

COURSE(BRANCH)-BBA &amp; BBA IBM

TIME:2HRS

SUBJECT-BUSINESS STATISTICS

SUBJECT CODE-CMUCBB205T

## SECTION -A (ATTEMPT ALL QUESTIONS)

- 1 A Define correlation. 1
- B The points scored by a basketball team in a series of matches are as follows:  
17, 2, 7, 27, 25, 5, 14, 18, 10, 24, 48, 10, 8, 7, 10, 28  
Find the mean for the data. 1
- C Write any two limitations of statistics. 1
- D If the mean of a data is 25.6 and if the coefficient of variation is 18.75. Find the standard deviation. 1
- E The daily wages in rupees of ten laborers of a factory are 4, 6, 9, 12, 11, 8, 5, 10, 11, 8. Calculate the median of these wages. 1

## SECTION -B (ATTEMPT ANY FIVE QUESTIONS)

- 2 A Differentiate between population and sample. Also give suitable examples. 2
- B Find the covariance for the following data:  
(10,35), (15,20), (20,30), (25,30), (30,35), (35,38), (40,42), (45,30), (50,40), (55,70) 2
- C Find the harmonic mean of the following distribution: 2
- |   |    |    |    |    |    |
|---|----|----|----|----|----|
| x | 11 | 12 | 13 | 14 | 15 |
| f | 3  | 7  | 8  | 5  | 2  |
- D Define Skewness and Kurtosis. 2
- E Calculate Spearman's Rank Correlation coefficient for the following data: 2
- | Person | A | B  | C | D | E | F | G | H | I | J  |
|--------|---|----|---|---|---|---|---|---|---|----|
| Rank   | 9 | 10 | 6 | 5 | 7 | 2 | 4 | 8 | 1 | 3  |
| Rank   | 1 | 2  | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
- F Compute the mean of the following data by using short-cut method: 2

Height (cm)	185	198	201	204	207	210	213	216	219
Children	1	4	5	7	11	10	6	4	2

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

15

- 3 A If the median of a distribution given below is 28.5, then find the value of x and y.

5

CO1 K3

CI	0-10	10-20	20-30	30-40	40-50	Total
Frequency	5	x	20	15	y	60

- B Find the mean, median and mode of the following data:

5

CO1 K3

Class Interval	10-25	25-40	40-55	55-70	70-85	85-100
Frequency	6	20	44	26	3	1

- 4 A Calculate the Karl Pearson's correlation coefficient between the following data.

5

CO2 K3

x	5	9	13	37	21
y	12	20	25	33	35

- B What is graphical representation of data? Also, discuss its various advantages.

5

CO1 K2

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

5

CO2 K3

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

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

5

CO2 K3

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

CO MARKS DISTRIBUTION

CO1-24

CO2-23

CO3-0

CO4-0

CO5-0

BLOOMS TAXONOMY DISTRIBUTION

K1-4

K2-7

K3-36

K4-0

K5-0

UNITED UNIVERSITY	Mid-Term I Examination	EVEN SEM 2023-24	ROLL NO. 23051010	SEM I
COURSE - BBA/BBA IBM	BRANCH - COMMERCE AND MANAGEMENT			MM
TIME: 2 HRS	SUBJECT - FINANCIAL ACCOUNTING	SUBJECT CODE - CMUCBB202T		
SECTION - A (ATTEMPT ALL QUESTIONS)				5
1	A. If a firm believes that some of its debtors may default, it should act on this by making sure that all possible losses are recorded in the books. This is an example of which concept?			1
	B. What is accounting Cycle?			1
	C. Give a formula to calculate cost of goods sold.			1
	D. Mention any one difference between Fixed Assets and Current Assets.			1
	E. List the internal users of accounting.			1
SECTION - B (ATTEMPT ANY FIVE QUESTIONS)				10
2	A. State the steps involve in the function of accounting.			2
	B. What is the purpose of preparing trading and profit and loss account?			2
	C. Explain briefly three important branches of accounting.			2
	D. Give any three points distinguishing between a journal and a ledger.			2
	E. State whether the balance of the following account should be placed in the debit or the credit columns of the trial balance: i. Plant and Machinery                      iv. Sales ii. Discount allowed                          v. Bad debts iii. Bank overdraft                              vi. Discount received			2
	F. Net sales during the year is Rs.2,85,000. Gross Profit is 25% on sales. Find out cost of goods sold.			2
SECTION - C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				15
3	A. Journalize the following transaction:	Amount		5
	• Jan 1 (2023) Started business with cash	1,00,000		
	• Jan 2        Paid into bank	80,000		
	• Jan 3        Sold goods to Anil	44,000		
	• Jan 9        Goods returned by Anil	4,000		
	• Jan 11       Goods Purchased from Karan	63,000		
	• Jan 30       Paid interest on loan	1,000		
	B. What is Balance Sheet. Explain the format of Balance Sheet?			5
4	A. Cash book is called a book of original entry? Do you agree? What is cash book and explain the types of cash book?			5
	B. From the following information prepare profit and loss account:			5
	• Gross profit Rs.60,000			
	• Rent Rs.5,000			
	• Salary Rs.15,000			
	• Commission Paid Rs.7,000			
	• Interest paid on loan Rs.5,000			
	• Advertising Rs.4,000			
	• Discount received Rs.3,000			
	• Printing and stationery Rs.2,000			
	• Legal charges Rs.5,000			
	• Bad debts Rs.1,000			
	• Depreciation Rs.2,000			
	• Interest received Rs.4,000			
	• Interest on capital Rs.3,000			
5	A. Briefly define the following terms:			5

- Separate Entity Concept
- Consistency
- Dual Aspects Concept
- Matching Concept

B From following list of balances extracted from the books of Kumar prepare a trial balance as at 31<sup>st</sup> March 2023:

- |                               |                            |
|-------------------------------|----------------------------|
| • Cash in hand Rs. 4,000      | Return outward Rs. 2,500   |
| • Machinery Rs. 25,000        | Return Inward Rs. 10,000   |
| • Purchases Rs. 66,000        | Capital Rs. 30,000         |
| • Debtors Rs. 24,000          | Drawing Rs. 6,000          |
| • Rent and taxes Rs. 5,000    | Carriage Inward Rs. 2,000  |
| • Bank loan Rs. 10,000        | Carriage Outward Rs. 1,000 |
| • Creditors Rs. 15,500        | Interest on loan Rs. 1,500 |
| • Discount allowed Rs. 1,000  | Opening stock Rs. 26,000   |
| • Sales Rs. 1,30,000          | Wages Rs. 18,000           |
| • Discount Received Rs. 1,500 |                            |

0 MARKS DISTRIBUTION

CO1- 24

CO2- 23

CO3- 0

CO4- 0

CO5- 0

LOOMS TAXONOMY DISTRIBUTION

K1- 11

K2- 19

K3- 0

K4- 17

K5- 0

UNITED UNIVERSITY		FIRST MID-TERM EXAMINATION		EVEN SEM 2021-24		ROLL NO. 28051010004	
COURSE: BBA/BBA (IBM)				(BRANCH)- COMMERCE AND MANAGEMENT		SEMESTER 2 <sup>nd</sup>	
TIME: 2HRS		SUBJECT- BUSINESS ORGANISATION		SUBJECT CODE- OMUCBB201T		MM. 30	
SECTION –A (ATTEMPT ALL QUESTIONS)						5	CO
1	A	What is business?				1	CO1 K1
	B	What do you mean by sole proprietorship?				1	CO1 K1
	C	Write the full form of BPO & KPO				1	CO2 K1
	D	Write any one limitation of partnership.				1	CO1 K1
	E	What do you mean by promotion of a company?				1	CO2 K2
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						10	
2	A	Write the steps involved in the process of setting up a business enterprise.				2	CO2 K2
	B	Write any two functions of a promoter of a company.				2	CO2 K2
	C	What is network marketing? Write any two advantages.				2	CO2 K1
	D	Write the components of spectrum of business.				2	CO1 K1
	E	Who are secret partners? Discuss.				2	CO1 K2
	F	Briefly explain about the transactional BPOs.				2	CO2 K2
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15	
3	A	Without a feasibility study a business can turn out to be a failed project. Explain.				5	CO2 K2
	B	What are the public enterprises? List-out the various types of public enterprises.				5	CO2 K2
4	A	How the business environment impacts the business opportunities? Explain the factors involved in it.				5	CO2 K2
	B	"While conducting a business activity, a business enterprise faces various ethical issues". Comment.				5	CO1 K3
5	A	"Digitalization changes the destiny of many business enterprises". Illuminate.				5	CO2 K4
	B	Illustrate the key advantages and disadvantages of the franchise business model compared to other forms of business ownership.				5	CO2 K4
CO MARKS DISTRIBUTION				CO1-12	CO2-35	CO3-0	CO4-0
BLOOMS TAXONOMY DISTRIBUTION				K1-6	K2-8	K3-1	K4-2



UNITED UNIVERSITY		FIRST MID TERM EXAM		SEM 2023-24		ROLL NO.									
COURSE: BBA & BBA-IBM													SEMESTER		
TIME: 2HRS		SUBJECT: Introduction of Human Resource Management					SUBJECT CODE: CMUCBB204T			MM. 30					
SECTION -A (ATTEMPT ALL QUESTIONS)													5	CO	
1	A	Define the term Human Resource Management.										1	CO1		
	B	Discuss the concept of Job Rotation.										1	CO2		
	C	Discuss the need of Job Design.										1	CO2		
	D	Differentiate between Questionnaire and Interview.										1	CO2		
	E	Explain the role of HR Manager.										1	CO1		
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)													10		
2	A	Discuss the Evolution of HRM in detail.										2	CO1		
	B	Define the various contents of Job Description.										2	CO2		
	C	Discuss the scope of HRM.										2	CO1		
	D	Explain the various contents of Job Specification.										2	CO2		
	E	Highlight the various techniques of Job Design.										2	CO2		
	F	"Employees are asset in an organization, not Liability". Comment										2	CO1		
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)													15		
3	A	Discuss in detail the process of Job Analysis.										5	CO2		
	B	Explain the various methods used for collecting the data for Job Analysis.										5	CO2		
4	A	Define the changes from Traditional HRM to Emerging HRM.										5	CO1		
	B	Make a Job Description and Job Specification for an Army Officer.										5	CO2		
5	A	Human Resource Department is known as the most important department of any organization". Why? Justify your answers with the help of suitable examples.										5	CO1		
	B	Discuss the concept of Job Enrichment and why it is needed in any organization.										5	CO2		
CO MARKS DISTRIBUTION				CO1-24	CO2-23	CO3-	CO4-	CO5-							
BLOOMS TAXONOMY DISTRIBUTION				K1-35	K2-17	K3-00	K4-00	K5-00							

UNITED UNIVERSITY		FIRST MID SEMESTER		EVEN SEM 2023-24		ROLL NO. 23051010004			
COURSE BBA IBM/NON-IBM						SEMESTER 2nd			
TIME: 2HRS		SUBJECT: FUNDAMENTALS OF MARKETING			SUBJECT CODE: CMUCBB203T		MM. 30		
SECTION -A (ATTEMPT ALL QUESTIONS)						5	CO		
1	A	Define Marketing process.					1	CO1	K3
	B	Define Selling concept.					1	CO1	K1
	C	Define product diversification.					1	CO3	K1
	D	Define commercialization of the product.					1	CO3	K1
	E	Define place mix.					1	CO3	K1
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)						10			
2	A	Describe the responsibilities of Marketing manager.					2	CO1	K1
	B	Discuss the integrated approach of marketing.					2	CO1	K4
	C	Define the difference between traditional and modern marketing in detail.					2	CO3	K1
	D	Describe promotion mix technique.					2	CO3	K4
	E	Discuss the term wholesaler and retailer.					2	CO1	K1
	F	Discuss the term needs, want and demand.					2	CO1	K1
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15			
3	A	How do we distinguish a marketing concept from a selling concept?					5	CO1	K2
	B	"Customer is the king in modern concept of marketing." Comment.					5	CO1	K1
4	A	Discuss product width, length, and depth by taking reference of ITC Company.					5	CO3	K4
	B	Illustrate the various steps involved in New Product Development.					5	CO1	K1
5	A	Describe the bases for effective market segmentation in detail.					5	CO3	K1
	B	How is Product Life Cycle used as a strategic marketing tool?					5	CO3	K2
CO MARKS DISTRIBUTION				CO1-26	CO2-00	CO3-21	CO4-00	CO5-00	
BLOOMS TAXONOMY DISTRIBUTION				K1-28	K2-10	K3-00	K4-09	K5-00	