

2008000403050002
EXAMINATION DECEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP)
(THIRD SEMESTER)
FINANCIAL MANAGEMENT

[Time: As Per Schedule]

[Max. Marks : 70]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**
 - b. Name of the Subject : **FINANCIAL MANAGEMENT**
 - c. Subject Code No : **2008000403050002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Write to-the-point answers
6. Check the options clearly before attempting.

Seat No:

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Student's Signature

Q.1 Answer in Brief. (Any 7)

14

1. What is Preference share?
2. What do you mean by Commercial Paper?
3. What is meant by working capital Management?
4. Define Financial Management.
5. State Credit Policy Variables in Receivables Management.
6. What are the long-term sources of finance?
7. What is accept – reject criteria for Payback Period method of Capital Budgeting?
8. Enlist merits of Retained Earnings to the Company.
9. Write down meaning of capital Budgeting.

10. A fixed deposit receipt has a maturity value of Rs. 1,30,000. What is the amount at which fixed deposit receipt has been initially purchased if simple interest rate is 10% per year and maturity period is 3 years?

- Q.2 a) Explain evolution of Financial Management. 7
 b) What is Debenture? Explain features of Debenture. 7

OR

- a) Explain how wealth maximization goal is superior than profit maximization goal of Financial Management. 7
 b) Enlist sources of short-term finance and explain any three sources of it in brief. 7

Q.3 a) Viha Company is considering two mutually exclusive projects and both the projects requires cash outflow of Rs. 50,000 each and have a life of 5 years. The company is required rate of return is 10% with the taxation rate of 50%. The project will be depreciated by straight line method. The company's cash flow before depreciation and tax are as follows: 14

Year	Cash Flow		Discount Factor @10%
	Project - A	Project - B	
1	20,000	30,000	0.909
2	20,000	15,000	0.826
3	20,000	12,000	0.751
4	20,000	25,000	0.683
5	20,000	25,000	0.621

You are required to calculate:

- a) Net Present Value

OR

- a) Explain Net Present Value method of evaluating investment proposal with merits and demerits. 7
 b) Explain Process of Capital Budgeting. 7

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Q.4 From the following information of Vraj Ltd. Prepare statement showing working capital requirement: 14

Sales for the year	12,000 units
Cost:	
Raw materials	Rs. 10 per unit
Labour	6 per unit
Overhead	4 per unit
Total	Rs. 20 per unit

Additional information;

1. Raw material are in stock on an average 1 month
2. Material are in process on an average for 2 months
3. Finished goods are in stock on an average for 3 months
4. Credit allowed to customer 4 months
5. Credit allowed by suppliers 2 months
6. It may be assumed that production and overhead accrue through out the year

OR

- a) Explain factors affecting working capital. 7
 b) Explain motives of holding cash. 7

Q.5 Attempt any TWO. 2 × 7 = 14

1. Pay Back Period Method of capital budgeting.
2. Costs associated with Receivables Management
3. Merits and demerits of Preference Share to Investors.
4. Functions of Finance.

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2008000403060002
EXAMINATION DECEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP)
(THIRD SEMESTER)
HUMAN RESOURCE MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NON -NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **HUMAN RESOURCE MANAGEMENT**
 - c. Subject Code No : **2008000403060002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in brief any five

14

1. What is Human Resource?
2. Enlist any 4 operative function of HRM.
3. What is succession planning?
4. Explain in brief employment exchange as recruitment source.
5. What is induction training?
6. Enlist any 4 qualities of human resource manager.
7. Explain globalisation as challenge to HRM.
8. Explain role play method of training.
9. State any 4 objectives of performance appraisal.
10. Mention any four significances of training.

Q.2 Answer any two of the following

14

1. What is HRD? Discuss challenges faced by HRD.
2. Discuss operative functions of HRM in detail.

3. Discuss role of HR in Strategy formulation and gaining competitive edge.

Q.3 Answer any two of the following

14

1. Explain in detail process of HR Planning.
2. Discuss employee selection process in detail.
3. State various uses of job analysis.

Q.4 Answer any two of the following

14

1. Explain training need identification in detail.
2. Write a short note on wage differential
3. Discuss uses of performance appraisal.

Q.5 Answer any two of the following

14

1. Discuss various roles of Trade union.
2. Explain problems of collective bargaining.
3. Discuss grievance redressal machinery.

2008000403040002
EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP)
(THIRD SEMESTER)
MARKETING MANAGEMENT

[Time: As Per Schedule]

[Max. Marks : 70]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **MARKETING MANAGEMENT**
 - c. Subject Code No : **2008000403040002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following in Brief: (Any 7)

14

1. What do you mean by Marketing Management?
2. What is STP in marketing context?
3. What do you mean by Digital Marketing?
4. Write down the full form of PLC.
5. List out the steps of developing effective communication.
6. What is marketing mix?
7. What is SEO in digital marketing strategy?
8. List out the process of IBB.
9. What do you mean by promotion in marketing?
10. Write down any two importance of marketing?

Q.2 Explain Marketing Environment in Indian context.

14

OR

Write down the difference between Consumer Market vs Industrial Market

Q.3 Explain PLC With its Marketing Strategies.

14

OR

Explain Pricing Methods (Non-mathematical treatment) in detail

Q.4 Explain Process of Consumer Buying Behaviour in detail.

14

OR

Explain P.O.E.M frame work of digital marketing.

Q.5 Write Short Notes on: (Any Two)

7×2=14

1. Social Media Marketing.
2. Level of channels in marketing.
3. Product line decision.
4. Level of market segmentation.

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP)
(THIRD SEMESTER)
BANKING INSURANCE & FINANCIAL SERVICES

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP) (THIRD SEMESTER)**
- b. Name of the Subject : **BANKING INSURANCE & FINANCIAL SERVICES**
- c. Subject Code No : **2008000403030002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Substantiate your answer with suitable examples wherever required.

Seat No:

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Student's Signature

Q.1 Answer in Brief. (Any SEVEN)

14

1. Who is the Customer according to KYC policy?
2. List down the components of a Debit card.
3. What is Nomination?
4. What are Mutual Funds?
5. State parties to an Insurance.
6. What are Debt funds?
7. List down different types of Risks in banking?
8. State two features of Internet Banking.
9. What is NAV as in Mutual Funds?
10. Give 4 names of Cooperative banks.

- Q.2**
- A) Explain in detail banker's duties and responsibilities.
 - B) Differentiate between Debit Card & Credit Card

7

7

OR

- B) Discuss the advantages & limitations of Mobile Banking.

7

- Q.3** A) Write a note on Whole Life Insurance. 7
B) Discuss various types of General Insurance available in India. 7

OR

- A) Discuss in detail Annuity and its types. 7
B) Explain Endowment Policy with its benefits and characteristics. 7

- Q.4** A) Explain Open-ended, Close-ended and Interval funds. 7
B) Explain the meaning & types of Equity funds in detail. 7

OR

- A) Differentiate between Lease and hire Purchase. 7
B) Explain key constituents of a Mutual Fund. 7

- Q.5 Write Short Notes: (Any TWO) 14**

1. Deposit products
2. Electronic Fund Transfer (EFT)
3. Regulations of IRDA
4. Types of lease

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP)
(THIRD SEMESTER)
ENTREPRENEURSHIP DEVELOPMENT

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP) (THIRD SEMESTER)**
- b. Name of the Subject : **ENTREPRENEURSHIP DEVELOPMENT**
- c. Subject Code No : **2008000403010002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following: (Any Seven)

14

- I. What are the types of entrepreneur?
- II. Define women entrepreneurship.
- III. Define motivation.
- IV. What is start-up?
- V. Write full form of CED and EDII.
- VI. What are the kinds of family firms?
- VII. Define corporate entrepreneurship.
- VIII. What is social enterprise?
- IX. List out push factors for women entrepreneurship?
- X. Define harvesting.

Q.2 What is strategic planning? Explain process of strategic planning and the benefits of team building.

14

OR

Discuss various functions of an entrepreneurs in details.

14

Q.3 What is social entrepreneur? Explain role of social entrepreneurs in detail.

14

OR

Explain various risks faces by social enterprises. Also discuss options available for funding for social enterprises. 14

Q.4 What is family business and discuss family and shareholder relationship in detail. 14

OR

What is family conflict? Explain causes and resolution of family conflict in detail. 14

Q.5 Write short notes: (Any two) 14

- A. Women entrepreneurship
- B. Difference between entrepreneur and manager
- C. McClelland theory of motivation
- D. Succession management process

6. કયો વૈશ્વિક મુદ્દો મુખ્યત્વે અનિયંત્રિત ઔદ્યોગિકીકરણ અને શહેરીકરણને કારણે છે?
 (A) કોટ્ટોનિક વિસર્જન (B) માનસિક તણાવ
 (C) પ્રદૂષણ અને ગ્લોબલ વોર્મિંગ (D) ગરીબી
7. ન્યાય ફિલસૂફીનાં સ્થાપક કોને ગણવામાં આવે છે?
 (A) વાસ્ત્યાન (B) મહર્ષિ ગૌતમ
 (C) ઋષિ જૈમિની (D) યાજ્ઞક્ય
- પ્ર.ર. નીચેના જવાબો લખો (15)
- પ્ર.ર. (અ) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)
1. સમજાવો: આયુર્વેદ અને ધનુર્વેદ
 2. ભારતીય સંગીતકળા
- પ્ર.ર. (બ) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)
1. ભારતના ચાર વેદોની સંક્ષિપ્તમાં ચર્ચા કરો.
 2. પૃથ્વીની ગતિ
- પ્ર.ર. (ક) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)
1. ચરકઋષિનું પ્રાણીચોનું વર્ગીકરણ સમજાવો.
 2. નાટક સાહિત્ય

***** END *****

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 EXAMINATION NOV-DEC - 2024
 BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
 (THIRD SEMESTER)
 VAC-BHARATIYA GYAN PARAMPARA

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

- નીચે દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
 Fill up strictly the following details on your answer book
- Name of the examination : B.B.A. (NCF-NEP) (SEM. III)
- Name of the Subject : VAC-BHARATIYA GYAN PARAMPARA
- Subject Code No : 2408000703070001
- Sketch neat and labelled diagram wherever necessary
- Figures to the right indicate full marks of the question.
- All questions are compulsory.

Seat No:

Student's Signature

English Version

[Max. Marks: 25]

- Q.1. 7 – MCQ (2 Marks each) (Any 5 out of 7) (10)
- How did the cotton fabrics from Bengal become famous?
 (A) For their vibrant colors
 (B) For their durability
 (C) As 'Dhaka muslin' in ancient Greece, Egypt, and Arab traders' markets
 (D) For their use in military uniforms
 - What concept does Bhaskaracharya use to explain why the Earth does not need to rest on anything?
 (A) Infinite regression (B) Self-sustaining power
 (C) Divine intervention (D) Cosmic balance
 - According to John Playfair's analysis, how old was the practice of astronomy in India?
 (A) About 2000 years before Christ
 (B) About 3000 years before Christ
 (C) About 4300 years before Christ
 (D) About 6000 years before Christ

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4. When was the method of sowing seeds in a row first used in England?
 (A) 1662 (B) 1730
 (C) 1780 (D) 1797
5. According to the text, which ancient text is considered to contain detailed descriptions of drama characteristics such as invocation and prelude?
 (A) Rigveda (B) Samaveda
 (C) Agni Purana (D) Natyashastra
6. Which global issue is primarily caused by uncontrolled industrialization and urbanization?
 (A) Family dissolution (B) Mental stress
 (C) Pollution and global warming (D) Poverty
7. Who is considered the founder of Nyaya philosophy?
 (A) Vatsyayana (B) Maharishi Gautama
 (C) Rishi Jaimini (D) Chanakya

Q.2. Write Following Answers (15)

Q.2. (a) Short Notes (Any 1 out of 2) (05)

1. Explain: Ayurveda and Dhanurveda.
 2. Indian Music

Q.2. (b) Short Notes (Any 1 out of 2) (05)

1. Briefly discuss the four Vedas of India.
 2. Speed of light

Q.2. (c) Short Notes (Any 1 out of 2) (05)

1. Explain Charakrishi's classification of animals.
 2. Drama literature

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Gujarati Version [Max. Marks: 25]

૫.૧. 7-MCQ (દરેકનો ૨ માર્કસ) (૭ માંથી કોઈ પણ ૫) (10)

1. બંગાળના સુતરાઉ કાપડો કયા નામે પ્રખ્યાત થયા?
 (A) તેના વાઈબ્રન્ટ રંગો માટે
 (B) તેના ટેકાઉપણું માટે
 (C) પ્રાચીન ગીસ, ઈજિપ્ત અને આરબ વેપારીઓના બજારોમાં 'શાકાના મલમલ' તરીકે
 (D) લશ્કરી ગણવેશમાં તેમના ઉપયોગ માટે
2. પૃથ્વીને શા માટે કોઈ પણ વસ્તુ પર આરામ કરવાની જરૂર નથી તે સમજાવવા-ભાસ્કરાચાર્ય કયો ખ્યાલ વાપરે છે?
 (A) અનંત રીગેશન (B) સ્વ-ટકાઉ શક્તિ
 (C) દેવી ફ્લેક્ષીબ (D) કોસ્મિક વેલેન્સ
3. જ્યોતિષવિદ્યના વિશ્લેષણ મુજબ ભારતમાં ખગોળશાસ્ત્રની પ્રથા કેટલા વર્ષો જૂની હતી?
 (A) ઇસુના લગભગ 2000 વર્ષ
 (B) ઇસુના લગભગ 3000 વર્ષ
 (C) ઇસુના લગભગ 4300 વર્ષ
 (D) ઇસુના લગભગ 6000 વર્ષ
4. ઈંગ્લેન્ડમાં સર્જો બીજ વાવવાની પદ્ધતિનો સૌપ્રથમ ઉપયોગ ક્યારે થયો?
 (A) 1662 (B) 1730
 (C) 1780 (D) 1797
5. કયા પ્રાચીન લખાણમાં નાટકની વિશેષતાઓ જેમ કે આહ્વાન અને પ્રસ્તાવનાનું વિગતવાર વર્ણન હોય તેવું માનવામાં આવે છે?
 (A) ઋગ્વેદ (B) સામવેદ
 (C) અગ્નિ પુરાણ (D) નાટ્યશાસ્ત્ર

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(THIRD SEMESTER)
MAJOR-3-HUMAN RESOURCE MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject: **MAJOR-3-HUMAN RESOURCE MANAGEMENT**
 - c. Subject Code No: **2408000703030001**
2. All questions are compulsory.
3. Figures to the right indicate marks.
4. Draw diagram wherever necessary.

Seat No:

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Student's Signature

Q.1 Answer ANY FIVE of the following:

10

1. What do you mean by incentive, explain with example?
2. What is job specification?
3. State various sources of recruitment.
4. Explain any two types of strike
5. Define Performance Appraisal
6. List four objectives of HRM.
7. Define IR.

Q.2 Discuss in detail Process of Human Resource Planning

14

OR

- A) Discuss machinery for settlement of Industrial Dispute
- B) Discuss process of Collective Bargaining in detail.

7

7

Q.3 Discuss in detail managerial and operational functions of HRM

14

OR

- A) Discuss in detail on -the job methods of training 7
B) Explain in detail any five methods of performance appraisal 7

Q.4 Write Short Notes on ANY THREE of the following: 12

1. Training evaluation.
2. Functions of trade union
3. Uses of Performance Appraisal
4. Process of Employee Selection

Q.5 Short Note (Any two)

10

- 1) Scope of Business statistics.
- 2) Differentiates between primary data and secondary data.
- 3) Type I and type II errors
- 4) Measure of Dispersion.

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(THIRD SEMESTER)
MDC-BUSINESS STATISTICS

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)
 - b. Name of the Subject : MDC-BUSINESS STATISTICS
 - c. Subject Code No : 2408000703040001
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in brief; (Any FIVE)

10

- 1) What is Business statistics?
- 2) Define range.
- 3) Find mean of the following observations: 15, 20, 23, 24, 29, 42, 55, 68, 73, 58.
- 4) Define regression.
- 5) Write the properties of correlation coefficient.
- 6) What is Null hypothesis?
- 7) A sample of size 16 from a normal population gave $\bar{x} = 48.5$ and $S = 3.87$. Test the hypothesis the population mean is 50.

Q.2 (a) Find mean of the following frequency distribution:

5

class	5-14	15-24	25-34	35-44	45-54	55-64	65-74
f	8	11	15	25	20	13	8

- (b) (1) Find Range and Relative range from the following distribution.
20.5, 28.4, 13.5, 6.4, 19.42, 17.43, 18.24, 15.43, 16.5, 14.4, 19.6, 23.42
- (2) Find Standard deviation and coefficient of standard deviation from the following observations. 28, 32, 29, 33, 29, 37, 28, 27, 24, 33.

5

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OR

- (a) (1) Find mode of the following observations: 25, 23, 29, 25, 17, 21, 25, 16, 25. 5
 (2) Find median of the following observations: 4, 6, 5, 8, 12, 7, 10, 5, 15, 9, 10, 11.
 (b) Find mean deviation and coefficient of mean deviation for the following frequency distribution. 5

x	60	61	62	63	64	65	66	67
f	7	15	38	54	70	26	10	10

Q.3

- (a) Find the correlation coefficient. 5

x	3	4	6	7	10
y	9	11	14	15	16

- (b) Obtain regression lines from the following data. 5

x	2	8	10	-2	5	-4
y	3	2	5	10	-2	-3

OR

- (a) Find rank correlation coefficient. 5

x	52	22	20	25	30	40	40	41	46
y	50	72	70	68	70	55	55	55	42

- (b) The two regression lines are $16x - 4y + 160 = 0$ and $15x - 2y - 95 = 0$, and the variance of \bar{y} is 144. Find \bar{x}, \bar{y}, r and s_x . 5

Q.4

- (a) The sales data of items in six shops before and after special promotional campaign are as under. Can the campaign be judged to be a success? 5

Shops	A	B	C	D	E	F
Before Campaign	53	28	31	48	50	42
After Campaign	58	29	30	55	56	45

- (b) The yields of three types of particular food-grains are as shown below. Using One way analysis of variance (ANOVA), test the significance of the difference in the yields of three types of food grains. 5

Types of food grains		
A	B	C
3	2	6
3	4	5
4	4	3
1	6	7

OR

- (a) Two hundred randomly selected adults were asked whether TV shows as a while are primarily entertaining or educational (only one answer could be chosen). The respondents were categorized by gender. Their responses are given in the following table. Is this evidence convincing that there is a relationship between gender and opinion in the population interest? Use Chi Square test. 5

	Opinion		
Gender	Entertaining	Educational	Total
Female	100	50	150
Male	20	30	50
Total	120	80	200

- (b) Perform two way ANOVA on the data given below: 5

		Treatment I		
		A	B	C
Treatment II	(i)	30	26	38
	(ii)	24	29	28
	(iii)	33	24	35
	(iv)	36	31	30
	(v)	27	35	33

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(THIRD SEMESTER)
AEC-ENGLISH COMMUNICATION SKILLS - I

[Time: As Per Schedule]

[Max. Marks:25]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **AEC-ENGLISH COMMUNICATION SKILLS - I**
 - c. Subject Code No : **2408000703050002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions briefly (Any Five)

10

1. What is Attentive Listening?
2. Explain Psychological barriers to communication.
3. Give the phonetic transcription of words- three, moist
4. What is SQ3R techniques of reading?
5. I have studied in one of the best college in India. (correct the sentence)
6. She said," Will you go home?"(change the sentence into indirect speech)
7. The boss noticed the mistake. (make it interrogative)

Q.2 Draft a letter to your local caterer for catering arrangements for your upcoming housewarming ceremony.

8

OR

Draft a complaint letter to Zomato reporting the missing item in the delivery.

8

Write a paragraph on Global warming

7

OR

Read the following passage carefully and answer the question below

7

By generating a means of employment for people with excellent artistic abilities and incredible imagination, the animation industry is growing into the multi-core industry with vast career prospects. The animation is the linking and the manipulation of still images to a live moving picture on the screen. Thus the animator who is an expert in animation art, gives life to a character using blend of imagination and technology.

Aspirant animators must have a passion and a flair for drawing and creative imagination. In addition, they must also possess an advanced level of technological understanding. An animator must have good communication skills because the field requires him to meet and interact with a large number of people.

In the present scenario, animation has a plethora of opportunities in areas like films, cartoons, advertisements, television and product designing. The animation industry can be broadly classified into categories like 3D and 2D animations, gaming, multimedia, web designing and visual effects.

In India the animation industry is growing immensely thus making the country a destination for the outsourcing of animation work. The reason for this mainly are skilled workers and low cost of production besides the rise of the gaming industry. Apart from this, the Indian audience is showing keen interest in animated movies and commercials which has led several production houses to produce a greater number of animated movies.

Being aware of the increasing popularity of the animation industry, educational institutions across the country are beginning to include animation courses in their programme. A number of animation institutes have also come up in India which will help students both in grooming their creative skills as well as in their placements.

The magical world of animation is thus becoming one of the fastest and most lucrative industries in India. Despite a humble start in the year 1974 with the educational animation film 'Ek Anek Aur Ekta', the animation industry in India is a well-established career option today.

1. List two reasons for the growth of the animation industry in India
2. State the qualities a good animator must possess.

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[2 of 3]

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3. What has the growth of the animation industry led to?
4. List a few categories of the animation industry.
5. When did the animation industry in India begin?
6. Name the first animated film made in India?
7. Give synonym of the word 'profitable' from the passage.

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[3 of 3]

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(THIRD SEMESTER)
MAJOR-2-FINANCIAL MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **MAJOR-2-FINANCIAL MANAGEMENT**
 - c. Subject Code No : **2408000703020001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in brief any five:

10

1. What is retained earnings?
2. List down the points for importance of capital budgeting.
3. Give meaning of certificate of deposits.
4. What is working capital?
5. What do you mean by concentration banking?
6. Mention the methods of credit Evaluation in receivable Management.
7. Explain collection cost with example.

Q.2 ABC company is considering the purchase of new machine with cost price of Rs. 14 2,75,000, installation cost Rs. 25,000, salvage value Rs. 20,000 and economic life of 5 years. The earnings before depreciation and tax are as under:

Year	Profit before depreciation and tax	Discount rate at 10%
1	1,10,000	0.909
2	1,00,000	0.826
3	1,02,000	0.751
4	1,04,000	0.683
5	1,06,000	0.621

Assuming tax rate 50%, cost of capital 10%, working capital requirement of Rs. 25,000 and straight-line method of depreciation;
Calculate i) ARR ii) NPV iii) PI

OR

- a) Write a detailed note on goals of financial management. 7
b) Discuss in detail the main functions of financial management. 7

Q.3 Discuss in detail features of equity shares with merits and demerits from company and investor point of view. 14

OR

- a) Write a detailed note on Days Sales Outstanding and Aging Schedule Methods of controlling receivables. 7
b) A proforma cost sheet of Pico Ltd. provides the following information. 7
You are required to estimate the working capital needed to finance production of 50,000 units annually.

Particulars	Amount per Unit (Rs)
Estimated cost per unit of production	
Raw material	30
Direct labour	20
Overhead Expense (excluding depreciation)	40
Total Cost	90

Additional Information:

- Average raw material in stock one month
- Average work in progress half a month (assume 50% completion stage in respect of conversion cost and 100% in respect of raw material)
- Average finished goods in stock one month
- Credit allowed by suppliers one month
- Credit allowed to customers two months
- Time lag in payment of wages, average 1.5 weeks
- Expected cash balance Rs. 15,000

Q.4 Write short notes: (Any Three)

12

1. Traditional Vs. Modern phase of financial management
2. Capital rationing
3. Term loan
4. Factors affecting working capital requirement
5. Motives of cash management

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EXAMINATION NOVEMBER 2024
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(THIRD SEMESTER)
MAJOR-1-MARKETING MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **MAJOR-1-MARKETING MANAGEMENT**
 - c. Subject Code No : **2408000703010001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in Brief: (Any Five)

10

- a) What do you mean by Value as Core marketing concept?
- b) Define Industrial Buying Behavior.
- c) List out the steps of developing effective Communication.
- d) Define the term Marketing.
- e) What are the elements of Product mix?
- f) What is Social Media Marketing?
- g) What do you mean by PPC?

Q.2 Explain various factors affecting Consumer Buying behavior in detail.

14

OR

- a) Differentiate between Consumer Market and Industrial Market
- b) Explain Holistic Marketing Concept in detail.

7

7

Q.3 What do you mean by PLC? Explain PLC in detailed with diagram and its Marketing Strategies. **14**

OR

- a) Explain various Distribution channel level along with example. **7**
- b) Write down any 7 purposes of Pricing. **7**

Q.4 Write Short Notes on: (Any 3) **12**

- a) Production and Product Concept in Marketing.
- b) Digital Marketing VS Traditional Marketing.
- c) Any, Two Marketing Environment.
- d) S.E.O as Digital Marketing Strategy.
- e) Any Two Promotional Mix Tools.

- (b) To test the significance of variance in the retail prices of a commodity in three principal cities, Mumbai, Kolkata, and Delhi, four shops were chosen at random in each city and the prices observed in rupees were as follow. Do the data indicate that the price in the three cities is significantly different? Perform One Way ANOVA.

Mumbai	Kolkata	Delhi
16	14	4
8	10	10
12	10	8
14	6	8

- Q.5 (a) Explain the variation due to chance causes in SQC. 3
 (b) Twenty tape-recorders were examined for quality control test. The numbers of defects for each tape-recorder are 2, 4, 3, 1, 1, 2, 5, 3, 6, 7, 3, 1, 4, 2, 3, 1, 6, 4, 1, 1. Find control limits of C chart. (no need to draw graph) 4
 (c) A machine is set to deliver an item of given weight. 10 samples of size 5 each were recorded. The relevant data is as follows. Calculate the values for the central line and the control limits for mean chart and then comment on the state of control. ($A_2 = 0.58$, $D_3 = 0$, $D_4 = 2.115$) 7

Samples	1	2	3	4	5	6	7	8	9	10
Mean	15	17	15	18	17	14	18	15	17	16
Range	7	7	4	9	8	7	12	4	11	5

OR

- (a) For \bar{x} chart, $UCL = 40.6$ and $CL = 30.6$, find LCL. 3
 (b) During an examination of equal length, the following numbers of defects were observed: 2, 3, 4, 0, 5, 6, 7, 4, 3, 2. Find control limits of C chart. (no need to draw graph) 4
 (c) From the information given below, Prepare np chart and state your conclusion. Each sample is of size 100. 7

Sample number	1	2	3	4	5	6	7	8	9
Number of defective	12	7	9	8	10	6	7	11	8

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EXAMINATION NOVEMBER 2024 (ATKT EXAM)
BACHELOR OF BUSINESS ADMINISTRATION
(FOURTH SEMESTER)
QUANTITATIVE TECHNIQUES FOR MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : BACHELOR OF BUSINESS ADMINISTRATION (FOURTH SEMESTER)
 - b. Name of the Subject : QUANTITATIVE TECHNIQUES FOR MANAGEMENT
 - c. Subject Code No : 2108000404060002
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions (Any 7)

14

- (1) List down the Properties of Poisson distribution.
- (2) For a Binomial distribution, mean = 20 and variance = 4. Find its parameters.
- (3) Explain type I and type II error?
- (4) Define Null Hypothesis and Alternate Hypothesis.
- (5) A random sample of 400 items gave mean 4.45 and standard deviation 4. Can the sample be regarded as drawn from a normal population with mean 4?
- (6) A company is producing steel tubes of mean inner diameter of 2.00 cm. A sample of 10 tubes gives mean of inner diameter of 2.01 cm and standard deviation of 0.04 cm sq. Is the difference in the means significant?
- (7) Define SQC.
- (8) What is the theory of Runs?

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- Q.2** (a) The probability of a smoker from a group of person is $\frac{2}{3}$. Five persons are selected at random from the group; find the probability that at least 4 of them are smokers. 7
- (b) In a normal distribution mean $\mu = 20$ and standard deviation = 9. Find the following values: 7
- (i) $P\{15.5 \leq x \leq 21.5\}$ (ii) $P\{14 \leq x \leq 18.5\}$
- (iii) $P\{x \geq 26\}$ (iv) $P\{x \leq 24.5\}$
- (v) $P\{x \geq 14\}$

OR

- (a) The probability that a match stick is found without head is $\frac{1}{100}$. Each match box contains 50 sticks. Using Poisson distribution, find the percentage of number of boxes having 0, 1, 2 sticks without heads. ($e^{-0.5} = 0.61$) 7
- (b) The weekly wages of 2000 workmen are normally distributed with mean wages of Rs. 70 and standard deviation of Rs. 5. Estimate the number of workers whose weekly wages are (i) between Rs. 69 and Rs. 73 (ii) more than Rs. 72 (iii) less than Rs. 65. 7

- Q.3** (a) A firm believes that the tires produced by process 'A' on an average last longer than tires produced by process 'B'. To test this belief, random sample of tire produced by the two processes were tested and the results are given below. Is there evidence at 5 percent level of significance that the firm is correct in its belief? 7

Process	Sample Size	Average Lifetime (in km)	Standard Deviation
A	50	22,400	1000
B	50	21,800	1000

- (b) The HRD manager wishes to see if there has been any change in the ability of trainees after a specific training programme. The trainees take an aptitude test before the start of the programme and an equivalent one after they have completed it. The scores recorded are given below. Has any change taken place at 5 percent significance level? 7

Trainee	A	B	C	D	E	F	G	H	I
Score before training	75	70	46	68	68	43	55	68	77
Score after training	70	77	57	60	79	64	55	77	76

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OR

- (a) The information regarding two groups is given below. Is the difference between the standard deviation significant? 7

Group	Mean	S.D.	Number
A	17.5	2.5	1000
B	18	2.7	800

- (b) The mean life of a sample of 10 electric light bulbs was found to be 1456 hours with variance of 423 hours. A second sample of 17 bulbs chosen from a different batch showed a mean life of 1280 hours with variance of 398 hours. Is there a significant difference between the means of the two batches? 7

Q.4

- (a) The mean diameter of a steel pipe produced by two processes, A and B, is practically the same but the standard deviations may differ. For a sample of 22 pipes produced by A, the standard deviation is 2.9m, while for a sample of 16 pipes produced by B, the standard deviation is 3.8m. Test whether the pipes produced by process A have the same variance as those of process B. 7
- (b) Two hundred randomly selected adults were asked whether TV shows as a while are primarily entertaining or educational (only one answer could be chosen). The respondents were categorized by gender. Their responses are given in the following table. Is this evidence convincing that there is a relationship between gender and opinion in the population interest? Use Chi Square test. 7

Gender	Opinion		Total
	Entertaining	Educational	
Female	100	50	150
Male	20	30	50
Total	120	80	200

OR

- (a) Two independent samples of 8 and 7 items respectively have the following value of variables. Test the hypothesis that variances of the population are equal. 7

Sample 1	9	11	13	11	15	9	12	4
Sample 2	10	12	10	14	9	8	10	-

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