept and Importance of Negotiation  | <b>08</b> |
|            | 2. Stages in the Negotiation Process  | <b>07</b> |

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**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) (VI Semester) Examination**  
**2017**  
**Monday, 27<sup>th</sup> March**  
**10.00 a.m. to 12.00 p.m.**  
**UM06FBB102 : Leadership Skills for Management - II**

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

**Total Marks: 60**

- Q.1 (a) Explain the following managerial skills : [09]  
(i) Technical Skills (ii) Conceptual Skills (iii) Interpersonal Skills
- (b) Discuss in brief nature of Traits and Skills. [06]
- OR**
- Q.1 Discuss in detail Managerial Traits and Effectiveness. [15]
- Q.2 (a) Discuss in detail Applications for Managers. [08]  
(b) Explain in brief Situational Relevance Skills. [07]
- OR**
- Q.2 Discuss in detail other relevant competencies for leadership skills. [15]
- Q.3 (a) Explain 'Learning from Experience' as leadership developmental activity. [09]  
(b) Explain the following leadership developmental activities : [06]  
(i) Multi source Feedback (ii) Developmental Assignments.
- OR**
- Q.3 Explain the following developmental activities : [15]  
(i) Developmental Assessment Centre  
(ii) Job Rotation (iii) Mentoring  
(iv) Executive Coaching (v) Outdoor Challenge Programs
- Q.4 Explain the following inspirational approaches on leadership : [15]  
(a) Charismatic Leadership (b) Transformational Leadership
- OR**
- Q.4 Explain the following Contemporary Leadership Roles : [15]  
(a) Self-Leadership (b) E-Leadership (c) Mentoring

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(13 &amp; A-7) Seat No.: \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

T.Y. B.B.A (ISM) –VI SEM EXAMINATION

27<sup>TH</sup> March 2017, Monday

10.00 am to 12.00 am

Business Etiquettes and Presentation Skill - II (UM06FBBS02)

Total Marks: 60

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 Note: Figures to the right indicates full marks:

- Q.1 (A) Explain in detail about Audio-Visual Aids for Presentation Skill with example. (15)  
OR
- Q.1 (A) Write a note on how to overcome a Presentation fear. (07)  
(B) Write a note on Non-Verbal aspect of Communication for Presentation. (08)
- Q.2 (A) Discuss the need and importance of Intercultural Business Communication. (07)  
(B) Explain how to develop intercultural awareness. (08)  
OR
- Q.2 (A) Write the pattern of Cultural Difference. (07)  
(B) What are factors of Cross Cultural Relationship explain in detail. (08)
- Q.3 (A) Write in detail about how to prepare for interview (07)  
(B) Write different questions for success in interview. (08)  
OR
- Q.3 (A) Explain in detail about the point for during interview process. (07)  
(B) Discuss in detail about the process of after interview. (08)
- Q.4 Explain the strategies of Negotiation: Initial and During. (15)  
OR
- Q.4 (A) Write in detail the concept and importance of Negotiation. (07)  
(B) What are the stages in Negotiation Process? (08)

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