ARKA JAIN University, Jharkhand
3rd Semester Final Examination – 2019-20

Subject: Management Accounting

Time: 3 Hours

Course: BBA
Full Marks: 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q1.   **All questions are compulsory:-**

A] Choose the correct answer: **(5x1)**

a) Current Ratio is considered ideal if it is?
i) 1:1   ii) 2:3   iii) 3:2   iv) 2:1

b) The difference between Current Assets and Current Liabilities is called as?
i) Standard Capital   ii) Liquid Capital   iii) Working Capital   iv) Budgeted Capital

c) In the formulae for Gross Profit ratio, the denominator is?
i) Net Revenue from Operations   ii) Net Profit   iii) Gross Profit   iv) None of the above

d) As per Indirect Method, cash flow statement consists of?
i) Operating activities   ii) Investing activities   iii) Financing activities   iv) All of the above

e) In common size balance sheet, which figure is taken as 100?
i) Total assets   ii) Total Liabilities   iii) both (i) & (ii)   iv) None of (i) & (ii)

B] Fill in the blanks with the most appropriate word:
(5x1)

a) Will amount received from debtor affect fund flow? _____ (yes/no)

b) If the standard cost is more than actual cost, the variance is _____

c) In cash flow statement, issue of shares by a company is which type of activity._____?

d) Quick Ratio is also called as _____?

e) In adjusted Profit & Loss account, the excess of debit over credit side represents _____

C] Very Short answer question: (5x2= 10)

a) What is variance analysis?

b) Mention two advantages of management accounting.

c) What does debt equity ratio indicate?

d) What are financing activities?

e) Will purchase of fixed assets affect fund flow? If yes, how?

f)

PART B

Q2. Answer any four questions   (4x5=20)

i) Give any five differences between Standard Costing & Budgetary Control.

ii) Explain various turnover ratios with formulae.

iii) Discuss financing activities with examples.

iv) State with reasons whether the following would result in outflow/inflow/no flow of funds:

    a) Issue of Debentures

    b) Payments made to Creditors

    c) Conversion of Debentures into Equity shares

    d) Redemption of Long Term Loan

    e) Purchase of Building by issue of shares

v) From the following information, calculate:

    i) Net Profit Ratio

    ii) Interest Coverage Ratio

    iii) Debt Equity Ratio

    Net Revenue from Operations: Rs. 10, 00,000

    Net Profit after interest and tax: 2, 00,000

    Rate of income tax: 50%

    12% Debentures of Rs. 100 each: Rs. 2, 00,000

    10,000, equity shares of Rs. 10 each

vi) Arrange the following information as per statutory format and thereafter prepare Common Size Balance Sheet as at 31st March, 2019 for T Ltd.

Share Capital:	Rs. 2, 40,000
Reserves and Surplus:	Rs. 70,000
Long term provisions:	Rs. 65,000
Trade Payables:	Rs. 1, 10,000
Short term provisions	Rs. 15,000

Answer any three questions   (3x10=30)

Q3: From the following Balance Sheet, prepare Cash Flow Statement for Virat Ltd. for the year ended

31st March, 2018 as per Indirect Method:

Particulars		2018 (in Rs.)	2017 (in Rs.)
I.	**EQUITY & LIABILITIES**		
	1. Shareholder's Funds:		
	Share Capital	67,500	60,000
	Statement of Profit and Loss	34,500	22,500
	2. Current Liabilities:		
	Trade Payables	22,500	15,000
	Outstanding Expenses	7,500	4,500
	Income Received in Advance	1,500	3,000
	TOTAL	**1,33,500**	**1,05,000**
II.	**ASSETS**		
	1. Non Current Assets:		
	Fixed Assets	42,000	30,000
	Other Non-current Assets:		
	Deferred Expenses	1,500	3,000
	2. Current Assets:		
	Inventory	10,500	15,000
	Trade Receivables	67,500	45,000
	Prepaid Expenses	9,000	7,500
	Cash & Cash equivalents	3,000	4,500
	TOTAL	**1,33,500**	**1,05,000**

An old machine was sold for Rs. 6,000. The written down value of the machine was Rs. 4,500. Dividend of Rs. 6,000 was paid during the year and depreciation of Rs. 3,000 has been charged.

Q 4: From the following Balance Sheet, prepare Fund Flow Statement for Modi Works Ltd. for the year

ended 31st March, 2015:

Particulars		2015 (in Rs.)	2014 (in Rs.)
I.	**EQUITY & LIABILITIES**		
	1. Shareholder's Funds:		
	Share Capital	7,00,000	6,00,000
	Statement of Profit and Loss	1,20,000	64,000
	Securities Premium	20,000	
	Profit on sale of land and building	5,800	
	2. Non-Current Liabilities:		
	Long term loan	------------	1,00,000

3. *Current Liabilities:*		1,36,000	1,28,000
TOTAL		**9,81,800**	**8,92,000**
II. **ASSETS**			
1. *Non Current Assets:*			
Land & Building		32,000	40,000
Plant & Machinery		6,16,000	5,72,000
Other Non-current Assets:			
Unamortised preliminary Expenses		1,600	3,200
2. *Current Assets:*		3,32,200	2,76,800
TOTAL		**9,81,800**	**8,92,000**

Additional Information:

a) Depreciation on Plant & Machinery written off during the year 2014-15 amounted to Rs. 56,000

b) During the year the company paid dividend of Rs. 30,000

Q 5: Calculate Labour Cost, Rate and Efficiency Variance for the following information

Workmen	Standard			Actual		
	Weeks	Rate (in Rs.)	Amount (in Rs.)	Weeks	Rate (in Rs.)	Amount (in Rs.)
Skilled	3,000	60	1,80,000	2,560	65	1,66,400
Semi-Skilled	1,200	36	43,200	1,600	40	64,000
Unskilled	1,800	24	43,200	2,240	20	44,800

Q 6: From the following Income Statement, prepare a comparative statement of profit and loss after converting to statutory format for the year ending 31st March

To Cost of materials consumed	1,70,000	By Net Sales	
2,50,000			
To Gross Profit c/d	80,000		
	2,50,000		2,50,000
2,50,000			
To Salaries & Wages	60,000	By Gross Profit b/d	80,000
To Interest on Loan	25,000	By Commission	20,000
To Depreciation	5,000		
To Net Profit	10,000		
	1,00,000		1,00,000
1,00,000			

Q 7: The following Balance Sheet is given for Gautam Ltd. as at 31st March, 2016

Particulars	Amount (in Rs.)
I. EQUITY & LIABILITIES	
1. Shareholder's Funds:	
Equity Share Capital	80,000
2. Non-Current Liabilities:	
Debentures	90,000
3. Current Liabilities:	
Short term borrowings:	
Bank Overdraft	5,000
Trade Payables:	
Creditors	13,000
Bills Payable	12,000
TOTAL	**2,00,000**
II. ASSETS	
1. Non Current Assets:	
Fixed Assets	80,000
2. Current Assets:	
Inventories	20,000
Trade Receivables:	
Debtors	70,000
Bills Receivables	10,000
Cash	20,000
TOTAL	**2,00,000**

Calculate the following ratios:

a) Current Ratio

b) Quick Ratio

c) Proprietary Ratio

d) Capital Gearing Ratio

e) Solvency Ratio

Q8: Write Short Notes:

a) Advantages of Ratio Analysis
b) Importance of Management Accounting

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Subject: IT for Manager

Course: BBA
Full Marks: 70
Pass Marks: 28

Time : 3 Hours

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PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions: (10x1=10)

1. Gates and Allen form a partnership called Microsoft in?
    a) 1974
    b) 1975
    c) 1980
    d) None of the Above

2. The numeric data entered in the worksheet is _____ aligned by default.
    a) Left
    b) Right
    c) Centre
    d) Top

3. Merge cells option can be applied from
    a) Format cells dialog box Alignment Tab
    b) Formatting Toolbar
    c) Both of above
    d) None of above

4. Which of the following is graphic solution for Word Processors?
    a) Clipart
    b) Word Art
    c) Drop Cap
    d) All of Above

5. The internal commands are stored in WHICH COMMAND FILE?
    a) IO.SYS
    b) COMMAND.COM
    c) COMMAND PROMPT
    d) MS DOS.SYS

6. Which symbol must all formula begin with?
    a) =
    b) +
    c) #
    d) @

7. Which file format can be added to a Power Point Show?
   a) .jpg
   b) .giv
   c) .wav
   d) All of the above
8. A dictionary in MS WORD?
   a) SORT
   b) FIND
   c) THESAURUS
   d) SELECT
9. Searches for a value in the top row of a table or an array of values, and then returns a value in the same column from a row _____
   a) V LOOKUP
   b) H LOOKUP
   c) TRIM
   d) FTEST
10. What does DAYS360 Function in MS WORD do?
    a) Gives the no. of days in a year.
    b) Gives the no. of days between two days
    c) Give the count of holidays in a year
    d) None of the Above.

B] Very Short question   (5x2=10)
    11. What happens to files you have dropped in the Recycle Bin?
    12. What is Personalize option in Windows?
    13. What is the purpose of Conditional Formatting in MS EXCEL?
    14. How do files and folders differ?
    15. How to restore items using Recycle Bin?

PART B

Q2.   Answer any four: (4x5=20)

1. Explain about some Financial, Logical and Statistical Function s used in MS EXCEL
2. What is a chart and explain different steps for inserting a Pivot chart in Excel.
3. What are the features of MS Access? Explain how to create a database in MS Assess 2007?
4. Explain Formatting text in Power Point presentation.
5. What is Mail merge? Explain how to justify the word text in MS Word 2007?
6. How you can change the text alignment and what are its steps are followed in Ms Word 2007?

PART C

Q3. **Answer any three:** (3x10=30)

1. Write formulas for the operations (a) – (d) based on the spreadsheet given below along with the relevant cell address: write your Answer step-by-step.

	A	B	C	D	E	F	G
1	SNO	Name	Science	Maths	Computers	Total	Average
2	1	Bob	70	62	90	--	--
3	2	Sheela	80	75	89	--	--
4	3	harry	90	90	98	--	--
5	4	Rosy	60	76	89	--	--
6	5	Shreya	45	45	67	--	--
7	Max				--		
8	Total		--				

(a) To calculate the Total Marks as sum of Science, Maths & Computers for each student and display them in column F.
(b) To calculate the average marks for each student and display them in column G.
(c) To calculate the highest marks in Computers and display it in cell E7.
(d) To calculate the total number of students appearing for the Science test and display it in cell C8.
(e) To create a Chart from the above table.

2. Explain what is Data Organization along with its 3 forms:

3. What do you understand by operating system? What are the facilities provided by a modern operating system?

4. Covert the Following-
   a) $(1111)_2$ to Hexadecimal
   b) $(1AF)_{16}$ to Binary
   c) $(1071)_8$ to Decimal

5. Write the short notes on
   a) Real Time Operation System
   b) Trojan Horse
   c) System Software

6. Write notes on spell-check, Mailings, Borders, and Review in Ms Word 2007.

7. Which file format can be added to a Power Point Show?
   a) .jpg
   b) .giv
   c) .wav
   d) All of the above
8. A dictionary in MS WORD?
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PART B

Q2.   Answer any four: (4x5=20)

1. Explain about some Financial, Logical and Statistical Function s used in MS EXCEL
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5. What is Mail merge? Explain how to justify the word text in MS Word 2007?
6. How you can change the text alignment and what are its steps are followed in Ms Word 2007?

Subject: Business Mathematics and Statistics
Course: B.Com / BBA

Time: 3 Hours

Full Marks: 70
Pass Marks: 28

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PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :(10x1=10)

a) Coefficient of correlation ranges between
   i)   0 and 1
   ii)   1 and infinity
   iii)   -1 and +1
   iv)   -infinity and +infinity

b) If mode is 15 and median is 12, arithmetic mean will be ?
   i)   28
   ii)   15
   iii) 12
   iv)   None of these

c) Sum of square of deviation from mean will be
   i)   Equal
   ii)   Maximum
   iii)   Minimum
   iv)   None

d) Find k for which the system of equations $3x+5y=0$, $kx+10y=0$ has a non-zero solution?
   i)   8
   ii)   -10
   iii)   6
   iv)   10

e) Find the mean proportion between 7 & 28 ?
   i)   17.5
   ii)   12
   iii) 14
   iv)   16

(f) Water tax is increased by 20% and its consumption is decreased by 20%. The change in expenditure is
   i)   Nil
   ii)   5 % decrease
   iii)   4% increase
   iv)   4% decrease

(g) Find the C. I. on Rs.5000at 16 percent per annum for 1 year compounded half -yearly.
  v)   Rs.862
  vi)   Rs. 832
  vii) Rs. 864
  viii) None of these

(h) Find the value of k for which $9x^2+kx+1=0$ has both equal roots?
  i)   +6
  ii)   -6
  iii) +6 or -6
  iv)   None of the above

(i) The sum of a number and its reciprocal is 41/20. Find the number ?
  i)   5/4
  ii)   3/4
  iii) 4/3
  iv)   1/6

(j) If the arithmetic mean of 7,5,13,x and 9 be 10, then the value of x is:
  i)   10
  ii)   12
  iii) 14
  iv)   16

B] Very Short question   (5x2=10)

  a) Thrice a number exceeds it's three -fourth by 36.Find the number?

  b) Define Mode.

  c) The ratio of the sum and the product of the roots of $7x^2-12x+18=0$ is

  d) If mode is 15 and median is 12, arithmetic mean will be ?

  e) The radius of a circle is increase by 5 percent. What is the increase percent in its area?

PART B

Q2. Answer any four: (4x5=20
  i)   A mixture of 40 liters of milk and water contains 10 percent of water. How much water must
        be added to make the water 20percent in the new mixture ?

  ii)   What is dispersion? What are it's measures?

  iii) Define Correlation? What are the types of correlation?

  iv)   The ratio of numbers of girls and boys participating in sports of a school is 4:5. If the number
        of girls is 212, determine the number of boys participating in the sports.

  v)   Following are the marks obtained by 10 students.
        50, 54, 56, 58, 59,,60 , 61, 62, 65,75, 10
        Find the standard deviation?

vi)   The differences between SI & CI compounded yearly at the rate of 4% in a two year period on a certain amount of money are Rs.100.Find the amount of money?

PART C

Q.3) Find the Karl Pearson's coefficient of correlation from the following data :

X	11	10	9	8	7	6	5	
Y	20	18	12	8	10	5	4	

Q.4) Find out the Mean from the following distribution :

Wages(Rs.)	10	20	30	40	50	60	70	80	90
No. Of Workers	8	10	6	4	10	4	6	2	1

Q.5) In a mixture of 60 liters, the ratio of milk and water is 2:1.If the ratio of the milk and water is to be 1:2.Find the amount of water to be further added to?

Q.6) Draw a Pie- diagram from the following data :

Items of Expenditure	Amount Spend (in Rs.)
Food	20
Clothing	10
House rent	25
Fuel and Lighting	35
Miscellaneous	30

Q.7) From the following table find the value of Median

Marks	No. of Students
0-10	5
10-20	10
20-30	15
30-40	10
40-50	6
50-60	4

Q.8) What do you mean by the measures of central tendency? Explain the characteristics of the different measures.

ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2019-2020

Subject : Business Awareness

Time : 2 Hours

Course: BBA
Full Marks : 35
Pass Marks: 14

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PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions: (5x1=5)

a) …….. is a strategy of Product imitation.
   i) Market follower
   ii) Market challenger
   iii) Market Niche
   iv) Market Expansion
   v)

b) Mc Donald's fast food chain has proven successful by using……strategy.

c) ……sector is collection of Intangible value.
   i) Primary
   ii) Tertiary
   iii) Secondary
   iv) None of these

d) ……is the attacks imposed by the challenger by adopting conventional &unconventional means of attack.

   i) Guerilla
   ii) Encirclement
   iii) Flank
   iv) None of these.

e) Buyers exert strong bargaining power when there are……..buyer.

   i) Few
   ii) Many
   iii) Only one
   iv) None of these

PART B

Q.2 B] Attempt any Three   (5x3=15)
   a) What is Niche Marketing?
   b) Define focus and its Variants
   c) When does a buyer have strong bargaining Power? Elaborate
   d) Discuss Porter's five forces Model.
   e) What is Primary Industry and its types.
   f) What is an Industry? Discuss its Types.

PART C

Q.3C)   Answer any Two: (5x2=10)

   i)   What is Competitive Strategy. Discuss the different competitive strategy of a company in order
        to gain advantages .
   ii) M. Porter has created how key competitive forces can affect an Industry. Discuss
   iii) What are the various ways of defense strategies that a market may use to protect its position?
   iv) Discuss Market Niche strategy.

PART D

ANALYTICAL QUESTION:

Answer any three: (5x1=5)

**Q. Name any Three Market Follower Companies in Telecom Industry and specify Strategies
followed by them.**

Subject: Marketing Management

Time: 3 Hour

Course: BBA

Full Marks: 70

Pass Marks: 28

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PART A

Q.1)   Multiple Choice Questions :   (10*1=10)

1. Any paid form of non personal presentation of ideas, goods & services by an identified sponsor is known as _____.
    - A. Advertising
    - B. Publicity
    - C. Sales promotion
    - D. Direct marketing

2. Direct marketing is found suitable in which of the following product?
    - A. Vacuum cleaner
    - B. Television
    - C. Mobile phones
    - D. Shoes

3. A market survey is required for _____.
    - A. Deciding product strategies
    - B. Deciding pricing strategies
    - C. All of these
    - D. None of these

4. The most suitable target segment for a credit card is _____.
    - A. Minors
    - B. Senior citizens
    - C. Individuals with taxable income
    - D. All of these

5. The extended P's of service marketing is _____.
    - A. People, product, place
    - B. Price, physical evidence, promotion
    - C. Physical evidence, process, people
    - D. Product, process, physical environment

6. Which of the following is not a type of marketing concept?
   A. Marketing concept
   B. Selling concept
   C. Supplier concept
   D. Relationship management concept

7. Testing before launching a product is known as _____
   A. Acid testing
   B. Test marketing
   C. Commercialization
   D. Competitive response

8. Direct marketing refers to communication between _____ & _____ directly.
   A. Firm & suppliers
   B. Price & services
   C. Seller & buyer
   D. None of these

9. Price off is an example of _____.
   A. Sales promotion
   B. TVC
   C. Publicity
   D. Out of home advt.

10. Positioning of a product is based on _____.
    A. Price charged for a product
    B. Promotional pitch for the product
    C. Product attributes
    D. All of these

Q. 2) Answer in short   (5*2=10)

   A. Define direct marketing.
   B. What is POS?
   C. Define captive product pricing.
   D. State any 2 products following mass marketing & multi segment marketing strategy.
   E. What is confused positioning, give example.

PART B

Answer any 4   **(4*5=20)**

1. What are the causes of product failure?
2. What is meant by service marketing mix? Explain the importance of physical evidence.
3. What are the factors affecting pricing decisions?
4. Advertising plays an important role in the promotion of products. Explain the statement.
5. What are the different methods of sales promotion?
6. What are the different levels of distribution network?

PART C

Answer any 3   **(3*10=30)**

a) State PLC for Kingfisher airlines.

b) Define distribution channel. State the different types of distribution network.

c) Define IMC. Also explain the steps in developing an effective IMC.

d) State STP factors for the following:
    1. Kissan ketchup
    2. Gym membership

e) What are the essential steps in setting a price?

f) What strategies have been used by Jio to compete with the leaders in telecom industry?

ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: Human Resource Management

Time: 3 Hours

Course: BBA

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
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PART A

Q.1) **All questions are compulsory**

A] Multiple Choice Questions: **(10x1=10)**

i) A profile of job holders department-wise that offers a snapshot of who will replace if there is a job opening is called:
   a) Markov Analysis
   b) Trend Analysis
   c) Replacement chart
   d) Job Analysis

ii) The tendency to rate every employee high or excellent on all criteria is called:
   a) Halo error
   b) Leniency error
   c) BARS
   d) stereotyping

iii) The process of introduction of the new joinee to the job and the organization is called:
   a)Induction
   b) Business game
   c) In basket
   d) Brainstorming

iv) Moving employees to different departments in an organization to expand their skill, Knowledge and abilities:
   a) Job Instruction Training
   b) Vestibule Training
   c) Job Rotation
   d) T-Group Training

v) The method of Performance Appraisal where Evaluation is based on key incidents is known as:
   a) Ranking method
   b) MBO
   c) Forced choice method
   d) Critical Incident Method

vi) Employing Judgments of Knowledgeable Management team to predict future manpower needs is called :

a) Trend Analysis
        b) Skill inventories
        c) Replacement charts
        d) Expert forecast
   vii)   .Job Analysis helps in formulating
        a) Job description
        b) Job Specification
        c) Both a) and b)
        d) None of the above
   viii)   Job evaluation is the basis for determining :
        a) Contents of the job
        b) Work environment
        c) Wage & Salary
        d) None of the above
   ix)   A systematic way of assessing the relative worth of a job is called
        a) Job evaluation
        b) Performance appraisal
        c) Work sampling
        d) Job Analysis
   x)   Files of personnel education, experience, interests, skills etc that allow managers to quickly match job openings with employee backgrounds is called :
        a) Skill inventory
        b) Recruitment
        c) Job evaluation
        d) Job Analysis

B] Very Short question   (5x2=10)
        a) Define Human Resource Management.
        b) What do you understand by Human Resource Planning?
        c) Mention two points of difference between Recruitment and Selection.
        d) Mention Two points of difference between Transfer and Promotion.
        e) What is Work Sampling?

PART B

Q2.   Answer any four: (4x5=20)
        a) Describe the various functions of an HR Manager.
        b) Write Short notes on 360 degree Appraisal.
        c) Discuss why training is important in an Organization.
        d) Draw an organization chart of a typical HR Department
        e) List out the difference between Training and Development.
        f) What are the functions of a Trade Union?

PART C

Answer any three: (3x10=30)
        a)   Describe in detail the various sources of recruitment.
        b)   Describe the various methods of Training (Both on the job and Off the Job)
        c)   What is job evaluation? What are the various methods of Job evaluation?
        d)   Describe the various methods of Performance Appraisal.
        e)   What are the various reasons for weaknesses of Trade unions in India?
        f)   Describe the process of Collective Bargaining.