

SARVAJANIK UNIVERSITY

Keep it blank S-2025 Date: 07-04-25 Time: 11:00 AM to 01:00 PM
Regular Exam

**B.B.A. (Hons)- SEMESTER- I EXAMINATION****Course Code: BMBA21401****Total Marks: 50****Course Name: FINANCIAL MANAGEMENT****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. Real Asset & Financial Asset																						
	B. What is Time Value of money?																						
	C. Debtors 5.00 Lakh Stock 10.00 Lakh Cash Bank balance = 5.00 Lakh Creditors = 2.00 lakhs Now if Payment Received from Debtors 2.00 lakh and stock sales to customs 5.00 lakh on credit what is effect on net working capital Find out present 7 new working capital																						
	D. What is meaning of Leverage																						
	E. Give Name of SC In case of Credit Emulation of Receivable																						
Q.2	Devam Ltd. Has to make choice between Project A and B which require initial investment of Rs. 60000 and Rs. 50000 and are expected to generate net cash flow as under : <table><tr><td>Year</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>Project A</td><td>30,000</td><td>20,000</td><td>20,000</td><td>10,000</td><td>5,000</td><td>5,000</td></tr><tr><td>Project B</td><td>10,000</td><td>5,000</td><td>5,000</td><td>20,000</td><td>20,000</td><td>30,000</td></tr></table> The cost of capital of the company is 10% and P.V. Factor at 10% for 1 to 6 years are 0.909, 0.826, 0.751, 0.683, 0.621 and 0.564 respectively. Evaluate the proposal under payback period, NPV and PI and suggest which proposal should be accepted?	Year	1	2	3	4	5	6	Project A	30,000	20,000	20,000	10,000	5,000	5,000	Project B	10,000	5,000	5,000	20,000	20,000	30,000	10
Year	1	2	3	4	5	6																	
Project A	30,000	20,000	20,000	10,000	5,000	5,000																	
Project B	10,000	5,000	5,000	20,000	20,000	30,000																	
OR																							
Q.2	What is Capital Budgeting? Explain the process of Capital Budgeting																						
Q.3	The Board of Directors of Nanak Engineering Company Private Ltd. request you to prepare a statement showing the working Capital Requirements for a level of activity of Rs. 1,56,000 units of production. The following information's are available for your calculations: <table><tr><td></td><td>Cost Per Unit (Rs.)</td></tr><tr><td>Raw materials</td><td>90</td></tr><tr><td>Direct labour</td><td>40</td></tr><tr><td>Over-heads</td><td>75</td></tr><tr><td>Total</td><td>205</td></tr><tr><td>Profit</td><td>60</td></tr><tr><td>Selling price</td><td>265</td></tr></table> (i) Raw materials are in stock, on average one month. (ii) Materials are in process, on average 2 weeks. (iii) Finished goods are in stock, on average one month.		Cost Per Unit (Rs.)	Raw materials	90	Direct labour	40	Over-heads	75	Total	205	Profit	60	Selling price	265	8							
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Total	205																						
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	(iv) Credit allowed by suppliers, one month. (v) Time lag in payment from debtors, 2 months. (vi) Lag in payment of wages, 1.5 weeks. (vii) Lag in payment of overheads is one month. 20% of the output is sold against cash. Cash in hand and at bank is expected to be Rs. 60,000. It is to be assumed that production is carried on evenly throughout the year; wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month.=48 Week per year																																				
3 b	Factor Effect on working capital (4 Point with explanation) OR	2																																			
Q.3	Calculate the operating cycle from the following figures: <table><tr><td></td><td>(in Lakhs)</td></tr><tr><td>Annual sales</td><td>1,000</td></tr><tr><td>Manufacturing expenses</td><td>240</td></tr><tr><td>Purchase of materials</td><td>400</td></tr><tr><td>Opening stock:</td><td></td></tr><tr><td>Raw materials</td><td>80</td></tr><tr><td>Work-in-progress</td><td>20</td></tr><tr><td>Finished goods</td><td>60</td></tr><tr><td>Closing stock:</td><td></td></tr><tr><td>Raw materials</td><td>120</td></tr><tr><td>Work-in-progress</td><td>60</td></tr><tr><td>Finished goods</td><td>20</td></tr><tr><td>Opening balance of sundry debtors</td><td>40</td></tr><tr><td>Closing balance of sundry debtors</td><td>40</td></tr></table> The company obtains a credit for 60 days from the suppliers. All goods are sold for credit. Assume 360 days in the year.		(in Lakhs)	Annual sales	1,000	Manufacturing expenses	240	Purchase of materials	400	Opening stock:		Raw materials	80	Work-in-progress	20	Finished goods	60	Closing stock:		Raw materials	120	Work-in-progress	60	Finished goods	20	Opening balance of sundry debtors	40	Closing balance of sundry debtors	40	6							
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Q3	Objective of Financial Management	4																																			
Q.4 .a	From the information below, prepare a cash budget for a company for April, May, and June 2025 in a columnar form. <table><tr><td>Month</td><td>Sales</td><td>Purchases</td><td>Wages</td><td>Exp.</td></tr><tr><td>Jan. (actual)</td><td>80,000</td><td>45,000</td><td>20,000</td><td>5,000</td></tr><tr><td>Feb. (actual)</td><td>80,000</td><td>40,000</td><td>18,000</td><td>6,000</td></tr><tr><td>Mar. (actual)</td><td>75,000</td><td>42,000</td><td>22,000</td><td>6,000</td></tr><tr><td>Apr. Budget</td><td>90,000</td><td>50,000</td><td>24,000</td><td>6,000</td></tr><tr><td>May Budget</td><td>85,000</td><td>45,000</td><td>20,000</td><td>6,000</td></tr><tr><td>Jun. Budget</td><td>80,000</td><td>35,000</td><td>18,000</td><td>5,000</td></tr></table> You are further informed that: 10% of purchases and 20% of sales are for cash. - The average collection period of the company is half a month and credit purchases are paid off regularly after one month. - Wages are paid half monthly and the rent of Rs 500, excluded in expense, is paid monthly. - Cash and bank balance on April 1 was Rs 15,000, and the company aims to keep it below this figure at the end of every month. The excess cash is placed in fixed deposits.	Month	Sales	Purchases	Wages	Exp.	Jan. (actual)	80,000	45,000	20,000	5,000	Feb. (actual)	80,000	40,000	18,000	6,000	Mar. (actual)	75,000	42,000	22,000	6,000	Apr. Budget	90,000	50,000	24,000	6,000	May Budget	85,000	45,000	20,000	6,000	Jun. Budget	80,000	35,000	18,000	5,000	8
Month	Sales	Purchases	Wages	Exp.																																	
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Jun. Budget	80,000	35,000	18,000	5,000																																	
b	Public Deposit Advantage from investor Point of view	2																																			

4 Point with explanation																																					
OR																																					
Q.4 .a	Create a Cash Budget for Instant & Co. using details below for the month of July, August and September 2025.	8																																			
<table><tr><th>Months</th><th>Sales (₹)</th><th>Purchases (₹)</th><th>Wages (₹)</th><th>Expenses (₹)</th></tr><tr><td>April</td><td>40000</td><td>22500</td><td>10000</td><td>2500</td></tr><tr><td>May</td><td>40000</td><td>20000</td><td>9000</td><td>3000</td></tr><tr><td>June</td><td>37500</td><td>21000</td><td>11000</td><td>3000</td></tr><tr><td>July</td><td>45000</td><td>25000</td><td>12000</td><td>3500</td></tr><tr><td>August</td><td>42500</td><td>22500</td><td>10000</td><td>3000</td></tr><tr><td>September</td><td>40000</td><td>17500</td><td>9000</td><td>2500</td></tr></table>			Months	Sales (₹)	Purchases (₹)	Wages (₹)	Expenses (₹)	April	40000	22500	10000	2500	May	40000	20000	9000	3000	June	37500	21000	11000	3000	July	45000	25000	12000	3500	August	42500	22500	10000	3000	September	40000	17500	9000	2500
Months	Sales (₹)	Purchases (₹)	Wages (₹)	Expenses (₹)																																	
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July	45000	25000	12000	3500																																	
August	42500	22500	10000	3000																																	
September	40000	17500	9000	2500																																	
Additional Information:																																					
1. On July 01, cash balances are taken Rs.7500/-. 2. Credit purchases are settled after one month. Cash Purchases are 10% of the Total Purchases. 3. Cash sales are 20% of the Total Sales. The Collection period is of 15 days in a month. 4. The monthly expenses include Rent of Rs. 250/-. 5. Payment of Wages every 15 days.																																					
b	Different type of bank credit (4 Point with explanation)	2																																			
Q.5 Any two out of Three																																					
1	A firm's details are as under: Sales (@ 100 per unit) ₹ 24,00,000 Variable cost 50% Fixed cost ₹ 10,00,000 It has borrowed ₹ 10,00,000 @ 10% p.a. and its equity share capital is ₹ 10,00,000 (₹ 100 each). Consider tax @ 50 %. CALCULATE: (a) Operating leverage (b) Financial leverage (c) Combined leverage Comment on leverage	5																																			
2	The selected financial data of A B C Companies For the year ended 31 March 2025 were as follows <table><tr><th>Particulars</th><th>A</th><th>B</th><th>C</th></tr><tr><td>Variable cost %</td><td>66.66%</td><td>75</td><td>50</td></tr><tr><td>Interest Expenses</td><td>200</td><td>300</td><td>1000</td></tr><tr><td>Degree of operating leverage</td><td>5</td><td>6</td><td>6</td></tr><tr><td>Degree of Financial Leverage</td><td>3</td><td>4</td><td>2</td></tr><tr><td>Income Tax Rate</td><td>35%</td><td>35%</td><td>35%</td></tr></table> 1. Prepare Income Statement 2. Comment on All Leverage	Particulars	A	B	C	Variable cost %	66.66%	75	50	Interest Expenses	200	300	1000	Degree of operating leverage	5	6	6	Degree of Financial Leverage	3	4	2	Income Tax Rate	35%	35%	35%	5											
Particulars	A	B	C																																		
Variable cost %	66.66%	75	50																																		
Interest Expenses	200	300	1000																																		
Degree of operating leverage	5	6	6																																		
Degree of Financial Leverage	3	4	2																																		
Income Tax Rate	35%	35%	35%																																		
3	Advantage and disadvantage of Preference Share (5 Point with explanation)	5																																			



S-2025 Date: 08-04-25 Time: 11:00 AM to 01:00 PM
Regular Exam

BBA (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA21402

Total Marks: 50

Course Name: Production and Operations Management

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

- Q.1 Answer the following questions in short (5 x 2) 10**
- 1 Define Production.
 - 2 Give one example of each Intermittent and Continuous production system.
 - 3 Explain all Symbols used in method study?
 - 4 What are the components of Normal Time?
 - 5 Exemplify Total Quality Control.
- Q.2 Answer Any Two. 10**
- A. Discuss difference between goods and services.
 - B. Explain strategic level decisions of production manager.
 - C. Discuss scope of operations management.
- Q.3 A. Write detail note on JIT method of inventory. 10**
- OR**
- Explain Various levels of inventory (Stock).
- Q.4 A Explain objectives, scope and steps involved in Method Study 10**
- OR**
- Explain techniques and steps involved in Time Study
- Q.5 Answer Any Two. 12**
- A. Explain Statistical Quality Control and Zero-defect approach methods.
 - B. Explain Genichi Taguchi's Quality Loss Function and TQM.
 - C. Detailed note on Inputs of MRP and single level of BOM.



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S-2025 Date: 09-04-25 Time: 11:00 AM to 01:00 PM
Regular Exam

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

Course Code: BMBA21403

Total Marks: 50

Course Name: Indian Ethics and CSR

Instructions:

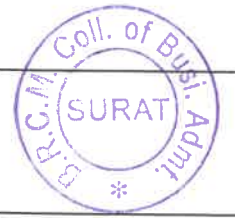
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 Answer the following in short (5× 2 Marks) 10 Marks**
- A. Define Ethical dilemma.
 - B. What is Business Ethics?
 - C. What do you mean by virtue ethics? Explain with example.
 - D. Discuss one typical ethical problem faced by MNCs with a suitable example.
 - E. Explain the meaning of ethical analysis.
- Q.2 Why ethical problems occur in business? Discuss the advantages of business ethics. 10 Marks**
- OR**
- Q.2 1. Utilitarianism theory of ethics. 5 Marks**
2. Relativism theory of ethics. 5 Marks
- Q.3 1. Discuss ethics committee with its functions. 5 Marks**
2. Explain whistle blower policy and whistle mechanism. 5 Marks
- OR**
- Q.3 1. Discuss model code of business conduct. 5 Marks**
2. Explain social and ethical accounting with its principles. 5 Marks
- Q.4 1. Explain Rights, Welfare and Justice related Guidelines for Multinationals. 5 Marks**
2. Role and functions of ethical manager. 5 Marks
- OR**
- Q.4 1. Business ethics lessons from Indian philosophy. 5 Marks**
2. Business and environmental issues in Indian Context. 5 Marks
- Q.5 Answer any one. 10 Marks**
1. Explain triple bottom line approach with example.
 2. What is CSR? Also discuss drivers of CSR.



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S-2025 Date: 11-04-25 Time: 11:00 AM to 01:00 PM
Regular Exam



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

Course Code: BMBA22404

Total Marks: 50

Course Name: Statistics for Business Decisions

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

Marks

Q:1 Answer the following in short (5 x 2 marks)

- 1 Give the name of Special means. 2
 - 2 Find the standard deviation of diameter of cylinders in a sample of 7 which are measured as 2.6, 2.7, 2.8, 3.0, 3.2, 3.3, 3.4. 2
 - 3 Calculate the four yearly moving average for data given below. 2
- | Year | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2019 |
|-------|------|------|------|------|------|------|------|------|
| Sales | 15 | 18 | 20 | 22 | 25 | 26 | 28 | 30 |
- 4 A and B are any two events and If $2P(A) = 3P(B) = 4P(A \cap B) = 1/2$, then find $P(A \cup B)$ 2
 - 5 State any four properties of binomial distribution. 2

Q:2 a Calculate Karl Pearson's coefficient of correlation from the following data between price and demand : 5

Price	14	16	17	18	19	20	21	22	23
Demand	84	78	70	75	66	67	62	58	60

b Compute Karl Pearson's coefficient of correlation between Age and daily wage of workers. 5

Age (Years)	Daily Wage			
	600-700	700-800	800-900	900-1000
20-30	16	6	*	*
30-40	4	10	4	4
40-50	*	4	18	12
50-60	*	*	10	12

OR

Q:2 a Using spearman's rank correlation method find coefficient of correlation between marks of two judges out of 200 5

X	74	98	110	70	65	85	88	59
Y	121	133	170	102	90	152	160	85

b The following bivariate frequency distribution relates to sales turnover and money spent on advertising. Calculate the coefficient of correlation. 5

Sales (X) Turnover	Advertising Budget (Y)			
	50-60	60-70	70-80	80-90
20-50	2	1	2	5
50-80	3	4	7	6
80-110	1	5	8	6
110-140	2	7	9	2

- Q:3 a** Find the regression line of sale on expense of advertisement for the following data and estimate Y when Expense = 19.

Expense (X)	18	26	28	31	25	19	35
advertisement (Y)	11	16	19	17	14	11	24

- b** The following data gives the sales of a firm for the last few years. Find parabolic trend equation 5

Year	20017	2018	2019	2020	2021	2022
Sales (Rs lakhs)	40	43	48	52	57	64

OR

- Q:3 a** The two regression lines are given by $3x+5y-42=0$ and $2x+y-80=0$. Obtain the estimate of y when $x = 10$ and of x when $y = 20$. Also find means of both variables. 5

- b** Find seasonal variation for the following time series. 5

Year	Q ₁	Q ₂	Q ₃	Q ₄
2013	20	70	62	115
2014	24	90	80	163
2015	40	146	87	214

- Q:4 a** Three persons A, B and C aim at a target. The probabilities of their hitting the target are $\frac{3}{4}$, $\frac{1}{4}$ and $\frac{1}{2}$. Find the probability that the target will be hit. 5

- b** The daily profit of a businessman is Rs. 120 and the S.D. of the profit is Rs. 15. Find the number of days out of 365 days on which his profit will be less than Rs. 100. 5

OR

- Q:4 a** 100 students appeared for two examinations. 60 passed the first, 50 passed the second and 30 passed both. Find the probability that a student selected at random has failed in both the examination. 5

- b** 8% of the observations of a normal distribution are more than 64 and 33% are less than 45. Find parameters of the distribution. 5

- Q:5 a** For a binomial variate $n=10$ and $P(x=5) = 2P(x=4)$. then find the value of p. Also find mean and variance of distribution. 5

- b** The following is a distribution of the number of accidents occurred in a city during 100 days. Fit a Poisson distribution in the given data. ($e^{-1}=0.368$) 5

Number of Accidents	0	1	2	3	4 or more
No. of Pages	37	36	19	6	2

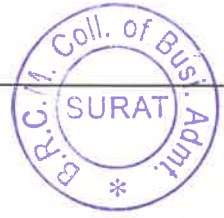
OR

- Q:5 a** Assuming that 30% of the people are addict of alcohol. If 100 investigators are set out to examine a group of 10 individuals each, how many investigators will report 4 as addict? 5

- b** There are 100 misprints in a book of 100 pages. If a page is selected at random, find the probabilities that (i) there will be no misprint in the page (ii) there will be 1 misprint (iii) There will be at the most 2 misprints. [$e^{-1} = 0.3679$] 5



Sarvajanik University



S-2025 Date: 12-04-25 Time: 11:00 AM to 12:00 PM
Regular Exam

B.B.A. (Hons) - SEMESTER- 4 EXAMINATION

Course Code: BMBA24405

Total Marks: 25

Course Name: English Language and Literature

Instructions:

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

Q.1 Answer the following in short (4 × 1 Marks)

4 Marks

- A. Was Phatik happy to go to Calcutta? Why?
- B. 'Embedded', give the meaning and use this word in your own sentence.
- C. How is mercy 'twice bless'd'?
- D. According to Seathl, when will man die from great loneliness of spirit?

Q.2 Is 'How I Become a Public Speaker' a humorous essay? Why? Give examples from the text for the same.

7 Marks

OR

Q.2 Explain the themes of nostalgia and freedom in the story 'Homecoming'.

Q.3 What importance does Tagore ascribe to knowledge, truth, reason and perfection?

7 Marks

OR

Q.3 What is our 'vast collective madness' according to D.H.Lawrance? What does money change of an individual?

Q.4 Narrate the conflict between aboriginal and 'developed' cultures in 'A Simple Philosophy'.

7 Marks

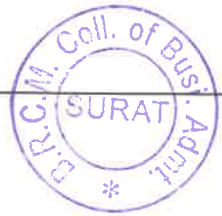
OR

Q.4 "We have both liberties to preserve" What does A.G.Gardiner want to say while stating this idea?

7 Marks



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S-2025 Date: 15-04-25 Time: 11:00 AM to 12:00 PM
Regular Exam

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

Course Code: BMBA25406

Total Marks: 25

Course Name: Digital Marketing

Instructions:

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

Q.1 Answer the following in short (4 × 1 Marks) 04

- a. What do you mean by digital marketing?
- b. List down stakeholders of social media marketing.
- c. What is the primary reason businesses investing in search advertising?
- d. List out executional criteria in the Creative Designing.

Q.2 Discuss at length any two digital marketing strategy at length. 07

OR

Q.2 Discuss different career opportunities in the field of digital marketing. 07

Q.3 Explain the audience targeting in digital marketing with the help of an industry-specific example. List down the metrics of digital marketing. Also explain CTA's significance with a suitable example. 07

OR

Q.3 What is display advertising? Explain different kinds of appeals used in display advertisements to define effective ad copy? 07

Q.4 Discuss at length different features of Instagram. 07

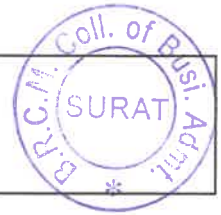
OR

Q.4 What do you mean by blog? Discuss how blogging is different from other social media platforms. Also discuss how one can earn from blogging. 07



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S-2025 Date: 16-04-25 Time: 11:00 AM to 12:00 PM
Regular Exam



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

Course Code: BMBA26407

Total Marks: 25

Course Name: Constitutional Values, Fundamental Rights and Duties

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. State any two rights guaranteed under freedom of speech. | |
| B. State any two directive principles of state policy. | |
| C. State any two rights under the protection against arrest and detention in certain cases under Article 22 of the Indian Constitution. | |
| D. Definition of State. | |
| Q.2 "The Constitution of India is neither only federal nor only unitary, but it is a combination of both". – Discuss. | 07 |
| OR | |
| Q.2 Discuss equality of opportunity in matters of public employment. | |
| Q.3 Describe the right against exploitation under the Indian Constitution. | 07 |
| OR | |
| Q.3 Enumerate fundamental duties under the Indian Constitution. | |
| Q.4 Discuss constitutional remedies available under the Indian Constitution. | 07 |
| OR | |
| Q.4 Write a detailed note on preamble. | |