

S-2024 Date: 06-04-24 Time: 08:15 AM to 10:15 AM

Regular Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA21201

Total Marks: 50

Course Name: MANAGEMENT ACCOUNTING

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Here you can add your own instructions for students

						Marks
Q.1	Answer the following in short (5 × 2 Marks)					10
	A. What is "Management Accounting"?					
	B. Differentiate between Fixed Cost and Variable Cost.					
	C. If Gross Profit Ratio is 30% and COGS is Rs. 75,000; What would be the sales amount.					
	D. Retrieve the formula of Return on Capital employed and explain the terms.					
	E. What do you mean by "Average Inventory Holding Period"? Write the formula.					
Q.2						10
	Liabilities	2022	Assets	2022		
	Creditors	20,000	Cash	10,000		
	Long term Loan	25,000	Debtors	30,000		
	Prop. Dividend	20,000	Stock	35,000		
	Debenture	40,000	Machinery	80,000		
	Capital	125,000	Land	40,000		
			Building	35,000		
		230,000		230,000		
	From the above balance sheet calculate:					
	1. Current Ratio					
	2. Debt Equity Ratio					
	3. Proprietary Ratio					
	4. Long term funds to Fixed Assets Ratio					
	5. Quick Ratio					
OR						
Q.2	From the following Balance Sheets of X Ltd. on 31 st March 2022 and 2023, you are required to prepare:					
	1. A schedule showing changes in Working Capital					
	2. A Fund Flow Statement					
	Liabilities	2022	2023	Assets	2022	2023
	Share Capital	1,00,000	1,00,000	Goodwill	12,000	12,000
	Gen. Res	14,000	18,000	Building	40,000	36,000
	Profit & Loss 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
	Provision for Doubtful Debt	400	600	Debtors	18,000	19,000
				Bank	6,600	15,200
		1,55,600	1,55,800		1,55,600	1,55,800

	Additional Information: 1. Depreciation charges on Plant was Rs. 4000 and on Building Rs. 4000 2. Provision for taxation of Rs. 19,000 was made during the year. 3. Interim Dividend of Rs. 8000 was paid during the year.																																																									
Q.3	Saurashtra Co. Ltd. wishes to arrange overdraft facilities with its bankers from the period August to October 2010 when it will be manufacturing mostly for stock. Prepare a cash budget for the above period from the following data given below: <table><tr><th>Month</th><th>Sales (₹)</th><th>Purchases (₹)</th><th>Wages (₹)</th><th>Mfg. Exp. (₹)</th><th>Office Exp.(₹)</th><th>Selling Exp. (₹)</th></tr><tr><td>June</td><td>180000</td><td>124800</td><td>12000</td><td>3000</td><td>2000</td><td>2000</td></tr><tr><td>July</td><td>192000</td><td>144000</td><td>14000</td><td>4000</td><td>1000</td><td>4000</td></tr><tr><td>August</td><td>108000</td><td>243000</td><td>11000</td><td>3000</td><td>1500</td><td>2000</td></tr><tr><td>September</td><td>174000</td><td>246000</td><td>12000</td><td>4500</td><td>2000</td><td>5000</td></tr><tr><td>October</td><td>126000</td><td>268000</td><td>15000</td><td>5000</td><td>2500</td><td>4000</td></tr><tr><td>November</td><td>140000</td><td>280000</td><td>17000</td><td>5500</td><td>3000</td><td>4500</td></tr><tr><td>December</td><td>160000</td><td>300000</td><td>18000</td><td>6000</td><td>3000</td><td>5000</td></tr></table> Additional Information: (a) Cash on hand 1-08-2010 Rs.25,000. (b) 50% of credit sales are realized in the month following the sale and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase. (c) Lag in payment of manufacturing expenses half month. (d) Lag in payment of other expenses one month.	Month	Sales (₹)	Purchases (₹)	Wages (₹)	Mfg. Exp. (₹)	Office Exp.(₹)	Selling Exp. (₹)	June	180000	124800	12000	3000	2000	2000	July	192000	144000	14000	4000	1000	4000	August	108000	243000	11000	3000	1500	2000	September	174000	246000	12000	4500	2000	5000	October	126000	268000	15000	5000	2500	4000	November	140000	280000	17000	5500	3000	4500	December	160000	300000	18000	6000	3000	5000	10
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Q.3	A group of workers normally consists of 30 men, 15 women and 10 boys. They are paid standard hourly rates as under: <table><tr><td>Men</td><td>Re. 0.80</td></tr><tr><td>Women</td><td>Re. 0.60</td></tr><tr><td>Boys</td><td>Re. 0.40</td></tr></table> In a normal working week of 40 hours, the group is expected to produce 2,000 units of output. During the week ended 31st December, the group consisted of 40 men, 10 women and 5 boys. The actual wages paid were @ Re. 0.70, Re. 0.65 and Re. 0.30 respectively. 4 hours were lost due to abnormal idle time and 1,600 units were produced. Calculate: 1. Wage Variance, 2. Wage Rate Variance, 3. Labour Efficiency Variance, 4. Gang Composition Variance, 5. Labour Idle Time Variance.	Men	Re. 0.80	Women	Re. 0.60	Boys	Re. 0.40																																																			
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Q.4	Do as Directed (any two) (2 X 5marks) 1. An analysis of Samrat Manufacturing Co. Ltd to the following information: <table><tr><td></td><td>Variable Cost (% of sales)</td><td>Fixed Cost</td></tr><tr><td>Direct Material</td><td>32.8%</td><td>-</td></tr><tr><td>Direct Labour</td><td>28.4%</td><td>-</td></tr><tr><td>Factory Overhead</td><td>12.6%</td><td>1,89,900</td></tr><tr><td>Distribution Overheads</td><td>4.1%</td><td>58,400</td></tr><tr><td>General Administration Overhead</td><td>1.1%</td><td>66,700</td></tr></table> Budgeted sales are Rs. 18,50,000. You are required to determine: a. The break-even sales volume b. The profit at the budgeted sales volume c. The profit if actual sales i. drop by 10%, ii. Increased by 5% from the budgeted sales. 2. From the following information, calculate: a. P/V Ratio b. Break-even point c. If the selling price is reduced to Rs. 90, by how much is the margin of safety reduced? <table><tr><td>Total Sales</td><td>Rs. 3,60,000</td></tr><tr><td>Selling price per unit</td><td>100</td></tr><tr><td>Variable Cost per unit</td><td>50</td></tr><tr><td>Fixed Cost</td><td>Rs. 1,00,000</td></tr></table> 3. Calculate the BEP in units and in rupees and P/V Ratio from the following information: <table><tr><td>Estimated Sales (1,00,000 units)</td><td>Rs. 20,00,000</td></tr><tr><td>Less Variable Costs</td><td>Rs. 12,00,000</td></tr><tr><td>Fixed Cost</td><td>Rs. 4,00,000</td></tr><tr><td>Profit</td><td>Rs. 4,00,000</td></tr></table>		Variable Cost (% of sales)	Fixed Cost	Direct Material	32.8%	-	Direct Labour	28.4%	-	Factory Overhead	12.6%	1,89,900	Distribution Overheads	4.1%	58,400	General Administration Overhead	1.1%	66,700	Total Sales	Rs. 3,60,000	Selling price per unit	100	Variable Cost per unit	50	Fixed Cost	Rs. 1,00,000	Estimated Sales (1,00,000 units)	Rs. 20,00,000	Less Variable Costs	Rs. 12,00,000	Fixed Cost	Rs. 4,00,000	Profit	Rs. 4,00,000
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Profit	Rs. 4,00,000																																		
Q.5	Attempt any two 1. Explain the comparison between Management Accounting and Cost Accounting 2. Explain the Scope of Management Accounting 3. Zero base Budgeting																																		



Sarvajani University



S-2024 Date: 08-04-24 Time: 08:15 AM to 10:15 AM
Regular Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA21202

Total Marks: 50

Course Name: Organisational Behaviour

Instructions:

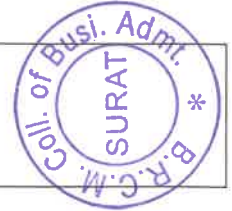
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
Q.1	Answer the following in short (5 × 2 Marks)	10
	A. Define Organisational Behaviour	
	B. State the kinds of Organisational Commitment	
	C. Which are the Sources of Conflict?	
	D. The Big Five Personality characteristics include:	
	E. State the Types of Teams.	
Q.2	Why is it important for managers to have a working knowledge of perception and attribution?	10
OR		
Q.2	State the various approaches to the study of Organisational Behaviour. Explain each.	
Q.3	As understood that individual attitudes are acquired and not inherited. Keeping this statement in consideration, explain how attitudes are formed?	10
OR		
Q.3	What are Organisational Goals? Explain SMART goals and apply them in the goal-setting theory such that it can enhance the performance of an Organisation.	
Q.4	Enlist and explain: 'Determinants of Personality'.	10
OR		
Q.4	Differentiate between Groups and Teams providing appropriate examples.	
Q.5	Any amount of conflict when not managed well can cause disruptions in an organisation. Therefore, it is essential for every employee to try to resolve issues. Which are the strategies used by organisation in order to manage conflict. Reflect on each of them with applicable examples.	10
OR		
Q.5	Compare and contrast styles of conflict management along the dimensions of cooperativeness and assertiveness.	



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S-2024 Date: 09-04-24 Time: 08:15 AM to 10:15 AM
Regular Exam



B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA22203

Total Marks: 50

Course Name: Managerial Economics

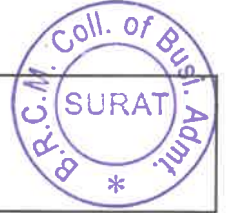
Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. The answer should be to the point and legible.

- | | Marks |
|---|-----------|
| Q.1 Answer the following in short (5 × 2 Marks) | 10 |
| A. Give Milton H. Spencer & Louis Siegelman's definition of managerial economics. | |
| B. How are Total Product (TP), Average Product (AP), and Marginal Product (MP) related to each other? | |
| C. Define Price-Discrimination in economics. Mention the three types of price discrimination. | |
| D. What are anti-inflationary measures? Point out the role government regulations play in controlling inflation. | |
| E. Distinguish between fixed cost and variable cost. Provide examples of fixed costs in a manufacturing business. | |
| Q.2 Who is a Managerial economist? Describe the role and responsibilities of a managerial economist. | 10 |
| OR | |
| Q.2 Discuss the fundamentals of managerial economics. Also explain the scope of managerial economics as a tool of management in decision-making. | |
| Q.3 Define the concept of the Least-cost combination of inputs and discuss its significance in production theory. Explain with diagram how firms determine the optimal mix of inputs to minimize production costs while achieving a given level of output. | 10 |
| OR | |
| Q.3 Analyze the graphical relationship between Average cost and Marginal cost curves. Discuss how changes in marginal cost relative to average cost can indicate whether average cost is increasing, decreasing or constant. | |
| Q.4 Define and elaborate the concept of 'wastage' in the context of Monopolistic competition. Discuss how 'wastage' arises due to excessive product differentiation and advertising expenditures among firms. | 10 |
| OR | |
| Q.4 Explain the concept of Price Leadership in Oligopoly. Discuss how Price leadership models affect price and output decisions in Oligopolistic markets. | |
| Q.5 What is Deflation? Discuss its causes, consequences, and potential implications for an economy. Provide examples from history to illustrate your points. | 10 |
| OR | |
| Q.5 Define Stagflation and explain why it is considered a challenging economic phenomenon. | |



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S-2024 Date: 16-04-24 Time: 08:15 AM to 10:15 AM.
Regular Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA23204

Total Marks: 50

Course Name: Cyber Security

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following in short (5 × 2 Marks)	[10]
a. What is a grey hat hacker?	
b. Enlist the characteristics of Viral Trends.	
c. What is a zero-day vulnerability?	
d. What is a payment gateway?	
e. What is a password?	
Q.2 Define - Cyberspace. Determine its characteristics and evolution.	[10]
OR	
Q.2 Illustrate remedial and mitigation measures for cybercrime.	[10]
Q.3 Explain social networks and their significance.	[10]
OR	
Q.3 What are the challenges and pitfalls of social media?	[10]
Q.4 Write a note on Banking cards & USSD.	[10]
OR	
Q.4 What are the RBI guidelines on digital payments and customer protection in unauthorized banking transactions?	[10]
Q.5 a. What are the benefits of End-Point Security and how does it work?	[06]
b. Write a note on Download Management.	[04]
OR	
Q.5 a. Explain Cyber-Security best practices.	[06]
b. Write a note on the Device Security Policy.	[04]



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S-2024 Date: 16-04-24 Time: 08:15 AM to 10:15 AM
Regular Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA23205

Total Marks: 50

Course Name: EMERGING TECHNOLOGIES FOR EFFECTIVE MANAGEMENT

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following in short (5 × 2 Marks)	10
A. Enlist two business applications of IoT.	
B. Give two challenges of Cloud Computing.	
C. What is Natural Language Processing?	
D. Explain the concept of Augmented Reality.	
E. What do you mean by Gyroscope? Give its business application.	
Q.2 Explain the pyramid of IoT. Give five business applications of IoT.	10
OR	
Q.2 Define Big Data. Describe different sources of Big Data and explain different types of it.	10
Q.3 Write a note on Cloud Deployment Model. Discuss three types of Cloud Service Model.	10
OR	
Q.3 Write the characteristics of Blockchain Technology.	10
Q.4 Discuss the AI Model Creation and Applications of AI in Business.	10
OR	
Q.4 Detailed the concept of artificial intelligence including machine learning, deep learning and natural language processing.	10
Q.5 Discuss robotics with its applications, challenges, and future scope of it. Also explain industrial robotics.	10
OR	
Q.5 Write a note on GPS and RFID.	10

SARVAJANIK UNIVERSITY

Enrolment No.



S-3024 Date: 16-04-24 Time: 08:15 AM to 10:15 AM
Regular Exam

BBA Hons. - SEMESTER- II EXAMINATION

Course Code: BMBA23207

Total Marks: 50

Course Name: Event Planning and Hospitality

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Answer the question appropriately as per weightage of marks.

Q.1 Answer all the following questions:

10 Marks

1. What is project management for events?
2. What is WBS?
3. What is execution phase in event co-ordination?
4. Define, 'The role of strategy' in dynamics of event management.
5. What are key marketing concepts of events?

Q.2 Explain Pre-event flow for Destination wedding events.

10 Marks

Or

What are the dynamics of event management? Explain any six.

Q.3 (A) If any corporate company wanted to organise any events for their staff, what type of event would it be called? And how many types of options do they have for that type of event?

10 Marks

Or

(A) What is event marketing and its types explain in details.

05 Marks

(B) What is event marketing and roles of event marketing? Explain in details.

05 Marks

Q.4 What is Event Co-ordination? Explain its phases and performance elements in details.

10 Marks

Or

What is event management? Explain all types of event management in details with suitable examples.

Q.5 Answer any two.

10 marks

1. Define creating a Work Breakdown Structure (WBS) and critical path method in techniques of project management for events.
2. Explain Implementation and control in the process of event marketing.
3. In M.I.C.E. terms "M" is stand for what? Why it is required to arrange this type of event in any company?



SARVAJANIK UNIVERSITY



S-2024 Date: 12-04-24 Time: 08:15 AM to 09:15 PM
Regular Exam

B.B.A - SEMESTER- 2 EXAMINATION

Course Code: BMBA24208

Total Marks: 25

Course Name: Business Communication

		Answer Key	Marks
Q.1	(a)	Decoding the message- when the receiver interprets, understands and analyze the message and gets ready to respond, it is called decoding the message.	04
	(b)	The sales letter includes product's details like quality, mode of payment, packaging, mode of delivery guarantee, warranty etc.	
	(c)	Feedback completes the process of communication. To complete the loop of communication feedback is important so that the one who initiated the message understands that it is received and the other loop of communication can begin.	
	(d)	Adjustment letter is the reply to letter of complaint. It should be polite and suggestive.	
Q-2		Barriers to communication – physical and psychological. OR Process of communication- sender, encoding, channel, decoding and feedback	07
Q-3		Do as directed: (Any seven) 1) Abha distributed chocolates, flowers, and books to her friends. (Punctuate the sentence) 2) Would you like some ketchup to go with your fries? (Some, any) 3) I have been to Shimla. (Change the sentence into affirmative tone of it) 4) Give an adverb form of 'utterly.' 5) Harish makes wonderful paintings, doesn't he? (Add a question tag) 6) All the students of this institution ought to abide by the rules and instructions provided. (Should, ought) 7) His talent is superior to hers. Correct the sentence if required) 8) Everyone needs time to relax. (needs, need) 9) I have been trying to go there since 1998. (for, since)	
Q-4		Sales letter- variety of books, quality, price, mode of payment, mode of delivery, discount etc. OR AGM discusses annual budget, improvement in marketing techniques, buying lands for expansion etc.	

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S-2024 Date: 13-04-24 Time: 08:15 AM to 09:15 AM

Regular Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA25209

Total Marks: 25

Course Name: Managerial Skills

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following in short (4 × 1 Marks)	[04]
A. What is critical thinking?	
B. What is decision-making?	
C. Give any two attributes of good problem definition.	
D. Explain imagination as an approach to creativity.	
Q.2 Critical thinking is a method rather than a personality trait- Explain	[07]
OR	
Q.2 What is the importance of self-awareness in making a judgement?	[07]
Q.3 Explain any three types of decision-making.	[07]
OR	
Q.3 Write a note on any two techniques of group decision-making	[07]
Q.4 What criteria should be considered while generating alternatives for solving a problem?	[07]
OR	
Q.4 What are the techniques for improving problem definition to curb conceptual blocks?	[07]



S-2024 Date: 15-04-24 Time: 08:15 AM to 09:15 AM
Regular Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA26210

Total Marks: 25

Course Name: Environment And Sustainability

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. The answer should be to the point and legible.

- | | Marks |
|--|--------------|
| Q.1 Answer the following in short (4 × 1 Marks) | 04 |
| A. Define renewable and non-renewable natural resources and provide examples of each. | |
| B. How does Biodiversity contribute to the stability of an ecosystem? | |
| C. Which are the components of Nitrogen Cycle? | |
| D. List two direct benefits and two indirect benefits of biodiversity to human well-being. | |
| Q.2 Explore the role of forests as natural resources in environmental conservation and socio-economic development. | 07 |
| OR | |
| Q.2 How can an individual contribute to the prevention of all forms of pollution. | |
| Q.3 Explain the concept of energy flow in ecosystems. Describe the role of producers, consumers, and decomposers in this process. Provide examples to illustrate each tropic level's function in energy transfer. | 07 |
| OR | |
| Q.3 Compare and contrast the characteristics of a tropical rainforest ecosystem and a desert ecosystem. Highlight their differences in biodiversity, climate, and adaptations of organisms. | |
| Q.4 Discuss the importance of biodiversity conservation on a global scale. Highlight the potential consequences of biodiversity loss for ecosystem stability and human being. | 07 |
| OR | |
| Q.4 Compare and contrast ex-situ conservation methods with in-situ conservation approaches. Discuss the advantages and limitations of each approach. | |