

SECOND MID SEMESTER		EVEN SEM 2023-24		ROLL NO. 230510100																	
COURSE (BRANCH)- BBA & BBA IBM																					
TIME: 2HRS	SUBJECT- BUSINESS STATISTICS			SEMESTER																	
			SUBJECT CODE- CMUCBB205T		MM. 30																
SECTION -A (ATTEMPT ALL QUESTIONS)				5	CO																
A	Define regression.			1	CO3																
B	In a lottery, there are 10 prizes and 25 blanks. What is the probability of getting a prize?			1	CO5																
C	Give any two examples of seasonal component.			1	CO3																
D	Define complementary events.			1	CO5																
E	State Addition theorem of probability.			1	CO5																
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)				10																	
A	State any two properties of regression coefficients.			2	CO3																
B	If two cards are drawn at random from a deck of 52 cards, find the probability of getting a spade and a diamond.			2	CO5																
C	Write the additive and multiplicative models of time series.			2	CO3																
D	Two unbiased dice are thrown. Find the probability that the total score is a prime number.			2	CO5																
E	Differentiate between seasonal component and cyclic components of time series.			2	CO3																
F	What are mutually exclusive and equally likely events? Give example.			2	CO5																
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				15																	
A	Below are given figures of production (In thousand quintals) of a sugar factory:			5	CO3																
<table><tr><td>Year</td><td>1963</td><td>1965</td><td>1966</td><td>1967</td><td>1968</td><td>1969</td><td>1972</td></tr><tr><td>Production</td><td>77</td><td>88</td><td>94</td><td>85</td><td>91</td><td>98</td><td>90</td></tr></table>						Year	1963	1965	1966	1967	1968	1969	1972	Production	77	88	94	85	91	98	90
Year	1963	1965	1966	1967	1968	1969	1972														
Production	77	88	94	85	91	98	90														
Fit a straight line by the "Least Square Method" and also tabulate the trend values.																					
B	Obtain the two lines of regression and calculate the expected average height of the son when the height of the father is 67.5 inches and the average height of the father when the average height of the son is 73.5 inches.			5	CO3																
<table><tr><td>Height of father</td><td>65</td><td>66</td><td>67</td><td>67</td><td>68</td><td>69</td><td>71</td><td>73</td></tr></table>						Height of father	65	66	67	67	68	69	71	73							
Height of father	65	66	67	67	68	69	71	73													

		Height of son	67	68	64	68	72	70	69	70		
4	A	A box contains nine balls, 2 of which are red, 3 are blue and 4 are black. Three balls are drawn from the box at random. What is the probability that									5	CO5
		i) The three balls are of different colors? ii) The three balls are of the same colors?										
		Obtain the lines of regression for the following data:									5	CO3
	B	X	6	2	10	4	8					
		Y	9	11	5	8	7					
5	A	Four cards are drawn at random from a pack of cards, find the probability that									5	CO5
		i) They are a king, a queen, a jack and an ace. ii) Two are black and two are red. iii) Two are king and two are queen.										
	B	Frame trend equation by taking 2011 as the year of origin:									5	CO3
		Year	2010	2011	2012	2013	2014	2015				
		Sales ('000)	20	22	24	28	30	28				
CO MARKS DISTRIBUTION				CO1-0	CO2-0	CO3-28	CO4-0	CO5-19				
BLOOMS TAXONOMY DISTRIBUTION				K1-7	K2-5	K3-35	K4-0	K5-0				

UNITED UNIVERSITY	Mid-Term II Examination	EVEN SEM 2023-24	ROLL NO. 23051010004																								
COURSE – BBA/BBA IBM		BRANCH – COMMERCE AND MANAGEMENT	SEMESTER – 2 <sup>nd</sup>																								
TIME: 2 HRS	SUBJECT – FINANCIAL ACCOUNTING	SUBJECT CODE – CMUCBB202T	MM. 30																								
SECTION – A (ATTEMPT ALL QUESTIONS)			5 CO K1																								
1	A What is partnership?	1	CO4 K1																								
	B Depreciation is the result of fall in the market value of assets. Comment.	1	CO3 K2																								
	C A and B jointly purchased a plot of land. Will they be called partners?	1	CO4 K1																								
	D What is meant by a rectifying entry?	1	CO3 K1																								
	E What is the maximum number of partners that a partnership firm can have? Name the Act that provides for the maximum number of partners in a partnership firm.	1	CO4 K1																								
SECTION – B (ATTEMPT ANY QUESTIONS)			10																								
2	A Ramesh and Suresh are partners sharing profits in the ratio of 4:3. They admit Mohan as a new partner. The profit-sharing ratio of Ramesh, Suresh and Mohan will be 2:3:1. Calculate gain or sacrifice of old partners.	2	CO4 K4																								
	B Why is it important to have a partnership deed in writing?	2	CO4 K1																								
	C Write any four factors which affect the goodwill of a partnership firm.	2	CO4 K2																								
	D State briefly the need for providing depreciation.	2	CO3 K2																								
	E A company bought a machine for Rs.90,000 on credit. Another Rs.10,000 is spent on its installation. If the estimated useful life is 5 years and scrap value at the end was Rs.5,000. Calculate the amount and rate of depreciation.	2	CO3 K4																								
	F Mention any four provisions of the Partnership Act, in the absence of Partnership Deed.	2	CO4 K2																								
SECTION – C (ATTEMPT ANY ONE PART FROM EACH QUESTION)			15																								
3	A Mention difference between the following: 1. Gaining Ratio and Sacrificing ratio 2. Profit and loss account and Profit and loss Appropriation account	5	CO4 K2																								
	B A company purchased a machinery on 1 <sup>st</sup> April, 2010 costing Rs.30,000. It purchased further machinery on 1 <sup>st</sup> October, 2010 costing Rs.20,000 and on 1 <sup>st</sup> July, 2011 costing Rs.10,000. On 1 <sup>st</sup> January, 2012 one third of the machinery which was installed on 1 <sup>st</sup> April 2010 become obsolete and was sold for Rs.3,000. Show how the machine account appear in the books of the company. It being given the machinery was depreciated by SLM at 10% per annum. Prepare machinery account for 4 years	5	CO3 K4																								
4	A Describe the different types of errors that are usually committed in recording a business transaction.	5	CO3 K2																								
	B A firm has earned Rs.2,00,000 as average profit during the last few years. Normal rate of return in this class of business is 10%. Find out goodwill according to capitalization of super profit method, if the value of net assets amounts to Rs.12,00,000.	5	CO4 K4																								
D	A Describe in detail two methods of recording depreciation.	5	CO3 K3																								
	B Following is the Balance Sheet of Shashi and Ashu sharing profits as 3:2	5	CO4 K4																								
<table> <tr> <th>Liabilities</th><th>Rs.</th><th>Assets</th><th>Rs.</th></tr> <tr> <td>Creditors</td><td>18,000</td><td>Debtors</td><td>22,000</td></tr> <tr> <td>General Reserve</td><td>25,000</td><td>Less : Prov. For 1,000</td><td>21,000</td></tr> <tr> <td>WCF</td><td>15,000</td><td>DD</td><td></td></tr> <tr> <td>Capita A/c</td><td></td><td>Building</td><td>18,000</td></tr> <tr> <td>Shashi-</td><td>15,000</td><td>Machinery</td><td>12,000</td></tr> </table>				Liabilities	Rs.	Assets	Rs.	Creditors	18,000	Debtors	22,000	General Reserve	25,000	Less : Prov. For 1,000	21,000	WCF	15,000	DD		Capita A/c		Building	18,000	Shashi-	15,000	Machinery	12,000
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WCF	15,000	DD																									
Capita A/c		Building	18,000																								
Shashi-	15,000	Machinery	12,000																								

Ashu -	10,000	Stock	11,000
		Bank	21,000
<b>Total</b>	<b>83,000</b>	<b>Total</b>	<b>83,000</b>

**On admission on Tanya for 1/6 share in profits:**

1. Provision for doubtful debts to be increased by Rs. 1,500.
2. Building increased to Rs 21,000, stock increased by Rs. 2,500.
3. Workmen Compensation fund was determined to be Rs. 12,000.
4. Tanya brought in as her share of goodwill Rs. 10,000 in cash.
5. Tanya was to bring further cash of Rs. 15,000 for her capital.

Prepare Revaluation A/c, Capital A/c and Balance Sheet of the firm.

CO MARKS DISTRIBUTION

CO1- 0	CO2- 0	CO3-21	CO4-26	CO5-0
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LOOMS TAXONOMY DISTRIBUTION

K1- 06	K2- 17	K3- 05	K4- 19	K5-0
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UNITED UNIVERSITY		SECOND MID-SEMESTER	EVEN SEM 2023-24		ROLL NO. 25051010004						
COURSE- BBA/BBA-1BM			(BRANCH)- COMMERCE AND MANAGEMENT			SEMESTER 2 <sup>ND</sup>					
TIME-2HRS		SUBJECT- BUSINESS ORGANISATION		SUBJECT CODE- CMUCBB201T		MM. 30					
SECTION -A (ATTEMPT ALL QUESTIONS)						5	CO	BLOOMS TAXONOMY LEVEL			
1	A	What is creativity?				1	CO3	K1			
	B	Write the full form of the SWOT Analysis.				1	CO3	K1			
	C	Write any one aspect of the Feasible Study.				1	CO3	K1			
	D	Write any one technique of selection of plant location				1	CO4	K1			
	E	What do you mean by export units in the case of small-scale industries?				1	CO4	K1			
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)						10					
2	A	What do you mean by Business Policy? Write a type of Business Policy.				2	CO3	K1			
	B	What is inbound logistics? Describe.				2	CO4	K2			
	C	Write two advantages of plant layout.				2	CO4	K1			
	D	Explain illumination, a stage of creativity.				2	CO3	K2			
	E	Write any two methods of idea generation.				2	CO3	K1			
	F	Assume you have a business producing only one standardised product, which type of plant layout you will frame? Comment.				2	CO4	K3			
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15					
3	A	Suppose you are establishing a manufacturing plant of auto ancillaries and you have to create business policy for your plant. What steps you will follow to design it? Explain.				5	CO3	K3			
	B	What do you mean by Small Scale Industries? Explain the characteristics & classifications based on the amount invested, of SSIs.				5	CO4	K2			
4	A	Explain the principles to be followed while framing a plant layout.				5	CO4	K2			
	B	Explain the various steps involved in idea assessment and business development process.				5	CO3	K2			
5	A	Logistic Management is a very crucial part for the growth of business and economy as well. Why?				5	CO4	K3			
	B	Explain any two of the following: a. Market Feasibility b. Germination c. Focus Group d. Strength & Weakness				5	CO3	K2			
CO MARKS DISTRIBUTION						CO1-0	CO2-0	CO3-24	CO4-23	CO5-0	
BLOOMS TAXONOMY DISTRIBUTION						K1-8	K2-6	K3-3	K4-0	K5-0	

UNITED UNIVERSITY		SECOND MID TERM		EVEN SEM 2023-24		ROLL NO. 23031010004		SEMESTER 2 <sup>nd</sup>			
COURSE (BRANCH)- BBA & BBA-IBM								MM. 30			
TIME: 2HRS		SUBJECT- INTRODUCTION OF HUMAN RESOURCE MANAGEMENT			SUBJECT CODE- CMUCHB204T						
SECTION – A (ATTEMPT ALL QUESTIONS)								5	C	RECOGNITION OF LEARNING	
								1	CO3	K1	
1	A	Define the term 'Human Resource Planning'.						1	CO3	K1	
	B	Elucidate the concept of "HR Inventory".						1	CO3	K1	
	C	Define Orientation.						1	CO4	K1	
	D	How do conducting reference checks contribute to effective selection decisions?						1	CO4	K1	
	E	What is Preliminary Interview?						1	CO4	K1	
SECTION – B (ATTEMPT ANY FIVE QUESTIONS)								10			
2	A	Enumerate the objectives driving Human Resource Planning initiatives.						2	CO3	K2	
	B	Differentiate between understaffing and overstaffing.						2	CO3	K2	
	C	Explain the two types of Interviews.						2	CO4	K1	
	D	Elaborate on the importance of training.						2	CO4	K2	
	E	Explain the purpose of Induction.						2	CO4	K2	
	F	Explain the concept of training needs assessment in HRM.						2	CO4	K2	
SECTION – C (ATTEMPT ANY ONE PART FROM EACH QUESTION)								15			
3	A	Provide an in-depth overview of the comprehensive process involved in Human Resource Planning (HRP).						5	CO3	K1	
	B	Explain the concept of responsibility for human resource planning outlining the stakeholders involved.						5	CO3	K1	
4	A	What are the societal, organizational, and individual advantages associated with investing in employee training?						5	CO3	K1	
	B	Explain the process of selection.						5	CO4	K1	
5	A	Elucidate the stages involved in the recruitment process.						5	CO4	K1	
	B	Highlight the distinctions between written tests, group discussions, and personal interviews as assessment tools in the selection process.						5	CO4	K1	
CO MARKS DISTRIBUTION		CO1- K1-12		CO2- K2-20		CO3-24 K3-		CO4-23 K4-15		CO5- K5-	
BLOOMS TAXONOMY DISTRIBUTION											

UNITED UNIVERSITY		SECOND MID SEMESTER		EVEN SEM 2023-24		ROLL NO. 23051010001	
COURSE BBA IBM/NON-IBM						SEMESTER 2	
TIME:2HRS		SUBJECT-FUNDAMENTALS OF MARKETING		SUBJECT CODE-CMUCBB203T		MM. 30	
SECTION –A (ATTEMPT ALL QUESTIONS)						5	CO
1	A	Define the term Publicity.				1	CO4
	B	Define Direct and Indirect distribution channel.				1	CO4
	C	Define the term "word of mouth".				1	CO4
	D	Define the term Market research.				1	CO5
	E	Define push vs pull strategy.				1	CO5
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						10	
2	A	Outline the elements of promotion mix in detail with the help of diagram.				2	CO4
	B	Describe all types of channels of distribution with example.				2	CO4
	C	Classify the factors influencing the selection of a channel in marketing.				2	CO4
	D	How marketers use information for developing a product.				2	CO5
	E	Outline the components of Marketing Information System.				2	CO5
	F	Discuss the meaning of exclusive distribution and selective distribution.				2	CO4
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15	
3	A	Restate the functions of a whole seller towards manufacturers, retailers and customers.				5	CO4
	B	What is your approach to developing a distribution channel strategy?				5	CO4
4	A	Illustrate the steps in marketing research in detail with supportive examples.				5	CO5
	B	"Advertising brings long-term benefits, but sales promotion is for quicker result." —Discuss.				5	CO4
5	A	Develop a Marketing Information System for a Mobile phone marketing.				5	CO5
	B	Why new products fail? What is the critical force influencing the management of product.				5	CO5
CO MARKS DISTRIBUTION		CO1-00	CO2-00	CO3-00	CO4-26	CO5-21	
BLOOMS TAXONOMY DISTRIBUTION		K1-28	K2-10	K3-00	K4-09	K5-00	