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

No. of pages 01

[28 & A-23] SARDAR PATEL UNIVERSITY

SYBBA (GENERAL) (SEMESTER III) (REGULAR) Examination

18<sup>th</sup> November, 2017, Saturday

2.00 to 4.00 p.m.

Marketing Management (UM03CBBA01)

Note:- Figures to the right indicate marks

TOTAL MARKS: 60

Q.1) Define marketing and discuss the core concepts of marketing in detail. (15)

OR

Q.1) Explain the philosophies of marketing in detail. (15)

Q.2) "A product passes through the same cycle as human being." Do you agree? If yes, then explain the statement in reference to product life cycle. (15)

OR

Q.2) Describe the new product development process in detail. (15)

Q.3) (A) Write down the objectives of pricing. (07)

(B) Explain any two methods of pricing. (08)

OR

Q.3) Explain the factors affecting pricing decisions. (15)

Q.4) Discuss the tools of sales promotion with relevant example. (15)

OR

Q.4) Explain the factors affecting channels of distribution. (15)

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**SARDAR PATEL UNIVERSITY**  
**B.B.A. (General) (III Semester) (2010 Batch) Examination**  
**Friday, 24<sup>th</sup> November 2017**  
**2.00 pm – 4.00 pm**  
**UM03CBBA02/07 - Corporate Accounting-II**

Total Marks : 60

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

Q.1 Prepare profit and loss account and Balance Sheet with imaginary figures as per company Act. (15)

OR

Q.1 Following are the balances extracted from the books of Shivam Ltd. as on 31-3-2015 (15)

| Particulars             | Debit balance<br>Rs. | Credit balance<br>Rs. |
|-------------------------|----------------------|-----------------------|
| Equity share capital    | --                   | 400000                |
| Building                | 307200               | --                    |
| Plant & Machinery       | 330000               | --                    |
| Debtors                 | 87000                | --                    |
| 12% Debentures          | --                   | 300000                |
| P & L A/c (1-4-2014)    | --                   | 26300                 |
| Goodwill                | 25000                | --                    |
| Bank balance            | 10700                | --                    |
| Cash                    | 30000                | --                    |
| Bills Payable           | --                   | 37000                 |
| Creditors               | --                   | 40000                 |
| General Reserve         | --                   | 25000                 |
| Calls-in-arrears        | 7500                 | --                    |
| Interim Dividend paid   | 60000                | --                    |
| Purchases               | 185000               | --                    |
| Sales                   | --                   | 415000                |
| Provision for Bad debts | --                   | 3500                  |
| Preliminary Expenses    | 5000                 | --                    |
| Productive Wages        | 77100                | --                    |
| General expenses        | 6900                 | --                    |
| Salaries                | 20300                | --                    |
| Bad debts               | 2100                 | --                    |
| Debenture interest paid | 18000                | --                    |
| Stock (1-4-2014)        | 75000                | --                    |
|                         | <b>1246800</b>       | <b>1246800</b>        |

**Additional Information :**

- (1) Closing stock was valued at Rs. 95000.
- (2) Depreciate plant and Machinery by 10%.
- (3) Write off Rs. 500 from preliminary expenses.

- (4) Maintain provision for Bad debts at 5% on Debtors.
  - (5) Transfer Rs. 2380 to General Reserve.
  - (6) Provide income tax @ 35% current years profit before tax is Rs. 73250.
  - (7) Authorised capital of the company was Rs. 1000000 divided in to 10000 equity shares of Rs. 100 each.
- Prepare Balance Sheet of Shivam Ltd. as on 31-3-2015

Q.2 The following were the balance sheet of Tulsi Ltd. and Gulab Ltd as on 31-12-12. (15)

| Liabilities                         | Tulsi<br>Rs. | Gulab<br>Rs. | Assets                     | Tulsi<br>Rs. | Gulab<br>Rs. |
|-------------------------------------|--------------|--------------|----------------------------|--------------|--------------|
| Equity share capital of Rs. 100     | 500000       | 200000       | Goodwill                   | --           | 36000        |
| General Reserve                     | 150000       | --           | Land & Building            | 200000       | 75000        |
| Worker's accident Compensation Fund | 55000        | --           | Plant & Machinery          | 300000       | 35000        |
| Profit & Loss A/c                   | 30000        | 25000        | Furniture                  | 60000        | 10000        |
| Bills payable                       | 20000        | 5000         | Stock                      | 80000        | 30000        |
| Creditors                           | 25000        | 10000        | Debtors                    | 60000        | 32000        |
|                                     |              |              | Bank Balance               | 50000        | 22000        |
|                                     |              |              | Advertisement suspense A/c | 30000        | --           |
|                                     | 780000       | 240000       |                            | 780000       | 240000       |

Directors of both the companies decided that :

- (1) Both the companies should be wound up and a new company Badam Ltd. be formed to acquire assets and liabilities of both the companies.
- (2) Authorised share capital of Badam Ltd. be fixed at Rs. 600000 divided in to 6000 equity share of Rs. 100 each.
- (3) Tulsi Ltd. to be paid Rs. 700000 as purchased consideration in 4450 equity shares of Rs. 100 value to be treated as Rs. 150 per share and balance in cash.
- (4) Gulab Ltd. to be Rs. 190000 as purchase consideration in 1150 equity shares of Rs. 100 Value to be treated at Rs. 150 per share and balance in cash.
- (5) Badam Ltd issued remaining equity shares at Rs. 120 per share and were fully paid.
- (6) Liquidation expenses of both the companies totally Rs. 3000 paid by the new company.

Write necessary journal entries in the books of Badam Ltd. and prepare its Balance Sheet.

OR

Q.2 On 1-4-2016, M Ltd. and N Ltd. agreed to amalgamate and form a new company MN Ltd. with a authorised capital of Rs. 500000 divided in to shares of Rs. 10 each. On 1-4-2016 the balance sheets of the companies stood as follows. (15)

| Liabilities          | M Rs.  | N Rs.  | Assets               | M Rs.  | N Rs.  |
|----------------------|--------|--------|----------------------|--------|--------|
| Share capital        |        |        | Machinery            | 260000 | 165000 |
| Shares of Rs. 5 each | 250000 | 150000 | Stock                | 40000  | 30000  |
| 12% Debentures       | --     | 50000  | Debtors              | 32500  | 25000  |
| Mortgage Loan        | 30000  | --     | Cash at Bank         | 7500   | --     |
| General Reserve      | 25000  | --     | Preliminary expenses | 10000  | 5000   |
| Profit & Loss A/c    | 22500  | 15000  |                      |        |        |
| Sundry Creditors     | 22500  | 10000  |                      |        |        |
|                      | 350000 | 225000 |                      | 350000 | 225000 |

MN Limited agreed to take over trade liabilities and assets (except mortgage loan and cash at bank of M Limited) of both companies the consideration being.

- (1) Discharge of the debenture of N Limited by the issue of equivalent amount of 14% debentures of MN Limited.
- (2) A cash payment of 50 paise per share of M Limited and N Limited.
- (3) Exchange of one share of Rs. 10 each at the agreed value of Rs. 14 per share of MN Limited for every two shares held in M Limited and N Limited.
- (4) MN Limited issued 5000 shares to public at Rs. 14 per share and the amount received immediately.

For the purpose of amalgamation assets of both the companies were revalued as given.

|           | M Ltd. | N Ltd. |
|-----------|--------|--------|
| Goodwill  | 50000  | 87500  |
| Machinery | 280000 | 150000 |
| Stock     | 36000  | 28000  |
| Debtors   | 31500  | 24500  |

Pass Journal entries in the books of MN Limited and prepare its balance sheet.

Q.3 The following are the balance sheet of SK Ltd. (15)

| Liabilities             | 31-3-15<br>Rs. | 31-3-16<br>Rs. | Assets              | 31-3-15<br>Rs. | 31-3-16<br>Rs. |
|-------------------------|----------------|----------------|---------------------|----------------|----------------|
| Equity Share Capital    | 2400000        | 2400000        | Fixed Assets        | 3480000        | 4020000        |
| 10% Pref. Share Capital | 1200000        | 1200000        | Stock               | 1320000        | 900000         |
| General Reserve         | 720000         | 672000         | Debtors             | 690000         | 774000         |
| 12% Debentures          | 600000         | 600000         | Bills Receivable    | 150000         | 90000          |
| Creditors               | 660000         | 600000         | Bank Balance        | 360000         | 96000          |
| Bank overdraft          | 300000         | 300000         | Preliminary Expense | 120000         | 72000          |
| Provision for Taxation  | 240000         | 180000         |                     |                |                |
|                         | 6120000        | 5952000        |                     | 6120000        | 5952000        |

Additional Information :

|   | 31-3-15<br>Rs. | 31-3-16<br>Rs. |
|---|----------------|----------------|
| Total Sales (60% Credit Sales)                        | 7200000        | 9600000        |
| Gross Profit  | 2400000        | 3660000        |
| Net Profit before Interest & Tax (rate of Tax at 50%) | 1500000        | 1800000        |

The Stock was Rs. 1080000 on 1-4-14.  
Calculate 360 days of the Year.

From the above information calculate the following ratio for both the (LS) year.

- |                        |                          |
|------------------------|--------------------------|
| (1) Net Profit         | (4) Stock Turnover Ratio |
| (2) Debtors Ratio      | (5) Current Ratio        |
| (3) Gross Profit Ratio | (6) Debt Equity Ratio    |

OR

Q.3 The balance sheet of RK Ltd. as on 31<sup>st</sup> March 2016 was as under:

| Liabilities                           | Rs.     | Assets           | Rs.     |
|---------------------------------------|---------|------------------|---------|
| 200000 Equity Shares of Rs. 10 each   | 2000000 | Goodwill         | 500000  |
| 13% preference shares of Rs. 100 each | 1250000 | Fixed Assets     | 3000000 |
| 14% Debentures                        | 750000  | Investment       | 400000  |
| General Reserve                       | 1050000 | Stock            | 1125000 |
| Profit & Loss A/c                     | 425000  | Cash balance     | 75000   |
| Creditors                             | 300000  | Sundry Debtors   | 840000  |
| Bank Overdraft                        | 150000  | Preliminary Exp. | 60000   |
| Outstanding Expense                   | 75000   |                  |         |
|                                       | 6000000 |                  | 6000000 |

Other Information :

|                           |         |
|---------------------------|---------|
| Total Sales (80% credit)  | 3400000 |
| Less : Cost of Goods Sold | 2000000 |
| Gross Profit              | 1400000 |
| Less: Operating Expenses  | 450000  |
| Net Profit before 50% tax | 950000  |

Stock as on 1<sup>st</sup> April 2010 - 875000

Days of a Year 360

From the above information, Calculate the following Ratios and analyse in brief.

- (1) Net Profit Ratio
- (2) Debtors Ratio
- (3) Operating Ratio
- (4) Return on Shareholder Fund
- (5) Debt-Equity Ratio (on the basis of long term loan)
- (6) Stock turn over ratio
- (7) Current Ratio

Q.4 The following are the balance sheet of MK Ltd. as on 31-12-2015 and 31-12-2016

(15)

| Liabilities          | 31-12-15<br>Rs. | 31-12-16<br>Rs. | Assets           | 31-12-15<br>Rs. | 31-12-16<br>Rs. |
|----------------------|-----------------|-----------------|------------------|-----------------|-----------------|
| Equity Share Capital | 200000          | 240000          | Plant & Machine  | 200000          | 250000          |
| P & L A/c            | 125000          | 160000          | Accumulated dep. | 60000           | 80000           |
| Debenture            | 150000          | 90000           | Land             | 100000          | 80000           |
| Creditors            | 30000           | 40000           | Stock            | 140000          | 120000          |
|                      |                 |                 | Debtors          | 75000           | 100000          |
|                      |                 |                 | Cash             | 50000           | 60000           |
|                      | 505000          | 530000          |                  | 505000          | 530000          |

Cash dividend of Rs. 25000 have been paid during the year 2016.

Prepare Schedule of Change in Working Capital and Fund flow Statement.

OR

Q.4

(A) Prepare Cash flow statement from the above question number 4. (10)

(B) What is cash flow statement? How does it differ from fund flow statement? (05)



Seat: \_\_\_\_\_

No. of questions: 02 <sup>sc</sup>

SARDAR PATEL UNIVERSITY

[32 & A-29] B.B.A. (GENERAL) (SEMESTER-III) EXAMINATION

2017

Monday, 20<sup>th</sup> November

02:00 P.M. To 04:00 P.M.

UM03CBBA02: FINANCIAL MANAGEMENT-I

Total Marks: 60

- Note: (1) Figures to the right indicate full marks of each question.  
(2) All questions carry equal marks.

Q-1 (A) "Wealth Maximization is superior objective than profit maximization objective of financial management."- Explain. [11]

(B) Write a note on: Risk Return Trade off [04]

OR

Q-1 (A) "The importance of financial management has increased in modern times." Elucidate. [09]

(B) List out routine function of financial management and explain any three functions in detail. [06]

Q-2 (A) Write a note on: 1. Treasury Bills 2. Call Money Market [08]

(B) Difference between Capital Market and Money Market. [07]

OR

Q-2 Explain equity shares and debentures as long term source of finance. [15]

Q-3 Define financial planning and explain the characteristics of a sound financial plan and also discuss limitation of financial planning. [15]

OR

Q-3 Explain meaning, causes and consequences of over capitalization. [15]

Q-4 (A) Jitendra limited is considering the purchase of one of the following machines. [12]

Relevant data regarding machines are as follow:

| Particulars                                 | Machine - X | Machine - Y |
|---|-------------|-------------|
| Estimated Life                              | 3 Years     | 3 Years     |
| Capital Cost                                | Rs. 90,000  | Rs. 90,000  |
| Earnings After tax and Depreciation: Year-1 | Rs. 20,000  | Rs. 10,000  |
| Year-2                                      | Rs. 25,000  | Rs. 35,000  |
| Year-3                                      | Rs. 20,000  | Rs. 25,000  |

The company follows straight line method of depreciation and no salvage value for both machines. Calculate:

1. PBP
2. ARR
3. NPV @ 10% cost of capital

(B) Write a note on: Pay Back Period Method (PBP) [03]

(P.T.O.)



OR

Q-4 (A) Sanjay Company is considering investing in a project requiring a capital outlay of Rs. [12]  
2,00,000. Forecasted annual cash flow after depreciation but before tax is as follows:

| Year         | 1        | 2        | 3      | 4      | 5      |
|--------------|----------|----------|--------|--------|--------|
| Income (Rs.) | 1,00,000 | 1,00,000 | 80,000 | 80,000 | 40,000 |

Depreciation @ 20% on original cost of assets and taxation at 50%. Cost of capital of the project is 10%. Evaluate the project on the basis of following methods:

1. Pay Back Period
2. Accounting Rate of Return
3. Net Present Value
4. Profitability Index
5. Internal Rate of Return

(B) Difference between NPV and IRR

[03]

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

No. of Printed Page : 01

[A-12] SARDAR PATEL UNIVERSITY

BBA (General and Honours) Examination, III- Semester

Monday (2010 Batch) Date: 27/11/2017

Session: Evening Time: 2.00 pm. To 4.00 pm.

Subject/Course Code: UM03CBBA03 Paper No. \_\_\_\_

Subject/Course Title: Economic Analysis-I

Marks: 60

- 
- Q-1 (A) Explain the concept and importance of cross elasticity of demand. (08)  
(B) Explain the concept of income elasticity. (07)  
OR  
Q-1 Describe the methods of measuring price elasticity of demand in detail. (15)
- Q-2 (A) Explain the objectives of short-run and long-run demand forecasting. (08)  
(B) Explain the Survey methods for demand forecasting. (07)  
OR  
Q-2 What is demand forecasting? Explain the methods of demand forecasting. (15)
- Q-3 (A) What is production function? (08)  
(B) Write short note on Least cost combination. (07)  
OR  
Q-3 (A) Explanation of the law of variable proportion in brief. (15)
- Q-4 (A) Explain the concept of supply curve. (08)  
(B) Explain the concept of shut down point. (07)  
OR  
Q-4 Explain the concept of AR, MR, and TR in perfect and imperfect competition. (15)

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

[23 & A-20]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (General) (III Semester) (Regular) EXAMINATION**  
**Tuesday, 21 November 2017**  
**2.00 to 4.00 p.m.**  
**HUMAN RESOURCE MANAGEMENT – I**  
**(UM03CBBA03)**

**Maximum Marks: 60**

**Q.1** Clarify the concept of Human Resource Management and discuss the evolution and functions of Human Resource Management. **15**

**OR**

**Q.1 A** Write a note on Role of Human Resource Managers. **10**

**Q.1 B** Differentiate: Job Description v/s Job Specification. **05**

**Q.2** What do we mean by term "Employee Recruitment" and "Employee Selection"? Explain in detail process of Employee Selection. **15**

**OR**

**Q.2 A** Write a note on Off job training methods. **09**

**Q.2 B** Briefly discuss major sources of recruitment. **06**

**Q.3** What do we mean by "Employee Promotion"? Discuss in detail various types of Employee Promotion. **15**

**OR**

**Q.3 A** Write a brief note on causes of Demotion. **06**

**Q.3 B** Write a note on types of Transfer. **09**

**Q.4** Clarify the concept of Employee Compensation and discuss the major factors affecting compensation. **15**

**OR**

**Q.4 A** Write a note on process of Performance appraisal. **09**

**Q.4 B** Write a brief note on major types of wages. **06**

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

No. of Printed Pages = 02

[A-9 & A-10] SARDAR PATEL UNIVERSITY

BBA SEMESTER III EXAMINATION NOVEMBER 2017(2010 BATCH)

SUBJECT: STATISTICS FOR MANAGEMENT I

SUBJECT CODE: UMO3CBBA04/09

DATE: 25/11/2017

TIME: 2.00 PM TO 4.00 PM

TOTAL MARKS : 60

- Q. 1(a) For the following data, using tally marks and taking one of the 8 inclusive classes as 22-25, prepare a frequency distribution:  
10, 17, 15, 22, 11, 16, 19, 24, 29, 18, 25, 26, 32, 14, 17, 20, 23, 27, 30, 12, 15, 18, 24, 36, 18, 15, 21, 28, 33, 38, 34, 13, 10, 16, 20, 22, 29, 19, 23 and 31
- (b) Find mean and standard deviation for the following data 7  
X: 1 2 4 6 8 9

OR

- Q. 1(a) For the data given below, find the missing frequency if the arithmetic 8 mean is 33. Also find the median.  
Class: 0-10 10-20 20-30 30-40 40-50 50-60  
f : 10 15 30 ? 25 20
- (b) Write note on : 7  
(i) Coefficient of Variation  
(ii) Deciles  
(iii) Mode
- Q. 2(a) With usual notations state and prove addition theorem of probability 8 considering three joint events
- (b) What is the probability to get 5 Sundays in the year 2052 7

OR

- Q. 2(a) Give definitions of probability and show that  $P(A) + P(A') = 1$  8
- (b) A card is selected at random from a pack of cards. Find the 7

probability to get a face card or a spade card.

Q. 3(a) State probability density function and properties of Binomial, Poisson and Normal distributions of probability 8

(b) For a binomial distribution, given  $n = 10$  and  $P(x = 5) = 2P(x = 4)$  then find the value of 'p' 7

OR

Q. 3(a) For a Poisson distribution, given  $P(x = 3) = P(x = 4)$  then find  $P(x = 2)$  8

(b) In a normal distribution 31 % observations are less than 45 and 8 % observations are more than 64. Find its mean and variance 7

Q. 4(a) Explain the principles of Statistical Quality Control (SQC) 8

(b) Write control limits for (i) charts for variables and (ii) charts for attributes 7

OR

Q. 4(a) Draw 'c' chart and give your findings for the following data: 8  
Number of defectives: 12, 20, 16, 15, 8, 14, 13, 13, 15, 10, 10, 10, 18, 8, 10

(b) Distinguish between charts for variables and charts for attributes 7

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Seat No.: [314A-18]

SARDAR PATEL UNIVERSITY  
SY BBA EXAMINATION, SEMESTER-III

5C  
No. of printed pages : 06

DATE: 22-11-2017

TIME 2.00PM TO 4.00PM

SUNJECT CODE: UM03CBBA04

SUBJECT: CORPORATE ACCOUNTING

TOTAL MARKS: 60

Q.1 The following balances were recorded in the books of N Company limited on 31<sup>st</sup> (15) March 2017.

| Debit Balances                   | Rs       | Credit Balances               | Rs.      |
|----------------------------------|----------|-------------------------------|----------|
| Calls in arrears (Equity Shares) | 10,000   | 7.5% Preference share capital | 1,00,000 |
| Opening stock                    | 33,300   | Equity Share Capital          | 2,00,000 |
| Purchases                        | 1,06,500 | Forfeited Shares Account      | 4,500    |
| Land & Building                  | 1,70,000 | Security Premium              | 16,500   |
| Plant & Machinery                | 1,15,000 | Capital Reserve               | 55,000   |
| Preliminary Expenses             | 6,000    | General Reserve               | 90,000   |
| Furniture                        | 32,000   | Provident Fund                | 13,000   |
| Investments                      | 1,65,700 | 5% Debentures (Mortgage)      | 50,000   |
| Loose Tools                      | 12,000   | Sales                         | 2,60,000 |
| Debtors                          | 66,000   | Creditors                     | 33,000   |
| Productive Wages                 | 35,200   | P & L Account                 | 5,500    |
| D.R.F Investment                 | 20,000   | Bank Loan                     | 25,400   |
| Salaries                         | 57,000   | Public Deposit                | 14,600   |
| Rent Rates Taxes                 | 20,000   | Income from Investment        | 9,500    |
| Directors Fees                   | 3,500    | D.R. Fund                     | 20,000   |
| Postage & Telegrams              | 6,500    | Reserve for Bad debts         | 3,000    |
| PF Contribution                  | 2,500    |                               |          |
| Cash & Bank Balance              | 10,800   |                               |          |
| Income Tax                       | 28,000   |                               |          |
|                                  | 9,00,000 |                               | 9,00,000 |

You are required to prepare Statement of Profit & Loss And Balance sheet (Vertical) according to Revised Schedule VI as on 31<sup>st</sup> march 2017, after taking in to consideration the following information:

1. The stock on 31-03-2017 was Rs 95,400.
2. Provide 5% reserve for doubtful debts on debtors.
3. Prepaid rent amounted to Rs 2,000.

(P.T.O.)

4. Calculate depreciation- plant & Machinery 2%, Furniture 5%, and Land & Building at 4%.
5. Outstanding expenses: productive wages Rs. 2,500, salaries Rs. 3,000 and Rates & Taxes Rs. 1,500.
6. Transfer Rs. 25,000 to general reserve.
7. The directors of the company recommended 7.5% dividend on pref. Share capital and 10% on Equity share capital.
8. The authorised capital of the company amount to Rs. 5,00,000.

**OR**

**Q.1** Give the detailed proforma of vertical balance sheet (Revised Scheduled VI) of joint (15)  
stock company with imaginary figures.

**Q.2** The following are the balance sheets of two companies Amit Ltd. & Bhikhu Ltd. On (15)  
31<sup>st</sup> march 2017.

**Amit Ltd.**

| Liabilities                               | Rs.             | Assets                                 | Rs.             |
|---|-----------------|--|-----------------|
| Equity Shares of Rs. 1 each<br>fully paid | 1,50,000        | Goodwill                               | 10,000          |
| Forfeited shares A/C                      | 150             | Building at Cost                       | 45,000          |
| Reserve Fund                              | 10,000          | Machinery at Cost less<br>Depreciation | 35,000          |
| P & L A/C                                 | 16,865          | Sundry Debtors                         | 25,850          |
| 14% Debentures                            | 35,000          | Stock                                  | 68,276          |
| Sundry Creditors                          | 5,785           | Cash at Bank                           | 33,674          |
|   | <b>2,17,800</b> |  | <b>2,17,800</b> |

**Bhikhu Ltd.**

| Liabilities                               | Rs.           | Assets                                 | Rs.           |
|---|---------------|--|---------------|
| Equity Shares of Rs. 1 each<br>fully paid | 39,000        | Goodwill                               | 10,000        |
| 15% debentures                            | 7,000         | Building at cost                       | 13,000        |
| Bank Overdraft                            | 6,00          | Machinery at cost less<br>depreciation | 11,000        |
| Sundry creditors                          | 25,700        | Sundry debtors                         | 9,500         |
|   |               | Stock                                  | 15,200        |
|   |               | P & L A/C                              | 13,600        |
|   | <b>72,300</b> |  | <b>72,300</b> |

The two companies amalgamated as on 31<sup>st</sup> march 2017 and new company Amibhikhu was formed with an Authorised capital of Rs. 2, 50,000 in shares of Rs. 1 each.

Following were the terms:

**Amit Ltd:**

1. The consideration was 6 shares of Rs. 1 each fully paid in the new company in exchange for every five shares in Amit Ltd, and Rs. 1000 in cash.
2. The debenture holders were to be allotted such debentures in the new company bearing interest at 12.25% per annum as would bring them the same amount of interest.
3. The new company to take over all assets and liabilities at their book values.

**Bhikhu Ltd:**

1. The consideration was 1 share of Rs. 1 each fully paid in the new company in exchange for every 3 shares in Bhikhu Ltd and Rs. 500 in cash.
2. The debenture holders were to be allotted such debenture in the new company bearing interest at 10.5% per annum as would bring them same amount of interest.
3. The new company to tack over all assets and liabilities at book value.

You are required to draw up the balance sheet of Amibhikhu Ltd. Show your working clearly.

OR

Q.2 Following are the balance sheets of two companies as on 31<sup>st</sup> march 2017. (15)

**Ram Ltd.**

| Liabilities                            | Rs.              | Assets              | Rs.              |
|--|------------------|---------------------|------------------|
| Capital, 20,000 shares of Rs. 100 each | 20,00,000        | Building            | 5,38,000         |
| Reserves                               | 1,23,000         | Plant & Machinery   | 7,22,000         |
| P & L A/C                              | 2,40,000         | Stock               | 4,74,000         |
| Creditors                              | 5,27,000         | Debtors             | 814000           |
|  |                  | Cash & Bank Balance | 3,42,000         |
|  | <b>28,90,000</b> |                     | <b>28,90,000</b> |

**Kapoor Ltd.**

| Liabilities                            | Rs.              | Assets              | Rs.              |
|--|------------------|---------------------|------------------|
| Capital, 15,000 shares of Rs. 100 each | 15,00,000        | Goodwill            | 6,00,000         |
| P & L A/C                              | 75,000           | Plant & Machinery   | 7,23,000         |
| Creditors                              | 3,14,000         | Stock               | 1,27,000         |
| Bills Payable                          | 1,27,000         | Debtors             | 4,18,000         |
|  |                  | Cash & Bank Balance | 1,48,000         |
|  | <b>20,16,000</b> |                     | <b>20,16,000</b> |

(P.T.O.)



Both the companies have decided to wind up and to acquire the business of these two companies, a new company called RK Co. Ltd. was formed with share capital of Rs. 35,00,000 divided into shares of Rs. 100 each and 500, 5% debentures of Rs.100 each.

All assets of Ram Ltd. except cash & Bank Balance were shown at the following figures, Freehold Building & Plant & Machinery after writing of 20% and stock after increasing 10% value. New company agreed to pay to creditors of Raj Co. Ltd.

All Assets of Kapoor Co. Ltd. Were purchased by new company with the exception of cash and bank balance. In assets, Goodwill was valued at Rs. 3,00,000 and Plant & Machinery at Rs. 4,00,000 Where as remaining assets were taken over at their book values. Liabilities were taken over at book value by new company. The purchase consideration of Ram Ltd. Was paid by 10,000 shares 250 debentures and cash of Rs. 7,91,400 while in case of Kapoor Ltd. 7000 shares 250 Debentures and cash of Rs. 79,000. The remaining shares of the new company were issue to the public at premium of 10% and all these shares were subscribed for and were fully paid.

You are required to record Journal entries in the books of RK Co. Ltd. Show your working Clearly.

Q.3 What do you mean by Accounting Ratio? Explain its utility and state its limitations. (15)

OR

Q.3 The following are condensed comparative financial statement of ABC Ltd., for the three years ended 31<sup>st</sup> December 2016. (15)

| Particulars                           | 2016            |
|---------------------------------------|-----------------|
| <b>Current Assets:</b>                |                 |
| Bank                                  | 17,000          |
| Debtors                               | 20,000          |
| Stock                                 | 30,000          |
| Prepaid Expenses                      | 3,000           |
| Total Current Assets                  | 70,000          |
| Plant & Equipment                     | 76,000          |
| Total Assets                          | 1,46,000        |
| <b>Current Liabilities:</b>           |                 |
| Creditors                             | 48,500          |
| Provision for Income Tax              | 1,500           |
| Total Current Liabilities             | 50,000          |
| <b>Long Term Funds:</b>               |                 |
| Equity Share Capital (Rs. 100 Shares) | 80,000          |
| Profit & Loss Account                 | 16,000          |
| <b>Total Liabilities</b>              | <b>1,46,000</b> |

**Comparative Operative Statement**  
For the year ended 31<sup>st</sup> December 2016

| Particulars                  | Rs       |
|------------------------------|----------|
| Sales                        | 2,10,000 |
| Cost of Sales                | 1,57,500 |
| Gross Profit                 | 52,500   |
| General and Selling Expenses | 42,500   |
| Net Profit                   | 10,000   |

**Additional Information:**

1. The company closing Inventory on 31<sup>st</sup> December 2015 was Rs. 20,000
2. Credit terms are net 60 days from the date of invoice.

Calculate the following ratios and give your brief comments.

- (I) Current Ratio
- (II) Acid Test Ratio
- (III) Inventory turnover ratio
- (IV) Debtors collection period
- (V) Gross profit margin percentage
- (VI) Earning per share and
- (VII) Fixed Assets to shareholders equity.

**Q.4** From the following balance sheets of X Ltd. As on 31<sup>st</sup> December 2015 and 2016, you (15) are required to prepare:

- (A) A schedule of changes in working capital.
- (B) A fund flow statement.

| Liabilities                  | 2015            | 2016            | Assets            | 2015            | 2016            |
|------------------------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Share Capital                | 1,00,000        | 1,00,000        | Goodwill          | 12,000          | 12,000          |
| General Reserve              | 14,000          | 18,000          | Building          | 40,000          | 36,000          |
| Profit & Loss A/C            | 16,000          | 13,000          | Plant             | 37,000          | 36,000          |
| Sundry Creditors             | 8,000           | 5,400           | Investments       | 10,000          | 11,000          |
| Bills Payable                | 1,200           | 800             | Stock             | 30,000          | 23,400          |
| Provision for taxation       | 16,000          | 18,000          | Bills Receivables | 2,000           | 3,200           |
| Provision for Doubtful Debts | 400             | 600             | Debtors           | 18,000          | 19,000          |
|                              |                 |                 | Cash at Bank      | 6,600           | 15,200          |
|                              | <b>1,55,600</b> | <b>1,55,800</b> |                   | <b>1,55,600</b> | <b>1,55,800</b> |

( P. T. O. )

The following information has also been given:

1. Depreciation charged on plant was Rs.4,000 and Building Rs.4,000.
2. Provision for taxation of Rs. 19,000 was made for 2016
3. Interim dividend Rs.8,000 was paid during 2016.

OR

Q.4

(A) Balance sheet of A and B 1-1-2016 and 31-12-2016 were as follows:

| Liabilities    | 2016            | 2016            | Assets    | 2016            | 2016            |
|----------------|-----------------|-----------------|-----------|-----------------|-----------------|
| Creditors      | 40,000          | 44,000          | Cash      | 10,000          | 7,000           |
| Mrs A's Loan   | 25,000          | ----            | Debtors   | 30,000          | 50,000          |
| Loan from Bank | 40,000          | 50,000          | Stock     | 35,000          | 25,000          |
| Capital        | 1,25,000        | 1,53,000        | Machinery | 80,000          | 55,000          |
|                |                 |                 | Land      | 40,000          | 50,000          |
|                |                 |                 | Building  | 35,000          | 60,000          |
|                | <b>2,30,000</b> | <b>2,47,000</b> |           | <b>2,30,000</b> | <b>2,47,000</b> |

(10)

During the year a machine costing Rs. 10,000 (accumulated depreciation Rs. 3,000) was for Rs. 5,000. The provision for depreciation against machinery as on 1-1-2016 was Rs. 25,000 and on 31-12-2016 Rs. 40,000. Net profit for the year 2016 amounted to Rs. 45,000. You are required to prepare Cash Flow Statement.

(B) State the difference between fund flow statement and cash flow statement.

(05)

\*\*\*X\*\*\*

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

No. of Pages: 01

[23 & A-11] **Sardar Patel University**  
Vallabh Vidyanagar - 388120

**BBA (GEN) Semester III**  
**UM03CBBA05 - Economic Analysis I**

**Date: 25<sup>th</sup> November 2017**

**Total Marks: 60**

**Time: 2.00 pm to 4.00 pm**

Note: Figures to the right indicate marks,

Draw diagrams and cite examples wherever necessary.

**Q.1** Explain the concept, methods of measurement and types of price elasticity. **(15)**

**OR**

**Q.1** Explain the concept, types and uses of cross elasticity. **(15)**

**Q.2** Explain various objectives and significance of demand forecasting. **(15)**

**OR**

**Q.2** What is demand forecasting? Explain any three qualitative methods of demand forecasting. **(15)**

**Q.3** What is production function? Explain Law of variable proportions. **(15)**

**OR**

**Q.3** What is iso cost line? What is the effect of change in factor price and total outlay on iso cost lines? **(15)**

**Q.4** Enlist the characteristics of perfect competition and explain short run equilibrium of a perfectly competitive firm. **(15)**

**OR**

**Q.4** Explain the concepts of TR, AR and MR and discuss their relationship under imperfect competition. **(15)**

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52

**SEAT No. \_\_\_\_\_**  
**[17 & A-13] SARDAR PATEL UNIVERSITY**  
**BBA (GENERAL) SEMESTER-III EXAMINATION**  
**MONDAY, 27<sup>TH</sup> NOVEMBER**  
**2017**  
**02.00 P.M. TO 04.00 P.M.**  
**UM03CBBA06: STATISTICS FOR MANAGEMENT-I**

Total Marks: 60

Note: Graph papers & statistical table will be provided on request.

- Q.1 [a] Define primary and secondary data. List out sources of secondary data. [07]
- [b] The following distribution gives the pattern of overtime work done by 100 employees of the company. Find the mean, standard deviation and coefficient of variation. [08]

| Class     | 10-15 | 15-20 | 20-25 | 25-30 | 30-35 | 35-40 |
|-----------|-------|-------|-------|-------|-------|-------|
| Frequency | 11    | 20    | 35    | 20    | 8     | 6     |

OR

- Q.1 [a] If the median of the following frequency distribution is 38, find the missing frequencies of classes 30-40 and 50-60. [07]

| Class     | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 | 70-80 | Total |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|
| Frequency | 42    | 38    | $f_1$ | 54    | $f_2$ | 36    | 32    | 400   |

- [b] The life time (in thousand) of 10 LED bulbs of two company A and B were recorded as given below. Find out which of the two shows greater lifetime and fluctuation. [08]

|           |    |    |    |    |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|----|----|----|----|
| Company A | 17 | 20 | 19 | 18 | 16 | 18 | 17 | 19 | 20 | 16 |
| Company B | 16 | 15 | 19 | 20 | 17 | 19 | 20 | 20 | 14 | 20 |

- Q.2 [a] State and prove addition theorem of probability for two events. [07]
- [b] Students A, B and C are given an example to solve independently. The probabilities that they will solve the example correctly are respectively  $\frac{1}{2}$ ,  $\frac{1}{3}$  and  $\frac{3}{4}$ . Find the probabilities that at least one of them will solve the example correctly. [08]

OR

- Q.2 [a] A Chartered Accountant applies for a job in two firms X and Y. He estimates that the probability of his being selected in firms X is 0.7, and being rejected at Y is 0.5 and the probability of at least one of his applications being rejected is 0.6. What is the probability that he will be selected in one of the firm? [07]

- [b] A random variable X has the following probability distribution, [08]

|              |     |     |    |     |   |
|--------------|-----|-----|----|-----|---|
| Value of X : | -1  | 0   | 1  | 2   | 3 |
| P(X) :       | 0.2 | 0.2 | 2a | 0.3 | a |

Determine the value of  $a$ ,  $E(x)$  and  $V(x)$ .

C.P. T.O.)

Q.3 [a] Write properties Normal distribution. [07]

[b] If a random variable X follow Poisson distribution such that  $P(X = 1) = P(X = 2)$ . Find (i) [08]  
The mean and variance of the distribution (ii)  $P(X = 0)$  (iii)  $P(X < 2)$

OR

Q.3 [a] The probability of a randomly selected student will not graduate is 0.4. Determine the [07]  
probability that out of 5 students: (i) none, (ii) one (iii) at most one (iv) all will graduate.

[b] The weight of 1000 students is follow normal distribution with mean 50 kg and standard [08]  
deviation 2.5 kg. Find the number of students having weight (i) more than 55 kg (ii) less than  
45 kg (iii) between 45 and 55 kg.

Q.4 [a] Write a short note on causes of variation in a production process. [05]

[b] Twelve samples of five items each were taken on a random sample basis. Draw mean and [10]  
range chart and write your comment on the state of the control of the process. [ $n = 5, A_2 =$   
 $0.58, D_3 = 0, D_4 = 2.115$  ]

|                    |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Sample no.         | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  |
| Mean ( $\bar{x}$ ) | 120 | 130 | 103 | 120 | 130 | 140 | 112 | 105 | 103 | 140 | 125 | 116 |
| Range (R)          | 12  | 13  | 14  | 12  | 11  | 13  | 12  | 16  | 14  | 12  | 13  | 12  |

OR

Q.4 [a] The following figures give the number of defectives in twelve samples, each sample [07]  
containing 200 items.

25 30 16 41 25 22 80 60 37 50 56 20

Draw p-chart and comment.

[b] During an examination of equal lengths of cloth, the following is the number of defects [08]  
observed:

2 1 2 1 2 1 3 4 0 5 6 7 4 3 2

Draw a control chart for the number of defects and comment whether the process is under  
control or not.

SP

No. of printed pages: 01

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

[20]

**SARDAR PATEL UNIVERSITY**

VALLABH VIDYANAGAR – 388 120

**B.B. A Semester-III EXAMINATION**

**THURSDAY, NOVEMBER 23, 2017**

**UM03CBBA07 SUPPLY CHAIN MANAGEMENT**

**TIME: 2.00 P.M. TO 4.00 P.M.**

**TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the Generic Types of SCM (Supply Chain Management). (15)  
**OR**
- Q.1 Discuss in detail the Importance and the Objectives of Supply Chain Management (SCM). (15)
- Q.2 Write a note on: (15)  
(a) Cycle View of Supply Chain Process.  
(b) Relationship Matrix.
- OR**
- Q.2 Explain in detail the Competitive and Supply Chain Strategy. (15)
- Q.3 Elucidate in detail the Drivers of Supply Chain Performance. (07)  
(08)
- OR**
- Q.3 Write a note on: (15)  
(a) Reverse Supply Chain V/S Forward Supply Chain.  
(b) Components of Inventory Decision.
- Q.4 Explicate the Factors influencing Distribution Network. (15)  
**OR**
- Q.4 Explain the Impact of E-Business on Customer Service. (15)
-

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

No. of Printed Page : 01

[29 & A-26]

SARDAR PATEL UNIVERSITY  
B.B.A. (III rd - SEMESTER) EXAMINATION

SATURDAY, 18<sup>th</sup> NOV. 2017  
02-00 P.M. to 04-00 P.M.

FOREIGN TRADE POLICY & AUTHORITIES: UM03CBBB01

Total Marks: 60

Q-1 State the implications of Foreign Trade Policy of Government of India. 15

OR

Q-1 Explain the objectives of present Foreign Trade Policy of Government of India. 15

Q-2 Write Short notes on: 15

- (A) Director General of Foreign Trade (DGFT).  
(B) State Liaison Officer.

OR

Q-2 Write Short notes on: 15

- (A) Department of Commerce.  
(B) Foreign Investment Promotion Board (FIPB).

Q-3 Write notes on: 15

- (A) Commerce Board.  
(B) EXIM Bank.

OR

Q-3 Write notes on: 15

- (A) Minerals & Metals Trading Corporation (MMTC).  
(B) Trade Fair Authority (TFA).

Q-4

- (A) Explain any two Principal Documents for export. 08  
(B) Write a brief note on: Freight Investigation Bureau. 07

OR

Q-4

- (A) Explain any two Regulatory Documents for export. 08  
(B) Write a brief note on: Central Warehousing Corporation. 07

—X—



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

No. of Printed Pages : 01

[324 A-20] SARDAR PATEL UNIVERSITY

B.B.A.(I.B.) – Third Semester Examination

Day & Date : Wednesday, 22nd November 2017, Time : 02-00 P.M. TO 04-00 P.M.

Subject: Quality Control & Procedure

Subject Code: UM03CBBB04

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Discuss concept and need for "Quality Management" (15)

OR

Q.1 Explain types and levels of "Quality". (15)

Q.2 Narrate : Pre-shipment Inspection and Quality Standards for Export. (15)

OR

Q.2 Discuss : Voluntary Inspection and Procedure for Handling Complaint. (15)

Q.3 Write Note On : (a) Benefits of TQM. (8)

(b) Pyramid Model. (7)

OR

Q.3 Give benefits of quality and explain "Dimensional Quality Model" (15)

Q.4 Give concept of "ISO " and discuss its benefits in detail. (15)

OR

Q.4 Write Note On : (a) Procedure for ISO 14000. (8)

(b) Concept of BIS. (7)

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

No. of Printed Page. : 01

33

**SARDAR PATEL UNIVERSITY**

BBA(FT/IB) (III Semester) Examination

Subject: International Financial Management - I

Code: UM03CBBF02/B02

Year: 2017-2018

Date : 20/11/2017

Time: 02:00p.m to 04:00p.m

Day : Monday

Total Marks: 60

Q.1 Why study international finance ? Explain in detail its recent changes in global financial market. [15]

**OR**

Q.1 Explain Emerging challenges in global financial market and also clarify Finance functions of financial manager. [15]

Q.2 Elucidate Pre-shipment Finance with its importance & Types of Pre-shipment Finance. [15]

**OR**

Q.2 Explain Post-shipment Finance with its features, Procedure, documentary evidence of Post-shipment Finance. [15]

Q.3 Discuss in brief short term, medium term and long term source of international financing. [15]

**OR**

Q.3 Discuss:  
1) Promissory Notes  
2) Factoring v/s Forfeiting [15]

Q.4 Depict different terms of payment with factors affecting of terms of payment. [15]

**OR**

Q.4 What is Letter of Credit? Discuss procedure of issuing letter of credit with its types of Letter of Credit ? [15]

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

No. of Printed Page : 01

[24 & A-13]

**SARDAR PATEL UNIVERSITY**

BBA(FT/IB) (III Semester) Examination

Subject: International Marketing Management - I

Code: UM03CBBF03/B03

Year: 2017-2018

Date : 21/11/2017

Time: 02:00p.m to 04:00p.m

Day : Tuesday

Total Marks: 60

Q.1 Explain International Marketing with driving and restrain forces affecting Global Integration and Global Marketing . [15]

**OR**

Q.1(a) Distinguish: International Marketing and Domestic Marketing. [08]

Q.1(b) Discuss Problems and Prospects of International Marketing with reference to India. [07]

Q.2 Depict Socio-cultural, Political and Demographic environment and its implication on international marketing. [15]

**OR**

Q.2 What are the implications of Economic, Legal and Technological environment on international marketing? [15]

Q.3 Describe different classification of Markets and also discuss different factors to be considered in identifying foreign markets. [15]

**OR**

Q.3 Elucidate briefly export procedure and import procedure. [15]

Q.4 Make a distinction between Services and Product. Enumerate briefly Service globalization potentials and Local marketing of global services . [15]

**OR**

Q.4 Explain : [15]  
1) Controlling local service quality  
2) Foreign Entry of services

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[A-11]

SARDAR PATEL UNIVERSITY

BBA Examination, III-Semester

NC General and Honours for 2010 Batch.

Friday Date: 24/11 /2017

Session: Evening Time: 02.00 pm. To 04.00 pm.

Subject/Course Code: UM03CBBF03 Paper No. \_\_\_\_

Subject: MANAGERIAL ECONOMICS

Total Marks: 60

- Q-1 (A) Explain the concept of opportunity cost. (08)  
 (B) Explain the objectives of a firm. (07)
- OR
- Q-1 Explain the Business decision process in detail. (15)
- Q-2 (A) Explain the application of indifference curve in the field of taxation. (08)  
 (B) Write short note on Edge worth's box diagram of voluntary exchange (07)
- OR
- Q-2 Explain the consumer's equilibrium with the help of budget line and indifference curve. (15)
- Q-3 (A) Explain the concept of cross elasticity of demand. (08)  
 (B) Describe the determinants of demand forecasting. (07)
- OR
- Q-3 What is demand forecasting? Explain the methods of demand forecasting. (15)
- Q-4 (A) Explain the properties of Iso-quant curve. (08)  
 (B) Explain the producer's equilibrium with the help of least cost combination, (07)
- OR
- Q-4 Explain the law of variable proportion in detail. (15)

-----X-----

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

No. of Questions: 01

SC

[25 & A-14]

**SARDAR PATEL UNIVERSITY**  
**BBA (FT/IB) SEM- III Year: 2017-18**  
**Subject: Managerial Economics**  
**Code: UM03CBBF05/B05**

Date: 25/11/2017  
Day: Saturday

Time: 02:00 to 04:00 pm  
Total Marks: 60

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

- Q.1 a) Explain the concept of opportunity cost with the help of example. [08]  
b) Describe the objectives of firm. [07]

**OR**

- Q.1 a) Explain the concept of risk and uncertainty. [08]  
b) Explain the discounting principle in brief. [07]

- Q.2 Explain the consumer's equilibrium with the help of budget line and indifference curve. [15]

**OR**

- Q.2 Explain the application of theory of demand in relation to subsidies in cash and kind. [15]

- Q.3 a) Define price elasticity of demand. Distinguish elastic and inelastic demand. [08]  
b) Explain the importance of promotional elasticity of demand. [07]

**OR**

- Q.3 Write short note on: [15]  
a) Sample survey method  
b) Expert opinion method

- Q.4 Explain the law of variable proportion with the help of iso-quant and iso-cost analysis. [15]

**OR**

- Q.4 a) Describe the properties of Iso-quant curve. [08]  
b) Discuss Iso-cost line. [07]

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

No. of Questions : 01

[19&A-16]

**SARDAR PATEL UNIVERSITY**

BBA(FT/IB) (III Semester) Examination

Subject: Production and Material Management

Code: UM03CBBF06/B06

Year: 2017-2018

Date : 27/11/2017

Time: 02:00p.m to 04:00p.m

Day : Monday

Total Marks: 60

Q.1 Discuss in detail factors affecting Plant Location. [15]

**OR**

Q.1 Write a note on : [15]

1) Production and Material Management

2) Location Theory

Q.2 What is Plant Layout? Briefly explain objectives and factors affecting Plant Layout. [15]

**OR**

Q.2 Explain briefly types of plant layout with suitable example. [15]

Q.3 What is Industrial Purchasing? Discuss in detail Process of Industrial Purchasing. [15]

**OR**

Q.3 Enumerate in detail different types of Purchasing with examples. [15]

Q.4 Define Material Management. Bring out its objective and importance. [15]

**OR**

Q.4(a) What do you understand by inventory control? Explain various techniques of inventory control in brief. [07]

Q.4(b) An auto industry purchases spark plugs at the rate of Rs. 25 per piece. The annual consumption of spark plug is 18000 no's . If the ordering cost is Rs. 250 per order and carrying cost is 25% p.a, what would be the EOQ? If the supplier of spark plugs offers a discount of 5% for order quantity of 3000 no's per order, do you accept the discount offer? [08]

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

No. of Printed Pages: (1)

[A-10]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM EXAMINATION**  
**SEMESTER-III,**  
**Friday, 24<sup>th</sup> November 2017**  
**2.00 PM to 4.00 PM**  
**(UM03EBBH02)**

**BASIC FOOD AND BEVERAGE SERVICE – II**

**Total marks- 60 marks**

- |     |  |          |
|-----|--|----------|
| Q1. | <b>Explain the following terms :-</b>  | 15 marks |
|     | 1) Mayonnaise 2) Mirepoix 3) Crêpe 4) Plat du jour   |          |
|     | 5) Zest 6) Ale 7) Vol au vent 8) Minestrone  |          |
|     | 9) Al dente 10) Ale 11) Béchamel 12) Barquette   |          |
|     | 13) chowder 14) Julienne 15) Penne   |          |
|     | OR   |          |
| Q1  | <b>Explain the following terms :-</b>  | 15 marks |
|     | 1) Aspic 2) Au four 3) Béarnaise 4) Beurre fondu   |          |
|     | 5) Darne 6) Espagnole 7) Foie 8) Galantine   |          |
|     | 9) Wok 10) Quiche 11) Saffron 12) Froid  |          |
|     | 13) Agneau 14) Caramel 15) Au bleu.  |          |
| Q2  | Draw lay-out of fast food outlet and explain, also list equipment used for fast food outlet? | 15 marks |
|     | OR   |          |
| Q2  | What are the factors to be considered while planning menu?                                   | 15 marks |
| Q3  | Write in detail about the different kinds of Ice-cream?                                      | 15 marks |
|     | OR   |          |
| Q3  | Write briefly about Composition and Service of ice-cream?                                    | 15 marks |
| Q4  | Explain 17 course French classical menu in detail with 3 examples of each course?            | 15 marks |
|     | OR   |          |
| Q4  | Write in detail about Fromage (cheese), Potage (Soup), Oeuf (Egg) courses?                   | 15 marks |

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

No. of Printed Pages: 01

[A-24]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM (4 Year) EXAMINATION**  
**SEMESTER-III (NC)**  
**TUESDAY, 21<sup>st</sup> NOVEMBER 2017**  
**2:00 P.M TO 4:00 P.M**  
**UM03CBBH03**  
**FRONT OFFICE OPERATIONS- II**

**TOTAL MARKS: 60**

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

Q.1. What do you mean by Travel Agency and Tour Operator? Explain both with an example. (15)

**OR**

Q.1. Explain the following terms...  
• Formulation of Group Rate  
• Definition of Group  
• Complimentary Policy

Q.2. Explain the following terms.... (15)  
• Black Book  
• Arrival list  
• Guest History Card

**OR**

Q.2. What do you mean by the Manual and Computerize Registration System?

Q.3. What is Arrival Procedure ? and explain about the Scanty baggage procedure. (15)

**OR**

Q.3. What is Registration? And explain the difference between Arrival and Check In.

Q.4. Define Visa and Passport and Explain the types of Visa.

**OR**

Q.4. Explain the term 'Analyzing value and Impact of Information'. (15)

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

No. of Printed Page : 01

[24, A-15 & A-16] Sardar Patel University  
Vallabh Vidyanagar

S.Y.B.B.A. (HM / TTM) (SEM – III)

Organizational Behaviour for Services Sector (UM03CBBH05) (NC)

Date : 25/11/2017

Total Marks : 60

Day : Saturday

Time : 02:00 PM – 04:00 PM

Q 1 Define the term 'Organisational Behaviour'. Discuss contributing disciplines to OB. (15)

OR

Q 1 What is 'Organizational Behaviour'? State the key elements of OB. Explain the need for studying OB. (15)

Q 2 What is Personality? How does Personality develop? (15)

OR

Q 2 Define Personality. Explain Types of Personality. (15)

Q 3 What is Learning? Discuss Classical Learning Theory. (15)

OR

Q 3 Discuss Perceptual Process? (15)

Q 4 Define 'Group'. State the characteristics of group. (15)

OR

Q 4 Discuss the Stages of Group Formation and Development. (15)

----- XXXXX -----

[18 & A-17]

BBA (Honours) HM Examination

Semester – III (4 yrs)

Subject: - Safety Security and First-Aid

Code: - UM03CBBH06

Date: - 27/11/2017

Time: - 02: 00 To 04: 00 PM

Day: - Monday

Mark: - 60

Q. 1. What are the general characteristics of “Micro organism”? Explain. (15)

OR

Q. 1. What is “Bacteria”? Explain the life cycle of bacteria. (15)

Q. 2. What are the various sources of contamination of food? Explain the spoilage in milk, meat and fruit and vegetables product. (15)

OR

Q. 2. What are the basic principles of “Food preservation”? Explain the high temperature and low temperature preservation method. (15)

Q. 3. What are the different types of “Food adulterant”? Discuss in brief. (15)

OR

Q. 3. What do you mean by “Food standard”? Explain the procedure of “Quality control of food”. (15)

Q. 4. What is “TQM” and “Risk assessment”? Explain with help of suitable examples. (15)

OR

Q. 4. What is “HACCP”? Explain the concept and principles of “HACCP”. (15)

—X—

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

01

[33 & 35]

SARDAR PATEL UNIVERSITY

S.Y.B.B.A (HON-HM) SEM-III EXAMINATION (HM/TTM)

FRIDAY, 24th NOVEMBER, 2017

02:00 PM TO 04:00 PM

MARKETING MANAGEMENT FOR H & T

UM03CBBH07/T07

Total Marks: 60

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

- Q.1 Define the terms market and marketing. Discuss the concepts of marketing in detail. [15]
- OR
- Q.1 (A) What is marketing management? Explain the scope of marketing with all marketing functions. [08]  
(B) Give the importance of marketing management. [07]
- Q.2 Define marketing mix. Describe each and every element of marketing mix in detail. [15]
- OR
- Q.2 What is product life cycle(PLC)? Discuss various stages involved in PLC with suitable diagram and examples. [15]
- Q.3 (A) What are the effective criteria for market segmentation? [08]  
(B) Define market segmentation. Explain demographic and behavior bases for market segmentation. [07]
- OR
- Q.3 (A) Discuss geographic and psychographic bases for market segmentation. [07]  
(B) Explain: Market targeting and Product positioning. [08]
- Q.4 Define the term service. Differentiate between service and goods. Also discuss the characteristics of service. [15]
- OR
- Q.4 Write notes on the following:  
(A) Management strategies for service business. [10]  
(B) Services dominate the modern economy. [05]

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Se

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

No. of Printed Pages: (1)

[33]

**SARDAR PATEL UNIVERSITY**

**B.B.A. (HON) HM EXAMINATION**

**SEMESTER- III**

**23<sup>rd</sup> November 2017**

**2.00 P.M. TO 4:00 P.M.**

**UM03CBBH08**

**Hotel Engineering and Maintenance**

**TOTAL MARKS: 60**

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

- Q1 What are the causes for equipment replacement? Why is it necessary? 15 marks
- OR
- Q1 Explain the principle of group replacement for equipment that fails suddenly and equipment that deteriorates gradually 15 marks
- Q2 What are the different kinds of Fire extinguishers used in hotel and how will you maintain them during emergency? 15 marks
- OR
- Q2 Explain different classes of Fire? Also what do you understand by fire alarms, how does it provide safety to its residents? 15 marks
- Q3 Draw the organizational chart of Hotel Engineering or Maintenance department and state duties and responsibilities of any 3 positions? 15 marks
- OR
- Q3 Write short notes on 15 marks
- 1) Breakdown Maintenance
  - 2) Preventive Maintenance
  - 3) Contract Maintenance
- Q4 What are different types of Traps in Sanitary fittings? 15 marks
- OR
- Q4 Explain the process of removing temporary hardness of water? Also state the advantages and disadvantages of hard water? 15 marks

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— X —

SC

38

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM ( 3 Yrs.) EXAMINATION**  
**SEMESTER- III**  
**Tuesday, 21<sup>st</sup> November 2017**  
**2:00 P.M. To 4:00 P.M.**  
**UM03CBBH09**  
**Front Office Operations -II**

**TOTAL MARKS: 60**

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

**Q1** Define Travel Agency & Tour Operator. And explain the term "Coordinating with Escort and Tour Leader." **(15)marks**

**OR**

**Q1** Define a Group and explain about the Complimentary Policy and Formulation Of Group Rate.

**Q2** Define the Guest ( FIT and GIT ) and describe the Format of Registration. **(15)marks**

**OR**

**Q2** Explain about the Registration of FIT and GIT ( Domestic And Foreigner Clients)

**Q3** Explain the following terms... **(15)marks**  
• Welcoming & Greeting of Guest  
• Baggage Handling & Delivery Procedure

**OR**

**Q3** Explain the Scanty Baggage Procedure and Guest History Card.

**Q4** Define the Visa and Passport and write down the content of Passport. **(15)marks**

**OR**

**Q4** What is Impact of Information? Explain about Hotel Services Information.

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Se

Roll No. \_\_\_\_\_

NO. OF PAGE - 1

[36]

**SARDAR PATEL UNIVERSITY**  
**VALLABH VIDYA NAGAR**  
**EXAMINATION PROGRAMME: NOVEMBER-2017**  
**DATE: 18/11/2017 (SATURDAY)**  
**TIME: 02:00PM – 04:00PM**  
**S.Y. B.B.A.(H)(HM) - (III SEMESTER)**  
**UM03CBBH10**  
**QUANTITY FOOD AND BEVERAGE PRODUCTION**  
**TOTAL MARKS: 60**

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

- Q.1 Explain the classification of meat with examples. [15 ]
- OR
- Q.1 Explain the classification of fish and shellfish. [15 ]
- Q.2 Define catering establishment. Describe hospital Catering and its work flow in detail. [15 ]
- OR
- Q.2 Explain Off-Premise or outdoor catering. Draw a sample of a function prospectus. [15 ]
- Q.3 Explain The Purchase System And Specifications. [15 ]
- OR
- Q.3 Explain the control procedures to check pilferage and spoilage. [15 ]
- Q.4 Describe the regional and religious influences on Indian cuisine. [15 ]
- OR
- Q.4 Explain the influence of the invaders and travelers on Indian cooking. [15 ]

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

No. of Printed Pages: (1)

[44]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM EXAMINATION**  
**SEMESTER-III,**  
**Monday, 20<sup>th</sup> November 2017**  
**2 PM TO 4 P.M.**  
**(UM03CBBH11)**

**BASIC FOOD AND BEVERAGE SERVICE – II**

**Total marks- 60 marks**

- Q1. **Explain the following terms :-** 15 marks  
 1) Agneau      2) Mirepoix      3) Crêpe      4) Gazpacho  
 5) Al dent      6) Ale      7) Vol au vent      8) Mornay  
 9) Apéritif      10) flambe      11) Béchamel      12) chiffonnade  
 13) Bisque      14) Julienne      15) Lasagne.
- OR
- Q1 **Explain the following terms :-** 15 marks  
 1) Célestine      2) A' la      3) Demi glace      4) Beurre fondu  
 5) Darne      6) Demi- glace      7) Foie      8) Ail  
 9) Barquette      10) Aioli      11) Caviar      12) Froid  
 13) Salsa      14) Caramel      15) Zest
- Q2 **What is Ice Cream? Explain the different categories of Ice-cream** 15 marks
- OR
- Q2 **Explain Parts, Strengths, shapes, service and storage of Cigar** 15 marks
- Q3 **Draw and explain the lay-out of Fast Food outlet and list the equipment used for fast food outlet?** 15 marks
- OR
- Q3 **What are the factors to be considered while planning menu?** 15 marks
- Q4 **Write short notes : 1)Still Room 2)Mixology 3) Gueridon Service** 15 marks
- OR
- Q4 **Write short notes : 1)Cellar 2)French Classical Menu 3)Sommelier** 15 marks

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

[42]

**SARDAR PATEL UNIVERSITY**

No. of printing page : 04

**BBA (Honours) HM Examination**

**Semester – III (3 yrs)**

**Subject: - Housekeeping Operation - II**

**Code: - UM03CBBH12**

**Date: - 22/11/2017**

**Time: - 02: 00 To 04: 00 PM**

**Day: - Wednesday**

**Mark: - 60**

Q. 1. (A) What is "Par stock"? Explain the procedure of "Inventory" in 5 – star hotel. (Where hotel ABC is of ten twin bed room) (08)

Q. 1. (B) What is "Equipment Record"? Explain with the help of format. (07)

**OR**

Q. 1. What are the various housekeeping reports? Explain with the help of format. (15)

Q. 2. (A) Draw the layout of "commercial laundry". Discuss in brief. (07)

Q. 2. (B) What is "Dry cleaning"? Explain the laundry cleaning agent. (08)

**OR**

Q. 2. What is the commercial laundry equipments used in laundry department? Explain the commercial laundry operation. (15)

Q. 3. (A) Classify fibers. Discuss in brief. (07)

Q. 3. (B) What are the "Finishes" given to the fabrics? Explain. (08)

**OR**

Q. 3. What are the different fabrics used in hotel industry? Explain soft furnishing, characteristics and common uses in hotel. (15)

Q. 4. (A) What do you mean by "Duty roaster"? Prepare duty roaster for three shifts for housekeeping department, (Where hotel is of twenty rooms). (08)

Q. 4. (B) What are the "new trends" in hotel industry? Explain. (07)

**OR**

Q. 4. What are the different types of "Contract cleaning"? Explain the advantage and disadvantage of contract cleaning. (15)

— X —



[31 &amp; A-25]

**SARDAR PATEL UNIVERSITY**

NOVEMBER-DECEMBER : 2017 EXAMINATION,

BBA (ITM) (4 Years) SEMESTER : III

SATURDAY, 18/11/2017

EVENING SESSION TIME : 2.00 P.M. TO 4.00 P.M.

SUBJECT CODE : UM03CBB101

QUANTITATIVE TECHNIQUES FOR MANAGEMENT – I (NC)

TOTAL MARKS : 60

Q-1 (A) Define statistics and explain scope and limitations of it. Also explain interview method data collection. [08]

Q-1 (B) Prepare a frequency distribution from the following data in which one of the class is 120-130. [07]

110, 105, 126, 132, 125, 112, 135, 155, 125, 138, 136, 130, 120, 148, 138, 125, 119, 111, 154, 147, 165, 137, 140, 132, 150, 137, 142, 135, 125, 126, 110, 135, 145, 127, 144, 138, 126, 145, 159, 153, 127, 143, 136, 149, 136.

OR

Q-1 (A) Distinguish : Primary data and Secondary data. Also explain questionnaire method of data collection. [08]

Q-1 (B) Prepare a frequency distribution from the following data in which one of the class is 60-70. [07]

36, 24, 40, 25, 42, 45, 43, 55, 51, 46, 28, 18, 05, 26, 17, 09, 13, 25, 36, 44, 41, 43, 38, 26, 32, 59, 49, 53, 27, 13, 01, 43, 33, 39, 73, 36, 35, 33, 63, 46, 11, 60, 50, 19, 58, 37, 06, 51, 19, 29, 56, 14, 18, 39, 04, 44, 55, 51, 46, 65.

Q-2 (A) If median of the following data is 50 and total frequency is 100, then find missing frequency and hence obtain mean and mode. [08]

| Class | 0-20 | 20-40 | 40-60 | 60-80 | 80-100 |
|-------|------|-------|-------|-------|--------|
| f     | 14   | ?     | 27    | ?     | 15     |

Q-2 (B) From the following shares given below which share is more stable, why? [07]

|   |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| X | 55  | 54  | 52  | 53  | 56  | 58  | 52  | 50  | 51  | 49  |
| Y | 108 | 107 | 105 | 105 | 106 | 107 | 104 | 103 | 104 | 101 |

OR

Q-2 (A) For the following frequency distribution find range, quartile deviation and standard deviation. [08]

| Class | 80-90 | 90-100 | 100-110 | 110-120 | 120-130 | 130-140 | 140-150 | 150-160 | 160-170 |
|-------|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| f     | 6     | 18     | 78      | 80      | 100     | 72      | 30      | 10      | 6       |

Q-2 (B) Find mean, median and mode of first ten natural numbers. [07]

Q-3 (A) Define correlation and find correlation co-efficient for the following data. [08]

|   |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|
| X | 16 | 12 | 18 | 4  | 3  | 10 | 5  | 12 |
| Y | 87 | 88 | 89 | 68 | 78 | 80 | 75 | 83 |

(P.T.O.)

- Q-3 (B) The sum of squares of differences in ranks for two variables is 33, and the coefficient of rank correlation is 0.8. Find the number of pairs of observations. [07]

OR

- Q-3 (A) Two judges have given ranks to 10 participants for their beauty. Find the rank correlation coefficient. [08]

|         |   |   |   |   |   |    |   |    |   |   |
|---------|---|---|---|---|---|----|---|----|---|---|
| Judge 1 | 3 | 5 | 8 | 4 | 7 | 10 | 2 | 1  | 6 | 9 |
| Judge 2 | 6 | 4 | 9 | 8 | 1 | 2  | 3 | 10 | 5 | 7 |

- Q-3 (B) Explain types of correlation and find correlation coefficient for the following data. [07]

$$n = 9, \sum x = 45, \sum y = 108, \sum x^2 = 285, \sum y^2 = 1356, \sum xy = 597$$

- Q-4 (A) Write the uses of Linear programming problem and solve the following LPP by graphical method. [08]

$$\text{Max } Z = 4x + 5y$$

Subject to

$$3x + 6y \leq 2100$$

$$6x + 5y \leq 2100$$

$$x, y \geq 0$$

- Q-4 (B) Use the simplex method to solve the following LPP. [07]

$$\text{Max } Z = 3x_1 + 2x_2$$

$$\text{s.t. } x_1 + x_2 \leq 4$$

$$x_1 - x_2 \leq 2$$

$$x_1, x_2 \geq 0$$

OR

- Q-4 (A) Define the terms: [08]

(1) Objective function (2) Constraints (3) Feasible solution (4) Slack variable

(5) Surplus variable

Also write the meaning, assumptions and limitation of linear programming problem.

- Q-4 (B) Solve the following LPP by graphical method. [07]

$$\text{Max } Z = 20x + 10y$$

$$\text{S.t. } 3x + y \geq 30$$

$$x + 2y \leq 40$$

$$4x + 3y \leq 60$$

$$x, y \geq 0$$

———— X ————

[35 & A-34]

**SARDAR PATEL UNIVERSITY**  
**BBA-ITM (4 YEARS) (Third Semester) (NC) CBCS Examination**  
**20<sup>th</sup> November, 2017, Monday**

2.00 to 4.00 p.m.

**Corporate Accounting (UM03CBB102) – II**

**Total Marks: - 60**

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

**Q.1) Prepare Profit and loss account with necessary notes forming a part of it in vertical format as per revised schedule of Companies Act. (15)**

**OR**

**Q.1) Anil finance Ltd. as registered with a nominal capital of Rs.10, 00,000 divided in to 10,000 equity share of Rs.100 each. From the following information, prepare the profit & loss account y for the year ended as on 31<sup>st</sup> December 2004 in vertical from along with necessary Notes and prepare Note-2 of Reserve & Surplus of Balance sheet (15)**

| <i>Particulars</i>              | <i>Amount<br/>Rs</i> | <i>Particulars</i>          | <i>Amount<br/>Rs</i> |
|---------------------------------|----------------------|-----------------------------|----------------------|
| Plant and Machinery             | 30000                | Salaries                    | 20000                |
| Insurance                       | 3000                 | Printing & stationary       | 4000                 |
| Sales                           | 410000               | <b>Stock 1-1-2004</b>       |                      |
|                                 |                      | Raw material <b>30000</b>   | 50000                |
|                                 |                      | Finished goods <b>20000</b> |                      |
| Audit fees                      | 2000                 | Rent                        | 6000                 |
| Purchases                       | 205000               | Rates & taxes               | 3000                 |
| Purchase return                 | 5000                 | Trade expenses              | 4000                 |
| Sales return                    | 10000                | Interest & bank charges     | 8000                 |
| Travelling expenses             | 10000                | Carriage inward             | 9000                 |
| General expenses                | 1000                 | Bad debts provision         | 5000                 |
| Furniture & fittings            | 12000                | Advertisement               | 6000                 |
| Trade receivable                | 200000               | Legal charges               | 1000                 |
| Bad debts                       | 2000                 | Profit & loss A/c (Cr.)     | 300000               |
| Manufacturing wages             | 70000                | 5% debenture                | 500000               |
| Share premium                   | 50000                | Debenture interest          | 12500                |
| Capital reserve                 | 60000                | Debenture redemption fund   | 300000               |
| Interest on investment received | 10000                | General reserve             | 200000               |

The following additional information are also available:

- 1) Prepaid expense – insurance Rs. 500
- 2) Outstanding (unpaid) expense – Rent Rs .1000, Salaries Rs.200 & Debenture interest for 6 Months.

C.P.T.O.

- 3) Depreciation to be provided at @ 10% on plant & Machinery & Furniture & fittings.
- 4) A provision for bad & Doubtful Debts is to be created at @ 5% on sundry Debtors.
- 5) Stock on 31<sup>st</sup> December 2004 was valued at Raw material 50000, Finished goods 50000
- 6) The Board of Directors has decided to make the following appropriations:
  - i. Provision for Taxation : Rs.30000
  - ii. Proposed Equity dividend : Rs. 150000
  - iii. Transfer to General Reserve : Rs. 120000
  - iv. Transfer to Debenture Redemption Fund Rs.50000

**Q.2) (A) Write a detailed note on amalgamation and purpose of the same. (05)**

**(B) Shanker Ltd. and Jaykishan Ltd. decided to amalgamate on 1<sup>st</sup> July, 2015. A new company called Mukesh Ltd. was formed to take over the business of both the companies. The Balance sheets of the two amalgamating companies as on 30<sup>th</sup> June,2015 were as follows: (10)**

**Shanker Ltd**

| Liabilities                         | Rs.             | Assets                | Rs.             |
|-------------------------------------|-----------------|-----------------------|-----------------|
| <b>Share Capital:</b>               |                 | Land & Building       | 40,000          |
| 2,000 Equity Shares of Rs. 100 each | 2,00,000        | Machinery             | 60,000          |
| Creditors                           | 50,000          | Stock                 | 20,000          |
| Creditors for outstanding Rent      | 1,000           | Debtors               | 70,000          |
|                                     |                 | Cash                  | 11,000          |
|                                     |                 | Profit & Loss Account | 50,000          |
|                                     | <b>2,51,000</b> |                       | <b>2,51,000</b> |

**Jaykishan Ltd**

| Liabilities                         | Rs.             | Assets            | Rs.             |
|-------------------------------------|-----------------|-------------------|-----------------|
| <b>Share Capital:</b>               |                 | Goodwill          | 25,000          |
| 3,000 Equity Shares of Rs. 100 each | 3,00,000        | Land & Building   | 1,50,000        |
| Reserve Fund                        | 50,000          | Plant & Machinery | 1,25,000        |
| Dividend Equalization Fund          | 25,000          | Stock             | 50,000          |
| Profit & Loss Account               | 40,000          | Debtors           | 1,00,000        |
| Creditors                           | 37,000          | Prepaid insurance | 2,000           |
|                                     | <b>4,52,000</b> |                   | <b>4,52,000</b> |

The new company issues its Equity Shares of Rs. 100 each in payment of purchase price. You are requested to pass necessary entries and prepare new balance sheet in the books of Mukesh Ltd.

**OR**

**Q.2) The Balance Sheet of Pavan Ltd. and Putra Ltd. as on 31.03.2015 are as under: (15)**

**Balance sheet**

| Liabilities  | Pavan           | Putra            | Assets           | Pavan           | Putra            |
|--|-----------------|------------------|------------------|-----------------|------------------|
| 10,000 Equity shares<br>Each of Rs. 100, Rs.<br>70 paid up | 7,00,000        |                  | Goodwill         | 50,000          | -                |
| 10,000 Equity shares<br>Of Rs. 100 each                    |                 | 10,00,000        | Land & Building  | 3,24,000        | 5,00,000         |
| Shares Premium   | 10,000          | 5,000            | Plant            | 1,80,000        | 3,00,000         |
| Profit & Loss Account                                      | 5,000           | 50,000           | Furniture        | 36,000          | 1,00,000         |
| 5% Debentures  | -               | 1,00,000         | Stock            | 1,40,000        | 1,80,000         |
| Accrued int. on Deb  | -               | 5,000            | Debtors          | 50,000          | 1,55,000         |
| Creditors  | 50,000          | 1,00,000         | Bank             | 20,000          | 60,000           |
| Bills Payable  | 35,000          | 40,000           | Preliminary Exp. | -               | 5,000            |
|  | <b>8,00,000</b> | <b>13,00,000</b> |                  | <b>8,00,000</b> | <b>13,00,000</b> |

On this date two companies decided to amalgamate and for made a new company Pavanputra Ltd. with an authorized capital of Rs. 25,00,000 which is divided into 15,000 Equity share of Rs. 100 each and 10,000 9% Preference share of Rs. 100 each. The following term are agreed upon for Pavan Ltd.

- (1) The equity shareholders will be given one fully paid equity share with 10% premium and fully paid 9% Preference shares at par of Pavanputra Ltd. for every 4 shares held by them.
- (2) Book value of fixed assets (except Goodwill) is 10% less than the market value. Fixed assets are to be taken up at the market price.
- (3) All current assets and current liabilities are to be taken up at book value.

**For Putra Ltd.**

- (1) The equity shareholders will be given 3 fully paid equity share with 10% premium and 2 fully paid 9% Preference shares at par of Pavanputra Ltd. for every 5 share held by them and Rs. 10,000 in cash.
- (2) The 5% Debenture holders will be given 1% Debentures of Rs. 100 each at Rs. 105 of Pavanputra Ltd., to discharge their liability with accrued interest.
- (3) Book value of Stock is 20% more than its market value, Stock is to be taken up at the market price
- (4) All the fictitious assets and current liabilities are to be taken up at the book value.

Determine Purchase Consideration and pass journal entry in the books of Pavanputra Ltd. and Balance Sheet of new company.

**Q.3) Following are summarized Balance-Sheets of Kavni Ltd. as on 31-12-11 and 31-12-12 (15)**

| Liabilities      | 2011    | 2012    | Assets             | 2011    | 2012    |
|------------------|---------|---------|--------------------|---------|---------|
| Eq.Sh. Capital   | 1000000 | 1200000 | Fixed Assets       | 1900000 | 2010000 |
| 8% Pref Sh. Cap. | 500000  | 400000  | Stock              | 500000  | 650000  |
| 10% Debentures   | 200000  | 100000  | Bills Rec.         | 130000  | 100000  |
| Reserves         | 500000  | 600000  | Debtors            | 270000  | 350000  |
| P&L A/C          | 300000  | 400000  | Establishment Exp. | 100000  | 50000   |
| Tax Provision    | 175000  | 200000  |                    |         |         |
| Bills Payable    | 125000  | 50000   |                    |         |         |

(P.T.O.)

|                |                |                |  |                |                |
|----------------|----------------|----------------|--|----------------|----------------|
| Bank Overdraft | 50000          | 60000          |  |                |                |
| Creditors      | 50000          | 60000          |  |                |                |
|                | <b>2900000</b> | <b>3160000</b> |  | <b>2900000</b> | <b>3160000</b> |

Additional Information:

| <u>Particulars</u>                       | <u>2011</u> | <u>2012</u> |
|--|-------------|-------------|
| Sales (cash sales is 1/5 <sup>th</sup> ) | 20,00,000   | 25,00,000   |
| Purchase                                 | 15,00,000   | 18,00,000   |
| Profit after Tax (tax rate 50%)          | 50,000      | 75,000      |
| Market Price of Eq. Shares               | 18          | 20          |
| Opening stock                            | 4,50,000    |             |

You are required to calculate:

- (1) Stock Turn-Over Ratio
- (2) Creditors Ratio (300 Days)
- (3) Gearing Ratio
- (4) Gross Profit Ratio
- (5) Current Ratio

OR

**Q.3)**

**(15)**

From the above mentioned question calculate following ratios.

- 1) Debt Equity Ratio
- 2) Debtors Ratio (300 Days)
- 3) Price Earnings Ratio
- 4) Liquid Ratio
- 5) Fixed Asset Turn Over Ratio

**Q.4) The followings are summarized Balance Sheets of Kavni Limited**

**(15)**

| <u>Liabilities</u> | <u>31/3/2011</u> | <u>31/3/2012</u> | <u>Assets</u>    | <u>31/3/2011</u> | <u>31/3/2012</u> |
|--------------------|------------------|------------------|------------------|------------------|------------------|
| Equity sh. Capital | 4,50,000         | 4,50,000         | Machinery        | 4,00,000         | 3,20,000         |
| General Reserve    | 3,00,000         | 3,10,000         | Investments      | 50,000           | 60,000           |
| Profit & Loss A/C  | 30,000           | 35,000           | Stock            | 2,00,000         | 1,95,000         |
| Capital Reserve    | 26,000           | 33,000           | Bills Receivable | 40,000           | 15,000           |
| Debentures         | -----            | 2,70,000         | Debtors          | 2,00,000         | 4,55,000         |
| Creditors          | 90,000           | 75,000           | Bank Balance     | 1,59,000         | 1,97,000         |
| Bills Payable      | 78,000           | 59,000           |                  |                  |                  |
| Taxation Provision | 75,000           | 10,000           |                  |                  |                  |
|                    | <u>10,49,000</u> | <u>12,42,000</u> |                  | <u>10,49,000</u> | <u>12,42,000</u> |

Other Information:

- (1) During the year Machinery of Rs.10,000 sold at profit and the profit of same credited to Capital Reserve. There is no other amount credited to Capital Reserve during the year.
  - (2) During the year Investments of Rs.8,000 were sold at Rs.8,500, and new investments of Rs.18,000 was purchased.
  - (3) During the year Dividend of Rs.40,000 paid.
  - (4) Provide Rs.15,000 for taxation Provision and Rs.50,000 for Depreciation on Machinery.
- You are require to prepare Fund-Flow Statement.

OR

**Q.4) From above mentioned question you are require to prepare Cash-Flow Statement. (15)**

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

No. of Printed Page : 01

[33 & A-19]

SARDAR PATEL UNIVERSITY

SYBBA-ITM 4 years (Semester – III) EXAMINATION

BUSINESS INFORMATION SYSTEM [UM03CBBI04]

DATE: 22/11/2017, Wednesday

TIME: 2:00P.M. TO 4:00P.M.

Total Marks: 60

- 
- 
- Q.1 Describe Knowledge requirement for MIS design with diagram. [15]  
OR
- Q.1 [A] Describe Communication System. [08]  
[B] Define MIS. Explain functions of MIS. [07]
- Q.2 [A] Explain different types of objectives. [09]  
[B] Define Planning. Explain problems with planning. [06]  
OR
- Q.2 [A] Describe PERT CPM. [08]  
[B] Explain types and sources of planning information. [07]
- Q.3 Explain nature and causes of human relations problems. [15]  
OR
- Q.3 Describe modification to the basic model of organization structure. [15]
- Q.4 Define Management Control. Describe principles of controlling. [15]  
OR
- Q.4 Describe Total Quality Control and Total Quality Management. [15]

X

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

No. of Pages: \_\_\_\_\_

[34]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEM- III Year: 2017-18**  
**Subject: Global Business Affairs-I**  
**Code: UM03EBBI06**

Date: 23/11/2017  
Day: Thursday

Time: 02:00 to 04:00 pm  
Total Marks: 60

Q.1 What is Business Environment? Describe the different components [15]  
of business environment.

**OR**

Q.1 a) What is environmental scanning? Describe the approach and [08]  
sources of information of environmental scanning.

b) Describe the SWOT analysis as a method of environmental [07]  
scanning.

Q.2 Discuss the compositional characteristics of Indian population and [15]  
economic development.

**OR**

Q.2 a) What do you mean by women empowerment? Explain its meaning [08]  
and importance of women empowerment.

b) Describe the relationship between Government and Business [07]  
organizations.

Q.3 Write a detail note on Indian foreign trade with its main trends in [15]  
import and export.

**OR**

Q.3 What is balance of payment? Explain its different components and [15]  
the situation of India's balance of payment.

Q.4 Describe in brief the current union budget of India. [15]

**OR**

Q.4 a) Describe the credit policy of RBI. [08]

b) Write a detail note on Privatization and EXIT policy. [07]

—X—



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

No. of Pages: 1

58

[21 & A-15] **SARDAR PATEL UNIVERSITY**  
**S.Y.B.B.A. (ITM) SEMESTER – III (4 Years) (NC) EXAMINATIONS – 2017**  
**UM03CBB106 : E-COMMERCE**  
**Monday, 27<sup>th</sup> November, 2017**

Time: 2.00 pm to 4.00 pm

Max. Marks: 60

Q-1

- (A) Define E-Commerce from various perspectives. Also explain benefits of E-Commerce. [10]  
(B) Explain framework of EC. [5]

OR

Q-1

- (A) Explain classification of E-Commerce by nature of transaction. Also explain limitations of E-Commerce. [10]  
(B) Explain Pure v/s Partial E-Commerce. [5]

Q-2

- (A) Explain Revenue Model and Competitive Environment as key ingredients of a business model in detail. [10]  
(B) Explain Community Provider B2C Business model with example. [5]

OR

Q-2

- (A) Explain E-tailer and Content Provider B2C Business models with example. [10]  
(B) Explain Competitive Advantage as a key ingredient of a business model in detail. [5]

Q-3

- (A) Define 'Customer Relationship Management'. Discuss types and benefits of CRM. [8]  
(B) List and explain Electronic Credit Card system as an electronic payment system. [7]

OR

- Q-3 Define Electronic Marketplaces. List and explain Marketplace Components. Also explain types of Electronic Marketplaces in detail. [15]

Q-4

- (A) Explain the process of Web site hosting and registering a Domain name. [8]  
(B) Write note on: Classification of Website [7]

OR

Q-4

- (A) Write note on: Website Construction [8]  
(B) Write note on: Website Promotion [7]

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

01 SC

[33]

SARDAR PATEL UNIVERSITY

B.B.A (3 Years) (ITM) (SEMESTER – III) EXAMINATION

**Economic Analysis - I**

UM03CBB107

Date: 25-11-2017

Time: 2:00 P.M. to 4:00 P.M.

Total Marks: 60

Q-1 What do you mean by Price Elasticity? Explain its types and uses. (15)

OR

Q-1 (A) Explain Cross Elasticity of demand. Discuss the types and uses of Cross Elasticity. (08)

(B) Define the concept and uses of Income Elasticity. (07)

Q-2 What is Demand forecasting? Explain significance and objectives of demand forecasting. (15)

OR

Q-2 Explain the following methods of demand forecasting. (15)

(a) Complete enumeration

(b) Sample survey

(c) End-Use

Q-3 What is production function? Discuss the law of variable proportion in detail. (15)

OR

Q-3 What is Iso-Quant? Explain properties of Iso-Quant. (15)

Q-4 (A) Explain the relationship between Total Revenue, Average Revenue and Marginal Revenue under perfect competition. (08)

(B) Write a note on Shut Down Point. (07)

OR

Q-4 What are the characteristics of perfect competition? Discuss the equilibrium of a firm in short period under Perfect competition. (15)

—————X—————

Roll No. \_\_\_\_\_

[45]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (ITM) (SEMESTER: III) EXAMINATION**

2017

Monday, 20<sup>th</sup> November

02:00 P.M. To 04:00 P.M.

**UM03CBB108: CORPORATE ACCOUNTING - II**

**Total Marks: 60**

**Note:** 1. Figures to the right indicate full marks of question.

2. All questions carry equal marks.

3. Working notes are the part of answer.

Q-1 Prepare profit & loss account of a company as per revised schedule-VI of companies [15]  
Act with imaginary figures along with necessary notes.

**OR**

Q-1 Following are the balances extracted on 31<sup>st</sup> March 2017 from the books of PRC Ltd. [15]

| Debit Balance   | Rs.             | Credit Balances                      | Rs.             |
|---|-----------------|--------------------------------------|-----------------|
| Calls in arrears  | 5,000           | Forfeited Shares A/C                 | 10,000          |
| Deposit with suppliers                                      | 40,000          | Equity share Capital                 | 3,50,000        |
| Land & Buildings (Cost Rs. 4,00,000)                        | 3,00,000        | Capital Redemption Reserve Fund      | 50,000          |
| Plant & Machinery (Cost Rs. 3,50,000)                       | 2,80,000        | Share premium A/C                    | 30,000          |
| Goodwill  | 20,000          | P & L A/C                            | 10,000          |
| Equity shares of A Ltd Rs. 10 each, Rs. 6 per share paid up | 24,000          | General reserve                      | 70,000          |
| Remittances in transit                                      | 10,000          | Bank Loan( secured by stock)         | 50,000          |
| Debtors   | 70,000          | Interest accrued but not due on loan | 4,000           |
| Interest accrued on Investments                             | 15,000          | Unclaimed dividend                   | 5,000           |
| Closing stock   | 75,000          | Proposed dividend                    | 36,000          |
| Loose tools   | 5,000           | 15% Debentures                       | 1,00,000        |
| Furniture & fittings (cost Rs. 25,000)                      | 15,000          | Bad Debts Reserve                    | 5,000           |
| Cash and Bank   | 25,000          | Creditors                            | 40,000          |
| Prepared Insurance  | 2,000           | Provision for taxation               | 14,000          |
| Share issue expenses  | 18,000          | Loan from subsidiary company         | 20,000          |
| Equity share in subsidiary company ( fully paid)            | 60,000          | Bank overdraft                       | 50,000          |
| Store & spare parts   | 10,000          | Dividend equalization fund           | 40,000          |
|   |                 | Outstanding expenses                 | 10,000          |
|   |                 | Fixed deposit accepted               | 80,000          |
| <b>Total</b>  | <b>9,74,000</b> | <b>Total</b>                         | <b>9,74,000</b> |

After taking into account the following information you are required to prepare the Balance Sheet as on 31<sup>st</sup> March 2017 (in vertical form with necessary notes) as per Revised schedule VI

1. Authorized capital of the Company consists of 1, 00,000 equity share of Rs. 10 each and 1,000, 10% Redeemable pref. share of Rs. 100 each.

- Of the issued and paid-up capital 500 Equity shares are allotted as fully paid up pursuant to Contract for consideration other than cash.
- Calls in arrears include Rs. 1000 from Directors.
- During the year Rs. 10,000 and Rs. 5000 have been transferred to General Reserve and Dividend Equalization fund respectively.
- Sundry Debtors include Rs. 5000 for more than six months.
- During the year additions have been made to Buildings A/C Rs. 50,000 and to plant & machinery A/C Rs. 30,000.
- Bills Receivable for Rs. 10,000 maturing after 31<sup>st</sup> March 2017 has been discounted with the bank.

Q-2

GOPI Ltd and GITA Ltd decided to amalgamate their business. A new company called **SARITA Ltd.** was formed to take over the whole business of both companies. The balance sheet of GOPI Ltd. And GITA Ltd. as on 31<sup>st</sup> December, 2016 stood as under: [15]

| Liabilities                             | GOPI Ltd(Rs.)    | GITA Ltd(Rs.)    | Assets               | GOPI Ltd(Rs.)    | GITA Ltd(Rs.)    |
|---|------------------|------------------|----------------------|------------------|------------------|
| Equity shares capital of Rs 10 each up. | 12,00,000        | 18,00,000        | Factory              | 6,00,000         | 20,00,000        |
| General Reserve                         | -                | 4,00,000         | Stock                | 1,20,000         | 1,50,000         |
| Insurance Fund                          | -                | 1,50,000         | Bills Receivables    | 20,000           | 12,000           |
| Creditors                               | 1,20,000         | 1,00,000         | Bank                 | 66,000           | 1,00,000         |
| Bank Overdraft                          | 80,000           | 2,62,000         | Debtors              | 4,00,000         | 3,00,000         |
| Bills Payable                           | 1,00,000         | -                | Advances             | -                | 1,50,000         |
| O/S Salary                              | 6,000            | -                | Advertising Suspense | 1,50,000         | -                |
|   |                  |                  | P&L A/c              | 1,50,000         |                  |
|   | <b>15,06,000</b> | <b>27,12,000</b> |                      | <b>15,06,000</b> | <b>27,12,000</b> |

Purchase Consideration was to be satisfied as under:

- In case of GOPI ltd. by allotment of 1,00,000 equity shares of Rs. 10 each at 10% premium and the balance in cash.
- In case of GITA ltd. by allotment of 3,00,000 equity shares of Rs. 10 each at 10% premium.

Pass necessary journal entries and Balance sheet in the books of SARITA Ltd.

OR

Q-2

Radhe Ltd. and Gopi Ltd. whose businesses are of similar nature, have agreed to amalgamated on 1<sup>st</sup> January, 2017 and form a new company **KISHAN Ltd.** The authorized capital is Rs. 10,00,000 comprising equity shares of Rs 10 each. Their balance sheet as on 31<sup>st</sup> December, 2016 stood as under: [15]

| Liabilities                  | Radhe Ltd(Rs.)  | Gopi Ltd(Rs.)   | Assets           | Radhe Ltd(Rs.)  | Gopi Ltd(Rs.)   |
|------------------------------|-----------------|-----------------|------------------|-----------------|-----------------|
| Share capital of Rs. 10 each | 1,00,000        | 1,00,000        | Land & building  | 50,000          | 50,000          |
| Reserves                     | 90,000          | 1,00,000        | Plan & Machinery | 1,00,000        | 80,000          |
| Creditors                    | 40,000          | 60,000          | Stock            | 55,000          | 65,000          |
| BOD                          | 20,000          | 10,000          | Debtors          | 30,000          | 40,000          |
|                              |                 |                 | Cash             | 15,000          | 35,000          |
|                              | <b>2,50,000</b> | <b>2,70,000</b> |                  | <b>2,50,000</b> | <b>2,70,000</b> |

Additional Information:

- Fixed assets of both the companies are taken at 10% higher price than book value of both the companies.

Q. No.

[45]

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

**Monday, 20<sup>th</sup> November**  
**02:00 P.M. To 04:00 P.M.**

**UM03CBB108: CORPORATE ACCOUNTING - II**

**Total Marks: 60**

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

Q-1 Prepare profit & loss account of a company as per revised schedule-VI of companies [15]  
 Act with imaginary figures along with necessary notes.

**OR**

Q-1 Following are the balances extracted on 31<sup>st</sup> March 2017 from the books of PRC Ltd. [15]

| Debit Balance   | Rs.             | Credit Balances                      | Rs.             |
|---|-----------------|--------------------------------------|-----------------|
| Calls in arrears  | 5,000           | Forfeited Shares A/C                 | 10,000          |
| Deposit with suppliers                                      | 40,000          | Equity share Capital                 | 3,50,000        |
| Land & Buildings (Cost Rs. 4,00,000)                        | 3,00,000        | Capital Redemption Reserve Fund      | 50,000          |
| Plant & Machinery (Cost Rs. 3,50,000)                       | 2,80,000        | Share premium A/C                    | 30,000          |
| Goodwill  | 20,000          | P & L A/C                            | 10,000          |
| Equity shares of A Ltd Rs. 10 each, Rs. 6 per share paid up | 24,000          | General reserve                      | 70,000          |
| Remittances in transit                                      | 10,000          | Bank Loan( secured by stock)         | 50,000          |
| Debtors   | 70,000          | Interest accrued but not due on loan | 4,000           |
| Interest accrued on Investments                             | 15,000          | Unclaimed dividend                   | 5,000           |
| Closing stock   | 75,000          | Proposed dividend                    | 36,000          |
| Loose tools   | 5,000           | 15% Debentures                       | 1,00,000        |
| Furniture & fittings (cost Rs. 25,000)                      | 15,000          | Bad Debts Reserve                    | 5,000           |
| Cash and Bank   | 25,000          | Creditors                            | 40,000          |
| Prepared Insurance  | 2,000           | Provision for taxation               | 14,000          |
| Share issue expenses  | 18,000          | Loan from subsidiary company         | 20,000          |
| Equity share in subsidiary company ( fully paid)            | 60,000          | Bank overdraft                       | 50,000          |
| Store & spare parts   | 10,000          | Dividend equalization fund           | 40,000          |
|   |                 | Outstanding expenses                 | 10,000          |
|   |                 | Fixed deposit accepted               | 80,000          |
| <b>Total</b>  | <b>9,74,000</b> | <b>Total</b>                         | <b>9,74,000</b> |

After taking into account the following information you are required to prepare the Balance Sheet as on 31<sup>st</sup> March 2017 (in vertical form with necessary notes) as per Revised schedule VI

1. Authorized capital of the Company consists of 1, 00,000 equity share of Rs. 10 each and 1,000, 10% Redeemable pref. share of Rs. 100 each.

2. Of the issued and paid-up capital 500 Equity shares are allotted as fully paid up pursuant to Contract for consideration other than cash.
3. Calls in arrears include Rs. 1000 from Directors.
4. During the year Rs. 10,000 and Rs. 5000 have been transferred to General Reserve and Dividend Equalization fund respectively.
5. Sundry Debtors include Rs. 5000 for more than six months.
6. During the year additions have been made to Buildings A/C Rs. 50,000 and to plant & machinery A/C Rs. 30,000.
7. Bills Receivable for Rs. 10,000 maturing after 31<sup>st</sup> March 2017 has been discounted with the bank.

Q-2

GOPI Ltd and GITA Ltd decided to amalgamate their business. A new company called SARITA Ltd. was formed to take over the whole business of both companies. The balance sheet of GOPI Ltd. And GITA Ltd. as on 31<sup>st</sup> December, 2016 stood as under: [15]

| Liabilities                             | GOPI Ltd(Rs.)    | GITA Ltd(Rs.)    | Assets               | GOPI Ltd(Rs.)    | GITA Ltd(Rs.)    |
|---|------------------|------------------|----------------------|------------------|------------------|
| Equity shares capital of Rs 10 each up. | 12,00,000        | 18,00,000        | Factory              | 6,00,000         | 20,00,000        |
| General Reserve                         | -                | 4,00,000         | Stock                | 1,20,000         | 1,50,000         |
| Insurance Fund                          | -                | 1,50,000         | Bills Receivables    | 20,000           | 12,000           |
| Creditors                               | 1,20,000         | 1,00,000         | Bank                 | 66,000           | 1,00,000         |
| Bank Overdraft                          | 80,000           | 2,62,000         | Debtors              | 4,00,000         | 3,00,000         |
| Bills Payable                           | 1,00,000         | -                | Advances             | -                | 1,50,000         |
| O/S Salary                              | 6,000            | -                | Advertising Suspense | 1,50,000         | -                |
|   |                  |                  | P&L A/c              | 1,50,000         |                  |
|   | <b>15,06,000</b> | <b>27,12,000</b> |                      | <b>15,06,000</b> | <b>27,12,000</b> |

Purchase Consideration was to be satisfied as under:

1. In case of GOPI ltd. by allotment of 1,00,000 equity shares of Rs. 10 each at 10% premium and the balance in cash.
2. In case of GITA ltd. by allotment of 3,00,000 equity shares of Rs. 10 each at 10% premium.

Pass necessary journal entries and Balance sheet in the books of SARITA Ltd.

OR

Q-2

Radhe Ltd. and Gopi Ltd. whose businesses are of similar nature, have agreed to amalgamate on 1<sup>st</sup> January, 2017 and form a new company KISHAN Ltd. The authorized capital is Rs. 10,00,000 comprising equity shares of Rs 10 each. Their balance sheet as on 31<sup>st</sup> December, 2016 stood as under: [15]

| Liabilities                  | Radhe Ltd(Rs.)  | Gopi Ltd(Rs.)   | Assets            | Radhe Ltd(Rs.)  | Gopi Ltd(Rs.)   |
|------------------------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Share capital of Rs. 10 each | 1,00,000        | 1,00,000        | Land & building   | 50,000          | 50,000          |
| Reserves                     | 90,000          | 1,00,000        | Plant & Machinery | 1,00,000        | 80,000          |
| Creditors                    | 40,000          | 60,000          | Stock             | 55,000          | 65,000          |
| BOD                          | 20,000          | 10,000          | Debtors           | 30,000          | 40,000          |
|                              |                 |                 | Cash              | 15,000          | 35,000          |
|                              | <b>2,50,000</b> | <b>2,70,000</b> |                   | <b>2,50,000</b> | <b>2,70,000</b> |

Additional Information:

1. Fixed assets of both the companies are taken at 10% higher price than book value of both the companies.

2. Shareholders of Radhe ltd. was allotted 2 shares for every 1 shares held by them.
3. Shareholders of Gopi ltd. was allotted 3 shares for every 1 shares held by them.
4. Liquidation expenses of Radhe Ltd and Gopi Ltd. Ra. 10,000 and Rs. 25,000 paid by KISHAN Ltd.
5. KISHAN Ltd. issued 20,000 equity shares to public at 10% premium.

Pass necessary journal entries and prepared initial balance sheet in the book of KISHAN Ltd.

Q-3 From the following Balance sheet of GOVIND Limited as on 31/03/16 and 31/03/17, [15] you are required to prepare;

1. Statement showing changes in working capital
2. Fund flow statement
3. Necessary Accounts

| Liabilities            | 31-03-16        | 31-03-17        | Assets           | 31-03-16        | 31-03-17        |
|------------------------|-----------------|-----------------|------------------|-----------------|-----------------|
| share capital          | 1,00,000        | 1,00,000        | Goodwill         | 12,000          | 12,000          |
| General Reserve        | 14,000          | 18,000          | Building         | 40,000          | 36,000          |
| P&L A/c                | 16,000          | 13,000          | Plant            | 37,000          | 36,000          |
| Creditors              | 8,000           | 5,400           | Investment       | 10,000          | 11,000          |
| Bills Payable          | 1,200           | 800             | Stock            | 30,000          | 23,400          |
| Provision for taxation | 16,000          | 18,000          | Bills Receivable | 2,000           | 3,200           |
|                        |                 |                 | Debtors          | 17,600          | 18,400          |
|                        |                 |                 | Bank Bal.        | 6,600           | 15,200          |
|                        | <b>1,55,200</b> | <b>1,55,200</b> |                  | <b>1,55,200</b> | <b>1,55,200</b> |

Additional Information:

1. Depreciation charged on plant was Rs. 4,000 and on building Rs. 4,000.
2. Provision for taxation of Rs. 19,000 was made during the year 2017.
3. Interim dividend of Rs. 8,000 was paid during the 2017.

OR

Q-3 Balance sheet of JBP Industries as on 31/03/16 and 31/03/17 follows:

[15]

| Liabilities            | 31-03-16         | 31-03-17         | Assets            | 31-03-16         | 31-03-17         |
|------------------------|------------------|------------------|-------------------|------------------|------------------|
| share capital          | 6,00,000         | 8,00,000         | Land & Building   | 1,80,000         | 2,20,000         |
| General Reserve        | 50,000           | 70,000           | Plant & Machinery | 5,00,000         | 8,00,000         |
| P&L A/c                | 1,00,000         | 1,60,000         | Stock             | 1,00,000         | 85,000           |
| Provision for taxation | 50,000           | 40,000           | Bills Receivable  | 50,000           | 30,000           |
| Creditors              | 1,10,000         | 1,30,000         | Debtors           | 1,50,000         | 1,60,000         |
| Outstanding Rent       | 10,000           | 25,000           | Cash              | 20,000           | 20,000           |
| Bills Payable          | 80,000           | 90,000           |                   |                  |                  |
|                        | <b>10,00,000</b> | <b>13,15,000</b> |                   | <b>10,00,000</b> | <b>13,15,000</b> |

The following transaction took place during the year 2017:

1. Interim Dividend paid Rs. 6,000 and income tax paid Rs. 45,000.
2. Depreciation on plant & machinery in 2017 Rs. 50,000.
3. Machinery (cost Rs. 12,000 on which accumulated depreciation Rs. 7,000) was sold for Rs. 8,000.

You are required to prepare a fund flow statement, Adjusted Profit and loss A/C, Necessary A/C and a statement showing changing in working capital.

Q-4 From the following details relating to accounts of Ashok limited. Prepare cash flows statement : [15]

| Liabilities            | 31-03-16         | 31-03-17         | Assets            | 31-03-16         | 31-03-17         |
|------------------------|------------------|------------------|-------------------|------------------|------------------|
| share capital          | 8,00,000         | 10,00,000        | Plant & Machinery | 5,00,000         | 7,00,000         |
| Reserve                | 1,50,000         | 2,00,000         | Land & Building   | 4,00,000         | 6,00,000         |
| P&L A/c                | 60,000           | 1,00,000         | Investment        |                  | 1,00,000         |
| Debentures             | ---              | 2,00,000         | Debtors           | 7,00,000         | 5,00,000         |
| Provision for taxation | 70,000           | 1,00,000         | Stock             | 2,00,000         | 4,00,000         |
| Proposed dividend      | 1,00,000         | 2,00,000         | Cash on hand/bank | 2,00,000         | 2,00,000         |
| Creditors              | 8,20,000         | 7,00,000         |                   |                  |                  |
|                        | <b>20,00,000</b> | <b>25,00,000</b> |                   | <b>20,00,000</b> | <b>25,00,000</b> |

Additional information:

1. Depreciation @ 25% was charged on opening value of plant and machinery.
2. During the year one old machine costing Rs. 50,000 (WDV Rs. 20,000) was sold for Rs. 35,000.
3. Rs. 50,000 was paid towards income tax during the year.
4. Building under construction was not subject to any depreciation.

Prepare cash flow statement as per AS-3 and also prepare Plant and Machinery Account.

OR

Q-4 (A) The financial position of SHIV limited was as follows: [09]

| Liabilities            | 31-03-16        | 31-03-17        | Assets           | 31-03-16        | 31-03-17        |
|------------------------|-----------------|-----------------|------------------|-----------------|-----------------|
| Equity share capital   | 4,50,000        | 5,00,000        | Goodwill         | 1,05,000        | 80,000          |
| General Reserve        | 40,000          | 70,000          | Land & Building  | 2,10,000        | 1,10,000        |
| P&L A/c                | 30,000          | 48,000          | Plant            | 80,000          | 2,00,000        |
| Proposed dividend      | 42,000          | 50,000          | Debtors          | 1,60,000        | 2,00,000        |
| Creditors              | 65,000          | 93,000          | Stock            | 87,000          | 1,19,000        |
| Bills Payable          | 30,000          | 26,000          | Bills Receivable | 30,000          | 40,000          |
| Provision for taxation | 40,000          | 50,000          | Cash             | 25,000          | 18,000          |
|                        | <b>6,97,000</b> | <b>8,37,000</b> |                  | <b>6,97,000</b> | <b>8,37,000</b> |

Additional Information:

1. Depreciation of Rs. 15,000 and Rs. 25,000 have been charged on plant and land and building respectively.
2. An interim dividend of Rs. 20,000 has been paid in 2017.
3. An income tax of Rs. 35,000 was paid during 2017.

Calculate cash from operating activities as per AS-3.

(B) Difference between fund flow statement and cash flow statement. [06]





- Q1 A. What is MIS? Explain Advantages and Disadvantages of MIS. 08  
B. What is MIS? Discuss problems with MIS and give examples of it. 07

OR

- Q1 A. Explain Knowledge requirement of MIS. 08  
B. Explain knowledge requirements of MIS in detail. 07

- Q2 A. Explain characteristics of Good Information. 08  
B. What is Information? Write classification of Information. 07

— OR

- Q2 Discuss in detail. 15  
1. Communication System  
2. Sources of Information

- Q3 A. Write a note on Problem of Planning. 07  
B. Explain level of Planning. 08

OR

- Q3 A. What is planning? Explain types and sources of planning in brief. 15  
Q4 A. Discuss in detail. 15  
1. MIS in organization  
2. Office Support System

OR

- Q4 A. Explain Characteristics of DPS. 07  
B. What is Expert System? Explain in brief ES and EIS. 08

— X —

[A-12]

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

No. of Printed Pages : 2

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (III Semester) (2010 Batch) Examination**  
**Friday, 24<sup>th</sup> November 2017**  
**2.00 pm – 4.00 pm**

**UM03CBBS02- Financial Management - I**

**Total Marks : 60**

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

Q.1 Give importance of financial management and explain various financial decisions. (15)

**OR**

Q.1 Narrate : Goals of financial management. (15)

Q.2

(a) Give concept of cost of capital and explain cost of debt. (06)

(b) A company has issued 10% perpetual debentures of Rs. 100 each to raise Rs. Lakhs. The tax rate is 55%. Calculate the cost of debentures under the following circumstances : If they are issued at (i) Par (ii) at a premium of 8% and (iii) at a discount of 8%. (09)

**OR**

Q.2

(a) Explain the concept of cost of preference share and retained earnings. (06)

(b) A company has on its books the following amounts and specific costs of each type of capital. (09)

| Type of capital          | Book Value<br>Rs. | Market Value<br>Rs. | Specific Cost<br>(%) |
|--------------------------|-------------------|---------------------|----------------------|
| Debentures               | 600000            | 570000              | 6.0                  |
| Preference share capital | 140000            | 160000              | 9.0                  |
| Equity share capital     | 800000            | 1540000             | 14.0                 |
| Retained Earnings        | 300000            | --                  | 10.0                 |

From the above information find out the weighted average cost of capital using.

(i) Book value weights                      (ii) Market value weights

Q.3

(a) Explain the concept of capital budgeting and discuss time value of money. (06)

(b) A company is considering to invest Rs. 40000 in a capital project. Its scrap value is nil. Its useful life is 5 years. Tax rate is 50%. The company adopts the straight line method of depreciation. The cash flow before depreciation and tax is as follows (CFBDT) :

| Year | CFBDT (Rs.) | Year | CFBDT (Rs.) |
|------|-------------|------|-------------|
| 1    | 8000        | 4    | 12000       |
| 2    | 8800        | 5    | 20000       |
| 3    | 11200       |      |             |

On the basis of above information, calculate the Rate of Return on average investment (ARR).

**OR**

Q.3

- (a) Discuss the process of capital budgeting. (06)
- (b) A company is considering to invest Rs. 80000 in a capital project. Its scrap value is zero and its economic life is 5 years. Tax rate is 50%. The SLM method is used by the company to provide depreciation. Its cash flow before tax is as follows: (09)

| Year | CFBT  | 10% P.V. Factor |
|------|-------|-----------------|
| 1    | 16000 | 0.9091          |
| 2    | 17600 | 0.8265          |
| 3    | 22400 | 0.7513          |
| 4    | 24000 | 0.6830          |
| 5    | 40000 | 0.6209          |

From the above information find out - Profitability on the basis of Net Present Value Method at 10% rate of discount.

Q.4

- (a) Give concept of working capital and explain factors affecting working capital. (08)
- (b) Discuss two dimensions of working capital management. (07)

OR

Q.4

- (a) Explain in brief sources of working capital. (05)
- (b) X Ltd. Operates a normal working day of 8 hours. There are 25 working days in a month. Production cost per month are as follows: (10)

|               | Cost  | Amount (Rs.) |
|---------------|-------|--------------|
| Raw materials |       | 200000       |
| Direct Labour |       | 100000       |
| Overheads :   |       | 22400        |
| Fixed         | 75000 |              |
| Semi-Variable | 37500 |              |
| Variable      | 37500 | 150000       |
| Net Profit    |       | 50000        |
| Sales         |       | 500000       |

**Other information are follow:**

- (i) Raw materials are in stock on an average for 1 month.
- (ii) Materials are in process on an average for  $\frac{1}{2}$  month.
- (iii) Finished goods are in stock on an average for 1 month.
- (iv) Credit allowed by creditors is 1 month.
- (v) Credit allowed to debtors 2 months.
- (vi) Lag in payment of wages  $\frac{1}{8}$  months.
- (vii) Lag in payment of overheads 1 month.

You are required to calculate working capital requirements statement.

**Sardar Patel University**

BBA(ISM) Examination (III Semester)

Tuesday, 21<sup>st</sup> November 2017

02.00 P.M. – 04.00 P.M.

Visual Basic (UM03CBBS03)

Total Marks: 60

- Q-1 (A) Explain VB IDE in detail. [10]
- (B) List Looping Statement. Explain For...Next with Example. [05]

OR

- Q-1 (A) Explain messagebox and inputbox in detail. Also differentiate between them. [10]
- (B) List Conditional Statement. Explain Select...End Select Statement with example. [05]

- Q-2 (A) List out the Intrinsic Control and Explain any four control's properties, Methods and Events. [10]
- (B) Explain the process of designing a menu on the form in detail. [05]

OR

- Q-2 (A) What is Form? List types of Forms. Explain the Properties, Events and Methods of Form. [10]
- (B) Define the following Functions with Syntax and Example  
a) val(), b) str(), c) trim(), d) IsEmpty(), e) Mid() [05]

- Q-3 (A) What is array? Explain one and two dimension array with example. [05]
- (B) Write down the steps for connecting database with VB application with example. [10]

OR

- Q-3 (A) Explain ADO, DAO and RDO in details. [05]
- (B) Explain following terms  
a) Update, b) Movenext, c) Moveprevious, d) Movelast, e) Movefirst, f) Find [10]

- Q-4 (A) What is Report? What is use of Report? Explain steps for creating report in VB application in detail. [15]

OR

- Q-4 (A) What is Data bound Control? List out the Data bound controls and explain principal data properties of Data Grid, Data bound Listbox, Data bound Combobox [15]

————— X —————

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

Se  
02

[26 & A-12]

SARDAR PATEL UNIVERSITY

BBA[ISM] IIIrd SEM [CBCS] [REGULAR & NC]

SATURDAY 25<sup>TH</sup> NOVEMBER, 2017

FINANCIAL MANAGEMENT I [UM03CBBS05]

2.00 PM TO 4.00 PM

MARKS: 60

Q1A. What is Financial Management? Explain the Importance of Financial Management in detail. [08]

Q1B. Explain the Goals of Financial Management in detail. [07]

OR

Q1. Explain the following finance functions in detail. [15]

- A. Investment Decision
- B. Financing Decision
- C. Dividend Decision
- D. Liquidity Decision.

Q2. What is Cost of Capital? Explain Cost of Debt, Cost of Equity Share Capital, and Cost of [15]

Preference Share Capital and Retained Earnings.

OR

Q2A. Following information is available with regard to the capital structure of Bombay Breweries Ltd. [07]

| Sources of Fund          | Amount [Rs.] | After Tax Cost of Capital |
|--------------------------|--------------|---------------------------|
| Equity Share Capital     | 350000       | 0.12                      |
| Retained Earnings        | 200000       | 0.10                      |
| Preference share Capital | 150000       | 0.13                      |
| Debentures               | 300000       | 0.09                      |

You are required to calculate the weighted average Cost of Capital.

Q2B. Write Short note on the following: [08]

1. Historical cost and Future Cost
2. Specific Cost and Composite Cost
3. Average Cost and Marginal Cost

Q3A. Define Capital Budgeting with the Techniques of Capital Budgeting in detail. [08]

Q3B. Explain the Process of Capital Budgeting in detail. [07]

OR

(P.T.O.)

- Q3. Bombay Company is considering an investment proposal to install new milling controls at a Cost of Rs. 50000. The machine has a life expectancy of Five years and no salvage value. The Tax rate is 35%. Assume the firm uses SLM depreciation and the same is allowed for tax purpose. The estimated Cash Flows before Depreciation and Tax from the investment proposal are as Follows. Cost of Capital @10% p.a. [15]

| Years | CFBT [Rs.] |
|-------|------------|
| 1     | 10000      |
| 2     | 10692      |
| 3     | 12769      |
| 4     | 13462      |
| 5     | 20385      |

- Compute:
1. Pay Back Period
  2. Average Rate of Return
  3. Net Present Value
  4. Profitability Index.

Q4A. What is Working Capital Management? Explain the Factors affecting Working Capital in detail. [08]

Q4B. Write a note on "CHORE COMMITTEE" [07]

OR

Q4 From the following information extracted from the books of a manufacturing company [15]

Compute the Operating Cycle period and Working Capital required.

| Particulars                          | Amount [Rs.] |
|--------------------------------------|--------------|
| Period covered                       | 365 days     |
| Average period allowed by suppliers  | 16 days      |
| Average Total of Debtors outstanding | 48000        |
| Raw material consumption             | 440000       |
| Total Production cost                | 1000000      |
| Total Cost of Sales                  | 1050000      |
| Sales for the year                   | 1600000      |
| Value of Average Stock maintained:   |              |
| Raw Material                         | 32000        |
| Work in Progress                     | 35000        |
| Finished Goods                       | 26000        |

X

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

No. of Printed Page 01

50

[20&A-14]

**Sardar Patel University**

BBA(ISM) Examination (III Semester)

Monday, 27<sup>th</sup> November 2017

02.00 PM – 04.00 PM

**UM03CBBS06: HUMAN RESOURCE MANAGEMENT-I**

**Total Marks: 60**

Q1 Define the term 'Human Resource Management'. Discuss in detail functions of Human Resource Management. [15]

**OR**

Q1 What is Human Resource Planning? Explain the importance of HRP in brief. [15]

Q2 Define the term recruitment. Discuss in detail the sources of recruitment. [15]

**OR**

Q2 (A) Write a note on: Selection testing. [08]

(B) Discuss the steps involved in selection process in detail [07]

Q3 Define the term Promotion. Discuss in detail promotion bases and policy. [15]

**OR**

Q3 (A) What is transfer? Define the purposes of transfer. [08]

(B) Explain the concept and need of Demotion. [07]

Q.4 Explain the concept of performance appraisal? Explain the various method of performance appraisal in detail. [15]

**OR**

(A) Explain briefly the steps involved in performance appraisal process. [08]

(B) Discuss the Problem of performance appraisal in detail. [07]

~~—————X—————~~



[23 &amp; A-13]

**SARDAR PATEL UNIVERSITY  
B.B.A-(ISM) THIRD SEM EXAMINATION**

2017

THURSDAY, 23<sup>RD</sup>-NOVEMBER

02-00 P.M.TO 04-00 P.M.

CORPORATE LAW

UM03CBBS07

TOTAL MARKS: 60

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

Q.1 Explain the definition, formation and kinds of company in detail under Company Law. (15)

OR

Q.1 Discuss in detail provisions of memorandum of association and article of association. (15)

Q.2 Write any two short notes:- (15)

A- Account and audit

B- Inspection and investigation

C- Winding of company by order of the court

D- Company law tribunal

Q.3 Define contract and Explain the essential elements of contract. (15)

OR

Q.3 Discuss in detail:- (15)

A- Discharge of contract

B- Quasi contract

Q.4 Define 'Consumer'. Explain the object of Consumer Protection Act. (15)

OR

Q-4 Discuss in detail:- (15)

A- Rights of consumer

B- Frivolous complaint

———— X ————

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

Sc

104

[26 & A-15] SARDAR PATEL UNIVERSITY  
BBA (ISM) 3<sup>rd</sup> SEMESTER EXAMINATION  
FRIDAY, 24th NOVEMBER, 2017  
2.00 P.M. TO 4.00 P.M.  
COST ACCOUNT (UM03CBBS08)

TOTAL MARKS: 60

1 What is the meaning of Cost Accounting? And Also explain the Advantages and Disadvantages of Cost Accounting. 15

OR

1 The following particulars are obtained from the books of Anil Ltd. for the year 2013. 15

| Particulars                       | Rs.    |
|-----------------------------------|--------|
| Production and Sales (in units)   | 1200   |
| Direct Material                   | 160800 |
| Direct Wages                      | 102000 |
| Direct Expenses                   | 14400  |
| Factory Overheads ( 40% Variable) | 102000 |
| Office Overheads (Fixed)          | 57600  |
| Selling Overheads (20 % Fixed)    | 48000  |
| Rate of Profit on Sales           | 20%    |

For the year 2014 it is estimated that:

- 1) The Production and Sales will increase by 1800 units.
- 2) Direct Material per unit will rise by Rs. 26.
- 3) Direct Wages per unit will fall by 20%.
- 4) Fixed Factory overheads will increase by Rs. 4800.
- 5) Variable Selling overheads will increase by Rs. 1.60 per unit.
- 6) The rate of profit on cost will remain same as per previous year.

Prepare:

- 1) Statement of cost showing total as well as per unit cost and profit for the year 2013.
- 2) A statement of cost showing estimated profit for the year 2014.

2 Find out from the following particulars of Daxa Ltd. 10

- (A)
1. Re-Order Stock Level
  2. Minimum Stock Level
  3. Maximum Stock Level
  4. Average Stock Level
  5. Safety Stock Level.

|   |            |
|---|------------|
| Maximum Delivery Period                             | 40 days    |
| Maximum Delivery Period for Emergency Purchase      | 4 days     |
| Average Delivery Period                             | 35 days    |
| Minimum Consumption Per Day                         | 1500 units |
| Average Consumption Per Day                         | 1750 units |
| Economic Order Quantity is 30 % of Reordering Level |            |

(P.T.O.)

(B) Write a short note on: ABC Technique.

05

OR

2 In a factory there are three production department A, B and C and 15 two service department D and E. The detail of the expenses during March 2007 are us under:

|                          |       |
|--------------------------|-------|
| Factory Manager's Salary | 30000 |
| Power                    | 36000 |
| Depreciation of Machine  | 29700 |
| Contribution of E.S.I    | 6500  |
| Rent of Rates            | 20000 |
| Lighting                 | 16000 |
| Canteen Expenses         | 6000  |
| Insurance                | 6600  |
| Indirect Wages           | 13000 |

Other information :

| Particulars                                   | A     | B     | C     | D    | E    |
|---|-------|-------|-------|------|------|
| Lighting Points                               | 6     | 5     | 4     | 3    | 2    |
| Direct Wages Rs.                              | 4500  | 4000  | 2900  | 1200 | 400  |
| Cost of Machine Rs.                           | 72000 | 48000 | 36000 | 1200 | 1200 |
| Horse Power of Machine                        | 4     | 6     | 2     | -    | -    |
| Space Occupied Sq. Ft.                        | 600   | 400   | 500   | 300  | 200  |
| Proportion of Time Devoted by Factory Manager | 5     | 4     | 3     | 2    | 1    |
| Number of Workers                             | 5     | 6     | 4     | 3    | 2    |
| Working Hours                                 | 400   | 300   | 500   | -    | -    |

The benefit of Service Departments D and E is derived by the other departments in the following proportion.

| Departments | A   | B   | C   | D | E   |
|-------------|-----|-----|-----|---|-----|
| D           | 20% | 30% | 40% | - | 10% |
| E           | 30% | 40% | 30% | - | -   |

Prepare as statements showing.

- 1) Distribution of overhead to various departments.
- 2) Distribution of expenses of service departments to production department.
- 3) Calculate the machine hour rate of production departments A, B and C.

- 3 The Profit and Loss A/c of NISHA Ltd. for the year ending on 15 31-12-2009 is as under.

| Profit and Loss A/c                                |         |   |         |
|--|---------|---|---------|
| Particulars  | Rs.     | Particulars                                       | Rs.     |
| To Opening Stock<br>(Finished Stock<br>5000 Unit ) | 350000  | By Sales  | 3880000 |
| To Material  | 1500000 | By Closing Stock<br>(Finished Stock<br>6500 Unit) | 450750  |
| Expenses   | 1000000 | By Interest<br>Received                           | 15000   |
| To Wages   | 640000  | By Income Tax<br>Refund                           | 5000    |
| To Factory   | 325000  | By Share Transfer<br>Fees                         | 3000    |
| Expenses   | 115250  |   |         |
| To Office Expenses                                 | 15000   |   |         |
| To Selling   | 3000    |   |         |
| Expenses   | 35000   |   |         |
| To Penalty   | 370500  |   |         |
| To Goodwill<br>(Written off)                       | 4353750 |   |         |
| To Income Tax                                      |         |   |         |
| To Net Profit                                      |         |   |         |
|  |         |   | 4353750 |

The following information is taken from the costing department of the company.

- 1) Material expenses- Rs. 30 per unit.
- 2) Wages expenses- Rs 20 per unit.
- 3) Work overheads- 25% of Prime cost.
- 4) Office overheads- Rs. 6 per unit.
- 5) Selling and distribution expenses- Rs. 2.50 per Unit sold.

Prepare a Statement Of Cost and Reconciliation Statement.

(P.T.O.)

OR

- 3 The following figures are available from financial accounts of 15 KIRTI LTD. for the year ended 31-3-2007.

| Particulars                                 | Rs.    |
|---|--------|
| Sales ( 60000 Unit)                         | 650000 |
| Closing Stock ( Finished Stock 20000 Units) | 60000  |
| Direct Material Consumption                 | 125000 |
| Direct Wages                                | 50000  |
| Factory Overhead Expenses                   | 90000  |
| Administrative Expenses                     | 240000 |
| Selling and Distribution Expenses           | 80000  |
| Interest on Debentures                      | 10000  |
| Income Tax Paid                             | 5000   |
| Legal Expenses                              | 2500   |
| Profit From Share Satta                     | 25000  |
| Interest on Deposit Received                | 5000   |

This Cost of Account reveals:

1. Direct Material Consumption 140000.
2. Administrative Expenses Rs. 2 per unit of Production.
3. Factory Overhead 20 % on Prime Cost.
4. Selling and Distribution Expenses Rs. 4 per unit.

Prepare:

- 1) Cost Sheet
- 2) Profit and Loss A/c
- 3) Statements reconciling the Profit and Loss disclosed by the Cost Sheet and Profit and Loss A/c.

4 Define Cost Audit. Discuss various Objectives and Types of Cost 10  
(A) Audit.

(B) Differentiate financial Audit and Cost Audit. 05

OR

4 Appointment and Qualification of Cost Auditor. 08  
(A)

(B) Duties and Responsibilities of Cost Auditor. 07

SC

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

38

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM EXAMINATION**  
**SEMESTER- III**  
**Saturday, 18<sup>th</sup> November 2017**  
**2.00 PM to 4.00 PM**  
**UM03CBBT08**  
**WORLD HISTORY FOR TOURISM**

**TOTAL MARKS: 60**

Q1 What do you understand by "Mexican Revolution" and explain in detail? 15 marks

OR

Q1 Write briefly on North America and History of United states of America between 1918 to 1945. 15 marks

Q2 Explain in detail about pre history of South Africa. 15 marks

OR

Q2 Briefly explain about African Slave Trade and Ancient Egypt 15 marks

Q3 Write a short note on History of Europe with respect to "Renaissance". 15 marks

OR

Q3 Explain the evolution and importance of "Industrial Revolution" and its impact all over Europe. 15 marks

Q4 Write short notes on Pre history of East Asia. 15 marks

OR

Q4 Write short notes on: 15 marks

1. Ancient civilization and dynasty
2. Buddhism

— X —

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[40]

**SARDAR PATEL UNIVERSITY****SYBBA (TTM)(HONS.)Sem-III EXAMINATION****SUBJECT: Computerised Reservation System -Basic****UM03CBBT10****Date : 21<sup>ST</sup> Nov. 2017****Time : 2:00pm to 4:00pm****Day: Tuesday****Max. Marks: 60****Answer the following Questions:**

Q1.(a) Write down Amadeus entry for the following.(15)

- i. Make the entry to encode the city Ahemdabad.
- ii. Make the entry to decode the airline LH.
- iii. Make the entry to decode the airport code DXB.
- iv. Make the entry to decode the equipment code M234.
- v. Make the entry to decode the city code CCU.
- vi. Make the entry to encode the country Japan.
- vii. Make the entry to decode the country code ES.
- viii. Make the entry to display the city code for Sydney.
- ix. Make the entry to encode the equipment Tupolev.
- x. Make the entry to decode the airline code AF.
- xi. Make the entry to display neutral availability from CPH to LON on 19 December.
- xii. Make the entry to display availability according to arrival time 08:00 on 22 January from all London airports to MIA.
- xiii. Make the entry to display neutral availability only from London-Gatwick to ATH departing at 1400 on 17 October.
- iv. Make the entry to display neutral availability from AMS to CWL on 21 June departing at 0900.
- xv. Make the entry to display neutral availability from all London airports to all Rome airports on 14 November.

Or

Q1. (b) Describe from the following display line no 1 to 6 in terms of airline, numeric code of airline, class, no. of seats Available, origin to destination, origin and destination terminals, arrival and departure time, Amadeus status, and equipment code. (15)

```
* AMADEUS AVAILABILITY - AN ** FRA FRANKFURT.DE          10 MO 12JUN 0000
1 LH 4355 C9 Z9 H9 V9 L9 B9 G9      CDG FRA 1 0705 0825  E0/320      01:20
   K9 Q9 W9 M9
2 AF 1466 C9 M5 T4 K2 V2 Y2 B2      CDG2A FRA 0730 0855  E0/320      01:25
   Q2 V2 XR GR
3 AF 1470 C9 M9 T9 K9 V9            CDG2A FRA 0855 1020  E0/735      01:25
   Q2 V2 XR GR
4 BA 3481 C9 D9 S9 B9 M9 LR QL      CDG 1 FRA 0915 1035  E0.100      01:20
   HL VL
5 LH 4413 C9 V9 B9 L9 K9            CDG FRA 1 1050 1210  E0/320      01:20
   K9 QR WR ML
6 LH 4413 C9 V9 B9 L9 K9            CDG FRA 1 1050 1210  E0/320      01:20
   K9 Q9 W9 MR
```

(P.T.O.)

Q2.(a) Explain following Amadeus entries:(1x15=15)

- |                        |             |
|------------------------|-------------|
| i.SS2S3                | ix.AC12JUN  |
| ii.SS4M2               | x.MD        |
| iii.SS2CD3             | xi.AC//LYS  |
| iv.SIARNAK             | xii.ACLIS   |
| v. SS2M1/PE            | xiii.AC1800 |
| vi. AN14FEBFRANRY/XCPH | xiv.DACBRQ  |
| vii.AE25AUGDUSDEW      | xv.DAARG    |
| viii.AC4               |             |

Or

Q2 (b) Explain following Amadeus entries :(1x15=15)

- |                       |                  |
|-----------------------|------------------|
| i.NM1RIVAS/W MR       | ix.TKMA23JUL     |
| ii.NM2TYLER/TMR/AMRS  | x.RFP            |
| iii.APMAD 01245-H     | xi.RFMR QUENCY   |
| iv.APLON098765-B      | xii.RFP;ET       |
| v. APFRA 098754-B/P1  | xiii.IG          |
| vi. APFRA 034532-H/P2 | xiv.AC/ALH       |
| vii.TKOK              | xv.RFMR PATEL;ET |
| viii.TKTL22APR        |                  |

Q3.(a) Write down Amadeus entry for the following.(1.5x10=15)

- i. Make the entry to display only Alitalia flights from Frankfurt to Rome on 24 August at 0900, ordering the display by departure time.
- ii. Change the display to show only Lufthansa flights.
- iii. Make the entry to display return availability at 0800 on 7 September.
- iv. The passengers are Mr. C. Appius and Mrs. L. Appius. Input the names.
- v. Make the entry to arrange ticketing for 18 August.
- vi. The reservation was received from Mrs. Appius. Input the received- from element and end the transaction with one entry.
- vii. Assume a PNR has four passengers. Make the entry to separate name elements 2 and 4.
- viii. Assume a PNR has six passengers. Make the entry to separate name elements 3 and 5.
- ix. Assume a PNR has three passengers. Make the entry to separate the first passenger.
- x. When passengers are separated, what entry is used to store the new PNR?

Or

Q3(b) With the help of following display answer the following questions.(15)

|                                   |       |                     |        |
|-----------------------------------|-------|---------------------|--------|
| RP/DELLA0900/DELLA0900            | NS/GS | 10 FEB 98 / 10 31 Z | MDNLEN |
| 1. NGUYEN/JAMES HP                |       |                     |        |
| 2 AF 147 J 20MAR 5 DELCDG HK1     | 0810  | 2 0110 0615         | *1A/   |
| 3 DL 119 C 20MAR 3 CDGJFK HK1     |       | 10 1040 1300        | *1A/   |
| 4 DL 119 C 20MAR 6 JFKCDG HK1     |       | 3 1935 0950+        | *1A/   |
| 5 AF 148 J 20MAR 1 CDGDEL HK1     | 0940  | 2A 1015 2225        | *1A/   |
| 6 AP DEL 91 11 653 1243-H         |       |                     |        |
| 7 TR OKLOFEB/DELLA0900            |       |                     |        |
| 8 *SSR FQTV DL HK1 AF1990901460   |       |                     |        |
| 9 *SSR FQTV AF HK1 AF1990901462/3 |       |                     |        |



- i. Retrieve this PNR with record name.
- ii. Advice passenger about increase fare on 10Jan.
- iii. Put Confidential remark of visit is confidential.
- iv. What information is there for line no. 4.
- v. What is the frequent flier no.?
- vi. When this ticket is requested.
- vii. Describe line no. 6
- viii. What is the travel agency record locator.
- ix. What is HK?
- x. What is GS?
- xi. Which date this PNR is made?
- xii. What is the home phone no. of the passenger?
- xiii. What is the date of journey and return date?
- xiv. Put general remark of pls mail tkts to pax.
- xv. What is the origin and destination point?

Q4(a) .Create an PNR with following information. (15)

Mr. R.Goswami his wife Sita and his 10 year old son D Goswami contacted you to make a reservation for himself

March 16 Delhi to Sydney

March 28 Sydney to Delhi

Now add following information

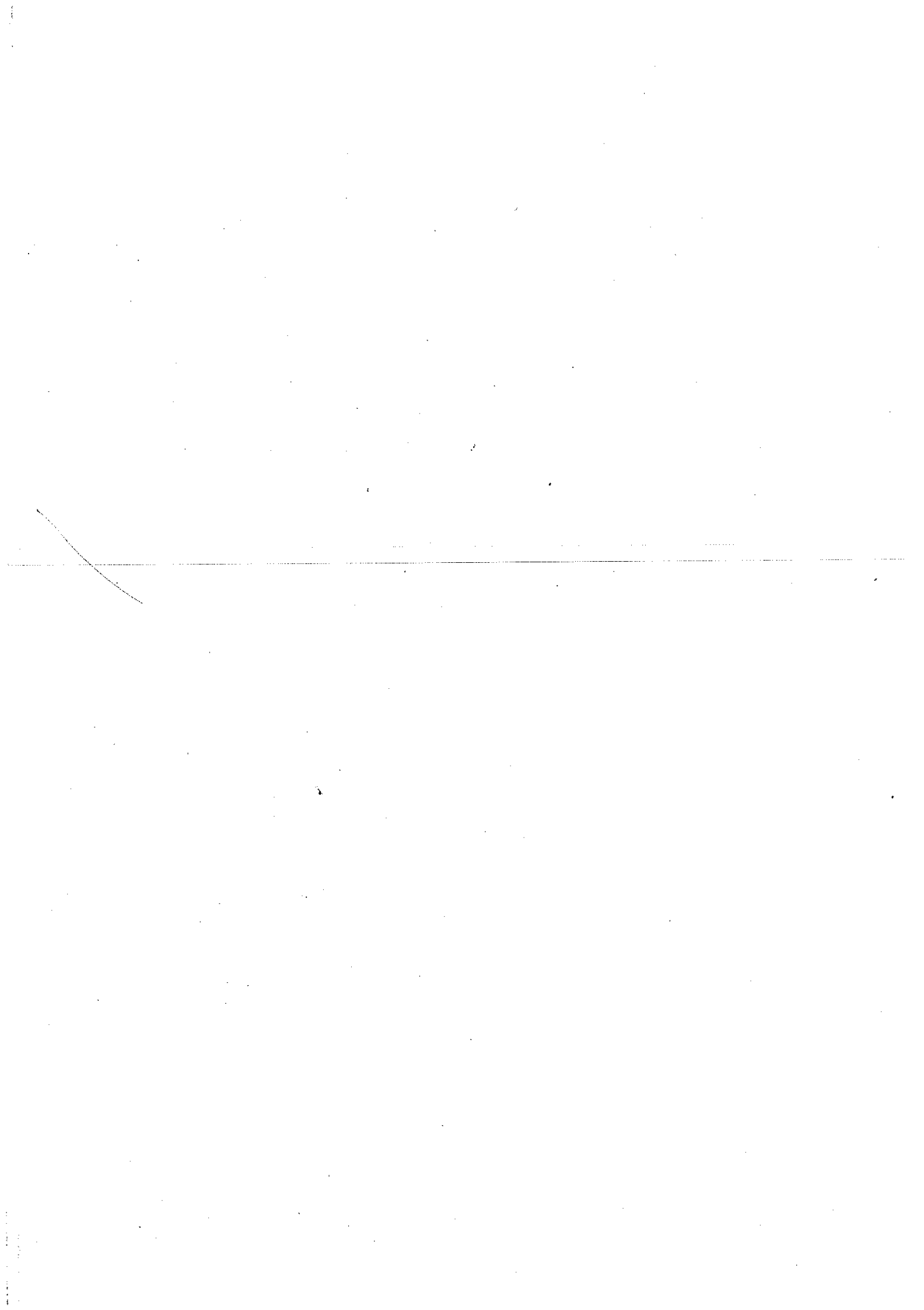
- i.Book ticket for three in line no.3 with Y class.
- ii.enter his business telephone number in Delhi (no. of your choice)
- iii enter information to airline that passenger is VIP belongs to Australian embassy.
- iv.book an Asian vegetarian meal on all segment
- v. enter his mailing address in Delhi ( of your choice).
- vi request is made by Mr. R Patel.
- vii Ticket will be issues in airport on 16<sup>th</sup> March.
- viii he is a frequent flyer for lufthans with no. lh-2356789.
- ix.His wife had requested for wheel chair for LH airline.

Or

Q4(b) Explain following Amadeus entries ,(1x15=15)

- |           |                       |
|-----------|-----------------------|
| i.SP3     | ix.12/HK              |
| ii.SP2/4  | x.HN                  |
| iii.SP1   | xi.KK                 |
| iv.SP1/3  | xii.SBL4-5            |
| v. EF     | xiii.SBC14MAR3        |
| vi. SP3-5 | xiv.NU/2Johanson/G Mr |
| vii.KL    | xv.XE2-3              |
| viii.9/HK |                       |

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(44)

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

No. of Printed Pages: 01

SC

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (3 Years) EXAMINATION**  
**SEMESTER-III**  
**WEDNESDAY, 22<sup>nd</sup> NOVEMBER 2017**  
**2.00 P.M. TO 4.00 P.M.**  
**UM03CBBT11**  
**EMERGING TRENDS IN TOURISM**

**TOTAL MARKS: 60**

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

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**Q.1** Explain the following new types of concepts emerging in tourism (15)Marks  
i.e.  
• Nautical tourism  
• Literary tourism  
• Eno tourism

**OR**

**Q.1** What do you mean by the Cultural heritage tourism and Grand tourism? Explain both.

**Q.2** What do you mean by the Impact of ecotourism? Explain the positive and negative impact of ecotourism. (15)Marks

**OR**

**Q.2** Explain the following terms...  
• Eco resort  
• Theme park  
• Urban tourism

**Q.3** What do you mean by the Economic impact? Explain the measuring economic costs and benefit. (15)Marks

**OR**

**Q.3** What is Socio-cultural impact of the tourism? Explain it.

**Q.4** What is measuring the tourism demand? Explain it. (15)Marks

**OR**

**Q.4** Explain the Determinants of tourism demand.

— X —

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35

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (3 Years) EXAMINATION**  
**SEMESTER-III**  
**THURSDAY, 23<sup>rd</sup> NOVEMBER 2017**  
**2.00 P.M. TO 4.00 P.M.**  
**UM03CBBT12**  
**TOURISM GEOGRAPHY DOMESTIC-II**

**TOTAL MARKS: 60**

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

Q.1 Explain about the Land based and water based adventure sports. (explain with one-one example) (15)Marks

OR

Q.1 Give the name of three (03) Air based Adventure sports related destination in India and explain.

Q.2 What do you mean by Pilgrimage destination? Explain about the Chard ham Yatra as a pilgrimage destination. (15)Marks

OR

Q.2 Explain the following pilgrimage destination i.e

- Bodhgaya
- Fatehpur Sikri
- Kashi

Q.3 Explain the Airways and Ropeways (Cable Cars) transportation in India. (15)Marks

OR

Q.3 Explain the Roadways and Railways transportation in India.

Q.4 Give a brief Introduction of Mumbai and Bangalore city and explain about the Red Fort of Delhi (Fort Introduction and history). (15)Marks

OR

Q.4 Explain the following world heritage sites i.e...

- Sun temple Konark
- Darjeeling Himalayan Railways
- Ellora Caves

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

No. of Printed Page : 01

[22 & A-15]

**SARDAR PATEL UNIVERSITY**  
**BBA (FT/IB) SEM- III Year: 2017-18**  
**Subject: Urban Development**  
**Code: UM03EBBF01/B02**

Date: 23/11/2017  
Day: Thursday

Time: 02:00 to 04:00 pm  
Total Marks: 60

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

Q.1 What is Urban economy? Explain in detail the characteristics of Urban economy area, Town, City and Metropolis. [15]

**OR**

Q.1 a) Explain in brief the role of government bodies in urban development. [08]

b) What are the components of urban development? [07]

Q.2 Explain the urban population in terms of size, growth and density. [15]

**OR**

Q.2 a) Write a short note on urban poverty and alleviation programmes. [08]

b) Discuss in brief the causes and effects of urban migration. [07]

Q.3 State the meaning of Industrialization. What are the factors affecting to urban Industrialization? [15]

**OR**

Q.3 What is Urban Industry? Explain the prospectus and problems of Urban Industries. [15]

Q.4 Discuss in detail urban housing slums, problems and issues. [15]

**OR**

Q.4 Write a short note on: [15]

a) Banks

b) Telecommunication

~~X~~

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

Sc

No. of Printed Pages: 01

[A-16] **SARDAR PATEL UNIVERSITY**

BBA (HONS) (HM/TTM) Examination Semester- 3 (NC)

Day: Thursday

Date: 23/11/2017

Time: 02:00 PM to 04:00PM

Session: Afternoon

Subject: RURBAN DEVELOPMENT

Subject Code: UM03EBBH01/T01

Total Marks: 60

Figure in the right are the Marks

- 
- Q:1 (A) Write a Note on: Determinants of Rural Development 08  
(B) Write a Note on: Characteristics of Rural Development 07

OR

- Q:1 "India will perish if Villages will perish". Justify this sentence by 15  
justifying the Gandhian model of Rural development.
- Q:2 (A) Write a Note on: Causes of Urbanization 07  
(B) Write a Note on: Urban informal sector 08

OR

- Q:2 Discuss the term Migration. Explain the relationship between 15  
migration and development by explaining Todaro's Model.
- Q:3 (A) Write a Note on: Rurban Objectives 08  
(B) Write a Note on: Rurban Morphology in Gujarat 07

OR

- Q:3 Discuss the various Rurban development plans in the state of 15  
Gujarat.
- Q:4 What do you mean by rurban development? Discuss the various 15  
challenges lie in developing a rurban centre in Gujarat.

OR

- Q:4 Narrate a Rurban Village you have visited in the State of Gujarat. In 15  
what ways can we call it Rurban? Explain.

—X—

Sc

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

[21]

NO OF PRINTED PAGES-1

SARDAR PATEL UNIVERSITY  
S. Y. B.B.A. (III) (HONOURS)(HOSPITALITY MANAGEMENT)(4 YEARS)  
THURSDAY, 23<sup>RD</sup> NOVEMBER 2017  
CIVIL DEFENCE SERVICE-UM03EBBH02

TIME: 02:00 PM TO 4:00 PM

TOTAL MARKS: 60

- Q.1. Write a detail note on organization of civil defence [15]
- OR
- Q.1 (A) Discuss about Warden Services. [8]  
(B) Explain briefly about civil defence in India and abroad. [7]
- Q.2 (A) Discuss about basic human body system. [8]  
(B) Write about controlling of bleeding. [7]
- OR
- Q.2 Explain working of Various medical Equipment and its usefulness. [15]
- Q.3 (A) Discuss the concept of fire Prevention and principles of combustion. [8]  
(B) Explain different fire fighting techniques. [7]
- OR
- Q.3. Discuss the use of different fire fighting appliances [15]
- Q.4 Discuss the concept of Warning. Also explain internal and external warning system. [15]
- OR
- Q.4 Write a note on: a) concept of Rescue and Rescue party b) methods of Rescue [15]

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

No. \_\_\_\_\_ 01

[32]

**SARDAR PATEL UNIVERSITY**  
**S.Y.B.B.A. (HON-HM/TTM) EXAMINATION**  
**SEMESTER-III**  
**SATURDAY, 25th NOVEMBER, 2017**  
**02:00 PM TO 04:00 PM**  
**UM03EBBH04/T03**  
**TIME MANAGEMENT**

**TOTAL MARKS: 60**

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

- Q.1. What do you understand by time management? Discuss Characteristics and Objectives of Time Management. Also give its Significance. [15]
- OR
- Q.1. Define time management. Discuss various principles of time management. [15]
- Q.2. What are typical time wasters according to you? Discuss all time-wasters with suitable examples. [15]
- OR
- Q.2. Write notes on the following:
- (A) Different emotional blocks to time management. [08]  
(B) Budget is a best tool for time management. [07]
- Q.3. Explain goal-setting and prioritizing in detail. [15]
- OR
- Q.3. (A) Discuss various strategies and policies for time management. [08]  
(B) Explain: Time-tech system. [07]
- Q.4. Discuss at least 10 creative time management ideas to save time. [15]
- OR
- Q.4. (A) How do you plan your week? Plan your week according to higher priority and lower priority. [08]  
(B) What are the ingredients of time? [07]

—X—



## Economic Analysis - I

UM03CBBI03

Date: 25-11-2017

Time: 2:00 P.M. to 4:00 P.M.

Total Marks: 60

Q-1 What do you mean by Price Elasticity? Explain its types and uses. (15)

OR

Q-1 (A) Explain Cross Elasticity of demand. Discuss the types and uses of Cross Elasticity. (08)

(B) Define the concept and uses of Income Elasticity. (07)

Q-2 What is Demand forecasting? Explain significance and objectives of demand forecasting. (15)

OR

Q-2 Explain the following methods of demand forecasting. (15)

(a) Complete enumeration

(b) Sample survey

(c) End-Use

Q-3 What is production function? Discuss the law of variable proportion in detail. (15)

OR

Q-3 What is Iso-Quant? Explain properties of Iso-Quant. (15)

Q-4 (A) Explain the relationship between Total Revenue, Average Revenue and Marginal Revenue under perfect competition. (08)

(B) Write a note on Shut Down Point. (07)

OR

Q-4 What are the characteristics of perfect competition? Discuss the equilibrium of a firm in short period under Perfect competition. (15)

—————X—————

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Roll No. \_\_\_\_\_

No. of printed pages 01

[39]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEMESTER III**  
**TUESDAY 21<sup>st</sup> NOVEMBER 2017**  
**TIME 02:00 PM TO 04:00 PM**  
**UM03EBBI03**  
**HUMAN RESOURCE MANAGEMENT-I**

**MARKS: 60**

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

- Q.1 Define the term HRP also discuss in detail the process of HRP. [15]  
OR
- Q1 [A] What are the factors in job design? Elucidate. [08]  
[B] Write a note on: Job Analysis. [07]
- Q.2 Define recruitment & describe at length the sources of recruitment. [15]  
OR
- Q.2 What is employee training? Give explanation on off-the-job training techniques. [15]
- Q.3 What is promotion and demotion? Explain at length basis of promotion and causes of demotion. [15]  
OR
- Q.3 [A] What are the various causes of absenteeism? Clarify. [08]  
[B] Brief out the forms of separation. [07]
- Q.4 Define compensation and make clear the factors affecting compensation. [15]  
OR
- Q.4 [A] What is performance appraisal? Explain the steps involved in appraisal process. [08]  
[B] Write a note on: 360 Degree Appraisal. [07]

————— X —————

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

01

[37]

SARDAR PATEL UNIVERSITY

2<sup>nd</sup> YEAR BBA – ITM (3years) EXAMINATION

SEMESTER–III

Saturday, 18<sup>th</sup> November, 2017

2.00 P.M TO 4.00 P.M.

SUBJECT: Marketing Management-I

CODE: UM03EBBI04

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

Total Marks: 60

Q.1 What is marketing management? Explain philosophies of marketing management. (15)

OR

Q.1 Explain in detail Micro environmental factors. (15)

Q.2 Define consumer behaviour. Explain factors affecting consumer behaviour. (15)

OR

Q.2 Explain briefly types of buying decisions. Discuss model of consumer behaviour. (15)

Q.3 What is product mix? Discuss new product development process. (15)

OR

Q.3 What is distribution? Discuss factors affecting channels of distribution. (15)

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

OR

Q.4 Write note on:

- (a) Sales force selection process (08)  
(b) Sales force appraisal (07)

— X —

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

[43]

No. of Pages: 5.02

SARDAR PATEL UNIVERSITY  
B.B.A. [HONOURS][ITM] – III<sup>rd</sup> Semester  
Wednesday, 22<sup>nd</sup> November, 2017  
Session: Evening Time: 2.00 p.m. To 4.00 p.m.  
Subject Code: UM03EBBI05  
Subject: Financial Management & Services - 1

Total Marks: 60

- Q1 Discuss in detail the functions of a financial manager. [15]  
OR  
Q1 What is under-capitalization? Explain its causes and remedies. [15]  
Q2 What is a capital budgeting decision? Discuss the features and types of capital budgeting decision. [15]  
OR  
Q2 Fenil Ltd is considering investing in a project that is expected to cost Rs. 48,00,000. The expected cash inflows (before dep. & tax) are given below. The co. is using SLM method of depreciation. Tax rate 50%. [15]

| YEAR | Cash Inflows (before dep. & tax) |
|------|----------------------------------|
| 1    | 1200000                          |
| 2    | 1200000                          |
| 3    | 1800000                          |
| 4    | 1800000                          |
| 5    | 3000000                          |

Calculate PBP, ARR, NPV and PI at 10%.

- Q3[a] Explain the causes for financial innovation. [08]  
Q3[b] Discuss the challenges facing the financial services sector. [07]  
OR  
Q3 Write a note on : [15]  
1. Equity shares                      2. Commercial papers  
Q4[a] Explain the various concepts of cost of capital and discuss the significance of cost of capital in financial management. [15]  
OR  
Q4[a] Assuming that a firm pays tax at a 50% rate, compute the after-tax cost of capital in the following cases: [09]  
1. A 10-year, 8%, Rs.1000 par bond sold at Rs.950 less 4% underwriting commission.  
2. A preference share sold at Rs.100 with a 9% dividend and a redemption price of Rs.110 if the company redeems it in 5 years.  
3. The shares of a chemical company are selling at Rs.20 per share. The firm has paid dividend @ Rs.2 per share last year. The estimated growth of the company is approximately 5% per year.

Q4[b] A firm's after-tax cost of capital of the specific sources is as follows:

[06]

Cost of debt 8%

Cost of preference shares 14%

Cost of equity funds 17%

The following is the capital structure:

| Source             | Amount (Rs.) |
|--------------------|--------------|
| Debt               | 3,00,000     |
| Preference capital | 2,00,000     |
| Equity capital     | 5,00,000     |
| Total              | 10,00,000    |

Determine the weighted average cost of capital of the firm.

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

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

Total No. Of Printed Page : 01

[26 & A-22]

SARDAR PATEL UNIVERSITY  
BBA ITM SEM : III 4 YEAR - (NC) EXAMINATION 2017  
UM03CBBI05 RELATIONAL DATABASE MANAGEMENT SYSTEM

DATE : 21/11/2017

TIME : 02.00 P.M TO 04.00 P.M

TOTAL MARKS : 60

- Q.1 [A] List all DML statements and also explain with example. [07]  
[B] Explain CREATE TABLE and INSERT DATA into target table with syntax and example. [08]
- OR
- Q.1 [A] Discuss concept of ALTER TABLE and DROP TABLE with syntax and example. [07]  
[B] Discuss NORMALIZATION and explain 1NF and 2NF in detail. [08]
- Q.2 [A] Write a note on : Primary key constraint [07]  
[B] Explain following functions : [08]  
1. SQRT() 2. SYSDATE() 3. ROUND() 4. MIN()
- OR
- [A] Write a note on : Foreign key constraint [07]  
Q.2 [B] Explain following functions : [08]  
1. SUBSTR() 2. USER() 3. NVL() 4. SUM()
- Q.3 [A] What is Sub-Query? Explain the operator IN and ANY by giving syntax and example. [07]  
[B] What are VIEWS? Explain syntax to create view and delete views with appropriate example. [08]
- OR
- Q.3 [A] Explain Transaction Processing commands in detail. [07]  
[B] What is Joining? Explain any two types of join with example. [08]
- Q.4 [A] Write a PL/SQL block to find simple interest. [07]  
[B] Explain IF-ELSE decision making statement with syntax and example. [08]
- OR
- Q.4 [A] Write a PL/SQL block to find maximum number from two numbers. [07]  
[B] Draw and explain structure of PL/SQL block with simple example. [08]

=====

5C

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

No. of printed pages: 01

[26]

SARDAR PATEL UNIVERSITY

SYBBA-ITM 3 years (Semester – III) EXAMINATION

METHODS AND PRACTICES OF OPERATING SYSTEM [UM03EBBI07]

DATE: 27/11/2017, Monday

TIME: 2:00P.M. TO 4:00P.M.

Total Marks: 60

- Q.1 [A] What is OS? Describe functions of operating system. [10]  
 [B] Explain Real Time Operating System. [05]  
 OR
- Q.1 [A] Describe Monolithic Systems. [08]  
 [B] Explain Client-Server systems. [07]
- Q.2 [A] Explain TCB. [08]  
 [B] Describe First Come First Serve Scheduling Algorithm. [07]  
 OR
- Q.2 [A] Describe process state and its transitions. [08]  
 [B] Explain Priority Scheduling Algorithm. [07]
- Q.3 [A] Describe concept of virtual memory system. [08]  
 [B] Explain Multiprogramming with Fixed Partitions. [07]  
 OR
- Q.3 [A] Describe FIFO Page Replacement algorithm with suitable example. [08]  
 [B] Explain Swapping. [07]
- Q.4 [A] Explain Critical Section Problem. [08]  
 [B] Explain Resource Allocation Graph. [07]  
 OR
- Q.4 Describe Deadlock and its characterization. [15]

~~\_\_\_\_\_X\_\_\_\_\_~~

[27]

SARDAR PATEL UNIVERSITY

SYBBA (ITM) (3 Years) Examination, Semester – III (CBCS) (Regular) (NC)

Fundamentals of Operating Systems

UM03EBBI08

Date: Monday 27<sup>th</sup> November, 2017

Time: 02:00 p.m. to 04:00 p.m.

Total Marks: 60

- Q – 1 [A] Explain Operating System with its various types in detail. [10]  
[B] Write a note on: Embedded Operating Systems [05]

OR

- Q – 1 [A] Explain following in detail [10]  
a) Graphical User Interface  
b) Managing Hardware  
[B] Explain various functionalities of Operating Systems in brief. [05]

- Q – 2 List out various Operating Systems and Explain any four of them in detail. [15]

OR

- Q – 2 [A] Explain Windows 2000 Server and Windows Server 2008 in detail. [10]  
[B] Explain Android Operating System in brief. [05]

- Q – 3 [A] Explain Active Directory with its purpose and features in detail. [10]  
[B] Write a note in brief: Workgroup [05]

OR

- Q – 3 [A] Explain fault tolerance and load balancing in detail. [10]  
[B] Write a note in brief: Back up and Recovery [05]

- Q – 4 [A] Explain Linux Operating System with its various features in detail. [10]  
[B] Write a note in brief: Linux distributions. [05]

OR

- Q – 4 [A] Explain following commands in brief: [10]  
a) login  
b) date  
c) who  
d) ls  
e) man  
[B] Explain various advantages of Linux in detail. [05]

—————X—————



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

No. of Printed Page : 01

[9] SARDAR PATEL UNIVERSITY

B.B.A. (ISM) Examination, III Semester (CBCS, REG, NC)

Tuesday, Date 28/11/2017

Session: Evening

Time: 02:00 PM to 04:00 PM

Subject code: UM03EBBS02

Subject Title: Urban Development

Total marks: 60

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

Q-1) What is Urban Economy? Discuss the characteristics of Urban Economy. [15]

OR

Q-1) Discuss the main role of government bodies in urban development. [15]

Q-2) Explain the Urban population specify their size, growth, density, migration. [15]

OR

Q-2) What is urban poverty? Discuss its measurement, causes and poverty alleviation programs. [15]

Q-3) What are the main problems of Urban development industries. Explain [15]

OR

Q-3) Short Note on: [15]

- a. Special economic zone
- b. Industrial policy

Q-4) What are the main problems of Urban housing development specially slums area. [15]

OR

Q-4) (A) A essay on Urban water supply management. [08]

(B) Urban road, transport and banks. [07]

— X —

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

[34 & A-30]

SARDAR PATEL UNIVERSITY  
BBA(ISM) III Semester-2017 Examination  
Sub: System Analysis & Design-I (UM03CBBS02)  
Monday, Date: 20/11/2017

Time: 2:00 P.M TO 4:00 P.M

Total Marks: 60

- Q-1 [A] What is System? Explain elements of system. [08]  
[B] Explain who is system analyst. What knowledge & qualities are expected from system analyst? [07]

OR

- Q-1 [A] Difference:- i) Conceptual System & Physical System  
ii) Open system & close system [08]  
[B] Explain basic components of the system. [07]

- Q-2 [A] What are the different methods of Feasibility study and cost benefit? Explain its needs. [08]  
[B] Explain Evaluation stage in detail. [07]

OR

- Q-2 [A] Explain Problem Identification stage in detail. [08]  
[B] Difference : System analysis & System Design. [07]

- Q-3 [A] What is SSADM? Explain in detail need of SSADM. [08]  
[B] Explain in detail Structure Design method of SSADM. [07]

OR

- Q-3 [A] What are the advantages of SSADM? Explain. [08]  
[B] Explain in detail constructing the system and implementation method of SSADM. [07]

- Q-4 [A] Explain in detail Structure charting techniques. [08]  
[B] Explain Data Dictionary & Data Items in detail with example. [07]

OR

- Q-4 [A] Explain Decision table with example. [08]  
[B] What is HIPO? Explain with example. [07]

— X —

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

No. of Printed Pages: 01**[25 & 28] SARDAR PATEL UNIVERSITY****BBA (HONS) (HM/TTM) Examination Semester- 3****Day: Monday****Date: 27/11/2017****Time: 02:00 PM to 04:00 PM****Session: Afternoon****Subject: CORPORATE CITIZENSHIP****Subject Code: UM03EBBT01/H03****Total Marks: 60****Figure in the right are the Marks**

Q:1 (A) What do you mean by Corporate Citizenship? Theoretically justify 15

Corporate Citizenship as a concept and as a practice.

**OR**Q:1 Discuss the expectations from Corporations regarding Social 15  
citizenship. Also, discuss the Models for implementation of CSR.

Q:2 (A) Write a Note on: Principles of Personal and Professional Ethics 10

(B) Write a Note on: Features of Business Ethics 05

**OR**Q:2 Explain the various Factors influencing business ethics. How 15  
Corporations observe Ethics in their Organizations? Discuss.Q:3 Discuss the waste management and pollution control. What are the 15  
key strategies for industrial pollution prevention? Explain.**OR**

Q:3 Explain the role of corporate in environmental management. 15

Q:4 (A) What do you mean by Social Responsibility Accounting? Discuss in 15  
detail the need and importance of Social Responsibility Accounting.**OR**Q:4 Explain the practice of Social Responsibility Accounting practice in 15  
detail.

————— X —————

[46]

**SARDAR PATEL UNIVERSITY**  
**SYBBA (TTM)(HONS.) Sem-III EXAMINATION**  
**SUBJECT: Basic Airfare And Ticketing**  
**UM03CBBT09**

Date :20<sup>th</sup> November 2017  
 Day: Monday

Time : 2.00pm to 4.00pm  
 Max. Marks: 60

Answer the following Questions :

- Q1.(a) What are the different basis if Air fare? Define Time differences, Time Zone . (7)
- (a) The time difference between place A and B is 6.30hrs and that between B and C is 4.10 hrs .Point C is between A and B .Night comes first at point B. It is 13.15hrs at point A now What are the local time at Point C and B respectively? (8)
- Or
- (a) Write codes of the following . (10)
- Five international airports of India
  - Five Airlines of USA.
  - Five Currency of AFRICA
  - Five city code of AUSTRALIA
- (b) What is Global Indicators? How it is used for fare construction? (5)
- Q2.(a) Write down the formula for Fare constructions ? Explain in detail.
- (b) Explain the types of airfares available in industry. (7+8=15)
- Or
- (a) Calculate Normal Economy Fare for the Itinerary with the information given. (15)
- DAC-BRU-CPH-AMS-KTM-DAC
- |        |                      |                   |
|--------|----------------------|-------------------|
| - NUC  | DAC-AMS ½RT 1223.00  | DAC-CPH ½ RT 1298 |
|        | BRU-CPH ½ RT 1134.00 | CPH-AMS ½ RT 924  |
| - RULE | Y131                 |                   |
| - MPM  | DAC-BRU 3079         | DAC-CPH 4569      |
|        | DAC-AMS -6451        | DAC-KTM 5346      |
| - TPM  | DAC-BRU 4797         | BRU-CPH 469       |
|        | CPH-AMS 393          | AMS-KTM 4375      |
|        | KTM-DAC 415          |                   |
| - IRØE | 1.00 (N1)            |                   |
- Q3.(a) Write about BSP in detail ? (15)
- Or
- (a) Explain HIP, BHC ,EMA and CTM in the point of view fare construction. (7)
- (b) What are the different components of passenger air ticket.(8)

Q4.(a) Write about passport and Visa.(7)

(b) What is PAT ? What are the different information given in PAT? (8)

Or

(a)How baggage allowance is charged in Airfare ? (8)

(b)Explain the fare construction procedure of a Return trip.(7)

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

No. of Printed pages:02

[23, A-13 & A-14]

SARDAR PATEL UNIVERSITY

BBA (G) (Semester 3) EXAMINATION (NC)

02 2017

UM03FBBA01 - CORPORATE COMMUNICATION - I

Friday, 24<sup>th</sup> November 2017

02.00 p.m. - 04.00 p.m.

Total Marks: 60

- Q - 1 A Describe the homeward journey of the old man. 08
- B Describe the important aspects of Santiago's relationship with Manolin. 07
- OR
- Q - 1 A In your opinion, is Santiago successful as a fisherman? Why or why not? 08
- B Describe the incident that made Santiago, The Champion. (The Hand Game) 07
- Q - 2 A Write a short note on: The old man's dreams 05
- B Read the following passage and answer the questions that follow 10

Last year, the Government of India rolled out its Digital India programme envisioning a cash-less and digitally primed economy. This initiative was further reinforced through new policies such as demonetization, temporary limits on cash transactions, setting up point of sale machines in rural parts of India, discounts on digital transactions for fuel, insurance, etc. and many more.

It worked. Official statistics indicate an 80% increase in the value of digital transactions in 2017-18, with the total amount expected to touch INR 1,800 crore, according to the ministry of information technology. In fact, this increase has been profitable for the government, as it saved around \$9 billion by eliminating frauds in benefit payments. It also saved up to INR 57,029 crore in 2016-17 through direct benefit transfer, according to Aadhaar architect Nandan Nilekani.

However, as India moves towards a digital economy, it also gives rise to the need for stringent cyber security measures. Over the past two years, there has been a significant rise in cashless Ponzi schemes and fraudulent transactions. According to a report by The Print, cyber frauds targeting e-payments have been on the rise and cases related to e-wallets and e-payments (that were reported to banks) jumped from 13,083 cases in 2014-15 to 16,468 cases in 2015-16.

Moreover, according to the RBI, digital transactions--that leave behind a deep data footprint--grew by over 13% in October over September. Globally, too, the past few weeks have been painful from a cyber-security point of view. Be it the ransomware attacks that temporarily shut down many institutions and firms, or the Equifax breach exposed personal information of over 145 million, US customers or the 3 billion Yahoo e-mail accounts that had been breached in the 2013 attack - they all point towards the need for further investments in cyber-security.

(P.T.O.)

**Questions:**

1. What is the aim of rolling Digital India Programme?
2. How this programme was further reinforced?
3. What are the benefits of digital transaction as per official statistics?
4. What are the treats of digital transactions?
5. State two security threats mentioned in the paragraph.

**OR**

**Q – 1 A Write a short note on: Santiago's sources of inspiration and strength** 05

**B Read the following passage and answer the questions that follow** 10

Entrepreneurial tendency appears to be influenced by individuals' adoption and knowledge of information technology (IT) and its applications. This is mainly due to the shift in business environment to digital economy and the dependence on IT. Scholars have overlooked the relationships between individuals' IT adoption and knowledge, and entrepreneurial tendency. 169 students were surveyed using questionnaire that measures their enterprising tendency, IT knowledge, and IT adoption. The results of correlation analysis showed significant positive relationships between individuals' entrepreneurial tendency, on the one hand, and their IT knowledge and IT adoption, on the other hand. Furthermore, the results of the analysis of variance revealed significant differences in the relationships by gender and age. The practical implication of this research is that entrepreneurial institutions and development centers need to incorporate IT and its applications at the front end in their effort to train entrepreneurs.

**Questions:**

1. What is entrepreneurial tendency?
2. What is the reason behind this tendency?
3. What was the objective of carrying out the survey?
4. What did the results reveal?
5. What is the practical implication of the research?

**Q – 3 A Write a note on the merits and limitations of written communication.** 10

**B Write a short note on: Socio-Psychological Barriers** 05

**OR**

**Q – 3 A What is the importance of Upward Communication in an organization?** 10

**B Write a short note on: Semantic Barriers** 05

**Q – 4 A Write a short note on: The importance of sales promotional letters** 05

**B Draft a letter to promote the sales of 'Alpha-A1' Smart Phone.** 10

**OR**

**Q – 4 A Write a short note on: The objectives of sales promotional letters** 05

**B Draft a letter to promote the sales of 'QuickWash' washing machine.** 10

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

No. of Printed pages:02

[24]

SARDAR PATEL UNIVERSITY  
BBA (G) (Semester 3) EXAMINATION  
2017

UM03FBBA03 - CORPORATE COMMUNICATION - I

Friday, 24<sup>th</sup> November 2017

02.00 p.m. - 04.00 p.m.

Total Marks: 60

- Q - 1 A Discuss the character of Willy Loman, in the play 'Death of a salesman' 08
- B Describe the relationship between Willy and his sons in Death of a Salesman. 07
- Q - 1 A Justify: "Willy's image of America is a mistaken one: it is no longer the land of opportunity but a concrete jungle" 08
- B Discuss the end of the play, 'Death of a Salesman' 07
- Q - 2 A Write a short note on: Linda's role in the play 05
- B Read the following passage and answer the questions that follow 10

Last year, the Government of India rolled out its Digital India programme envisioning a cash-less and digitally primed economy. This initiative was further reinforced through new policies such as demonetization, temporary limits on cash transactions, setting up point of sale machines in rural parts of India, discounts on digital transactions for fuel, insurance, etc. and many more.

It worked. Official statistics indicate an 80% increase in the value of digital transactions in 2017-18, with the total amount expected to touch INR 1,800 crore, according to the ministry of information technology. In fact, this increase has been profitable for the government, as it saved around \$9 billion by eliminating frauds in benefit payments. It also saved up to INR 57,029 crore in 2016-17 through direct benefit transfer, according to Aadhaar architect Nandan Nilekani.

However, as India moves towards a digital economy, it also gives rise to the need for stringent cyber security measures. Over the past two years, there has been a significant rise in cashless Ponzi schemes and fraudulent transactions. According to a report by The Print, cyber frauds targeting e-payments have been on the rise and cases related to e-wallets and e-payments (that were reported to banks) jumped from 13,083 cases in 2014-15 to 16,468 cases in 2015-16.

Moreover, according to the RBI, digital transactions--that leave behind a deep data footprint--grew by over 13% in October over September. Globally, too, the past few weeks have been painful from a cyber-security point of view. Be it the ransomware attacks that temporarily shut down many institutions and firms, or the Equifax breach exposed personal information of over 145 million, US customers or the 3 billion Yahoo e-mail accounts that had been breached in the 2013 attack - they all point towards the need for further

(P.T.O.)



investments in cyber-security.

**Questions:**

1. What is the aim of rolling Digital India Programme?
2. How this programme was further reinforced?
3. What are the benefits of digital transaction as per official statistics?
4. What are the treats of digital transactions?
5. State two security threats mentioned in the paragraph.

**OR**

**Q - 1 A Write a short note on: Commentary on the Requiem (funeral ceremony) 05**

**B Read the following passage and answer the questions that follow 10**

Entrepreneurial tendency appears to be influenced by individuals' adoption and knowledge of information technology (IT) and its applications. This is mainly due to the shift in business environment to digital economy and the dependence on IT. Scholars have overlooked the relationships between individuals' IT adoption and knowledge, and entrepreneurial tendency. 169 students were surveyed using questionnaire that measures their enterprising tendency, IT knowledge, and IT adoption. The results of correlation analysis showed significant positive relationships between individuals' entrepreneurial tendency, on the one hand, and their IT knowledge and IT adoption, on the other hand. Furthermore, the results of the analysis of variance revealed significant differences in the relationships by gender and age. The practical implication of this research is that entrepreneurial institutions and development centers need to incorporate IT and its applications at the front end in their effort to train entrepreneurs.

**Questions:**

1. What is entrepreneurial tendency?
2. What is the reason behind this tendency?
3. What was the objective of carrying out the survey?
4. What did the results reveal?
5. What is the practical implication of the research?

**Q - 3 A Write a note on the merits and limitations of written communication. 10**

**B Write a short note on: Socio-Psychological Barriers 05**

**OR**

**Q - 3 A What is the importance of Upward Communication in an organization? 10**

**B Write a short note on: Semantic Barriers 05**

**Q - 4 A Write a short note on: The importance of sales promotional letters 05**

**B Draft a letter to promote the sales of 'Alpha-A1' Smart Phone. 10**

**OR**

**Q - 4 A Write a short note on: The objectives of sales promotional letters 05**

**B Draft a letter to promote the sales of 'QuickWash' washing machine. 10**

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

No. of Printed Page : 01

[25 & A-16] SARDAR PATEL UNIVERSITY

B.B.A.(I.B.) – Third Semester Examination

Day & Date : Friday, 24th November 2017, Time : 02-00 P.M. TO 04-00 P.M.

Subject: Personality Development

Subject Code: UM03FBBB01

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Give meaning of "Personality" and discuss "Freudian" & "Neo-Freudian" stages in personality development. (15)

OR

Q.1 Give meaning of "Personality Traits" and explain "Personality Traits" of Indian managers. (15)

Q.2 Give concept of "Learning" and explain components of learning process. (15)

OR

Q.2 Give meaning of "Learning Organization" and discuss creating of learning organization. (15)

Q.3 Write Note On : (a) Perpetual Process. (8)

(b) Perpetual Organization. (7)

OR

Q.3 What is "Perpetual Selectivity"? Explain internal and external factors in perpetual selectivity. (15)

Q.4 Explain the need for "Team Building" and discuss team building ingredients. (15)

OR

Q.4 Write Note On : (a) Types of Team Building. (8)

(b) Team Development. (7)

X

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

No. of Printed Page : 01

[A-17 & A-18] Sardar Patel University

BBA (Hospitality Management) Examination (NC)

3<sup>rd</sup> Semester

TO1  
UM03FBBH01 – Computer Application - I

24<sup>th</sup> November, 2017 (Friday)

Time: 2:00 P.M. to 4:00 P.M.

Total Marks: 60

- 
- Q-1 (A) What is computer? Explain block diagram of computer. [07]  
(B) What is Operating System? Explain different types of operating system. [08]  
OR
- Q-1 (A) Define software and hardware. List the different types of software and explain any one of them. [07]  
(B) Write a detail note on computer classification based on size. [08]
- Q-2 (A) Write a detail note on impact printers. [07]  
(B) List the various scanning devices and explain any two of them. [08]  
OR
- Q-2 (A) List various pointing devices and explain any two of them. [07]  
(B) Write a difference between Primary storage and Secondary storage. List secondary storage devices and explain any one of them. [08]
- Q-3 (A) What is word processing? List the types of word processor and explain applications of word processor. [08]  
(B) Explain find and replace facility of MS Word. [07]  
OR
- Q-3 (A) Write a difference between DOS and Windows operating system. [08]  
(B) Write down steps for copy and move the document between folders. [07]
- Q-4 (A) What is mail merge? Explain the steps for creating mail merge in MS Word. [08]  
(B) Explain Header and Footer facility MS Word in detail. [07]  
OR
- Q-4 (A) Explain word art and insert picture facility of MS Word. [08]  
(B) Explain Table creation facility of MS Word. [07]

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58

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

No. of Printed pages:01

[12&14] SARDAR PATEL UNIVERSITY  
BBA - HM (3 Years) (Semester 3)  
2017

UM03FBBH02 – Business Etiquettes and Managerial Communication  
Tuesday, 28<sup>th</sup> November 2017  
02.00 p.m. – 04.00 p.m.

Total Marks: 60

- |       |   |  |    |
|-------|---|--|----|
| Q – 1 | A | Define the concept and importance of Business Etiquettes.                          | 08 |
|       | B | Write a note on: Telephone Etiquettes.   | 07 |
| OR    |   |  |    |
| Q – 1 | A | Write a detailed note on formal business Meeting Etiquettes                        | 08 |
|       | B | Discuss etiquettes to be followed with customers.                                  | 07 |
| Q – 2 |   | Define Publicity. Write a detailed note on functions of Publicity.                 | 15 |
| OR    |   |  |    |
| Q – 2 | A | Explain any two types of publicity in detail.                                      | 08 |
|       | B | Write a note on communicating with media.  | 07 |
| Q – 3 |   | Write an application for the post of F&B Manager in The Centaur, New Delhi.        | 15 |
| OR    |   |  |    |
| Q – 3 |   | Prepare résumé for the post of:  | 15 |
|       |   | 1. Executive House Keeper  |    |
|       |   | 2. Guest Associate   |    |
| Q – 4 |   | Explain Interview process in detail. Write a detailed note on Selection Interview. | 15 |
| OR    |   |  |    |
| Q – 4 | A | Write a note on types of Interview.  | 08 |
|       | B | What are the stages of interview preparation?                                      | 07 |

— X —

[A-14]

**SARDAR PATEL UNIVERSITY**  
**BBA – ITM (Hon.) (4 Years) (Semester III) NC**  
**Thursday, 23<sup>rd</sup> November**  
**2017**

**UM03FBBI01 – Communication Skills for IT Management - I**  
**02.00 p.m. – 04.00 p.m.**

**Total Marks: 60**

- |              |  |           |
|--------------|--|-----------|
| <b>Q – 1</b> | <b>Answer the following questions</b>  | <b>15</b> |
|              | 1. Describe Santiago's sources of inspiration and strength.                              |           |
|              | 2. How does Santiago catch the marlin?   |           |
|              | <b>OR</b>  |           |
| <b>Q – 1</b> | <b>A</b> Describe the relationship between the old man (Santiago) and the boy (Manolin). | <b>10</b> |
|              | <b>B</b> Write a short note on: Manolin  | <b>05</b> |
| <b>Q – 2</b> | <b>A</b> Define Publicity. Describe how technology helps Publicity.                      | <b>09</b> |
|              | <b>B</b> Define Stress Management. Give some effective measures for Stress Management.   | <b>06</b> |
|              | <b>OR</b>  |           |
| <b>Q – 2</b> | <b>A</b> What is Public Relations? How does Internet help Public Relations?              | <b>09</b> |
|              | <b>B</b> What is Time Management?. How can one have effective Time Management?           | <b>06</b> |
| <b>Q – 3</b> | <b>A</b> What is the importance of body language in making presentations?                | <b>15</b> |
|              | <b>OR</b>  |           |
| <b>Q – 3</b> | <b>A</b> What are the audio visual tools used for making presentations?                  | <b>15</b> |
| <b>Q – 4</b> | <b>A</b> Define Teamwork. Write a note on the need and importance of Teamwork.           | <b>07</b> |
|              | <b>B</b> Read the following case and answer the questions that follow                    | <b>08</b> |

Suresh Kadam was a very able and reliable employee. He was an innovative and superior tool maker. Now 28 years of age, he decided to start his own business and work in the evening and on holidays. The products to be made were almost exactly the same as those made by the company where he was employed. Mr. Kadam's Supervisor discovered his new business adventure but no action was taken for some months believing that it might not amount to much and best course was probably to wait and see.

One day Mr. Kadam was found making telephone calls on company time and using its telephone to order materials for his own business. The Supervisor reprimanded and warned him that such practices would not be tolerated. The incident was reported to the General Works Manager. Later Mr. Kadam was given a formal notice signed by the General Works Manager indicating so as to decide within four weeks whether, to get rid of his business or to quit his job as an employee.

Mr. Kadam was not in a position to look after his business as well as his job as a tool maker. At the end of four weeks, Mr. Kadam was asked directly by his Supervisor as to his decision regarding his business. Mr. Kadam reported that he had decided not to give up his business nor was he going to quit his job. The Supervisor told him that he was making a big mistake. However, Mr. Kadam did not see it that way and his outside work did not interfere with his job as an employee. Further, he argued that he was using his own time which was not the concern of the company. The business was very small and it would not possibly hurt the company. He was not using any of the company's practices and was not soliciting any of its accounts.

Two days later, Mr. Kadam was served with notice for effective discharge immediately.

**Questions:**

1. Do you believe that what Mr. Kadam did was right? How could his business affect his work in the company? Give reasons.
2. Do you agree with the decision taken by the company? Give reasons. Do you think that the company could have used some other measures?

OR

Q - 4 A What are the attributes of a well-run team?

07

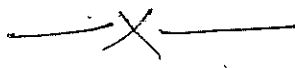
B Read the following case and answer the questions that follow

08

Mr. Rande has worked for the same boss for eleven years. At lunch one day, his friend Sathe asked him what it was like to work for the old boss to which Rande replied that it was okay. The boss pretty much left him alone and Rande more or less did his own things. Sathe wanted to know how Rande was doing in the same kind of job for eleven years and how he felt about it. Sathe also enquired about Rande's prospects of promotion and for he had observed that Rande had nothing to do with the operations of the company. Rande replied that he did not have any idea regarding what he was doing in the company or his position in the company and that his boss never told him anything. Rande's boss had said something about him being important to the operations, when Rande started the job. There was no communication between Rande and his boss.

**Questions:**

1. Describe the situation given in this case and discuss whether it is conducive to the growth of the organization and its employees.
2. Analyze the case and find out what is wrong with the company and its employees.



8

No. of printed pages: 01

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

[13]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEM-III EXAMINATION 2017**  
**(UM03FBBI02) Fundamentals of E-Commerce**

**Time: 02:00 p.m. to 04:00 p.m.**

**Date: 28/11/2017, Tuesday**

**Total Marks: 60**

**Q.1(A) Write a detail note on frame work of EC. [09]**

**(B) Discuss classification of EC by the nature of the transactions. [06]**

**OR**

**Q.1 Discuss Benefits and Limitations of EC in detail. [15]**

**Q.2(A) Discuss eight key ingredients of a Business Model and also list out key question for each ingredient. [09]**

**(B) Discuss Peer-to-peer & M-Commerce Business Model. [06]**

**OR**

**Q.2 Write a note on five primary Revenue Models. [15]**

**Q.3 Define E Marketplace. Also Discuss Components of E-Marketplace and only list down types of E-Marketplace in B2B and B2C. [15]**

**OR**

**Q.3 Discuss in detail Electronic Credit Card System on the internet. [15]**

**Q.4 Write a detail note on CRM. [15]**

**OR**

**Q.4 Write a detail note on one-to-one Marketing. [15]**

\*\*\*\*\*X\*\*\*\*\*

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

No. of Printed Pages: 02

[9 & A-5]

**SARDAR PATEL UNIVERSITY**

**BBA (ISM) SEM-III (CBCS) (EXAMINATION)**

**Wednesday, 29<sup>th</sup>, November, 2017**

**02:00 P.M To 04:00 P.M**

**UMO3FBBS03 - Corporate Communication-I**

**Total Marks: 60**

Q. 1 Give the summary of "The Death of salesman" [15]

**OR**

Q. 1 Justify your answer 'The death of salesman' as a Tragedy. [15]

Q-2 [A] Give the answers from the following paragraph [10]

Games are part and parcel of human life. Their importance in life is no less than that of food. They are equally essential for the health of our body, mind and soul. They are a divine blessing after the day's mental and physical fatigue. They provide us with exercise as well as entertainment. They end the monotony and fatigue of the daily routing. The developed nations of the world have realized their importance. That is why: they give great importance to the games in every walk of life. Both national and international meets are held in various games and sports. At the international level, we have the Olympic games at regular interval of four years. At the regional level, it has the Asian games. Through the government of India is trying hard to improve the quality of sports by giving various incentives to the sports personal, but it is simply unfortunate that we have not been able to make any tangible mark in this field.

Answer the following questions:

1. What are the benefits of games in human life?
2. What do games provide us with?
3. Why do they develop nations give great importance to the games?
4. What does the government of India do to improve the quality of sports?
5. What are the effects of games on daily routine?

[B] Write a note on: character of Willy Loman. [05]

**OR**

Q-2 [A] Give the answers from the following paragraph [10]

Machines were made to be man's servants. Yet he has grown so dependent on

CP.T.O.)



them that they are in a fair way to become his masters. And machines are very stern masters. They must be fed with coal, and given petrol to drink and oil to wash with: and they must be kept at the right temperature. If they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage and blow up and spread ruin and destruction all round them. So we have to wait upon them very attentively and do all that we can to keep them in good temper. Already we find it difficult either to work or play without machines, and a time may come when they will rule us altogether, just as we rule the animals. Machine saves time and energy for us, but we use them for making more and better machines. We must remember that machines themselves or the power that machines have given us are not civilization, but aids to civilization.

Real civilization will come only when learn to use these machines as instrument in the service of humanity at large and prevent them from being a means of luxury and power for a few.

Answers the following questions:

1. With what purpose were machines invented?
2. How are we required to look after machines?
3. What happens when machines are neglected?
4. In what way are machines useful to us?
5. When do machines become a curse to mankind?

[B] Write a note on: character on Biff Loman. [05]

Q-3 Discuss the psychological barriers in detail. [15]

**OR**

Q-3 [A] Discuss the semantic barriers to an effective communication. [08]

[B] Discuss the grapevine as informal types of communication in brief. [07]

Q-4 Draft the sales promotion letter on 'VIVO V7' android phone. [15]

**OR**

Q-4 [A] Discuss the three P's that a sales correspondent must know. [08]

[B] Discuss the objectives of sales promotion letter's. [07]

~~———— X ————~~