

SECTION -A (ATTEMPT ALL QUESTIONS)

20 CO

2 CO2

2 CO4

2 CO5

2 CO4

2 CO5

2 CO2

2 CO1

2 CO3

2 CO1

2 CO3

SECTION -B (ATTEMPT ANY FIVE QUESTIONS)

30

6 CO1

A If the mean of a data is 25.6 and if the coefficient of variation is 18.75. Find the standard deviation.

B Write any two uses of index number.

C Two dice are rolled simultaneously. Find the probability of getting the same number on the dice.

D Calculate Laspeyre's price index number when Fisher's price index is 148.54 and Paasche's price index number is 128.38.

E Define a random experiment. Also give two examples.

F Calculate the covariance between X and Y:

X	3	4	5	6	7
Y	8	7	6	5	4

G Find the arithmetic mean of all the prime numbers lying between 1 and 30.

H If $\sum xy = 3240$ and $\sum y^2 = 258$. Also, the average of X and Y is 15 and 18 respectively. Find the regression equation of X on Y.

I Calculate the sample variance of the following data:

47, 35, 48, 54, 17, 25, 55

J If the regression coefficient of Y on X is 0.41 and the regression coefficient of X on Y is 0.75. Find the coefficient of correlation.

A With the help of following information, calculate the combined standard deviation.

	Male	Female
Number	30	20
Mean	20	30
Standard deviation	4	5

In a class, there are 15 boys and 10 girls. Three students are selected at random. Find the probability that 1 girl and 2 boys are selected.

6 CO5

Calculate by simple average of price relative method, the price index of 2004 taking 1999 as base period:

6 CO4

Commodity	Price (1999)	Price (2004)
A	60	80
B	50	60
C	60	72
D	50	75
E	25	37.5
F	20	30

Find Karl Pearson's coefficient of skewness for the following frequency distribution:

6 CO2

Class Interval	0-4	4-8	8-12	12-16	16-20	20-24
Frequency	5	7	10	15	8	4

6 CO4

Calculate Fisher's Price index number for the following data:

Commodity	q_0	q_1	p_0	p_1
A	12	12	5	7
B	10	10	20	22
C	9	9	18	15
D	15	15	10	8
E	20	20	22	20

6 CO5

Two dice are rolled simultaneously. What is the probability of getting

- A sum 10 or more?
- Both side an even number?
- A difference in number equal to '3'?

SECTION - C (ATTEMPT ANY ONE PART FROM EACH QUESTION)

50

An incomplete frequency distribution is given below:

10 CO1

Class	10-20	20-30	30-40	40-50	50-60	60-70	70-80
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	12	10	?	65	?	25	18		
Find the missing frequencies when the total frequency is 229 and the median is 45.									
Draw the two lines of regression and estimate the demand when the price is Rs. 20								10	CO3
X (Price)	10	12	13	12	16	15			
Y (Demand)	40	38	43	45	37	43			
A Two cards are drawn at random from a pack of cards. Find the probability that								10	CO5
i) Both these cards are of black or both are aces?									
ii) Both these cards are of diamond or both are king?									
B i) Prepare simple aggregative price index number from the given data, taking 2012 as base year.								10	CO4
Commodity	Price (2012)			Price (2020)					
Wheat	20			50					
Rice	5			60					
Pulses	35			72					
Spices	42			85					
Tea	72			97					
ii) From the chain base index given below, find the fixed base index.									
Year	1981	1982	1983	1984	1985	1986			
Chain Index	105	75	71	105	95	90			
A The expenses of 100 families are given below. Calculate the missing frequencies when the mode of the distribution is 48.								10	CO1
Expenses (In Rs.)	0-20	20-40	40-60	60-80	80-100				
No. of families	14	a	27	b	15				
B Below are given figures of production (in thousand quintals) of a sugar factory:								10	CO
Year	1963	1965	1966	1967	1968	1969	1972		

Production	77	88	94	85	91	98	90
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Fit a straight line by the "Least Square Method" and also tabulate the trend values.

6. A Obtain the two regression equations of X on Y and Y on X from the following data. Also, find the coefficient of correlation.

X Price (Rs.)	6	2	10	4	8
Y (Amount demanded)	9	11	5	8	7

7. B Calculate Laspeyre's price index number and Paasche's price index number for the following data:

Commodity	Base		Current	
	Price <i>70</i>	Quantity <i>70</i>	Price <i>81</i>	Quantity <i>79</i>
A	10	5	12	3
B	12	7	15	4
C	15	9	17	10
D	12	12	15	15
E	8	7	10	8

7. A The following table gives the values of mean and variance of heights and weights of the 10th standard students of a school.

	Height	Weight
Mean	155	46.50
Variance	72.25	28.09

Which is more varying than the other?

8. A total of 800 candidates applied for a job. The probability of a graduate degree holder getting a job is 0.80. The probability of a diploma holder getting a degree is 0.20. Also the probability of a graduate and a diploma degree holder getting a job is 0.10. How many candidates who got the job have either graduation or diploma degree?

CO MARKS DISTRIBUTION

BLOOMS TAXONOMY DISTRIBUTION

CO1-10 CO2-20 CO3-34 CO4-36 CO5-36

K1-4 K2-0 K3-152 K4-0 K5-0

UNITED UNIVERSITY		END SEMESTER EXAM		EVEN SEM 2023-24		ROLL NO.														
TIME:3 HRS.		COURSE BUA1BM/NON-BU																		
		SUBJECT-FUNDAMENTALS OF MARKETING		SUBJECT CODE-CMUCBB2031														SEMESTER 2 nd		
		SECTION - A (ATTEMPT ALL QUESTIONS)																MM. 100		
1.	A	Define market as a place of exchange.										20	CO							
	B	Show how marketing helps in generating business.										2	CO1	K1						
	C	Explain Rural Marketing.										2	CO1	K3						
	D	Define SLO.										2	CO2	K2						
	E	Show need to study business life cycle.										2	CO2	K1						
	F	Define market segmentation.										2	CO3	K3						
	G	Show the way promotion plays an important for customers.										2	CO3	K1						
	H	Examine advertisement as an interface.										2	CO4	K3						
	I	Define MIS.										2	CO4	K3						
	J	Explain marketing research.										2	CO5	K1						
		SECTION - B (ATTEMPT ANY FIVE QUESTIONS)										30								
2.	A	Explain the evolution of market with brief explanation of each stage.										6	CO1	K2						
	B	Show the importance of marketing towards society and company also explain marketing objective.										6	CO1	K3						
	C	Define telemarketing and its types.										6	CO2	K1						
	D	Examine the market segmentation strategies in detail.										6	CO2	K1						
	E	Explain the functions of marketing channels and its role in marketing planning.										6	CO3	K3						
	F	Examine how research helps in building a strong market. Write short note with inference of electric cars in India.										6	CO4	K2						
		SECTION - C (ATTEMPT ANY ONE PART FROM EACH QUESTION)										50								
3.	A	Show the approaches of marketing in detail and marketing concept with brief notes.										10	CO1	K3						
	B	Explain in detail the functions of marketing.										10	CO1	K2						
4.	A	Explain E-Marketing in detail. Explain certain types of E-Marketing with short note as an explanation.										10	CO2	K2						
	B	Show rural marketing as a potential market. Explain features of rural marketing in detail. Take reference if cold drink industry by explaining the challenge.										10	CO2	K3						
5.	A	Define the certain bases of effective market segmentation.										10	CO3	K1						
	B	Define the characteristics of product and the way products can be classified.										10	CO3	K1						
6.	A	Show certain types of distribution channels and factors influencing them. Develop a distribution channel for ice cream and fruits supply.										10	CO4	K3						
	B	Examine the components of Promotion Mix in detail also explain the certain environment of promotion with example.										10	CO4	K3						
7.	A	Explain in detail what is meant by Marketing Information System and its working also explain its types.										10	CO5	K2						
	B	Define the components and benefits of MIS in detail. Explain all the steps in marketing research, its types and certain sources of data collection in detail.										10	CO5	K1						
CO MARKS DISTRIBUTION				CO1-36		CO2-30		CO3-30		CO4-30		CO5-30								
BLOOMS TAXONOMY DISTRIBUTION				K1-44		K2-46		K3-66		K4-00		K5-00								

UNITED UNIVERSITY		END TERM EXAMINATION		EVEN SEM 2023-24		ROLL NO.															
COURSE (BRANCH)- BBA/BBA-IBM														SEMESTER- 2 nd							
TIME: 3 HRS		SUBJECT- BUSINESS ORGANISATION				SUBJECT CODE- CMUCBB201T				MM: 100											
SECTION –A (ATTEMPT ALL QUESTIONS)														20		CO		BLOOM'S TAXON O MY LEVEL			
1		A		Write two advantages of Partnership.										2		CO1		K1			
		B		Write two advantages of SWOT analysis.										2		CO3		K1			
		C		Who are the promoters of a company? Write two functions of them.										2		CO2		K1			
		D		Write two techniques for the selection of the plant location.										2		CO4		K1			
		E		What do you mean by merger? Write two types of mergers.										2		CO5		K1			
		F		What is meant by technical feasibility & eco-logical feasibility? Comment.										2		CO3		K1			
		G		What is business ethics? Write two ethical issues related to business.										2		CO1		K1			
		H		What do you mean by business process outsourcing? Write an advantage.										2		CO2		K1			
		I		Write about (a) adaptive customisation and (b) collaborative customisation.										2		CO4		K1			
		J		What do you mean by business policy? Write its two types.										2		CO3		K1			
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)														30							
2		A		How do (a) Observation, (b) Brainstorming and (c) Research & Development help business enterprises to get a competitive edge? Explain.										6		CO3		K2			
		B		Elaborate your answer regarding the "Spectrum of Business".										6		CO1		K2			
		C		Assume you have to establish a laptop & mobile manufacturing plant. Illustrate the factors that will affect your decision related to plant location.										6		CO4		K2			
		D		What is franchising? Explain and jot-down its advantages & disadvantages.										6		CO2		K2			
		E		Evaluate how does creativity, planning & strategic implementation help a business to achieve its mission and vision.										6		CO3		K5			
		F		What do you mean by business combination? What could be the reasons behind the business combination?										6		CO5		K2			
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)														50							
3		A		What are public enterprises? Explain its advantages and types.										10		CO2		K2			
		B		How can the primary and service sectors help the secondary sector grow, ultimately leading to the nation's economic prosperity? Evaluate.										10		CO1		K5			
4		A		Suryapur Handicrafts is a small-scale industry located in a rural town, renowned for its traditional handmade pottery. Established in the early 1980s, Suryapur Handicrafts has played a significant role in providing employment to the local community, particularly to women artisans who possess unique skills passed down through generations. Despite its cultural significance and the quality of its products, Suryapur Handicrafts has faced numerous challenges in recent years, including declining sales, competition from mass-produced goods, and limited market reach.										10		CO4		K5			
Current Situation:																					
• Market Reach and Sales:																					
o The primary market for Suryapur Handicrafts is local, with occasional sales to tourists.																					
o Annual revenue has declined by 20% over the past five years due to increased competition from cheaper, machine-made products.																					
• Financial Health:																					

- o The company operates on a tight budget with minimal profit margins.
- o Access to credit is limited, and the company has little capital to invest in expansion or modernisation.

Question:

As a consultant hired to revitalise Suryapur Handicrafts, outline a comprehensive strategy to overcome these challenges and ensure sustainable growth for the company. Your strategy should address the following aspects:

1. Market Expansion:

- How can Suryapur Handicrafts effectively reach new markets, both domestic and international?
- What channels (online, retail partnerships, exhibitions) should be prioritised?

2. Financial Strategies:

- What financing options could Suryapur Handicrafts explore to fund its expansion and modernisation efforts?
- Are there any government grants, subsidies, or schemes that could be leveraged?

B	How "Feasibility Study" remains significant before establishing a business enterprise? Explain the various dimensions of the feasibility study.	10	CO3	K			
A	Explain the limitations & advantages of Partnership as well as Joint Hindu Family Business.	10	CO1	K			
B	Elucidate the impact of business combinations on various stakeholders, including employees, customers, shareholders, and the community.	10	CO5	K			
A	Assume you are planning to establish a textile factory. What process will be followed for setting up the textile factory? Explain	10	CO2	K2			
B	Elaborate how a new business policy is formed and implemented?	10	CO3	K2			
A	What do you mean by plant layout? What are the principles to be followed before framing a plant layout? Also, explain the types of plant layouts.	10	CO4	K2			
B	What is creativity? Explain the stages of creativity.	10	CO3	K2			
MARKS DISTRIBUTION		CO1-30	CO2-30	CO3-48	CO4-30	CO5-18	
OMS TAXONOMY DISTRIBUTION		K1-20	K2-100	K3-0	K4-0	K5-36	

UNITED UNIVERSITY	END TERM EXAMINATION	EVEN SEM 2023-24	ROLL NO.							SERIES
COURSE (BRANCH): BBA & BBA-IBM										MM
TIME: 3 HRS.	SUBJECT-INTRODUCTION TO HUMAN RESOURCE MANAGEMENT					SUBJECT CODE-CMUCBB204T				
SECTION –A (ATTEMPT ALL QUESTIONS)									20	CO
A	In what ways does Human Resource Management (HRM) differ from conventional personnel management practices?								2	CO
B	Identify any four key strategic roles that Human Resource Management plays within modern organizations?								2	CO
C	List out the essential steps in conducting a comprehensive job analysis.								2	CO
D	Write a short note on job Analysis.								2	CO
E	Why Human Resource Planning (HRP) is crucial for organizational success? Justify								2	CO
F	“Optimum HRP helps in achievement of organizational objectives”. Discuss.								2	CO
G	Explain the types of Interviews in short.								2	CO
H	“Recruitment is often considered positive while selection is viewed as negative”. Explain.								2	CO
I	What are some common limitations associated with performance appraisal systems in organizations?								2	CO
J	Define the following in the context of HRM- i. Reward ii. Recognition								2	CO
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)									30	
A	How has the concept of Human Resource Management evolved over the years?								6	CO
B	Explain the nature of Human Resource Management.								6	CO
C	Explain the methods of gathering data in job analysis.								6	CO
D	Discuss the concept of Responsibility for Human Resource Planning.								6	CO
E	Differentiate between training and development with the help of an example.								6	CO
F	Define promotion. Explain the types of promotion.								6	CO
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)									50	
A	“People working within the organization are not just employees but valuable resources that contribute to its success”. Justify.								10	CO
B	Evaluate the challenges facing HRM in India.								10	CO
A	Differentiate between job enlargement and job enrichment. Which among the two leads to an increased employee satisfaction? Explain.								10	CO
B	Explain the concept of job design. Evaluate the various factors affecting job design, in detail.								10	CO
A	Outline the process of Human Resource Planning, explaining all the necessary steps.								10	CO
B	Explain the concept of understaffing and overstaffing. Discuss the impact of both, understaffing and overstaffing on the organizations.								10	CO
A	Describe the selection process for hiring the most suitable candidate for specific job roles within an organization.								10	CO
B	“Training is the process of teaching specific skills or knowledge to improve job performance”. In the view of the statement explain the objectives and significance of Training.								10	CO
A	Define performance appraisal. Explain the objectives of performance appraisal with its limitations.								10	CO
B	Assess the modern and traditional methods of performance appraisal.								10	CO
MARKS DISTRIBUTION		CO1-36	CO2-30	CO3-30	CO4-30	CO5-30				
DOOMS TAXONOMY		K1-	K2-	K3-	K4-	K5-				
TRIBUTION										

UNITED UNIVERSITY	END TERM EXAMINATION	EVEN SEM 2023-24	ROLL NO.					SEMESTER-2																																				
COURSE-BBA/BBA/BIM		SUBJECT-FINANCIAL ACCOUNTING		SUBJECT CODE- CMUCBB202T		MM-100																																						
TIME: 3 HRS.																																												
SECTION -A (ATTEMPT ALL QUESTIONS)						20	CO	BE005 TAXO MY LEVE																																				
1.	A. State the steps involved in the process of accounting.					2	CO1	K1																																				
2.	B. Why is Revaluation A/c prepared? Draw an imaginary revaluation A/c?					2	CO4	K3																																				
3.	C. List the internal and external users of accounting information.					2	CO1	K3																																				
4.	D. Difference between journal and ledger.					2	CO2	K1																																				
5.	E. Outline the format of single, double and triple column cash book.					2	CO1	K2																																				
6.	F. Explain the error of principle and give two examples with measures to rectify them.					2	CO3	K1																																				
7.	G. Give the definition of the company as contained in the Companies Act 1956 and 2013.					2	CO5	K1																																				
8.	H. Distinguish between cash discount and trade discount.					2	CO1	K3																																				
9.	I. Give any three points of distinction between sacrificing ratio and growing ratio.					2	CO4	K1																																				
10.	J. What is the section 52 in Companies Act 2013?					2	CO5	K1																																				
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)						30																																						
2.	A. Journalize the following transaction: • Vimal started business with cash Rs.2,50,000 • Bought goods for cash Rs.76,250 • Opened bank account with cash Rs.1,25,000 • Sold goods for cash Rs.1,00,000 • Purchased Plant and payment made by cheque Rs.41,500 • Received loan from Vinet and deposited the same into bank Rs.20,000					6	CO1	K1																																				
3.	B. Shiv, Mohan and Hari were partners in a firm sharing profits in the ratio of 5:5:4. Ram is admitted for 3/14 th share which was equally contributed by Shiv, Mohan and Hari. Calculate the new profit-sharing ratio.					6	CO4	K1																																				
4.	C. "The role of accounting has changed with the economic development." Comment.					6	CO1	K1																																				
5.	D. Discuss the legal provision regarding issue of shares at discount. How is it recorded in the books of accounts?					6	CO5	K1																																				
6.	E. Describe how debits and credits are used to analyze the transaction?					6	CO1	K1																																				
7.	F. "Trial balance is a link between the ledger and final accounts". Elaborate.					6	CO2	K1																																				
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						50																																						
3.	A. Ram Ltd. Issued 20,000 equity share of Rs.10 each at a premium of 10% payable Rs.2 on application, Rs.4 on allotment (including premium), Rs.3 on first call and Rs.2 on final call. All the shares were duly subscribed, allotted and both the calls were made. A holder of 400 shares did not pay final call while holder of 500 shares paid the entire sum due on allotment. Pass the Journal entries.					10	CO5	K1																																				
4.	B. What is accounting principles? Explain the concept and conventions of accounting.					10	CO1	K1																																				
5.	A. Explain the term 'forfeiture of share'. Why do companies forfeit the shares of shareholders? Explain the legal procedures for forfeiture of shares.					10	CO5	K1																																				
6.	B. A, B and C were partners sharing profit and losses in the proportion of 1/2, 1/3 and 1/6 respectively. Their balance sheet on 31 st March 2011 was as follow:					10	CO4	K1																																				
<table><tr><td>Liabilities</td><td>Rs.</td><td>Assets</td><td>Rs.</td></tr><tr><td>Creditors</td><td>19,000</td><td>Cash</td><td>2,500</td></tr><tr><td>Bills Payable</td><td>5,000</td><td>Debtors</td><td>16,000</td></tr><tr><td>Reserve fund</td><td>12,000</td><td>Less: Provision</td><td>- 500</td></tr><tr><td>Capital:</td><td></td><td>Stock</td><td>25,000</td></tr><tr><td>A: 40,000</td><td></td><td>Motor Vans</td><td>8,000</td></tr><tr><td>B: 30,000</td><td></td><td>Plant and Machinery</td><td>35,000</td></tr><tr><td>C: 25,000</td><td>95,000</td><td>Building</td><td>45,000</td></tr><tr><td></td><td>1,31,000</td><td></td><td>1,31,000</td></tr></table>						Liabilities	Rs.	Assets	Rs.	Creditors	19,000	Cash	2,500	Bills Payable	5,000	Debtors	16,000	Reserve fund	12,000	Less: Provision	- 500	Capital:		Stock	25,000	A: 40,000		Motor Vans	8,000	B: 30,000		Plant and Machinery	35,000	C: 25,000	95,000	Building	45,000		1,31,000		1,31,000			
Liabilities	Rs.	Assets	Rs.																																									
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C: 25,000	95,000	Building	45,000																																									
	1,31,000		1,31,000																																									
1. B retires on that date, subject to the following adjustments: 2. The goodwill of the firm valued at Rs.18,000 3. Plant and Machinery depreciated by 10% and motor vans by 15%. 4. Stock appreciated by 20% and building by 10%. Provision for Doubtful debts to be increased by Rs.1,950 5. Unrecorded investment were sold for Rs.12,000 Prepare Revaluation A/c and B's Capital Account																																												

- 3 A What is Share Capital? Illustrate the different kinds of share capital of a Joint stock company with suitable example. 10 CO1
- 2 B Contrast difference between financial accounting, cost accounting and management accounting. 10 CO2
- 6 A What is meant by Financial Statements? Draw the format of Trading A/c, Profit and Loss A/c and Balance Sheet. 10 CO3
- 4 B Sunny Industries bought a machinery on 1st April, 2011 for Rs. 80,000. On 1st May, 2012, it bought another machine for Rs. 30,000. On 31st March 2013, it sold the machine bought in 2011 for Rs. 50,000 and bought a new machine on the same date for Rs. 27,000. It was decided to provide depreciation on machinery @20% p.a. on straight line method. Accounts are closed on 31st December each year. Show Machinery A/c for 3 years. 10 CO3
- 7 A What do you mean by depreciation. Distinguish between straight line method and written down value method of providing depreciation. Under what circumstances, straight line method is more appropriate and why. 10 CO2
- 8 B From the following balances, prepare the trading, profit and loss account and balance sheet as on 31st March, 2023: 10 CO2

Debit Balances	Amount (Rs.)	Credit Balances	Amount (Rs.)
Drawings	6,300	Capital	1,50,000
Cash at bank	13,870	Discount received	2,980
Bills Receivable	1,860	Loans	15,000
Land and Building	42,580	Purchase Return	1,450
Furniture	5,130	Sales	2,81,500
Discount allowed	3,960	Reserve for bad debts	4,650
Bank charges	100	Creditors	18,670
Salaries	6,420		
Purchases	1,99,080		
Opening stock	60,220		
Sales return	1,870		
Carriage inward	5,170		
Rent and taxes	7,680		
General expenses	3,630		
Plant and Machinery	31,640		
Debtors	82,740		
Bad debts	1,250		
Insurance	750		
Total	4,74,250	Total	4,74,250

- Closing stock Rs. 70,000
- Create a reserve for bad and doubtful debts @10% on debtors.
- Insurance prepaid Rs. 50
- Rent Outstanding Rs. 150
- Interest on loan is due @6% p.a.

10 MARKS DISTRIBUTION

10 MARKS TAXONOMY DISTRIBUTION

CO1-46

CO2-28

CO3-23

CO4-18

CO5-38

K1-24

K2-34

K3-36

K4-62

K5-0