

A

MS-3272

B. B. A. (II-Semester) Examination, 2012

INDIAN VALUE SYSTEM

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$

- (a) Purushartha
- (b) Taxila University
- (c) Arthashastra
- (d) Rishikas
- (e) Indian Values in Management
- (f) Types of Marriages
- (g) Manusmriti
- (h) Stress Management

(2)

- (i) Madarsah and Maktab
- (j) Vanaprastha.

Unit-I

- 2. Family is an important Indian social institution. What are the different types of families? Discuss the main features of joint family system. 10
- 3. Elaborate on the main features of the education system followed in Ancient India. 10

Unit-II

- 4. Discuss the 'Ashram Vyavastha' and highlight the responsibilities associated with each stage. 10
- 5. What are the main characteristics of Varna and Caste? Differentiate between Varna Vyavastha and Caste system. 10

Unit-III

- 6. Give an outline of the legal system practised in ancient India. 10
- 7. Elaborate on Kautilya's contribution to ethics and economy. 10

(3)

Unit-IV

- 8. Discuss the role of 'shrenis' (guilds) in business promotion in Ancient India. 10
- 9. Explain the philosophy of 'Ashtanga Yoga' with special emphasis on the benefits derived from its practice. 10

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MS-3273

B. B. A. (Semester-IV) Examination, 2012

BUSINESS LAWS

(BBA-401)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following :
 - (a) Cross offer
 - (b) Quasi contract
 - (c) Wagering agreement
 - (d) Liability of partner by holding out
 - (e) Difference between nominal and sleeping partner
 - (f) Meaning of agreement to sell
 - (g) Caveat emptor

(2)

- (h) Promissory note
- (i) Negotiation
- (j) Transfer by assignment.

Unit-I

- 2. Define 'consideration' why is it treated as an essential part of a contract? State the legal rules regarding consideration.
- 3. What is breach of contract? What remedies are available to an aggrieved party for the breach of contract?

Unit-II

- 4. Define partnership. What are essential elements necessary in order to constitute a partnership between two or more persons?
- 5. Explain the grounds on which the partnership firm may be dissolved by the court.

Unit-III

- 6. Define the term 'Contract of Sale'. State the essentials and characteristics of a valid contract of sale.

(3)

- 7. What do you understand by 'condition' and 'warranty'? What is the distinction between both of them?

Unit-IV

- 8. What is a cheque? What are essentials of a valid cheque? What is distinction between cheque and bill of exchange?
- 9. What is endorsement? Who may endorse? What are essential elements of a valid endorsement?

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MS-3274

B. B. A. (IV-Semester) Examination, 2012

FINANCIAL MANAGEMENT

(BBA-402)

Time Allowed : Three Hours

Maximum Marks : 70

Note : (i) Attempt Five questions in all.

(ii) Question No. 1 is compulsory and it carries 30 marks.

(iii) Attempt one question, which carries 10 marks, from each Unit.

1. Answer the following questions in brief : $3 \times 10 = 30$

- (a) What are the advantages of discounted cash flow?
- (b) Distinguish between ordering cost and carrying cost.
- (c) Is retained earnings free of cost? Explain.
- (d) What do you understand by 'Wealth Maximization'?

(2)

- (e) Amarnath Cements Ltd. has the following capital structure :

Particulars/Sources	Market Values	Book Values	Cost %
Equity Share Capital	80	120	18
Preference Share Capital	30	20	15
Fully Secured Debentures	40	40	14

Calculate the company's weighted average cost of capital based on both market values and book values. Cost of individual sources of capital is net of tax.

- (f) Perform comparative income statement analysis from the following :

Particulars	2010 (Rs.)	2011 (Rs.)
Sales	2,00,000	2,50,000
Less: Cost of Goods Sold	1,00,000	1,25,000
	1,00,000	1,25,000
Less: Operating Expenses	10,000	10,000
Net Profit	90,000	1,15,000

- (g) What are the motives of holding cash?

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- (h) Differentiate between fixed budgeting and flexible budgeting.
- (i) What is sinking fund factor?
- (j) What do you mean by liquidity of a firm? How can the liquidity of a firm be assessed?

Unit-I

2. (a) Financial Management is more than the procurement of funds. What do you think are the functions of Finance Manager? 7
- (b) A firm purchases a machinery for Rs. 8,00,000 by making a down payment of Rs. 1,50,000 and remainder in equal instalments of Rs. 1,50,000 for 6 years. What is the rate of interest to the firm? 3
3. A company plans to purchase a machine of Rs. 12,00,000. The future cash inflows are expected to be Rs. 5,00,000 for 1st year, Rs. 4,00,000 for 2nd year and Rs. 6,00,000 for 3rd year :
- (i) Calculate net present value and profitability index when discount rate is 10% and life of machine is 3 years.

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- (ii) Would you still purchase the machine if the cost of capital is 12%. 10

Unit-II

4. (a) A company issued redeemable debentures of the face value of Rs. 100. It has a coupon rate of 13%. Flotation cost is 10% and a company has a tax rate of 40%. The debentures are redeemed after 5 years at a premium of 10%. Find the after tax cost of debt. 5
- (b) Explain briefly the factors affecting capital structure of a firm. 5
5. Explain stable dividend policy. What is the significance of stability of dividend? Also explain the consequences of high payout ratio. 10

Unit-III

6. What strategies can financial manager adopt to make cash management efficient in a firm? 10

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7. A proforma cost sheet of a company provides the following data :

Cost (per unit)	Rs.
Raw materials	52.0
Direct Labour	19.5
Overheads	39.0
Total Cost (per unit)	110.5
Profit	19.5
Selling price	130.0

The following is the additional information available :

Average raw material in stock : one month;
average materials in process : half a month
average finished goods remain in stock for one month. Credit allowed by suppliers : one month;
Credit allowed to debtors : two months. Time lag in payment of wages : one and a half weeks.
Overheads : one month. One-fourth of sales are on cash basis. Cash balance is expected to be Rs. 1,20,000.

You are required to prepare a statement showing the working capital needed to finance a level of activity of 70,000 units of output. You may

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assume that production is carried out evenly throughout the year and wages and overheads accrue similarly. 10

Unit-IV

8. The following are the Balance Sheets of A Ltd. and B Ltd. for the year ending 31st March, 2011. Compare these on the basis of common size balance sheet : 10

Liabilities	A Ltd.	B Ltd.	Assets	A Ltd.	B Ltd.
Share Capital	3,50,000	2,50,000	Land & Building	3,50,000	2,75,000
Reserves & Surplus	70,000	70,000	Plant & Machinery	2,50,000	2,50,000
Debentures	3,50,000	2,50,000	Short - term Investment	50,000	15,000
Sundry Creditors	25,000	20,000	Book debts	60,000	10,000
Bills Payable	15,000	10,000	Cash	50,000	15,000
			Stock	50,000	35,000
	8,10,000	6,00,000		8,10,000	6,00,000

9. (a) Is it possible for a firm to have a high current ratio and still find difficulties in paying its current debt? Explain with illustration. 5

(7)

- (b) What are the objectives of different users financial information? Indicate the relevant financial ratios which would be required to be computed for performing financial analysis by such users? 5

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B. B. A. (Semester-IV) Examination, 2012

HUMAN RESOURCE MANAGEMENT

(BBA-403)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all, selecting only one question from each Unit. Question No. 1 is compulsory.

1. Write short notes on the following :
 - (a) Sources of Recruitment
 - (b) 360° appraisal method
 - (c) Types of Interview
 - (d) Components of Job Analysis
 - (e) Human approach to job design
 - (f) Objectives of compensation
 - (g) Factors affecting wages

(2)

- (h) Major responsibilities of Human Resource Management
- (i) Methods of job evaluation
- (j) Job evaluation v/s Performance appraisal.

Unit-I

- 2. "There are two sets of Human Resource Management functions managerial and operative." Discuss these functions.
- 3. Analyse the significance of Human Resource Planning. Explain with suitable illustration the process of Human Resource Planning.

Unit-II

- 4. Briefly describe the concept and the process of job analysis. From the Human Resource Managers point of view, what are the uses of job analysis?
- 5. Why is selection considered to be a negative process. Explain in brief the steps involved in the selection procedure.

(3)

Unit-III

- 6. What are the different stages in the development of a training programme. Describe each stage in detail.
- 7. What do you understand by performance appraisal? Discuss the three purposes performance appraisal process can meet.

Unit-IV

- 8. Outline atleast four reasons why an organisation needs a compensation system. Highlight the various methods of wage payment.
- 9. "Industrial relations refers to sum total of relationships among various parties concerned with the industrial venture." In light of the above statement examine the significance of industrial relations for the survival and growth of the Industrial Enterprise.

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MS-3276

B. B. A. (IV-Semester) Examination, 2012

INFORMATION MANAGEMENT

(BBA-404)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. In addition, attempt *one* question from each Unit.

1. Answer the following in brief : $3 \times 10 = 30$
 - (a) Discuss the important characteristics of information.
 - (b) What are essential features of good information system?
 - (c) What do you mean by term Information Technology? Explain with suitable example.
 - (d) Differentiate between Information System vs. Information Technology.

(2)

- (e) Explain Enterprise Resource Planning (ERP) taking an example of any organization.
- (f) Explain the ETL process in a Decision Support System (DSS).
- (g) Discuss in brief Simon's model for decision making.
- (h) What is an Expert System?
- (i) What is File System? How it is different from Database Management System (DBMS).
- (j) Explain the role of Database Administrator (DBA) in a database environment.

Unit-I

- 2. What are the different levels of management and what are the different types of information needs for them? 10
- 3. Discuss the components of an information system along with their respective purposes. 10

(3)

Unit-II

- 4. Describe the characteristics of Human Resource Information System (HRIS)? Explain various component resources of a HRIS. 10
- 5. (a) What do you mean by Customer Relationship Management (CRM) and Supply Chain Management (SCM)? 5
- (b) Outline the benefits of Electronic Data Interchange (EDI). 5

Unit-III

- 6. Explain Decision Support System (DSS)? Differentiate between Management Information System MIS and Decision Support System (DSS). 10
- 7. What is a knowledge Base System? Explain its various components. How does a Knowledge Base System differ from Database System. 10

Unit-IV

- 8. Explain and describe Data Base Management System (DBMS)? Discuss its advantages and disadvantages. 10

(4)

9. (a) Explain with an example, how database helps in managing the business information solution. 5
- (b) What is difference between centralized and distributed database system. 5

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B. B. A. (Semester-IV) Examination, 2012

MANAGEMENT OF OPERATIONS

.(BBA-405)

Time Allowed : Three Hours

Maximum Marks : 70

[*Note :* Answer *Five* questions in all. Question No. 1 is compulsory. In addition attempt *one* question from each Unit.

1. Write short notes on the following : 3×10
 - (a) What are the objectives of quality control?
 - (b) What are the uses of work measurement?
 - (c) Differentiate between traditional and modern layouts.
 - (d) Explain production planning hierarchy with the help of a diagram.

(2)

- (e) What are the techniques of inventory management?
- (f) What are the factors affecting facility location decisions?
- (g) What are the characteristics of operations management?
- (h) Classify operations decisions into various types.
- (i) Differentiate between job and batch manufacturing systems.
- (j) You are given the following data :

Annual consumption : 12,000 units (360 days)

Cost/unit : Rs. 1

Ordering cost : Rs. 12/order

Carrying cost : 24%

Normal lead time : 15 days

Safety stock : 30 days consumption

Find : Re-order level, maximum and minimum inventory.

(3)

Unit-I

- 2. What are the factors affecting today's global business conditions which have an impact on operations management? 10
- 3. Explain diagrammatically the systems approach to operations management. 10

Unit-II

- 4. Explain the relative importance of various locational factors in different types of facilities with examples. 10
- 5. (a) Discuss briefly the various types of layouts used in manufacturing facilities. Which layout is ideal for making a ship? 5
- (b) What are the principles of materials handling? 5

(4)

Unit-III

6. What do you understand by production planning control? What are the types of production planning and control (PPC) systems used in organisations? 10
7. The following data is obtained from the milling department of X Ltd. (times are in minutes) :

Element	Cycle					Performance Rating
	1	2	3	4	5	
A	0.32	2.74	4.20	5.60	8	80
B	0.57	3.16	4.66	6.00	8.44	90
C	1.57	3.60	5.02	6.40	8.84	110
D	2.14	—	—	7.40	—	90
E	2.40	3.86	5.30	7.68	9.70	100

- (i) Calculate normal time for each element and the entire job.
- (ii) Calculate standard time for the job assuming total allowances to be 20%. 10

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(5)

Unit-IV

8. The following are the mean lengths and ranges of lengths of a finished product from 10 samples each of size 5. The specification limits for length are 200 ± 5 cms. Construct \bar{X} chart and R chart and examine whether the process is under control : 10

Sample No.	1	2	3	4	5	6	7	8	9	10
Mean (\bar{X})	201	198	202	200	203	204	199	196	199	201
Range (R)	5	0	7	3	4	7	2	8	5	6

(For $n=5$, $A_2 = 0.577$, $D_3 = 0$, $D_4 = 2.115$)

9. A company has an annual demand of 1,00,000 units. The ordering cost is Rs. 180/order, carrying cost is 20% p.a. and the item costs Rs. 20/unit. Find :
- EOQ
 - No. of orders/year
 - Time between each order
 - Total minimum inventory cost at EOQ

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(6)

- (v) The supplier offers a discount of 10% on the purchase price if the company purchases in lots of 20,000. What is the optimal order quantity in this case? 10

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B. B. A. (IV-Semester) Examination, 2012

RETAIL MANAGEMENT

(BBA-406)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Explain the following in brief : $3 \times 10 = 30$

- (a) Merchandise mix
- (b) Category killers
- (c) Retail format
- (d) Private label brands
- (e) Relationship marketing
- (f) Free standing locations
- (g) Store layout
- (h) AVMs

(2)

- (i) Motives
- (j) Atmospherics.

Unit-I

- 2. What is retailing concept? What functions and characteristics are exhibited by retailers. State the reasons that brought about change in retail industry in India. 10
- 3. What is a retail chain format? What are its advantages and disadvantages? Give a brief classification of various retail formats on the basis of length and breadth of the merchandise and pricing policy. 10

Unit-II

- 4. Why is it important to study consumer behaviour for retailing? Comprehensively discuss all those factors influencing consumer behaviour? 10
- 5. How does a consumer make a purchase decision? Which different types of consumer decision making processes are exhibited by retail consumer? Elaborate. 10

(3)

Unit-III

- 6. How does a detailed market profile of the customer help a retailer in developing appropriate marketing strategies? What are benefits of segmentation obtained by a retail chain? 10
- 7. Define segmentation, targeting and positioning. Which dimensions are considered in segmentation to understand the consumer better. Discuss each with an example. 10

Unit-IV

- 8. (a) Discuss the factors affecting retail innovation strategy. 5
- (b) Outline the components of retail innovation mix along with their respective benefits. 5
- 9. Explain different retail pricing strategies available to the retailers. State the rationale of pricing followed to achieve competitive advantage in the market. 10

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MS-3279

B. B. A. (Semester-IV) Examination, 2012

FOREIGN LANGUAGE

(French)

(407)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Répondez aux questions suivantes selon les indications données : 3×10

(a) Mettez au féminin :

_____ chanteur, _____ indien, _____ anglais,
_____ blanc, _____ mauvais, _____ rouge.

(b) Complétez avec l'article indéfini (un, une, des) :

_____ porte, _____ livre, _____ restaurants.

(2)

- (c) Mettez au pluriel :
français, cadeau, stylo, lampe, maison, sac.
- (d) Mettez au contraire (opposite) :
grand, jour, beaucoup, après, noir, bon.
- (e) Écrivez les nombres suivants en lettres :
6, 8, 11, 20, 56, 85.
- (f) Écrivez les jours de la semaine en français.
- (g) Nommez six couleurs en français.
- (h) Répondez aux questions en français :
-Comment ç va? -Quel livre lisez-vous?
-Qui est le président de la France?
- (i) Traduisez en français :
-Good morning madam. -Good Bye, See
you soon. -Have a nice day.
- (j) Décrivez votre classe en cinq (5) phrases.

Unit-I

2. Présentez-vous en français. (10 lignes au moins) 10
3. Racontez vos activités d'une journée. 10

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(3)

Unit-II

4. Conjuguez les verbes PRÉFÉRER et
COMPRENDRE au présent, à toutes les
personnes. 10
5. COMPLÉTEZ avec l'article qui convient : 10

Le lundi 4 mai, Roland Brunot rencontre ...
chanteur. C'est Nicolas Legrand, ... ami de
Sylvie Roman. Nicolas Legrand est ... artiste. Il
habite ... Quartier latin. Il connaît bien ... cafés
et ... restaurants du boulevard Saint-Michel.

COMPLÉTEZ avec de, du, de la, de l', des

le cadeau ... enfants - le stylo ... Jacques - les
livres ... étudiant la rue ... Sylvie - le concert ...
chanteuse - la photo ... musicien Au café de la
Paix, Sylvie regarde la photo ... concert ...
Nicolas et le collier ... spectatrice.

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Unit-III

6. Écrivez une lettre à votre ami(e) français (e) en décrivant votre ville. 10
7. Discutez une fête traditionnelle en France. 10

Unit-IV

8. (a) Traduisez en français : 5
- (i) This is a big and beautiful house.
- (ii) My friend speaks French very well.
- (iii) I have five books of Spanish.
- (iv) He likes the coffee very much
- (v) She is a musician.
- (b) Traduisez en anglais ou en hindi : 5
- Paris. Devant la Comédie-Française.
- Sylvie a rendez-vous avec Nicolas.
- Sylvie* : Tu arrives maintenant!
- Nicolas* : Je suis en retard?
- Sylvie* : La pièce commence à huit heures et demie.
- Nicolas* : Quelle heure est-il?
- Sylvie* : Neuf heures et quart.
- Nicolas* : Bon. Alors, qu'est-ce qu'on fait? On entre? On va dîner?
- Sylvie* : Non, je rentre chez moi. Bonne nuit !

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(5)

9. (a) Traduisez en français : 5
- (i) I am student of French.
- (ii) My mother makes the dinner.
- (iii) There are six rooms in the class.
- (iv) I prefer two breads and the coffee.
- (v) I go to Paris with my family.
- (b) Traduisez en anglais ou en hindi : 5
- Dans un magasin du village. Mme Martin achète un vieux chaudron. M. Martin achète une serpe pour nettoyer le jardin.
- M. Martin travaille dans le jardin. Mme Martin nettoie le vieux chaudron. Mme Lavigne arrive.
- Mme Lavigne* : Vous venez dîner avec nous ce soir?
- Mme Martin* : Je veux bien. Mais nous sommes au régime.
- Mme Lavigne* : Moi aussi. Je fais un petit repas très simple...

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Mme Martin : Vous savez, nous ne mangeons pas beaucoup. Nous ne buvons pas de vin...

Mme Lavigne : Moi non plus. S'il vous plaît, venez goûter la cuisine de la région!

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MS-3280

B. B. A. (IV-Semester) Examination, 2012

FOREIGN LANGUAGE

(German)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Attempt all parts : 3×10

(a) Write the following numbers in words in German :

2, 7, 10, 13, 15, 20, 25, 31, 36, 91.

(b) Write months in German.

(c) Fill in the blanks :

Ich ____ Robert. Ich ____ Deutsch. Ich bin

____ Jahre alt. Ich wohne ____ Deutschland.

Ich fliege ____ Japan.

(2)

Unit-I

10

2. Answer the following questions in German :

- (a) Was essen Sie?
- (b) Wo wohnen Sie?
- (c) Haben Sie ein Auto?
- (d) Kaufen Sie Buch?
- (e) Lernen Sie Fremdsprache?
- (f) Was machen Sie?
- (g) Wohin fahren Sie?
- (h) Haben Sie Viel Geld?
- (i) Wo liegt das haw?
- (j) Wo studieren Sie?
- (k) Fliegen Sie nach Paris in Sommer?
- (l) Wieviele Freunde haben Sie?
- (m) Was brauchen Sie?
- (n) Gehen Sie ins Restaurant an Sonntag?
- (o) Ist Indien gross?
- (p) Wieviel Kostet Kuchen?
- (q) Wie alt sind Sie?
- (r) Lieben Sie das Land?

(3)

(s) Was macht Ihr Vater?

(t) Hören Sie Radio gern?

3. Give your introduction in German (20 lines).

Unit-II

10

4. Write 15 lines in German on any one of the given topics :

- (a) Meine Freundin
- (b) Meine Stadt
- (c) Mein Haus.

5. Describe your college (Hochschute) or your University in German (20 lines).

Unit-III

10

6. Translate the following text into German :

This is my country. My country is India. India is in Asia. India is big and beautiful. New Delhi is the capital of India. There are many schools and colleges in India. There are many theatres in India. There are also rivers. I love my country.

7. Translate the following text into English :

Meine Familie wohnt in Indien. Ich habe Vater und Mutter. Mein Vater arbeitet in Banglore. Er arbeitet in einem Büro. Er ist fünfzig Jahre alt. Meine Mutter ist Lehrerin. Sie ist vierzig Jahre alt. Ich habe einen Bruder. Mein Bruder studiert an der Universität. Er macht MBA. Mein vater hat Auto. Das Auto ist neu Meine Mutter Tiägt Sair gern. Mein Vater trägt Hemd und Hose.

Unit-IV

10

8. Make sentences with the following words :

Frau, Mann, Schwester, Klassenzimmer, haus, Küche, Garten, Blumen, Kino, Tisch.

9. Write seasons and week days in German.

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MS-3281

B. B. A. (Semester-VI) Examination, 2012

BUSINESS POLICY

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$

- (a) Objectives
- (b) SWOT
- (c) Stretch, leverage, fit
- (d) PEST
- (e) BCG
- (f) Abell's Business definition
- (g) Diversification

(2)

- (h) KPI
- (i) Emergent strategy
- (j) Pause/Proceed with caution.

Unit-I

- 2. Discuss the issues that are relevant for strategic decision making. 10
- 3. Write short notes on the following : 5×2=10
 - (a) Levels of strategy
 - (b) Strategy making modes.

Unit-II

- 4. Consider any organisation of your choice and demonstrate how strategy can be deduced from its actions and endeavours. 10
- 5. Describe the essential characteristics of mission statement. In what different ways can a mission statement be formulated. 10

Unit-III

- 6. Write a detailed explanatory note on the methods and techniques used for organizational appraisal. 10

(3)

- 7. State the important characteristics of environment and demonstrate how a strategist can understand it better by dividing it into internal and external components, general and relevant environment. 10

Unit-IV

- 8. Critically examine the major types of international entry modes adopted by firms to enter international markets. 10
- 9. Discuss the factors that influence strategic choice. 10

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MS-3282

B. B. A. (Semester-VI) Examination, 2012

COMPANY LAW

(BBA-602)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following :
 - (a) Promoter
 - (b) Holding and subsidiary company
 - (c) Conversion of private company into public company
 - (d) Shelf prospectus
 - (e) Distinction between transfer of shares and transmission of shares
 - (f) Distinction between share certificate and share warrant

(2)

- (g) Declaration of solvency
- (h) Meeting of board of director
- (i) Statutory meeting
- (j) Perpetual succession.

Unit-I

- 2. Explain the concept of 'corporate veil' and state the circumstances when it can be lifted. Refer to relevant decided cases.
- 3. What is a private company? How does a private company differ from public company?

Unit-II

- 4. Explain the rule laid down in the Royal British Bank v. Turquand and state the exceptions to this rule.
- 5. "The memorandum of a company is its charter of existence." Discuss setout in detail the various clauses which must be incorporated in the company's memorandum.

(3)

Unit-III

- 6. What is prospectus? Who are liable for mis-statements in a prospectus? Explain the remedies available to a shareholder against the company. Who has so induced.
- 7. What are 'Bonus shares'? What is the procedure for issue of bonus shares by a company? What is difference between bonus shares and right shares.

Unit-IV

- 8. What do you understand by winding up of a company? On what grounds the company may be wound up by the Court/National Company Law Tribunal? Discuss.
- 9. Define director. Discuss the provisions of law relating to appointment and tenure of alternate director, casual director and additional director.

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MS-3283

B. B. A. (Semester-VI) Examination, 2012

ENTREPRENEURSHIP

(BBA-603)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Question No. 1, Which is compulsory.

In addition, attempt *one* question from each Unit.

1. Explain the following key words in brief : $3 \times 10 = 30$

- (a) Entrepreneurial process
- (b) Intrapreneur
- (c) Marketing mix
- (d) Feasibility study
- (e) Site selection
- (f) Plant layout
- (g) Manpower planning
- (h) Capital structure

(2)

- (i) Public-private partnership (3P)
- (j) Institutional finance.

Unit-I

- 2. Define entrepreneurship. What are its characteristics. Explain the importance of entrepreneurship in the context of Indian economy. 10
- 3. (a) "Entrepreneurs are made not born." Do you agree? Give reasons for your answers. 5
- (b) Explain in brief the barriers to entrepreneurship in Indian context. 5

Unit-II

- 4. "Starting a new business is not an easy job rather it involves certain crucial decision." Elaborate this statement and discuss the basic considerations involved in setting up a new business unit. 10
- 5. What is market assessment? What tools are employed by an entrepreneur for market assessment. 3+7

(3)

Unit-III

- 6. What is financial planning? What factors affect financial planning in case of a new venture? Discuss. 10
- 7. What purposes a business plan serves? Prepare a proposed business plan on behalf of a small entrepreneur. 10

Unit-IV

- 8. What is marketing management? Explain the various objectives of marketing management in a new enterprise. 10
- 9. Write short notes on any two of the following :
 - (a) HRM process
 - (b) Operations Management
 - (c) Bases of Segmentation. 5+5=10

A

MS-3284

B. B. A. (Semester-VI) Examination, 2012

INTERNATIONAL BUSINESS

(BBA-604)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory. In addition attempt *one* question from each Unit.

1. Write short answers to the following questions :

3×10=30

- (a) How does international trade lead to commodity price equalisation?
- (b) What are the objectives of SAARC and also name its members.
- (c) Distinguish between 'Free Trade Area' and 'Customs Union'.
- (d) Give a brief account of the reasons for the growth of buy-back form of counter trade.

(2)

- (e) What do you understand by 'FDI' and 'FIIs'?
- (f) Distinguish between 'EPZs' and 'SEZs'.
- (g) What are the reasons for venturing into international business?
- (h) What are the different functions of ADB?
- (i) Discuss the concept of international human resource management.
- (j) Write full names of the following :
 - (i) APEDA
 - (ii) UNCTAD
 - (iii) NABARD
 - (iv) SAARC
 - (v) NAFTA
 - (vi) ASEAN.

Unit-I

- 2. (a) NAFTA has produced significant net benefits for the Canadian, Mexican and U.S. economies. Comment. 5
- (b) Why do countries form themselves into regional trading blocks. Cite examples of different regional blocks involving India. 5

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(3)

- 3. (a) How would you proceed to short list possible foreign markets for your chosen product. 5
- (b) How can different approaches of international business can help in development of international business. 5

Unit-II

- 4. "By keeping her doors wide open to multinational corporations, India will be able to achieve the desired path of growth and development." Examine the role of MNCs in the growth and development in India. 10
- 5. (a) How international business strategies are helpful in developing a favourable competitive environment? 5
- (b) Discuss the various arguments for and against the government intervention in international trade. 5

Unit-III

- 6. (a) What is meant by international marketing? Distinguish between international marketing and domestic marketing. 5

MS-3284

(4)

- (b) Define the concept of HRD. Briefly compare domestic HRM with international HRM. 5

7. Define culture and its element. Discuss, with relevant examples how cross-cultural issues influence international business of host and guest countries? 10

Unit-IV

8. What do you understand by 'Export Documentation'? Discuss briefly the important documents required for foreign trade. 10
9. Write brief notes on any two of the following :
5×2=10

- (i) World Bank
- (ii) APEDA
- (iii) IMF.

A

MS-3285

B. B. A. (VI-Semester) Examination, 2012

MARKETING OF SERVICES

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Select *one* question from each Unit.

1. Write on the following topics in brief : 3×10
 - (a) Internal marketing
 - (b) Service scapes
 - (c) Data warehousing
 - (d) Customer satisfaction
 - (e) CRM
 - (f) Word of mouth promotion
 - (g) Zone of tolerance
 - (h) Service product
 - (i) Interactive marketing
 - (j) Above-the-line media.

(2)

Unit-I

2. Define services. Why is marketing of services different from marketing of goods? Support your answer by highlighting their characteristics. 10
3. How is service marketing mix different from product marketing mix? Explain the components briefly. 10

Unit-II

4. (a) What aspects of consumer behaviour in services make it unique and challenging? 5
(b) How do the consumers perceive service experiences? Discuss the service triangle in short? 5
5. (a) Explain consumer gap and providers' gap using gap model and state the steps to reduce it. 5
(b) What role does MIS play in service marketing. 5

Unit-III

6. Write short notes on the following : 5×2=10
(a) Educational services
(b) Internet Services.

(3)

7. (a) How is tourism services industry performing in India?
(b) Banking services are crucial services which depend greatly on MIS. Comment. 5+5

Unit-IV

8. On what basis relationship marketing different from traditional marketing? Which all services are considered or approved by World Trade Organisation? 10
9. Service Marketing promotions need special focus than product marketings promotion. Why? Which promotional mix do you recommend for marketing of services? 10

A

MS-3286

B. B. A. (Semester-VI) Examination, 2012

Project Management

(BBA-606)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Answer the following questions : 3×10
 - (a) What is the difference between PERT and CPM?
 - (b) Why product mix is an important aspect in the technical analysis?
 - (c) What do you understand by margin money for working capital?
 - (d) What are the different steps in conducting the market survey.
 - (e) Calculate NPV for the project at 10% cost of capital :

(2)

	(Rs.)
Cash outflow	1,00,000
Cash inflows (year)	
1	20,000
2	50,000
3	70,000
PVF at 10% discount rate for the following year is given :	
1	0.909
2	0.826
3	0.751

- (f) Explain leading indicator method of demand forecasting.
- (g) Advantages of project teams.
- (h) List down the features of debentures as a source of finance for project.
- (i) What are the entrepreneurial skills required by a project manager?
- (j) Explain discounted payback period with the help of an example.

Unit-I

2. "Identifying a new worthwhile project is a complex problem." Explain this statement in reference to the sources from which new project ideas may emerge. 10
3. (a) Explain the qualitative methods of demand forecasting. 7
- (b) What are the different sources from where the secondary information can be collected? 3

(3)

Unit-II

4. (a) How the layout of plant and machinery affects the efficiency of a manufacturing operation? Explain. 5
- (b) What are factors which are considered for the selection of technology? 5
5. Explain the significance of the choice of location for setting up a new project. 10

Unit-III

6. The following is the income statement PQR Ltd. for the year ending Dec. 31, 2010. Prepare the projected income statement for the year ending 2011.

Given that the sales have been forecasted to increase by 10% during the year 2011 and the dividends will be maintained at the same level. 10

Income Statement for the Year 2011

	Amount (Rs.)
Sales	3,00,000
– COGS	<u>2,15,000</u>
Gross Profit	85,000
– Depreciation	10,000
– Operating Expenses	<u>40,000</u>
PBIT	35,000
– Interest	<u>6,000</u>
PBT	29,000
– Tax @ 40%	11,600
PAT	17,400
– Dividend Paid	<u>4,000</u>
Retained Earnings	<u>13,400</u>

(4)

7. Write short notes on the following :

- (a) Term loans as a sources of financing new projects. 5
- (b) Significance of cash flows over accounting profit. 5

Unit-IV

- 8. (a) "Functional organization is the most basic and logical form of organizational structure." Explain this statement highlighting its advantages. Also state its limitations. 7
- (b) "Bar chart is a conventional method of scheduling." Comment. 3
- 9. A construction project involves the following activities. Draw the network diagram and mark the critical path by performing forward pass and backward pass computations. 10

Activity	A	B	C	E	D	F	G	H
Preceeding Activity	-	-	A	B	B&C	E	D&F	E
Duration (Days)	3	16	5	4	8	4	17	11

A

MS-3287

B. M. S. (Semester-II) Examination, 2012

STATISTICAL METHODS

(BMS-201)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory and carries 30 marks. Also attempt *one* question from each Unit that are of 10 marks each. Use of simple calculator is allowed.

1. Write brief answers to the following : 3×10
 - (i) Discuss the significance of Statistics.
 - (ii) What are the limitations of secondary data?
 - (iii) How do we tabulate the classified data?
 - (iv) Which is the best method of dispersion and why? Explain.
 - (v) Distinguish between universe and sample.
 - (vi) What are the tests of skewness?

(2)

- (vii) Explain multistage sampling.
- (viii) Point out the significance of regression analysis.
- (ix) Discuss the concept and utility of hypothesis in a research.
- (x) When and how do we use χ^2 -test?

Unit-I

2. Calculate Mean, Median and Mode from the following data : 10

Marks(less than)	10	20	30	40	50	60
No.of Students	8	18	25	37	42	45

3. The following table gives the distribution of students and regular players among them. Is there any correlation between age and playing habit? 10

Age	No.of Students	Regular Players
15-16	200	150
16-17	270	162
17-18	340	170
18-19	360	180
19-20	400	180
20-21	300	120

(3)

Unit-II

- 4. (a) Explain the meaning and use of addition and multiplication theorem of probability. 5
- (b) Discuss the properties of binomial distribution. 5
- 5. An Insurance Co. ensured 2,000 scooter drivers, 4,000 car drivers and 6,000 truck drivers. The probability of an accident involving a scooter driver, car driver and a truck driver is 0.01, 0.03 and 0.15 respectively. One of the insured drivers meets with an accident. What is the probability that he is a car driver? 10

Unit-III

- 6. What do you understand by sampling distribution? Explain the sampling distribution of mean with suitable illustration. 10
- 7. A college has 5,000 registered students. A random sample of 225 students was taken at the beginning of the first semester to find out how much money they spent, on an average, on their text books and supplies. The sample showed an average of \$117.50 with a standard deviation of \$16.
 - (a) Calculate the standard error of the mean.
 - (b) What is the probability that the average expenditure of all students on books and supplies is more than \$120. 10

Unit-IV

8. Distinguish between : 10
- (i) Type I and Type II error
- (ii) One-tailed and two-tailed test.
9. Eleven students of MBA were given a test in mathematics. They were given a month's special coaching and a second test of equal level was held at the end of it. The results were as follows :

Sl.No.	I Test	II Test
1	23	24
2	20	19
3	19	22
4	21	18
5	18	20
6	20	22
7	18	20
8	17	20
9	23	23
10	16	20
11	19	17

Do the marks give an evidence that the students have benefitted by extra coaching?

(Given the critical value of t for 10 degree of freedom at 5% level of significance is 2.228) 10

A

MS-3288

Bachelor of Management Science (Semester-II) Examination, 2012

Banking Insurance & Public Finance (BMS-202)

Time Allowed : Three Hours

Maximum Marks : 70

Note : (i) Attempt *Five* questions in all, including Question No. 1, which is compulsory. Select *one* question from each Unit.

(ii) Question No. 1 is of 30 marks while other questions carry 10 marks each.

1. Briefly answer the following questions : $3 \times 10 = 30$

- (a) "The burden of direct taxes can not be shifted." Comment.
- (b) Explain how 'moral suasion' is different from 'direct action'.
- (c) Discuss how revenue expenditure is different from capital expenditure.

(2)

- (d) What is meant by 'special assessment'?
- (e) Discuss why commercial banks are required to maintain 'SLR'?
- (f) Elucidate the importance of money as a medium of exchange.
- (g) Differentiate between creeping inflation and hyper inflation.
- (h) Briefly discuss various sources of public debt in an economy.
- (i) What are the functions and objectives of NABARD?
- (j) Differentiate between fiscal deficit and primary deficit.

Unit-I

- 2. Examine the role of money in the financial system of an economy. 10
- 3. Discuss the main causes of demand pull and cost-push inflation. Explain why is it important to control inflation. 10

MS-3288

(3)

Unit-II

- 4. (a) Discuss the concept of commercial banking, also explain various functions performed by the commercial banks. 6
- (b) Explain the process of credit creation of a central bank. 4
- 5. Examine the role of development banks in the growth and development of Indian economy. Also discuss the present status of DFIs in India. 10

Unit-III

- 6. (a) Explain how public finance is different from private finance. 4
- (b) Discuss the principle of 'Maximum Social Advantage' along with the diagram. 6
- 7. What do you understand by the term deficit financing? Discuss the need and effects of deficit financing on the growth and development of an economy. 10

Unit-IV

- 8. Examine the constitutional arrangement of centre-state financial relations in India. 10

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(4)

9. (a) Compare various types of insurance on the basis of their features. 6
- (b) Explain various principles of Life Insurance Contract. 4

A

MS-3289

**Bachelor of Management Science (II-Semester)
Examination, 2012**

**Fundamentals of Computer Science
(BMS-203)**

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. Attempt *four* more questions carrying 10 marks each selecting *one* question from each of the four Units.

1. Write short answers to the following : $3 \times 10 = 30$
 - (a) GIGO
 - (b) Basic Organisation of Computer System
 - (c) Common features of word processor
 - (d) Difference between interpreter and compiler.
 - (e) Magnetic disks
 - (f) ASCII Code

(2)

- (g) Booting Process.
- (h) Distinguish between positional and non-positional number system.
- (i) Fixed and variable word length memory.
- (j) Time sharing and batch processing.

Unit-I

- 2. What is generation in computer terminology? List various computer generation along with key characteristics of computers of each generation. 10
- 3. (a) "Normally, hardware is a one-time expense, whereas software is a continuing expense." Explain 5
- (b) Differentiate between personal mainframe and supercomputer. 5

Unit-II

- 4. (a) Explain about following types of services offered by common carriers : 5
 - (i) Dial-up line
 - (ii) Leased line
 - (iii) ISDN
 - (iv) VAN.

(3)

- (b) What is text processor? Give the advantages of using it. 5
- 5. (a) Convert the following numbers to their binary equivalent : 6
 - (i) $2AC_{16}$
 - (ii) 2614_8
 - (iii) FAB_{16}
 - (iv) 1715_{10} .
- (b) Write the main functions of CPU in a computer system. 4

Unit-III

- 6. Differentiate between impact and non-impact printers. Write their relative advantages and disadvantages. Write names of few printers of both types. 10
- 7. (a) Draw a broad classification diagram of popular secondary storage devices used in today's computer system. 5
- (b) What is an input device? Explain with the help of some commonly used input devices. 5

(4)

Unit-IV

8. (a) What is disk operating system? Discuss in detail the basic components of DOS. 6
- (b) Explain the difference between following DOS Commands : 4
- (i) TREE and DELTREE
- (ii) TYPE and EDIT.
9. (a) "Operating System tends to isolate system hardware from users." Discuss. 5
- (b) Name four popular operating systems. Describe the main features of any two of them. 5

A

MS-3290

**Bachelor of Management Science (Semester-II)
Examination, 2012**

(Regular & Back Paper)

COST ACCOUNTING

(BMS-204)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all, including Question No. 1, which is compulsory and carries 30 marks, and select four more questions, one question from each Unit, carrying 10 marks each.

1. Write short notes on the following : 3×10
 - (a) Concept of Cost Centre
 - (b) Features of Job Costing

(2)

- (c) Difference between Cost Reduction and Cost Control
- (d) Purpose of Memorandum Reconciliation Account
- (e) Objective of Master Budget
- (f) Limitation of Standard Costing
- (g) Application of Process Costing
- (h) Difference between work certified and work uncertified in contract costing
- (i) Application of Batch Costing
- (j) Overheads.

Unit-I

- 2. State the important ways of classification of cost and discuss each of item in detail. 10
- 3. From the following information prepare a monthly cost sheet of the Hard Brick Work showing cost per 1,000 bricks. Also find out the profit per 1,000 bricks : 10

(3)

Material used :

Lime	895 tonnes @ Rs. 30 per tonne
Coal	820 tonnes @ 25 per tonne
Sand	Rs. 10 per 1,000 bricks made
Others	Rs. 700

Labour :

Sand digging	Rs. 1,800
Brick making	Rs. 8,000
Factory overhead	25% of direct charges
Office overhead	10% of factory cost
Brick sold	35,00,000 @ Rs. 20 per 1000 bricks

Bricks stock at the beginning of the month	1,00,000
Stock of bricks at the end of the month	6,00,000

Unit-II

- 4. Product 'A' is obtained after it is processed through process X, Y and Z. The following cost information is available for the month ended 31st March, 1999.

(4)

Particulars	Processes (Rs.)		
	X	Y	Z
No. of units introduced in the process	500	—	—
Rate/Unit of units introduced	Rs. 4	—	—
Cost of Material (Rs.)	2,600	2,000	1,025
Direct Wages (Rs.)	2,250	3,680	1,400
Production Overheads	2,250	3,680	1,400
Normal Loss (% on units introduced in each process i.e. input)	10%	20%	25%
Value of scrap per unit	2	4	5
Output in units	450	340	270

There is no stock in any process. You are required to prepare :

- (i) The Process Account.
- (ii) The Abnormal Loss and Abnormal Gain A/c.

10

5. What is contract costing? To which industries is it found suitable? Comment on the methods of ascertaining profit in the following types of contract :

- (a) When contract is completed.
- (b) When contract is incomplete.
- (c) When contract is near completion.

10

MS-3290

(5)

Unit-III

6. What is meant by operating costing? Prepare a transport operating cost sheet with imaginary figures and discuss the various items included in it. 10
 7. Prepare reconciliation statement from the following data : 10
- | | |
|--|----------|
| | Rs. |
| Net loss as per cost accounts | 3,44,800 |
| Net loss as per financial accounts | 4,32,090 |
| Works overhead under recorded in cost accounts | 6,240 |
| Depreciation over charged in cost accounts | 2,600 |
| Administrative overhead recovered in excess in cost accounts | 3,400 |
| Interest on investments | 17,500 |
| Goodwill written-off in financial books | 11,400 |
| Income tax paid | 80,600 |
| Stores adjustments (Credit in financial books) | 950 |
| Depreciation in value of stock charged in financial books | 13,500 |

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(6)

Unit-IV

8. (a) Define the term standard costing. Explain with reasons why an industrial concern should introduce standard costing system. 6
- (b) Differentiate between standard costing and budgetary control. 4
9. The cost of an article at a capacity of 5,000 units is given under 'A' below. For a variation of 25% in capacity above or below this level the individual expenses vary as indicated under 'B' below : 10

	A (Rs.)	B (Rs.)
Material Cost	40,000	(100% varying)
Labour Cost	24,000	(100% varying)
Power	2,000	(80% varying)
Repair & Maintenance	3,200	(75% varying)
Stores	1,600	(100% varying)
Inspection	800	(20% varying)
A (Rs.) B		
Depreciation	16,000	(100% Fixed)
Administration Expenses	8,000	25% Varying
Selling Expenses	4,800	(50% Varying)
	1,00,400	
Cost per unit	Rs. 20.08	

Find the unit cost of the product at production level of 4,000 and 6,000 units.

A

MS-3291

B. M. S. (II-Semester) Examination, 2012

Business Organization & Entrepreneurship

(BMS-205)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1, which is compulsory and carries 30 marks. Attempt any *four* more selecting *one* question from each Unit carrying 10 marks each.

1. Answer the following questions in brief : $3 \times 10 = 30$
 - (a) What are the features of Modern Business?
 - (b) State the objectives of Corporate Social Responsibility (CSR).
 - (c) What is an optimum firm?
 - (d) "From the viewpoint of management, sole trading is the worst type of Business Organisation." Explain?

(2)

- (e) Describe the effects of an unregistered firm.
- (f) Distinguish between Chartered and Registered firm.
- (g) Discuss the concept and meaning of Entrepreneurship.
- (h) Point out Technology Management.
- (i) Make a distinction between an entrepreneur and a manager.
- (j) What is meant by project formulation?

Unit-I

- 2. What do you understand by Social Responsibility of a business? Discuss the social responsibility of a business towards the different sections of society. 10
- 3. What considerations should be kept in mind while selecting the form of a business organisation? 10

Unit-II

- 4. What are the factors that determine the size of an optimum firm? 10

(3)

- 5. What do you mean by Business Combination? Explain the different business combinations along with their advantages and disadvantages. 10

Unit-III

- 6. What is the role of an Entrepreneur in export promotion and import substitution? 10
- 7. Who is an Entrepreneur? What qualities he should possess in order to run a business successfully? 10

Unit-IV

- 8. Discuss the meaning of a Feasibility Report. What points should be considered while preparing a Feasibility Report? 10
- 9. Distinguish between PERT and CPM. Explain various areas where they can be applied. 10

A

MS-3292

Bachelor of Management Science (Semester-II)
Examination, 2012

FINANCIAL MATHEMATICS
(BMS-206)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory. Select *one* question from each Unit. Marks are indicated against the questions. Use of tables and simple calculator is permitted.

1. Attempt all parts : 3×10
 - (a) A sum of Rs. 500 is kept deposited for 3 years at 6% p.a. with simple interest. Find the accumulated value.
 - (b) Find the accumulated value of Rs. 3,000 at the end of 4 years @ 8% p.a. payable half yearly.

(2)

- (c) Find the present value of Rs. 10,500 due 6 years hence @ 4% p.a. payable quarterly.
- (d) Find the present value of an annuity of Rs. 450 p.a. for 8 years @ 7% per annum.
- (e) A loan of Rs. 5,000 is to be repaid by three equal annual instalments paid at the end of 2nd, 4th and 6th year. Find the value of the instalments.
- (f) Find the future value of an annuity of Rs. 1,000 at the end of 6 years at 7% p.a.
- (g) Find the effective annual interest rate per annum corresponding to effective discount rate of 5% p.a.
- (h) A policy of sum assured Rs. 5,000 is payable in 4 years. If the interest rate is 5% p.a. find the net premium.
- (i) Find the present value of annuity due of Rs. 100 per annum for 5 years assuming interest rate of 8% p.a. throughout.

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(3)

- (j) Find the single effective interest rate per annum equivalent to the following interest rates :
3% p.a. during the first two years and 4% p.a. payable half yearly during next two years.

Unit-I

- 2. (a) Find the accumulated values of Rs. 718.20, Rs. 694.20 and Rs. 669.39 respectively, after 15 years assuming that interest is charged @ 10% p.a. effective, 10% p.a. payable half yearly and 10% p.a. payable momentarily in the respective situations. 5
- (b) Find the value of Rs. 30,000 after 5 years if the rate of interest be 2% in the first year, 3% in the second year, 4% in the 3rd year and thereafter 5% per annum. 5
- 3. (a) Find the amount to which Rs. 3,000 will accumulate after 8 years at the rate of interest which corresponds to an effective discount rate of 15% p.a. 5

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(4)

- (b) A loan of Rs. 1,000 is desired to be repaid by three equal instalments to be paid at the end of 9th, 15th and 20th year from now. If the interest is computed @ 9% p.a., find the value of the instalment. 5

Unit-II

4. A CRA policy is to be affected for a sum assured Rs. 10,000 payable after 15 years. Assuming interest rate of 6% p.a., find net premium. Also calculate gross premium if loading is done @ 30% of net premium. 10
5. Find the value at the end of $4\frac{1}{2}$ years of an annuity of Rs. 200 p.a. payable over a period of 10 years @ 3% p.a. Given $(1.03)^{\frac{1}{2}} = 1.0149$ and $v^{\frac{1}{2}}$ at 3% = 0.985. 10

Unit-III

6. Construct a difference table from the following values of x and y : 10

x	3.0	3.1	3.2	3.3	3.4
$y: \left(\frac{1}{x} \right)$	0.3333	0.32258	0.31250	0.30303	0.29412

(5)

7. Represent the function $f(x)$ given by :

$$f(x) = 2x^4 - 12x^3 + 24x^2 - 30x + 9$$

and its successive differences in factorial notation. 10

Unit-IV

8. Find the first and second derivatives of the function $y = f(x)$ tabulated below at the point $x = 1.1$: 10

x	$f(x)$
1	0.00
1.2	0.1280
1.4	0.544
1.6	1.296
1.8	2.432
2.0	4.0

9. Calculate by Simpson's rule an approximate value of :

$$\int_{-3}^{+3} x^4 dx$$

(6)

by taking seven equidistant ordinates. Compare it with exact value and the value obtained by using the trapezoidal rule.

10

A

MS-3293

B. M. S. (Semester-IV) Examination, 2012

MARKETING MANAGEMENT

(BMS-401)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Explain the following in brief : $3 \times 10 = 30$
- (i) Customer delight
 - (ii) Demarketing
 - (iii) Benefit based segmentation
 - (iv) Questionnaire
 - (v) 'Sample' and 'Universe' in marketing research
 - (vi) Product line stretching.
 - (vii) 'Go error' and 'Drop error' in NPD

(2)

- (viii) Price dumping
- (ix) Marketing Mix
- (x) Additional 3 Ps of services marketing.

Unit-I

- 2. (a) What is meant by 'Marketing'? Differentiate between marketing and selling. 5
- (b) Explain 'Ansoff's Growth Vector' as a strategic planning tool for achieving growth. 5
- 3. What is Advertising Management? Explain the 5 Ms framework of advertising management. 10

Unit-II

- 4. What do you understand by product life cycle? Discuss the relevance of product life cycle as a planning and control tool in marketing. 10
- 5. Explain the roles and functions of : 5×2
 - (a) Branding
 - (b) Packaging and labelling.

(3)

Unit-III

- 6. Why is pricing such an important decision? What are the objectives that a company may seek to fulfil through pricing? Also discuss the factors that influence the pricing policy. 2+4+4
- 7. Explain the following pricing strategies giving real life examples : 2½×4
 - (i) Penetration pricing
 - (ii) Skimming pricing
 - (iii) Discriminatory pricing
 - (iv) Psychological pricing.

Unit-IV

- 8. Discuss the various functions that the distribution channel performs. 10
- 9. Discuss the purpose of sales promotion along with the contemporary tools and techniques being used by marketers in S.P. 10

A

MS-3294

B. M. S. (Semester-IV) Examination, 2012

BUSINESS LAWS

(BMS-402)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. Select *one* question from each Unit, carrying 10 marks.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) Jus-in-Rem
 - (b) Fraud
 - (c) Differences between coercion and undue influence.
 - (d) Bill of exchange
 - (e) Special economic zones
 - (f) Rights of unpaid seller
 - (g) Void agreement

(2)

- (h) Specific and future goods
- (i) Lien
- (j) Contingent contract.

Unit-I

- 2. State briefly the various modes in which a contract may be discharged. 10
- 3. Define 'Bailment' and state the respective rights and duties of bailor and bailee. 10

Unit-II

- 4. State the doctrine of 'caveate emptor' and explain the exception to it. 10
- 5. What is a contract of sale of goods? Discuss the essential characteristics of a contract of sale of goods. 10

Unit-III

- 6. Define 'Negotiable Instrument'. What are the essential characteristics of Negotiable Instrument? Compare and contrast between Cheque and Bill of Exchange. 10

(3)

- 7. Distinguish between 'holder' and 'holder in due course'. What are the privileges of holder in due course? 10

Unit-IV

- 8. Discuss the main objectives and salient features of Industries Regulation Development Act, 1951. 10
- 9. Write short notes on the following : 10
 - (a) Current Account Transaction
 - (b) FERA and FEMA.

A

MS-3295

B. M. S. (Semester-IV) Examination, 2012

Advance Computer Programming

(BMS-401)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Answer all questions in brief : $3 \times 10 = 30$
 - (a) What is an event? Give examples.
 - (b) Explain the use of VAL and STR functions.
 - (c) Differentiate between Label and Text box.
 - (d) How do we declare variables in VB?
 - (e) How Message box is different from Input box? Give suitable examples.
 - (f) Name the various data types in VB.
 - (g) What are conditional statements? Give two examples with reference to VB.

(2)

- (h) Name three properties of a command button.
- (i) Explain IDE in VB.
- (j) What is the use of LEFT and RIGHT function?

Unit-I

- 2. What is a tool box in VB IDE? Name the various tools that are therein a toolbox. 10
- 3. Draw a flowchart to enter a number and check whether it is divisible by 5 or not. Display the suitable messages. 10

Unit-II

- 4. Find the sum of first 20 even numbers. (Write the Algorithm) 10
- 5. Find whether a no is a prime no. or not. (Write the programme) 10

Unit-III

- 6. Explain the working of a switch-case statement using a programme. 10
- 7. Enter a no. eq. (12345) and find the reverse of this no. (reverse is 54321). 10

(3)

Unit-IV

- 8. Using text boxes and command button enter the details of a student and find the average and total. Also find his division based on the following condition : 10

Condition	Division
Avg \geq 60	FIRST
Avg \geq 50 and Avg $<$ 60	SECOND
Avg \geq 40 and Avg $<$ 50	THIRD
Avg $<$ 40	FAIL

Form should look like this :

FORM		×
Name :	<input type="text"/>	
English :	<input type="text"/>	
Hindi :	<input type="text"/>	
Maths :	<input type="text"/>	
Total :	<input type="text"/>	
Avg :	<input type="text"/>	
Division	<input type="text"/>	
<input type="button" value="RESULT"/>		

[Note : Total, Avg and Division will be displayed only after the command button **RESULT** is clicked]

10

9. Enter the radius of a circle using a text box and display the area and circumference on the form using label.

10

A

MS-3296

B. M. S. (Semester-IV) Examination, 2012

Company Law and Secretarial Practice

(BMS-404)

Time Allowed: Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$

- (i) Doctrine of lifting the Corporate Veil
- (ii) Holding and Subsidiary Company
- (iii) Producer Company
- (iv) Declaration of Solvency
- (v) Annual General Meeting
- (vi) Shelf Prospectus
- (vii) Names of clauses of Memorandum of Association

(2)

(viii) Share qualification

(ix) Specimen of Memorandum of Association
of a Company Limited By Share

(x) Meeting of the Board of Director.

Unit-I

2. Explain the 'doctrine of constructive of
constructive notice' and 'doctrine of indoor
management' as applicable in case of companies.
State the circumstances in which the doctrine of
indoor management is not applicable. 10

3. What is private company? When can it be
converted into public company? Discuss. 10

Unit-II

4. Distinguish between : 10

(a) Managing Director and Manager

(b) Managing Director and Whole Time Director.

5. Define a director. Who can be appointed as a
director? How the office of a director is filled in
case of casual vacancy and for what period? 10

(3)

Unit-III

6. What are different kinds of meetings of the
'shareholder of a company'? Discuss. 10

7. Discuss the grounds on which a company may be
wound up by the court/tribunal. 10

Unit-IV

8. Explain Secretary's duties in connection with
extraordinary general meeting and statutory
meeting. 10

9. Draft any two specimen of the following : 10

(a) Notice of the Seventh Annual General
Meeting

(b) Articles of Association of a Public Company
Limited by Shares

(c) Letter of share allotment.

A

MS-3297

B. M. S. (Semester-IV) Examination, 2012

RESEARCH METHODOLOGY

(BMS-405)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory carrying 30 marks. Attempt *one* question (with all its sub-parts) from each Unit carrying 10 marks each.

1. Attempt all the questions in short : $3 \times 10 = 30$
 - (a) Distinguish between research methods and research methodology.
 - (b) Describe the criteria of good research.
 - (c) What is research hypothesis?
 - (d) Distinguish between convenience and purposive sampling.
 - (e) Distinguish between systematic and stratified sampling.

(2)

- (f) Distinguish between rating and ranking scales.
- (g) Discuss the important aspects of questionnaire.
- (h) What are confidence level and significance level?
- (i) Explain the Bibliography and its importance in context of research report.
- (j) "Secondary data should never be accepted without careful enquiry." Comment on the statement.

Unit-I

- 2. "Research is much concerned with proper fact finding analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer. 10
- 3. Explain the meaning and significance of research design. Also point out experimental research design. 10

(3)

Unit-II

- 4. Enumerate the different methods of collecting data. Which one of them is the most suitable for conducting enquiry regarding family welfare programme? 10
- 5. A market research survey, in which 64 consumers were contacted, states that 64 percent of all consumers of a certain product were motivated by the product's advertising. Find the confidence limits for the proportion of consumers motivated by advertising is the population given a confidence level equal to 0.95. 10

Unit-III

- 6. In a certain before-after experiment the responses obtained from 1000 respondents, when classified, gave the following information :

Before Treatment	After Treatment	
	Unfavourable Response	Favourable Response
Favourable Response	200	300
Unfavourable Response	400	100

Test at 5% level of significance, whether there has been a significant change in people's attitude before and after the concerning experiment. 10

7. What do you mean by multivariate techniques? Explain their significance in context of research studies. 10

Unit-IV

8. Explain the significance of a research report and narrate the various steps involved in writing such a report. 10
9. Describe the format or layout of research report, covering all relevant points. 10

A

MS-3298

B. M. S. (Semester-IV) Examination, 2012

FINANCIAL MANAGEMENT

(BMS-406)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, including Question No. 1, which is compulsory and carries 30 marks. Attempt *one* question from each Unit carrying 10 marks each.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) "Finance manager is always engaged in balancing profitability and liquidity."
 - (b) Annuity method
 - (c) Commercial papers
 - (d) Purpose of cost of capital
 - (e) Role of fixed cost in leverage
 - (f) Concept of terminal value method
 - (g) Bonus shares
 - (h) Irrelevance theory of dividend policy

(2)

- (i) Cash management through lock-box system
- (j) Merits of profitability index.

Unit-I

- 2. (a) "Wealth maximisation is a superior criteria than profit maximisation." Explain. 5
- (b) Discuss the functions of a chief financial officer. 5
- 3. (a) Explain the relevance of time value of money in financing and investment decision. 4
- (b) Mr. Sharma has borrowed a loan of Rs. 6,00,000 to construct his house which is payable in 12 equal annual instalments, the first being paid at the end of first year. The rate of interest chargeable on this loan is 5% p.a. compounded. How much of equal annual instalments payable to amortise the said loan. 6

Unit-II

- 4. A company issues 12% debentures of face value Rs. 100 each and realises Rs. 95 per debenture. The debentures are redeemable after 10 years at a premium of 10%. Calculate the cost of debenture to the company. 10

(3)

- 5. (a) What are the important factors to be considered in planning the capital structure of a company? 5
- (b) Explain the use of EBIT-EPS analysis for designing capital structure of a company. 5

Unit-III

- 6. RSY Company is considering two projects, having an investment of Rs. 4,00,000 each. Cash inflows after tax are expected as under :

Year	Project X (Rs.)	Project Y (Rs.)
1	1,20,000	40,000
2	1,60,000	1,20,000
3	2,00,000	1,60,000
4	1,20,000	2,40,000
5	80,000	1,60,000

Consider 12% as discount rate.

Evaluate the two project and give your decision regarding acceptance or rejection of the project using :

- (a) Pay-back period method
- (b) Net present value method. 10
- 7. (a) Explain briefly sensitivity and scenario analysis as investment decision technique. 5

(4)

- (b) State the merits and demerits of accounting rate of return in the context of capital budgeting. 5

Unit-IV

8. Details regarding three companies are given below :

A Ltd.	B Ltd.	C Ltd.
$r = 15\%$	$r = 10\%$	$r = 8\%$
$K_E = 10\%$	$K_E = 10\%$	$K_E = 10\%$
$E = \text{Rs.}10$	$E = \text{Rs.}10$	$E = \text{Rs.}10$

By using Walter's model, you are required to :

- (a) Calculate the value of an equity shares of each of these companies when dividend pay-out ratio is :
- (i) 20%
 - (ii) 50%
 - (iii) 0%
 - (iv) 100%.
- (b) Comment on the result drawn. 10
9. (a) Discuss the factors determining working capital requirement. 5
- (b) Explain the concept of operating cycle method. 5

A

MS-3299

B. M. S. (Semester-VI) Examination, 2012

Income-Tax Law & Accounts

(BMS-601)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1, which carries 30 marks, is compulsory. Attempt *one* question carrying 10 marks from each Unit.

1. Give brief explanations of the following : $3 \times 10 = 30$
 - (a) Previous year
 - (b) Assessment year
 - (c) Deduction u/s 80 C
 - (d) Distinction between allowances and perquisites
 - (e) Permanent Account Number
 - (f) Deductions under the head House Property
 - (g) Casual Income

(2)

- (h) House Rent Allowance
- (i) Difference between long term capital gains and short term capital gains.
- (j) Expected rent and standard rent.

Unit-I

- 2. What are the different categories of assessee according to their residential status? How is the residential status of an assessee determined? 10
- 3. What are exempted income? Explain ten incomes which are totally exempted from Income-Tax. 10

Unit-II

- 4. What do you understand by the term 'Annual Value of House Property'? How would you determine the annual value of House Property? State the deductions that are allowed from the annual value in computing the income from House Property. 10
- 5. X purchases a house property for Rs. 76,000 on June 30, 1967. The following expenses are incurred by him for making addition/alteration to

(3)

the house property :

Rs.

- (a) Cost of construction of first floor in 1975-76 1,10,000
- (b) Cost of construction of the second floor in 1982-83 4,40,000
- (c) Alteration of the property in 1989-90 2,90,000

Fair market value of the property on April 1, 1981 is Rs. 6,50,000. The house property is sold by X on June 15, 2010 for 56,60,000 (expenses incurred on transfer Rs. 50,000). Cost inflation index for 1982-83 was 109 and for 2010-11 was 711 and 89-90 was 172. Compute the amount of long term capital gains. 10

Unit-III

- 6. Explain the provisions regarding set-off and carry forward of losses in the Income Tax Act, 1961. 10
- 7. (a) Explain the following terms for the purpose of Wealth Tax : 5
 - (i) Valuation date
 - (ii) Net wealth

(iii) Assets.

- (b) What items of wealth are exempted from
Wealth Tax? 5

Unit-IV

8. What are the salient features of Central Sales
Tax Act? Discuss. 10
9. What do you understand by the term 'Value
Added Tax' (VAT)? How is VAT different from
Sales Tax? 10

A

MS-3300

B. M. S. (Sixth Semester) Examination, 2012

Relational Database Management System

(BMS-602)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all, including Question No. 1, which is compulsory and carries 30 marks. All other questions carry 10 marks each.

1. Answer the following questions based on the relation :

$3 \times 10 = 30$

EMP(E_No., E_Name, Age, D_of_Join):

- (a) Suggest the data types of each column.
- (b) Find the composite key. Can we use it as primary key?
- (c) Create a VIEW v1 having attributes E_No., Age of relation EMP.

(2)

- (d) Write an INSERT command for EMP relation.
- (e) Add an attributes Phone_No. in EMP relation.
- (f) Delete the record whose E_No. is E002
- (g) Find the E_Name whose age is less than 35.
- (h) Write a command which remove table definition from database.
- (i) List any two difference between file processing system and DBMS.
- (j) What is D. M. L. (Data Manipulation Language)?

Unit-I

2. Write short notes on the following : 10
- (i) Database
 - (ii) DBMS
 - (iii) RDBMS.
3. What are the aggregate functions ? How they applied with GROUPBY clause ? 10

MS-3300

(3)

Unit-II

4. Consider the relations :
- r1 (id, Name, Address)
r2 (Did, Dep-Name, Manager-id)
Note : Column id of R1 and manager-id of R2 have common set of values.
Write a syntax of:
- (a) Join command
 - (b) Left outer join command
 - (c) Full join command
5. Write a syntax of: 10
- (a) UPDATE
 - (b) HAVING clause
 - (c) Name ending with vowel
 - (d) Nested Queries.

Unit-III

6. Create two relations EMPS and DEPT as follows: 10
- EMP (EMP_Code, EMP_Name, BASIC, DEPT_CODE) and
DEPT (Dep_Code, Dep_Name, Head_of_Dep.)
Express the following constraints in SQL:
- (a) EMP_Code and Head_of_Dep have references constraint.

MS-3300

(4)

- (b) Assume that all employee have distinct names
- (c) Dep_Name is 'SALES' or 'ACCOUNTS'
- (d) BASIC can not be more than 50,000.

7. Explain the following :

- (a) Iterative statement in PL/SQL 5
- (b) Wildcard Character.

Unit- IV

8. Write a program, using stored procedures adding two numbers and display result on screen. Also explain its importance in DBMS.

9. Consider a relation EMP: 10

EMP(Emp_No., E-Name, Age)

Write a Insert trigger on EMP.

- (a) Age of employee can not be less than 21

Or

- (b) Emp. No. can not be updated.

A

MS-3301

B. M. S. (Semester-VI) Examination, 2012

INTERNATIONAL BUSINESS

(BMS-603)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt any one question from each of the four Units.

1. Give brief answers to the following questions :

3×10

- (i) Discuss the role of international trade in promoting economic development of an economy.
- (ii) What are the various methods of export payments?
- (iii) What do you understand by absolute cost advantage?

(2)

- (iv) Distinguish between custom union and economic union.
- (v) What do you understand by :
 - (a) IEC Number
 - (b) Bill of Lading
 - (c) Mate's Receipt.
- (vi) How would you proceed to short list possible foreign markets for your products ?
- (vii) Explain the trickle down model of international product life cycle.
- (viii) What is the role of state trading in India's foreign trade ?
- (ix) Why has India's trade deficit increased during recent years ?
- (x) Explain the concept of 'buy-back form of counter trade'.

Unit-I

2. "A country tends to specialise in the production of those commodities in which it possesses a comparative advantage."
Elaborate the above statement by critically examine the theory of comparative costs of international trade.

10

MS-3301

(3)

3. (a) Distinguish between internal and international trade. 5
- (b) What are the various methods of entering foreign markets ? 5

Unit-II

4. "By keeping her doors wide open to multinational corporations, India will be able to achieve the desired path of growth and development."
Examine the role of MNC's in the growth and development in India in view of the above statement. 10
5. (a) "NAFTA has produced significant net benefits for the Canadian, Mexican and U.S. economies." Comment. 4
- (b) Explain, how IMF is different from World Bank. Also mention how IMF ensures international monetary/liquidity adjustments. 6

Unit-III

6. (a) Explain, why export marketing strategies play a crucial role in international business. 5
- (b) What do you understand by culture ? How the elements of culture will influence the purchase behaviour of a customer ? Explain briefly. 5

MS-3301

(4)

7. Define the term 'International distribution'. What do you understand by direct exporting channels and indirect exporting channels ? Also discuss various factors influencing channel selection. 2+4+4

Unit-IV

8. Examine the changing trends in the composition and direction of India's foreign trade. 10
9. (a) Discuss briefly the important documents required for foreign trade in India. 5
- (b) Explain briefly the different institutions set up by the Govt. of India to promote exports. 5

A

MS-3302

Bachelor of Management Science (Semester VI)

Examination, 2012

PROJECT MANAGEMENT

(BMS-604)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory which carries 30 marks and select one question from each Unit carrying 10 marks each.

1. Write short notes on the following : 3×10=30
 - (a) National Level Projects
 - (b) Social Cost Benefit Analysis
 - (c) Purpose of technical analysis
 - (d) Merits of matrix organisation for a project
 - (e) Project formulation stage

(2)

- (f) Application areas of CPM and PERT
- (g) Attributes of a Project Manager
- (h) Purpose of Cash flow statement from Long term point of view
- (i) Demerits of Payback period method.
- (j) Factor Intensity Oriented Project classification.

Unit-I

2. According to World Bank, "Project is an approval for capital investment to develop facilities to provide goods and services." Discuss. Also describe the various categories of project along with examples. 10

3. What do you understand by Project Appraisal ? Considering any project, discuss the various components affecting the cost of the project. 10

Unit-II

4. Explain market and demand analysis. Discuss the various factors affecting demand analysis and describe any two techniques of demand forecasting. 10

(3)

5. Rank the two projects on the basis of IRR technique of project appraisal : 10

Year	Project A NCF (Rs.)	Project B NCF (Rs.)
0	60,000	60,000
1	25,000	16,000
2	24,000	17,000
3	21,000	21,000
4	17,000	24,000
5	16,000	25,000

Unit-III

6. Draw the network, find out the critical path and project duration. Calculate the three floats of all the project activities : 10

Activity	Preceding Activity	Time (Days)
A	—	2
B	A	3
C	A	8
D	A	4
E	B	3
F	C	2
G	C	4
H	C,D	3
I	E,F	8
J	G,H	4
K	I,J	2

(4)

7. Explain briefly the various short-term and long-term sources of finance for a project. 10

Unit-IV

8. Discuss the various factors to be considered in post-evaluation of a project (with example). 10

9. A project require an initial outlay of Rs. 15,00,000. Investment of Rs. 6,00,000 in plant and machinery, Rs. 4,00,000 in furniture, Rs. 2,00,000 in building and remaining amount as gross working capital :

The project will be financed as under :

20% Equity capital Rs. 8,00,000

15% Bonds Rs. 4,00,000

18% Short-term Debts Rs. 2,00,000

Trade Creditors Rs. 1,00,000

The project will generate revenue of Rs. 3,00,000/ year, operating expenses excluding depreciation, interest and taxes will be Rs. 1,00,000. Depreciation on assets will applicable @ 20% using WDV method. The project comes in the tax bracket of 40%. The life of project is 7 years.

Plant and machinery will fetch a salvage value of Rs. 3,00,000. Furniture and Building will be liquidated @ 70% of the initial amount. Gross working capital will be recovered @75% of the initial amount. Evaluate the performance of the project using NPV appraisal criteria. 10

MS-3302-4-500

A

MS-3303

Bachelor of Management Science (Semester-VI)

Examination, 2012

(Regular)

MATHEMATICAL MODELLING

(BMS-605)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Question No. 1 which is compulsory and carries 30 marks. Also attempt *one* question from each Unit. Each question in these Units carries 10 marks.

1. Answer the following questions in short : $3 \times 10 = 30$
 - (a) What are the needs of Mathematical modelling ?
 - (b) What are the limitations of mathematical modelling techniques ?

(2)

- (c) Discuss in brief linear programming as a technique for resource utilisation.
- (d) Write short note on simplex method of linear programming.
- (e) Define slack and surplus variables in linear programming.
- (f) Briefly define optimal solution in transportation problem.
- (g) Briefly discuss degeneracy of transportation problem.
- (h) Concept of duality in linear programming.
- (i) What is an assignment problem ? Give two applications.
- (j) Briefly discuss unbalanced assignment problem.

Unit-I

2. What do you understand by mathematical modelling ? Discuss the technique of mathematical modelling. 10

MS-3303

(3)

3. Write down the classification of mathematical models. Briefly discuss the characteristics of mathematical models. 10

Unit-II

4. Use the graphical method to solve the following linear programming problem :

$$\text{Maximize : } z = 3x_1 + 2x_2$$

Subject to the constraints :

$$2x_1 + x_2 \leq 40$$

$$x_1 + x_2 \leq 24$$

$$2x_1 + 3x_2 \leq 60$$

$$\text{and } x_1, x_2 \geq 0.$$

5. For the linear programming problem given below, write the dual : 10

$$\text{Maximize : } z = 2x_1 + 5x_2 + 6x_3$$

Subject to the constraints :

$$5x_1 + 6x_2 - x_3 \leq 3$$

$$-2x_1 + x_2 + 4x_3 \leq 4$$

$$x_1 - 5x_2 + 3x_3 \geq 1$$

$$-3x_1 - 3x_2 + 7x_3 \leq 6$$

$$\text{and } x_1, x_2, x_3 \geq 0.$$

MS-3303

(4)

Unit-III

6. A firm manufacturing a single product has three plants I, II and III. They have produced 60, 35 and 40 units respectively during this month. The firm had made a commitment to sell 22 units to customer A, 45 units to customer B, 20 units to customer C, 18 units to customer D and 30 units to customer E. Find the minimum possible transportation cost of shifting the manufactured product to the five customers. The net unit cost of transporting from the three plants to the five customers is given below: 10

		Customers					Supply
		A	B	C	D	E	
Plants	I	4	1	3	4	4	60
	II	2	3	2	2	3	35
	III	3	5	2	4	4	40
Demand		22	45	20	18	30	<u>135</u>

7. Obtain an optimum basic feasible solution to the following degenerate transportation problem: 10

		To				Supply
		A	B	C		
From	X	7	3	4		2
	Y	2	1	3		3
	Z	3	4	6		5
Demand		4	1	5		<u>10</u>

MS-3303

(5)

Unit-IV

8. In the modification of a plant layout of a factory four new machines M_1 , M_2 , M_3 and M_4 are to be installed in a machine shop. There are five vacant places A, B, C and D available. Because of limited space, machine M_2 cannot be placed at C and M_3 cannot be placed at A. The cost of locating a machine at a place (in hundred rupees) is as follows:

		Places				
		A	B	C	D	E
Machines	M_1	9	11	15	10	11
	M_2	12	9	—	10	9
	M_3	—	11	14	11	7
	M_4	14	8	12	7	8

Find the optimal assignment schedule. 10

9. A marketing manager has five salesman and five sales districts. Considering the capabilities of the salesman and the nature of districts, the marketing manager estimates that the sales per month (in hundred rupees) for each salesman in each district would be as follows:

MS-3303

(6)

		District				
		A	B	C	D	E
	1	32	38	40	28	40
Salesman	2	40	24	28	21	36
	3	41	27	33	30	37
	4	22	38	41	36	36
	5	29	33	40	35	39

Find the assignment of salesmen to districts that will
result in maximum sales.

10

A

MS-3304

B. M. S. (Semester-VI) Examination, 2012

Strategic Management

(BMS-606)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory and carries 30 marks. Answer *four* more questions selecting *one* question from each Unit which carry 10 marks each.

1. Write short notes on the following : 3×10=30
 - (i) Benefits of strategic management.
 - (ii) BCG matrix
 - (iii) Corporate Portfolio Analysis
 - (iv) Features of business environment
 - (v) Core competence
 - (vi) Business ethics

(2)

- (vii) SWOT analysis
- (viii) Corporate social responsibility
- (ix) Environmental appraisal
- (x) Leadership.

Unit-I

2. Explain corporate policy and its features. Also describe the factors that determine corporate policy. 10
3. "A board of directors is a body of elected or appointed members who jointly oversee the activities of an organisation." Explain. 10

Unit-II

4. How can a strategist reconcile divergent values and modify them so as to bring a consistency among the business values and ethics, and the proposed strategy? 10
5. Elaborate the comment—"Strategy as a projection of preference" with respect to a corporate unit. 10

(3)

Unit-III

6. What is meant by industry analysis? Explain "Porter's five forces model" that describes the nature of competitiveness in a given industry. 10
7. What is a competitive advantage? List and explain the routes to competitive advantage. 10

Unit-IV

8. Suggest and explain the ways a strategist can take to make a strategic use of politics and power. 10
9. Explain the impact of culture on corporate life. How can strategists create a strategy supportive culture? 10

MS-3305**B. B. A. (I. B.) (II-Semester)****Examination, 2012****(Economics for Management)***Time Allowed : Three Hours**Maximum Marks : 70*

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit. Question No. 1 carries 30 marks and other questions carry 10 marks each. use of simple calculator is permitted.

1. Briefly answer the following questions : $3 \times 10 = 30$

(i) From the information given below, calculate GDP_{MP} , GNP_{FC} and National Income :

	Rs.
(a) NDP_{MP}	50,000
(b) Depreciation	1,000
(c) Net factor income earned from abroad	2,000
(d) Indirect Taxes	1,500
(e) Subsidies	500

(2)

- (ii) Why is it necessary to study macro-economics separately from micro-economics?
- (iii) How can we tackle the problem of disguised unemployment?
- (iv) If minimum consumption in an economy is ₹200 crore, while MPC is 0.75, at what level of income savings would be nil?
- (v) Distinguish between 'Multiplier' and 'accelerator'.
- (vi) What is the relationship between 'transitory income and transitory consumption' and 'permanent income' and 'permanent consumption'?
- (vii) What is meant by 'inflation rate'? How is it measured in India?
- (viii) Distinguish between autonomous and induced investment.
- (ix) Explain Keynesian views on full employment.
- (x) What is meant by double counting in national income calculations? How to avoid it?

(3)

Unit-I

- 2. Explain the classical theory of employment. What were the main foundations of the classical theory? 10
- 3. (a) "What households pay to firms they receive back after sometimes." Explain this statement. 5
- (b) Briefly explain the main objectives of macro-economic policy of a country. 5

Unit-II

- 4. From the following data find equilibrium level of income in an economy when : 10
 - (i) There is a balanced budget.
 - (ii) There is a surplus budget of ₹ 20 crore.
 - (iii) There is a deficit budget of ₹ 30 crore.Minimum level of Consumption = ₹ 150 crore
MPS 0.25
Investment = ₹ 200 crore
Government Expenditure = ₹ 100 crore
- 5. Explain the absolute income theory along with its assumption. Does MPC remain constant when there is a decline in income? Explain with an example.

Unit-III

6. What is meant by product market and money market? How do we integrate two market with the help of IS and LM cruves? 10
7. (a) "An economy can face inflationary pressures without any increase in aggregate demand." Discuss the concept of inflation in light of the above statement. 6
- (b) What are the common characteristics of trade cycles? 4

Unit-IV

8. Write notes on the following :
- (i) 'Plan-holiday' with reference to Indian economy. 3
- (ii) Nature of inequalities in India. 3
- (iii) Time duration of each of every five year plans in India. 4
9. (a) What are the main objectives of the current five year plan of India? 5
- (b) Write a brief note on, 'Growth pattern of the Indian Economy since 1951'. 5

A

MS-3306

B. B. A. (I.B.) (Semester-II)

Examination, 2012

COST ACCOUNTING

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory, it carries 30 marks. Attempt *one* question from each Unit.

1. Answer the following questions in brief : $3 \times 10 = 30$
 - (a) What is a cost centre?
 - (b) What is meant by service costing?
 - (c) How can profit volume ratio be improved?
 - (d) What is cost-plus contract?
 - (e) Differentiate between contract and job.
 - (f) What is Master Budget?

(2)

- (g) Enumerate the debit and credit items of contract account.
- (h) Define marginal costing.
- (i) What are the features of unit costing?
- (j) Explain how plant is treated in contract account.

Unit-I

- 2. Define cost accounting and bring out the differences between cost accounts and financial accounts. 10
- 3. The following data relate to the manufacturing of a product during the month of 31 March, 2012 :

Raw materials consumed	₹ 40,000
Direct wages	₹ 24,000
Machine hours worked	1,000 hours
Machine hour rate	₹ 4 per hour
Office overheads	20% on works cost
Selling overheads	₹ 0.80 per unit
No. of units produced	20,000 units
Units sold at ₹ 6 each	18,000 units

MS-3306

(3)

Prepare a cost sheet to show the following : 10

- (i) Prime cost
- (ii) Works cost
- (iii) Cost of production
- (iv) Cost of goods sold
- (v) Cost of sale
- (vi) Profit.

Unit-II

- 4. Distinguish between : 10
 - (a) Direct and indirect costs
 - (b) Joint product and byproduct.
- 5. Mr. X contractor has undertaken contract at Lucknow. The details of the contract are given below for the year ended 31 March, 2012 :

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(4)

Contract price	10,00,000
Wages	2,55,000
Material issued	2,20,000
Material returned to store	10,000
Plant at site	2,00,000
Direct expenses	40,000
Office overhead	15,000
Material sold	10,000
Material at site	18,000
Cash received from contractee (Being 80% of work certified)	4,80,000
Work uncertified	13,000
Architects fee	7,000
Provide depreciation on plant at 20% p.a. and prepare contract account.	10

Unit-III

6. Describe the features of process costing.
Mention the industries where process costing can
be applied. 10

MS-3306

(5)

7. From the following figures prepare a reconciliation statement and find out profit as per financial accounts : 10
- | | |
|---|--------|
| Net profit as per cost account | 86,460 |
| Income-tax provided in financial
books | 20,000 |
| Works overhead under absorbed | 1,550 |
| Bank interest (Cr.) in financial books | 250 |
| Depreciation charged in financial
records | 5,600 |
| Depreciation charged in cost | 6,000 |
| Administrative overheads over-
absorbed | 850 |
| Loss charged only in financial books | 2,800 |
| Interest on investments not included
in cost | 4,000 |
| Stores adjustment (Cr.) in financial
books | 240 |
| Loss of stock charged in financial
accounts | 3,350 |

MS-3306

Unit-IV

8. Define and explain standard costing. What are the types of standards? Explain them. 10
9. The expenses for budgeted production of 10,000 units in a factory are given below :

	Per Unit (₹)
Materials	70
Labour	25
Variable overhead	20
Fixed overhead (₹ 1,00,000)	10
Variable expenses (direct)	5
Selling expenses	13
Distribution expenses (20% fixed)	7
Administration expenses (₹ 50,000)	5
Total cost per unit	<u>155</u>

Prepare a flexible budget for production of 8,000 units and 6,000 units and also indicate cost per unit at both the levels. 10

A

MS-3307

B. B. A. (I.B.) (II-Semester)

Examination, 2012

BUSINESS LAWS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Answer the following in short : $3 \times 10 = 30$
 - (a) Difference between void agreement and voidable contract.
 - (b) 'Mere silence may amount to fraud.' Explain.
 - (c) What is contingent contract?
 - (d) 'Jus in personam.' Explain.
 - (e) Define 'bailment'.
 - (f) Existing and future goods.
 - (g) Discuss the rights of the partners.

(2)

- (h) Define 'consumers' under C.P.A., 1986.
- (i) Distinguish between promissory note and bill of exchange.
- (j) Discuss the rights of agent.

Unit-I

- 2. "Every person is not competent to enter into valid contract." Explain what is the effect of any agreement made by person not qualified to contract. 10
- 3. The essence of every agreement is that there ought to be free consent on both sides. Discuss. 10

Unit-II

- 4. Discuss the nature of the surety's liability. When is a surety discharged from the liability? 10
- 5. What are the essentials of a contract of agency? State the duties of an agent to his principal. 10

Unit-III

- 6. When the seller of goods is deemed to be an unpaid seller within the Sales of Goods Act? Discuss the rights of unpaid seller against the goods. 10

(3)

- 7. What is a 'condition' and how does it differ from a warranty? State the law relating to a sale by description. 10

Unit-IV

- 8. Define a negotiable instrument and state its characteristics. What are the differences between the bill of exchange and cheque. 10
- 9. What are the various circumstances in which a firm is or may be dissolved? 10

A

MS-3308

B. B. A. (I.B.) (II Semester)

Examination, 2012

Statistics for Business Decisions

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Select one question from each Unit. Use of simple calculators and table is allowed.

1. Answer the following in brief : $3 \times 10 = 30$
- (i) "Statistics is like clay, of which one can make God or Devil as the wishes." Comment.
 - (ii) Distinguish between descriptive statistics and analytical statistics.
 - (iii) Discuss the meaning and utility of dispersion.
 - (iv) What are the merits and demerits of interview method of data collection?

(2)

- (v) Describe the components of time series.
- (vi) State the characteristics of normal distributoin.
- (vii) What are mutually exclusive events?
- (viii) Explain the method of least square for computing trend values.
- (i) Point out Type I and Type II errors?
- (j) Compute quartile deviation from the following data :
25, 28, 30, 35, 32, 18, 20, 22, 38, 40.

Unit-I

2. (a) Compute Geometric mean from the following figures : 5

Size	8	10	12	14	16	18
Frequency	6	10	20	8	5	1

- (b) Make each of the following statement as 'True' or 'False' : $1 \times 5 = 5$
- (i) The sum of deviations from median is equal to zero.

(3)

- (ii) The values must be arranged in ascending order only for the calculation of median.
 - (iii) Mean Deviation is least when calculated from median.
 - (iv) Quartile Deviation is $\frac{2}{3}$ of Standard Deviation.
 - (v) A positively skewed distribution curve is stretched more to the right than the left.
3. Calculate the Karl Pearson's coefficient of skewness from the following data : 10

Size	Frequency
75-85	3
65-75	6
55-65	8
45-55	14
35-45	3
25-35	2
15-25	2

(4)

Unit-II

4. The following table gives the distribution of students and regular players among them. Is there any correlation between age and playing habit? 10

Age	15-16	16-17	17-18	18-19	19-20	20-21
No. of Students	200	270	340	360	400	300
Regular Players	150	162	170	180	180	120

5. Given the following regression equation : 10

$$3x + 4y - 11 = 0$$

$$y + 3x + 1 = 0$$

Find out :

- Which of them is for regression of y on x .
- Coefficient of correlation.
- \bar{x} and \bar{y}
- $\frac{\sigma_y^2}{\sigma_x^2}$.

(5)

Unit-III

6. (a) A bag contains 6 green and 9 yellow balls. Two drawings of 4 balls are made such that the balls are replaced before the second trial. Find the probability that the first drawing will give 4 yellow and the second 4 green balls. 5
- (b) In a play of two dice, a player loses if his first throw is a 2, 4 or 12. He wins if his first throw is a 5 or 11. Find the ratio between the probability of losing and probability of winning in first throw. 5
7. In a certain factory turning out razor blades, there is a small chance of $1/500$ for any blade to be defective. The blades are supplied in packets of 10. Use Poisson distribution to calculate the number of packets containing :
- no defective
 - One defective
 - two defective blades, respectively, in a consignment of 10,000 packets.
- (Given : $e^{-0.02} = 0.9802$)

(6)

Unit-IV

8. Distinguish between census and sampling investigation. Briefly explain the various techniques used in sampling. 10
9. Two kinds of manure applied to 15 plotes of one acre each; other condition remaining the same. The yields (in quintals) are given below :

Manure I	Manure II
14	31
20	18
34	22
48	28
32	40
42	26
30	45
44	45

Examine the significance of the difference between the mean yields due to the application of different kinds of manure. (Test at 5% level of significance)

A

MS-3309

B. B. A. (IB) (Semester-II) Examination, 2012

INTRODUCTION TO COMPUTERS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Answer any *one* question from each Unit.

1. Write short answers of on the following : $3 \times 10 = 30$
 - (a) What is CPU? Explain its main parts.
 - (b) Explain working of Joystick.
 - (c) Differentiate between primary memory and secondary memory.
 - (d) What is a software?
 - (e) Convert $(156)_8$ to $(?)_{10}$.
 - (f) Define Desktop and taskbar.
 - (g) Differentiate between CUI and GUI.
 - (h) Explain DEL and REN command in MS-DOS.

(2)

- (i) Magnetic Tapes and its uses.
- (j) Write shortcut of the following :
 - (i) Save
 - (ii) Bold
 - (iii) Print.

Unit-I

- 2. Draw the block diagram of a computer. Explain the working of its main component. 10
- 3. Explain briefly any four of the following : 10
 - (a) Types of ROM
 - (b) Translators
 - (c) Generation of computer
 - (d) Machine language
 - (e) ASCII code.

Unit-II

- 4. Convert the following (any four) : 10
 - (i) $(1101011)_2 \rightarrow ()_{10}$
 - (ii) $(BEA)_{16} \rightarrow ()_{10}$
 - (iii) $(154)_{10} \rightarrow ()_8$

MS-3309

(3)

- (iv) $(101011+110111)_2 \rightarrow ()_2$
- (v) $(50)_{10} - (23)_{10}$ using (2's complement) $\rightarrow ()_2$.

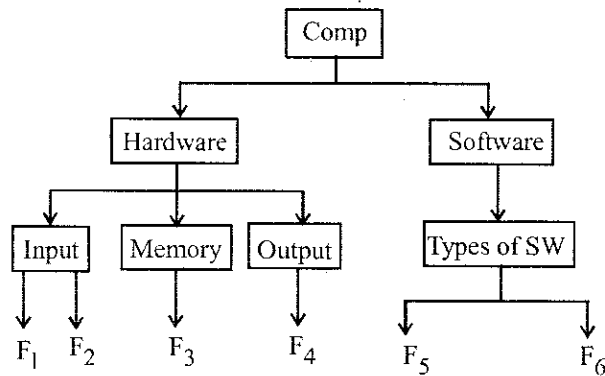
- 5. (a) Write the full forms of : 5
 - (i) ALU
 - (ii) BCD
 - (iii) CDROM
 - (iv) OMR
 - (v) MICR.
- (b) Write the command for the following : 5
 - (i) Ctrl + A
 - (ii) Ctrl + V
 - (iii) Ctrl + O
 - (iv) Ctrl + E
 - (v) Ctrl + U.

Unit-III

- 6. Name 3 output devices. Explain the working of any one. 10
- 7. Name and explain 3 secondary storage with the help of suitable diagram. 10

MS-3309

8. What is an operating system? Explain with example, various types of O.S. 10
9. Write the command for the following (with reference to the given structure) :



- (i) Rename file F_5 and F_6 as system.dat and application.txt.
- (ii) Delete file F_1 .
- (iii) Move file F_3 to output folder.
- (iv) Remove folder **memory**.
- (v) Create a new folder **storage** under **hardware** folder.
- 10

A

MS-3310

B. B. A. (I. B.) (Semester-II)

Examination, 2012

BUSINESS ENVIRONMENT

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Answer *four* more questions selecting *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) SWOT analysis
 - (b) Consumerism
 - (c) Public Debt
 - (d) Demerits of mixed economy
 - (e) Unfair trade practices
 - (f) Cash reserve ratio
 - (g) Rights of consumers

(2)

- (h) Need of 5-year plans
- (i) Technological environment
- (j) Objectives of IDRA.

Unit-I

- 2. "A thorough analysis of the business environment is a prerequisite for making any strategic decision." Discuss. 10
- 3. Discuss briefly the features of socialism. Differentiate socialism from capitalism in light of these features. 10

Unit-II

- 4. Write an essay on MRTP Act. 10
- 5. How can we say that the Government plays active role in all the economics? 10

Unit-III

- 6. Examine the techniques adopted by the government for controlling money supply in the economy. 10

(3)

- 7. "The new industrial policy was an attempt to unshackle the Indian industry from various controls." Bring out the feature of new industrial policy in light of this statement. 10

Unit-IV

- 8. What is the impact of socio-cultural values on the business decisions? 10
- 9. "MNC's have been spreading and growing across the globe very rapidly. Comment. Also bring out the disadvantages of such organisations. 10

A

MS-3311

B. B. A. (I.B.) (Semester-IV) Examination, 2012

MARKETING MANAGEMENT

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Answer *four* other questions selecting *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$

- (a) Customer value
- (b) Marketing mix
- (c) Macro environmental variables of marketing
- (d) Cost leadership strategy
- (e) Confrontation marketing strategy
- (f) Rational vs. Emotional buying motives
- (g) Questionnaire

(2)

- (h) Brand
- (i) Trade promotional vs. Consumer promotion
- (j) Zero level distribution channel.

Unit-I

- 2. How has marketing evolved over a period of time in the form as we see it today? What are the basic 'mantras' of present day marketing? 10
- 3. Discuss the different marketing orientations of business. Why has the marketing concept overshadowed the others? 10

Unit-II

- 4. Discuss the various stages in the consumer buying process. 10
- 5. What is S.B.U.? Explain the B.C.G. Matrix for analysing S.B.Us. 2+8

Unit-III

- 6. What is meant by a new product? Explain the N.P.D. process in brief. 2+8

(3)

- 7. (a) What is P.L.C.? How are the different stages of the product life cycle characterised? 5
- (b) Discuss in brief the major factors influencing the pricing decision for a product. 5

Unit-IV

- 8. Write detailed notes on the following : 5×2=10
 - (a) Publicity and P.R.
 - (b) Importance of sales promotion.
- 9. Discuss the functions that the members of the distribution channel perform. How does it benefit the company? 10

A

MS-3312

B. B. A. (I.B.) (IV-Semester)

Examination, 2012

International Business Logistics

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Attempt *Four* more questions, selecting *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) Levels of Planning
 - (b) Customer Service Elements
 - (c) Service Choice Selection
 - (d) Pipeline Transportation (Networked)
 - (e) Arguments against Inventory Appraisal
 - (f) Site selection
 - (g) Facility configuration

(2)

- (h) Space Layout
- (i) Vehicle Routing and Scheduling
- (j) Material Handling System Selection.

Unit-I

- 2. Define Business Logistics. Discuss growing importance of Logistics in International Business with suitable example. 10
- 3. Discuss in detail the various objectives of Business Logistics in context with International Trade. 10

Unit-II

- 4. What do you understand by Effective Transport System. Discuss Importance of Effective Transport System with help of suitable example. 10
- 5. Write a comprehensive note on modes of transport. Describe Air Transport and its relevance in International Trade. 10

(3)

Unit-III

- 6. Discuss briefly the various objectives of inventory. Explain planning for design and operation as inventory control function. 10
- 7. What do you understand by Push Inventory Control. Explain its various stages with the help of suitable example. 10

Unit-IV

- 8. Explain warehousing as storage system. Discuss importance of warehousing. 10
- 9. What do you understand by virtual warehousing. Explain importance of virtual warehousing in modern context. 10

A

MS-3313

B.B.A. (I.B.) (Semester-IV) Examination, 2012

TAXATION LAWS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory and carries 30 marks. Select *one* question carrying 10 marks from each Unit.

1. Answer the following in brief : $3 \times 10 = 30$
- (a) Define the term 'Person' as used in Income-tax Act, 1961.
 - (b) How is residential status of a company decided?
 - (c) Explain the deduction under Section 80 DD.
 - (d) How is Entertainment Allowance treated for income-tax purposes?

(2)

- (e) What is Permanent Account Number (PAN)?
- (f) What do you mean by 'Bond Washing Transactions'?
- (g) When will the capital gain arising on transfer of a residential house be exempt from tax?
- (h) State the provisions of Section 35-A regarding the expenditure incurred on acquisition of patent rights or copyrights.
- (i) An assessee commences his business (i) 1st October, 2010 (ii) 1st January, 2011 (iii) 1st April, 2012. In each case, what will be his assessment year and what period will be treated as his previous year for the concerned assessment year?
- (j) Mr. Ramesh was employed in a company on a monthly salary of ₹ 20,000. During the previous year he retired on June, 2010. He was given a pension @ ₹ 4,000 per month.

MS-3313

(3)

He got 3/4 of his pension commuted and received ₹ 1,20,000. Determine the exempt amount of pension if:

- (i) Mr. Ramesh received gratuity also.
- (ii) Mr. Ramesh did not receive gratuity.

Unit-I

- 2. What is agricultural income? What are its types? Discuss such ten incomes which though connected with land are not agricultural incomes. 10
- 3. (a) During the previous year Mr. A gets basic salary of ₹ 80,000, dearness allowance @ 10% of basic salary, ₹ 6,000 as dearness pay and ₹ 8,000 per annum as fixed commission on sale. He also gets ₹ 25,000 as house rent allowance, though he pays ₹ 32,000 as house rent at Kanpur. During the previous year he also got ₹ 15,000 as advance salary. Can he claim the entire house rent allowance exempt from tax? 5

MS-3313

(4)

- (b) Name the different kinds of provident funds of which salaried employee may be a member and state the income-tax provisions regarding each.

5

Unit-II

4. Mohan is the owner of two houses. He has furnished the following details in respect of these houses :

	House I (₹)	House II (₹)
Municipal value	30,000	50,000
Rent received	36,000	45,000
Fair rent	32,000	60,000
Municipal tax	3,000	5,000
Repairs	5,000	4,000
Ground rent	2,000	3,000
Interest on loan	3,400	6,000

Second house remained vacant for 3 months. Determine the taxable income from house property for the assessment year 2011-12. 10

5. From the following Profit & Loss Account of Mr. Mukesh Kumar for the year ended 31st March, 2011; compute his income from business or profession for the assessment year 2011-12 : 10

MS-3313

(5)

	(₹)		(₹)
Salaries	88,000	Gross Profit	5,60,000
Rent	22,400	Rent from house property	9,000
Loss by theft	3,000	Dividend	10,000
Discount	1,500	Interest on securities	1,000
Bad debts reserve	2,000		
Amount paid to an university for scientific reserch	50,000		
Life insurance premium	2,000		
Interest on loan	2,000		
Interest on capital	3,000		
Repairs of house	3,500		
Income-tax	7,000		
Wealth-tax	5,000		
Donations	4,000		
House hold expenses	2,000		
Net profit	3,84,600		
	5,80,000		5,80,000

Unit-III

6. Write notes on any two of the following : 10

- Deduction under Section 80 G
- Set-off and carry forward of losses
- Deemed incomes.

7. Mr. Mohan purchased 1,200 equity shares of ₹ 20 each for ₹ 120 per share on 1st January, 1989 and paid brokerage ₹ 2,000 and transfer

MS-3313

(6)

fees ₹ 1,000. On 1st September, 1991 the company issued 300 bonus shares to him. In November, 2009 the company issued 750 right shares at the rate of ₹ 30 per share to him. On 1st October, 2010 he sold 300 bonus shares and 450 right shares @ ₹ 200 per share. On 1st January, 2011 he sold the total remaining holding @ 400 per share. Compute his taxable capital gains for the assessment year 2011-12. Cost inflation indices are : 1988-89-161, 1991-92-199, 2009-10-632, 2010-11-711.

10

Unit-IV

8. What do you understand by 'Best Judgement Assessment'? Under what circumstances it is made by Assessing Officer? Are there remedies open to the assessee against such assessment? 10
9. Mr. M. K. Gupta is working as a Manager in a company at Kanpur. He has furnished the following details regarding his income for the year ended on 31st March 2011 :

MS-3313

(7)

- (i) Salary ₹ 40,000 per month.
- (ii) Dearness pay ₹ 10,000 per month.
- (iii) City compensatory allowance ₹ 1,000 per month.
- (iv) Education allowance for one child ₹ 500 per month.
- (v) Academic allowance ₹ 1,200 per month.
- (vi) Bonus ₹ 60,000.
- (vii) Facility of rent free furnished house, fair rental value of which is ₹ 2,00,000. Furniture costing ₹ 80,000 is also installed.
- (viii) Facility of a small motor car for official and private purposes both. All the expenses relating to motor car including driver's salary are paid by the company.
- (ix) Reimbursement of personal medical bills ₹ 35,000.
- (x) Reimbursement of personal telephone bills ₹ 18,000.
- (xi) He contributes 10% of his salary to the recognised provident fund towards which company contributes ₹ 6,500 per month.

MS-3313

(8)

He has the following other incomes too :

- (a) Interest on government securities ₹ 10,000.
- (b) Dividend from an Indian company ₹ 5,000.
- (c) Interest on post office saving bank account ₹ 8,000.
- (d) Interest on fixed deposits with bank ₹ 11,000.
- (e) 1/4th share in composite income of Hindu Undivided Family ₹ 80,000.

He made the following payments :

- (i) Life insurance premium ₹ 25,000
- (ii) Medical insurance premium ₹ 12,000
- (iii) Public provident fund account ₹ 30,000
- (iv) Indira Vikas Patra ₹ 14,000
- (v) Employment tax ₹ 5,000
- (vi) Donation to National Defence Fund ₹ 30,000.

Compute his taxable income for the assessment year 2011-12.

10

A

MS-3314

B. B. A. (I. B.) (Semester-IV)

Examination, 2012

COMPUTER APPLICATION-II

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Answer *Four* more questions selecting *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) Database Control
 - (b) GOTO
 - (c) IF THEN
 - (d) Branching and looping
 - (e) Flow Chart
 - (f) Array
 - (g) Data type

(2)

- (h) Expression
- (i) Variable
- (j) Algorithm.

Unit-I

2. "In case of multiprogramming or time sharing system, it also permits the sharing of memory space among several users efficiently and economically." Justify your answer with help of virtual storage system and multiprogramming system. 10
3. Explain : $5 \times 2 = 10$
- (a) Function of Compiler
 - (b) Interpreter and its functions.

Unit-II

4. System software is a set of programs which is designed to control the operation and processing activities of a computer. It acts as intermediary between machine and application software. Elaborate the sentence and also states its functions. 10

(3)

5. Explain : 10
- (a) Real time operating system
 - (b) Linkage editor
 - (c) Interrupt
 - (d) Mnemonics.

Unit-III

6. High level language rectify the problem of Machine Language and Assembly language which a programmer faces when a program is written. Explain with help of Machine Language and Assembly Language. 10
7. Write detail notes on any two of the following : 10
- (a) Library program
 - (b) Service program
 - (c) GUI
 - (d) Character User Interface.

Unit-IV

8. Discuss the approaches to programming language and which approach do you prefer if you prepare and program for a Bank and their Customer. Give reason to your answer. 10

(4)

9. "Application software can be grouped into two categories." How these categories differs?
Discuss the nature of software package available in each category.

10

A

MS-3315

B. B. A. (I.B.) (IV-Semester)

Examination, 2012

FOREIGN EXCHANGE ECONOMICS

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Answer *four* more questions selecting *one* question from each Unit.

1. Write short answers on the following : 3×10
 - (i) Difference between autonomous and accommodating transaction.
 - (ii) What is merchant transaction in foreign exchange?
 - (iii) Define exchange rate.
 - (iv) List the major items in Capital A/c of BOP.
 - (v) Differentiate between sight bill and usance bill.

(2)

- (vi) Explain the main functions of IDA.
- (vii) Define arbitrageurs.
- (viii) Discuss the contents of a commercial invoice.
- (ix) Distinguish between direct and indirect quote.
- (x) Explain registration cum-membership certificate.

Unit-I

- 2. Explain the concept of disequilibrium in the balance of payments. State the methods available to restore equilibrium. 10
- 3. Describe the main features of International Monetary Fund. And also explain the various concessional and non-concessional loan instruments provided by it. 10

Unit-II

- 4. Explain how the administration of foreign exchange is done in India. And what are the significant activities performed by it in the Interbank Forex Market? 10

MS-3315

(3)

- 5. Trace the history of foreign exchange regulation in India. And state the basic objective of Foreign Exchange Management Act. 10

Unit-III

- 6. An Indian importer has done a deal and has to make payment of Euro worth 8000 to be country from where he has imported. He wants to convert his Indian rupees to Euros. The present spot rate quotation in the market are :

Spot (₹/\$) : 40.1495 40.1755

Spot (€/£) : 14.6795 14.6995

Calculate how much rupees he has to pay to the bank to receive Euro worth 8000. 10

- 7. Define documentary letter of credit. And explain the mechanism of a letter of credit. 10

Unit-IV

- 8. What is a forward contract? What are the stages involved in booking of forward contracts? 10

MS-3315

(4)

9. (a) Calculate forward premium on discount for :

(i) 3 months

(ii) 9 months.

Spot (₹/\$) : 40.5695

Forward (₹/\$) : 42.6578

3 months

Forward (₹/\$) : 37.5896

9 months

5

(b) The spot rate available in the market is :

1\$ = ₹ 40.4565

If \$ is expected to depreciate by 5% in next
3 months. Calculate the forward rate in
terms of spot (₹/\$).

5

A

MS-3316

B. B. A. (I. B.) (IV Semester) Examination, 2012

Financial Management

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : 3×10=30
 - (a) Concept of time value of money
 - (b) Organisation chart of Finance Department
 - (c) Concept of fixed cost in Financial leverage
 - (d) Sensitivity analysis
 - (e) Retained earning
 - (f) EBIT-EPS analysis
 - (g) Wealth maximisation

(2)

- (h) Motives of Holding cash
- (i) Capital structure planning
- (j) Certificate of Deposit.

Unit-I

2. (a) "Financial Management is related not only to fund raising but encompasses the wider perspective of managing the finances for the company effectively." Elucidate. 5
- (b) What are the steps involved in financial planning and decision-making? 5
3. (a) What is annuity? Explain how can future value of an annuity be determined. 4
- (b) ABC Ltd. has borrowed Rs. 30,00,000 from Bank Home Finance Ltd. to finance the purchase of a house for 15 years. The rate of interest on such loans is 24% p.a. Compute the amount of annual payment/instalments. 6

(3)

Unit-II

4. A company has equity share capital of Rs. 5,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 3,00,000 for expansion cum modernisation scheme. The company plans the following financing alternatives:
- (a) By issuing equity shares only
 - (b) Rs. 1,00,000 by issuing equity shares and Rs. 2,00,000 through debentures @ 10% p.a.
 - (c) By raising term loan only at 10% p.a.
 - (d) Rs. 1,00,000 through equity shares and Rs. 2,00,000 by issuing 8%, preference shares.
- You are required to suggest the best alternative giving your comment assuming that the estimated EBIT after expansion is Rs. 1,50,000 and tax is 35%.
5. "Cost of capital is used by a company as a minimum benchmark for its yield." Comment. How do you ascertain the cost of equity capital? 10

(4)

Unit-III

6. Discuss the various techniques of capital budgeting along with their merits and demerits. 10
7. A company is considering which of two mutually exclusive projects it should undertake. The company anticipate a cost of capital of 10% and the Net cash flow after tax of the projects are as follows :

(Rs.'000)

Years	0	1	2	3	4	5
Project X (Rs.)	(200)	35	80	90	75	20
Project Y (Rs.)	(200)	218	10	10	4	3

Required :

- (a) Calculate the NPV and IRR of each project.
- (b) State, with reasons, which project you would recommend.

Unit-IV

8. Discuss the concept of relevance and irrelevance theory of dividend policy. Critically evaluate Miller-Modiglian's dividend policy model. 10

MS-3316

(5)

9. The following information has been extracted from the records of a company : 10

Product cost Sheet	Rs./Unit
Raw Material	45
Direct labour	20
Overheads	40
Total cost	<u>105</u>
Profit	15
Selling price	<u>120</u>

- Raw material are in stock on an average of two months.
- Material in process on an average of 4 weeks.
The degree of competition is 50%
- Finished goods stock on an average for one month.
- Time lag in payment of wages and overheads is 1½ weeks.
- Time lag is receipt of proceeds from debtors is 2 months.
- Credit allowed by suppliers is one month.
- 20% of the output sold against cash.

MS-3316

(6)

- The company expect to keep cash balance of Rs. 1,00,000.
- Take 52 weeks per annum.

The company is poised for a manufacture of 1,44,000 units in the year. You are required to prepare a statement showing the working capital requirement of the company.

A

MS-3317

B. B. A. (I. B.) (Semester IV) Examination, 2012

GERMAN LANGUAGE

Time Allowed : Three Hours

Maximum Marks : 70

Note: Question No. 1 is compulsory. Attempt *four* other questions taking *one* question from *each* Unit.

1. Fill in the blanks : 30

- (a) Ich _____ Rahul.
- (b) Ich _____ B. A.
- (c) Meine Familie _____ in Agra.
- (d) Deutschland _____ in Europa.
- (e) Mein Hund kostet _____.
- (f) Ich _____ Geburtstag.
- (g) Berlin liegt in _____.
- (h) Er hat _____.
- (i) Er fährt _____ Delhi.

(2)

- (j) Meine Mutter kommt _____ England.
- (k) Ich komme _____ der universität.
- (l) Das Klassenzimmer _____ sehr gross.
- (m) Wir gehen nach _____.
- (n) Meine Freundin _____ nach USA.
- (o) Ich trinke _____.
- (p) Mein vater _____ bei Siemens.
- (q) Ich lese _____.
- (r) Ich _____ Deutsch an der uni.
- (s) Ich brauche _____.
- (t) Ich mache _____.

Unit-I

2. Translate the following text into English : 10
- Mein name ist Hartmann. Ich bin Ingenieur. Ich bin reich. Ich habe vier Autos. Ich fahre Auto. Ich mache eine Reise nach Frankreich. Ich kaufe eine Flugkarte. Die Flugkarte kostet viel. Ich buche ein Zimmer in einem Hotel. Das Zimmer kostet viel. Meine Frau fliegt nach China. China liegt in Asien. Meine Kinder gehen in die Schule. Sie lernen Fremdsprache. Wir sprechen Deutsch zu Hause. Wir essen Pizza gern. Wir trinken Apfelsaft gern. Wir sehen Film am Sonntag.

MS-3317

(3)

3. Translate the following conversation into English : 10
- A: Guten Morgen ! Wie geht es Ihnen ?
B: Guten Morgen ! Es geht mir gut.
A: Was machen Sie hier ?
B: Ich arbeite hier. Ich bin ein Lehrer.
A: Ich arbeite bei Tata Motors.
B: Haben Sie Kinder ?
A: Ja, ich habe zwei Kinder.
B: Ich bin auch verheiratet. Ich habe eine Tochter.
A: Was macht Ihre Frau ?
B: Meine Frau ist Hausfrau. Sie ist sehr nett und freundlich.
A: Ich besuche sie am Sonntag.
B: Gut. Ich kaufe Torte für sie.
A: Danke ! Auf Wiedersehen !

Unit-II

4. Make sentences with the following words : 10
- Kuchen, Hemd, Hose, Tee, Buch, Zeitung, Fahrkarte, Flughafen, Büro, Wohnzimmer, Gemüse, Stadt, Hauptstadt, Kino, Fenster, Haus, Blumen, Uhr, Tisch, Tasche.

MS-3317

(4)

5. Make sentences with the following verbs : 10
lesen, arbeiten, haben, essen, gehen trinken, fliegen,
schreiben, machen, kaufen, kosten, sein, studieren,
sehen, verkaufen, wohnen, tragen, sitzen, bringen,
brauchen.

Unit-III

6. Write 20 lines on "Mein Land". 10
7. Write 20 lines on "Mein Freund". 10

Unit-IV

8. Write days and months in German. 10
9. Write seasons and colours in German. 10

A

MS-3318

B. B. A. (I. B.) (Semester-VI) Examination, 2012

International Accounting

Time Allowed : Three Hours

Maximum Marks : 70

Note : Question No. 1 is compulsory. Attempt *four* other questions, selecting *one* question from each Unit.

1. Write short notes on the following: 3×10=30
 - (i) Accounting standards
 - (ii) Relative price level changes
 - (iii) Need for consolidation of statements
 - (iv) Tax treaties
 - (v) COSA
 - (vi) Market based transfer pricing method

(2)

- (vii) Tax Neutrality
- (viii) Foreign currency exposures
- (ix) Social disclosure
- (x) Tax heaven.

Unit-I

2. What do you mean by international dimension of accounting ? Discuss the factors that have contributed to the development of international accounting. 10
3. Write a detailed note on need of internationalization of accounting in the context of modern business and state the difficulties encountered in international accounting practices. 10

Unit-II

4. Given the following balance sheet of PQ Ltd. and its foreign associate SM Enterprises as on 31.03.2010, and the additional information beneath, prepare a consolidated balance sheet as it would appear under the one line method of consolidation :

MS-3318

(3)

Balance Sheet of PQ Ltd. as on 31.03.2010

(Figure in Rs'000)

Liabilities	Rs.	Assets	Rs.
Equity share capital (20,000 Shares of Rs. 100 each)	2,000	Land & Building	950
Reserve & Surplus	550	Plant & Machinery	700
Profits	150	Furniture & Fittings	300
Debentures	150	Vehicles	150
Creditors	100	Investment in SM Enterprises	350
Payables	30	Stock	200
Outstanding expenses	20	Debtors	150
		Receivables	200
	3,000		3,000

Balance Sheet of SM Enterprises as on 31.03.2010.

(Fig. in Rs'000)

Liabilities	Rs.	Assets	Rs.
Equity share capital (1,80,000 Shares of Rs. 10 each)	800	Land & Building	550
Reserve & Surplus	250	Plant & Machinery	350
Profits	150	Stock	250
Creditors	100	Receivable	300
	1,450		1,450

Additional information :

PQ Ltd. had acquired 30,000 equity shares of SM Enterprises on 1.04.2009 when the latter had Rs. 1,90,000 to the credit of its Reserve account. 10

5. What is inflation accounting ? Discuss the factors that affect the accounting profit and its consequences. 10

MS-3318

(4)

Unit-III

6. What do you understand by harmonization of accounting practices ? Discuss the institutional arrangement to establish harmony in the light of efforts of international organisations. 10
7. What is transfer pricing ? Examine the role of transfer pricing in national and multinational business operations. Briefly analyse the current practices relating to transfer pricing adopted by multinational corporations. 10

Unit-IV

8. (i) Cosmo Ltd. Sri Lanka has earned \$ 2000 through its Singapore subsidiary, the James Ltd. If the applicable corporate income-tax rate of Sri Lanka and Singapore happens to be 40% and 30% respectively and if, the Sri Lankan government decides to (a) exempt the foreign income accrued to its firm (b) allow full credit in respect of the foreign taxes already paid, find out Cosmo Ltds. tax liability and after tax income. 5
- (ii) What do you understand by double taxation ? How do countries avoid double taxation ? 5
9. What are the needs of foreign currency translation ? What are the different techniques of recording foreign currency transaction ? Explain their features. 10

A

MS-3319

B. B. A. (I.B.) (Semester-VI)

Examination, 2012

Export-Import Procedure & Documentation

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *four* more questions, selecting *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) Town of Export Excellence
 - (b) SEZs
 - (c) Advantages of letter of credit to exporters
 - (d) Privileges for Star Export Houses
 - (e) Mate's Receipt
 - (f) Claims of Cargo Insurance
 - (g) Prohibited Import items
 - (h) Objectives of customs clearance

(2)

- (i) Concept of Product Adaptation
- (j) Exchange Risk.

Unit-I

- 2. What do you understand by INCOTERMS? Discuss briefly the various categories of INCOTERMS 1990. 10
- 3. Define Export order. Discuss the various elements to be considered for processing of an export order 10

Unit-II

- 4. Discuss the objectives, purpose and schemes of ECGC in export promotion. 10
- 5. (a) Explain the procedure for pre-shipment inspection in export. 5
- (b) Explain the types of inspection involved in export. 5

Unit-III

- 6. Outline the procedure to be followed by a Chennai merchant if he wishes to export goods (Electronics) from India. 10

(3)

- 7. (a) Explain the methods of export payments. 5
- (b) Discuss the procedure involved in excise clearance. 5

Unit-IV

- 8. Discuss the various export incentive schemes provided by the Government of India for export promotion. 10
- 9. Discuss briefly the institutional framework for export promotion in India. 10

A

MS-3320

B. B. A. (I. B.) (Semester-VI)

Examination, 2012

COMPUTER APPLICATION-(IV)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt four more questions selecting *one* question from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) Domain name
 - (b) Resolver
 - (c) Just in line delivery
 - (d) Access control
 - (e) Digital signature
 - (f) E-Auction
 - (g) Supply chain management

(2)

- (h) Precautions for secure e-commerce
- (i) Firewall
- (j) C2C.

Unit-I

- 2. What is e-commerce and how does it differ from the traditional commerce? Discuss its limitations. 10
- 3. What are the basic models of e-commerce? Discuss functions and scope of e-commerce. 10

Unit-II

- 4. Describe the concept of EDI. Also explain the application of EDI in different sectors of business. 10
- 5. What are the basic building blocks of EDI? Also describe how EDI based business is advantageous over paper based business. 10

Unit-III

- 6. Explain briefly the various types of e-commerce. What are the application areas of different e-commerce? Discuss. 10

(3)

- 7. Explain in detail :

- (a) Procedure of opening e-mail account on internet. 5
- (b) E-procurement. 5

Unit-IV

- 8. What is an IP address? Describe the classes of IP addresses and reasons for dividing it in classes. 10
- 9. Discuss the concept of internet. What are the various popular protected services on the internet. Explain. 10

A

MS-3321

B. B. A. (I.B.) (Semester-VI)

Examination, 2012

PERSONNEL MANAGEMENT

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. *One* question is to be attempted from each Unit.

1. Write short notes on the following : $3 \times 10 = 30$

- (a) Scope of Personnel Management
- (b) Piece Rate System
- (c) Internal Mobility
- (d) Job evaluation Vs. Performance Appraisal
- (e) Employee Empowerment
- (f) 360° Appraisal
- (g) Man Power Planning
- (h) Types of Discipline

(2)

- (i) Objectives of Induction
- (j) Collective Bargaining.

Unit-I

- 2. Define Personnel Management. What are the functions of Personnel Manager in an industry? 10
- 3. Briefly discuss the following : 5×5
 - (i) Methods of collecting Job Analysis Data.
 - (ii) Job Description and Job Specification.

Unit-II

- 4. What are the various steps required for hiring personnel in an organisation? Discuss. 10
- 5. Define the terms 'Training and Development'. Discuss various techniques of training. 10

Unit-III

- 6. What is meant by Fringe Benefits? Also highlight the various types of Fringe Benefits offered to employees in India. 10
- 7. Define Performance Appraisal. Explain its process in detail. 10

MS-3321

(3)

Unit-IV

- 8. What are the essential prerequisites of a Grievance Procedure. Discuss the steps and model of Grievance Procedure. 10
- 9. How does industrial disputes adversely affect the workers, the management and the nation as a whole? Explain. 10

MS-3321-3-500

A

MS-3322

B. B. A. (I.B.) (Semester-VI)

Examination, 2012

International Business Environment

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *four* more questions, selecting *one* question from each Unit.

1. Write short notes on the following : 3×10
 - (i) Assumptions of Ricardian theory of International trade
 - (ii) Gold export point vs. Gold import point
 - (iii) Advantages of MNCs
 - (iv) BOPs
 - (v) Objectives of IBRD (World Bank)
 - (vi) Advantages of IMF to India

(2)

- (vii) Domestic Trade vs. International Trade
- (viii) Free trade policy
- (ix) Inward Looking Policy (ILP) vs. Outward Looking Policy (OLP)
- (x) Objectives of India's exchange control measures.

Unit-I

- 2. Explain the basis of international trade in terms of the opportunity cost approach to comparative cost. 10
- 3. Discuss the exchange rate determination in between two countries on inconvertible paper currency standard as per purchasing power parity approach. 10

Unit-II

- 4. What do you understand by protection policy? Discuss the various NTBs and TBs adopted by the Indian Government. 10

MS-3322

(3)

- 5. (a) Briefly trace out the characteristic features of Indian foreign trade policy in the pre-reform period (prior to 1991). 5
- (b) Narrate in short the vital aspects of the new EXIM Policy (2009–2014). 5

Unit-III

- 6. Outline the structural organisation of W.T.O. Briefly determine its functions and objectives. 10
- 7. Discuss the key objectives of SAPTA. How has this agreement led to benefit SAARC countries by boosting their intra-regional trade. 10

Unit-IV

- 8. (a) Briefly outline the various trends of FDI. 5
- (b) Write a short essay narrating the recent developments of India's foreign trade. 5
- 9. Discuss the institutional infrastructure for export promotion in India. 10

MS-3322-3-500

A

MS-3323

B. B. A. (I.B.)(Sixth Semester) Examination, 2012

FRENCH

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Answer questions according to instructions : $3 \times 10 = 30$

Translate into English [(i) to (iii)] :

- (i) Comment vous appelez vous. Est-ce que vous êtes un(e) étudiant(e).
- (ii) Je suis fatigué. Je préfère rester à Paris.
- (iii) Valeri Florentini est une chanteuse. Elle habite à Rome.

Translate into French [(iv) to (v)] :

- (iv) We go to the university.
- (v) She is intelligent.
- (vi) Put into Feminine :

Père; musicien; garçon.

(2)

- (vii) Put into plural :
tableau; chaise; cahier.
- (viii) Describe your friend in French in five sentences.
- (ix) Write the names of seasons in French.
- (x) Write the following numbers in French letters :
29, 51, 60.

Unit-I

2. Translate into English: 10

SAMEDI 9 MAI

Paris. L'appartement de Sylvie.

Valérie : Qui est-ce ?

Sylvie : C'est Nicolas Legrand, un ami.

Valérie : Nicolas Legrand, le chanteur ?

Sylvie : Oui.

Valérie : Tu connais Nicolas Legrand ?

Sylvie : Oui, je connais bien Nicolas Legrand.

Valérie : Et..... vous êtes très amis ?

Sylvie : Oui et non. Nicolas est un artiste. Tu comprends.

Valérie : Sylvie! Je voudrais rencontrer Nicolas.....

MS-3323

(3)

3. Translate into English: 10
- Paris. Au restaurant. Nicolas fait des projets de week-end**
- Nicolas : Tu es libre dimanche ?
- Sylvie : Oui.
- Nicolas : Qu'est-ce qu'on fait ? Est-ce qu'on va à la campagne ?
- Sylvie : Je suis fatiguée. Je préfère rester à Paris.
- Nicolas : Alors, voici le programme: une partie de tennis, un bon film, un bon restaurant, puis..... on va danser!
- Sylvie : D'accord pour le cinéma et le restaurant. Mais pas d'accord pour le tennis et la discothèque!
- Nicolas : Sylvie, tu n'es pas très amusante.

Unit-II

4. Translate the following sentences into French: 10
- What is this ? This is a book. I am a student of B. B. A.
We study French. We are Indians. We speak English.
He is a boy. See you tomorrow. I have a class. My book is red.
5. Translate the following sentences into French: 10
- My father is a doctor. We have a car. We eat cake.
Lucknow is a city. Where do you live ? He drinks tea.
She goes to Delhi. Roland sings a song. My brother dances. We have a house in Lucknow.

MS-3323

(4)

Unit-III

6. Construct a dialogue in French between two students. 10
7. Give your BIO-DATA or your introduction (about 15 lines) in French. 10

Unit-IV

8. (a) Conjugate the following verbs in Present Tense with all the persons : 6
FAIRE; PARLER
- (b) Write the names of months in French. 4
9. (a) Conjugate the following verbs in present tense with all the persons : 6
AVOIR; ALLER
- (b) Make sentences with following words : 4
Stylo; Café; appartement; gâteau; mère.

MS-3324

M. B. A. (Tourism) Examination, 2012

Sales & Advertisement Management in Tourism

(MBAT-25)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each of the four Unit.

1. Write short notes on any five of the following : 6×5
 - (a) Push and Pull strategy
 - (b) Promotion mix
 - (c) Products and services
 - (d) Advertising
 - (e) Personal selling
 - (f) Publicity
 - (g) Direct selling.

(2)

Unit-I 10

2. "Tourism is a service industry." Explain with suitable examples.
3. Enumerate the qualities of a good salesperson and also explain how person and also explain how selling in tourism is different from all other forms of selling.

Unit-II 10

4. What are different theories of selling and how is it important in the selling process? 10
5. What do you understand by 'Personal Selling'? What are the advantages and disadvantages of personal selling?

Unit-III 10

6. What is 'Promotion Mix'? Explain its elements with suitable examples.
7. Explain in detail the communication process.

(3)

Unit-IV 10

8. (a) How advertising is important in the process of communication?
(b) How can effective message be designed for advertisement?
9. (a) How can one measure the effectiveness of advertising?
(b) What is 'media strategy' in advertising?

A-6

MS-3325

M. B. A. (T) Examination, 2012

Indian Ethos & Modern Management

[MBA (T)-26]

Time Allowed : Three Hours

Maximum Marks : 70

Note: Answer *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each of the four Units. Marks are given besides each question.

1. Write short notes on any six of the following : 5×6=30
 - (a) Indian society
 - (b) Human Values
 - (c) Dharma
 - (d) Human Rights
 - (e) Social responsibility of Business
 - (f) Personal growth
 - (g) Teachings of Srimadbhagvadgita
 - (h) Teachings of Quran.

(2)

Unit-I

2. What do you understand by the Ancient Indian Education System ? 10
3. Write an essay on Cultural History of India. 10

Unit-II

4. What is stress ? How can you manage stress in your work place ? 10
5. Discuss the fundamental duties and fundamental rights in the Constitution of India. 10

Unit-III

6. Discuss six value medals model for decision making in detail. 10
7. What are spiritual values ? What are the roles of spiritual values in management ? 10

MS-3325

(3)

Unit-IV

8. What is Personality ? Discuss the various types of personality. 10
9. Write short notes on any two of the following : $5 \times 2 = 10$
- (a) Interpersonal relations
 - (b) Science and Spirituality
 - (c) Human values in Tourism Industry.

MS-3325-3-200

MS-3326

M. B. A. (T) (Semester-IV) Examination, 2012

E-Tourism

(MBAT-27)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on any ten of the following: $3 \times 10 = 30$
 - (a) Storage Device
 - (b) GDS
 - (c) MAN
 - (d) Internet
 - (e) Types of computer
 - (f) Output devices
 - (g) Control Pannel

(2)

- (h) Icon
- (i) Title Bar
- (j) CRS
- (k) Pen drive
- (l) PNR.

Unit-I

2. What do you understand by the term E-tourism ?
Discuss the importance of computer in the field of
tourism. 10
3. Write short notes on any two of the following : 5+5
- (a) Ring Topology
 - (b) Star Topology
 - (c) Mesh Topology.

Unit-II

4. Write short notes on any two of the following : 10
- (a) Google
 - (b) Internet Explorer
 - (c) Networking.

(3)

5. What do you understand by OSI model ? Discuss its
role in computer science. 10

Unit-III

6. Write short notes on any two of the following : 10
- (a) Web Address
 - (b) Galileo
 - (c) What will be the command in Amadeus for
checking flight for 27/03/2012 on Delhi-
Mumbai ?
7. What do you understand by Search Engine ?
Give the details of any one search engine of your
choice. 10

Unit-IV

8. "Tourism is a field where advertising plays an
important role." Discuss. 10
9. What is cyber crime ? Discuss the role of cyber law
to prevent cyber crime in India. 10

A-6

MS-3327

M. B. A. (Tourism) (Semester-IV)

Examination, 2012

Marketing for Tourism Managers

(MBAT-28)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Attempt any six notes from the following : $5 \times 6 = 30$

- (i) Product Mix
- (ii) Economic Environment
- (iii) SWOT Analysis
- (iv) Production concept
- (v) Marketing Mix
- (vi) Demand States

(2)

(vii) Demographic segmentation

(viii) AIDA Model.

Unit-I

2. What is modern marketing concept ? How can marketing orientation be employed ? 10
3. What are the major macro-environmental forces that affect the marketers ? Describe the socio-cultural environment in detail. 10

Unit-II

4. What are the various stages of consumer decision making process ? Describe the consumers buying decision process with the help of five stage model. 10
5. What do you understand by forecasting and demand measurement ? 10

Unit-III

6. Why is the concept of PLC important to the market ? What would be the marketing strategy at the introduction stage ? 10

(3)

7. What are the various factors that influence the pricing decisions taken by marketers ? 10

Unit-IV

8. What is the importance of advertising in the marketing program of a company ? What are the major decisions worth considering in advertising ? 10
9. What are the stages of communication process ? How can communication fail in the promotion of a product ? 10

A-7

MS-3328

M. B. A. (T) (Semester-IV) B.P. Examination, 2012

Surface Transport

[MBA(T)-29]

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory and attempt one question from each Unit.

1. Write short notes on any six of the following : $6 \times 5 = 30$

(i) PNR No.

(ii) Palace on Wheels

(iii) Cruise liner

(iv) Waterways

(2)

(v) Airport Authority of India

(vi) UPSRTC

(vii) World Heritage Train Route.

Unit-I

2. Discuss the history of Indian railways and importance of railways in Indian tourism. 10

Or

3. What do you understand by Surface transport ?
What are the various advantages of Road transportation? 10

Unit-II

4. Discuss the process of online train reservation and also discuss its importance in detail. 10

Or

5. What are the various advantages of road network ?
Also discuss the types of roads in India. 10

MS-3328

(3)

Unit-III

6. What do you understand by the term 'Zone' in the context of Indian railways ? Discuss various tourist trains of India. 10

Or

7. What is Ind Rail Pass ? Discuss the procedure to obtain Ind Rail Pass. 10

Unit-IV

8. What do you understand by the term Highway tourism ? Discuss various importance of highway tourism. 10

Or

9. What is rent-a-car ? Discuss its future in India. 10

MS-3328-3-200

A-7

MS-3329

M. B. A. (Tourism) (Fourth Semester)

Examination, 2012

Human Resource Development & Planning in Tourism

(MBAT-30)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write notes on any six of the following : $5 \times 6 = 30$

- (i) Job specification
- (ii) 360° performance appraisal
- (iii) Promotion
- (iv) Job enrichment

(2)

- (v) Empowerment
- (vi) Panel interview
- (vii) Induction
- (viii) Head Hunting.

Unit-I

2. What do you understand by HRM ? What is the importance of Human Resource Development in Service Industry ? 10
3. What is manpower planning ? How do organizations manage in cases of shortage and surplus of human resources ? 10

Unit-II

4. What is Job Design ? What are the approaches to job design ? 10
5. What do you understand by employee training ? Describe the various on the job training methods in detail. 10

(3)

Unit-III

6. Mention the various traditional methods of performance appraisal ? Give an account of any two methods. 10
7. How does promotion affect an employees morale ? Describe the various bases for promotion. 10

Unit-IV

8. What are the emerging trends in Human Resource Development in tourism industry ? 10
9. What are the various legislative measures adopted to ensure employees Social Security ? 10

A

MS-3330

M. T. A. (Semester-II) Examination, 2012

Human Resource Management

(MTA-201)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on any ten of the following questions : 3×10=30

- (i) 360° Appraisal
- (ii) Problems of performance appraisal
- (iii) Job rotation
- (iv) Employee Security
- (v) Factors influencing employee remuneration
- (vi) Scope of Human Resource Management

(2)

- (vii) Human Resource planning system
- (viii) Job Description
- (ix) Job analysis
- (x) Need for training
- (xi) Interview
- (xii) Job evaluation.

Unit-I

2. The management of human resources vs viewed as a system in which participants seeks to attain both individual and group goals. Examine the statement giving distinction between personnel management and Human Resource Management. 10
3. "Good managers make things happen." Do you agree ? Enumerate the qualities of human resource managers in the light of the given statement. 10

Unit-II

4. What is Job evaluation ? Discuss its objectives and various methods with suitable examples. 10

(3)

5. Recruitment forms the first stage in the process which continues with selection and cases with the placement of the candidate. Examine the statement giving procedures of selection ? 10

Unit-III

6. Mention the various traditional methods of performance appraisal. Explain any two methods of performance appraisal in detail. 10
7. Describe the various training methods used for training of the employees ? 10

Unit-IV

8. What is the impact of globalisation on human resource management ? 10
9. Tourism is a sector requiring a lot of human resource development and planning. State a few facts which the HRD planners of a tourism organization should consider ? 10

A

MS-3331

M. T. A. (Semester-II) Examination, 2012

Marketing Management

(MTA-202)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on any ten of the following: $3 \times 10 = 30$
 - (a) Distinction between Market and Marketing
 - (b) Customer orientation marketing philosophy
 - (c) Demarketing Concept
 - (d) Meta marketing
 - (e) Marketing Research
 - (f) The Howard Seth Model
 - (g) Benefits of Market Segmentation

(2)

- (h) Price versus Non-price competition
- (i) Status-Quo objectives
- (j) Product-Mix
- (k) Marketing channel function
- (l) Sales Promotion
- (m) Publicity.

Unit-I

2. What is Marketing concept ? Outline the evolution of marketing concept from early days to date. 10

Or

3. Can we do with four 'P's model of marketing ? In what way marketing mix concept helps the business houses to be more successful ? 10

Unit-II

4. In highly competitive economic system, the success, survival and growth of firm warrants accurate knowledge about consumers – their behaviour – how, why, where, what, when they buy ? Do you agree ? Examine the statement explaining consumer behaviour concept with suitable diagrams. 10

MS-3331

(3)

Or

5. The cereal companies carefully differentiate among the health conscious adults, working women, fussy teenagers and sweet-toothed children while planning new cereals. Each group has a cereal carefully designed especially for its needs, though the company name is always in the foreground in advertisements and packaging. In the light of the given extract, discuss market targeting. Also provide alternative targeting strategies of a marketing firm. 10

Unit-III

6. Why are pricing decisions important to organisations ? Before determining a price, a firm should carefully analyse several factors. Explain. 10

Or

7. What is PLC ? What would be the appropriate marketing strategy at the maturity stage of the PLC ? 10

Unit-IV

8. What is marketing communication mix ? Explain the various factors which should be considered in developing the promotion-mix. 10

MS-3331

(4)

Or

9. What is the importance of advertising in the marketing program of a company? Elaborate on the major decisions worth considering in advertising. 10

A

MS-3332

M. T. A. (Semester-II) Examination, 2012

Financial Management for Tourism Managers

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each of Units I, II, III and IV.

1. Write short notes on the following : $3 \times 10 = 30$
- (a) Cash Flow Statement
 - (b) Non resident guests
 - (c) Financial Management
 - (d) Cash Budget
 - (e) Cash Equivalent
 - (f) Working Capital

(2)

- (g) Flow of Funds
 (h) Revenue(Main) of Hotels
 (i) Operating costing
 (j) Marketable Securities.

Unit-I

2. Explain the role and objectives of financial management. 10

3. From the following Balance Sheet of Archana Ltd. prepare Funds Flow statement : 10

Liabilities		31.03.07	31.03.08	Assets		31.03.07	31.03.08
Share Capital		90,000	1,30,000	Fixed Assets		93,400	1,66,000
Gen. Reserve		10,000	15,000	Stock		22,000	26,000
P/L A/C		20,000	30,000	Debtors		36,000	39,000
Debentures		20,000	40,000	Cash		4,000	5,000
Creditors		17,400	22,000	Prel expenses		2,000	1,000
		1,57,400	2,37,000			1,57,400	2,37,000

Unit-II

4. Explain the role and rights of tourism manager. 10
5. Explain the factors affecting the need of working capital of a firm. 10

(3)

Unit-III

6. Explain the major headings of A Hotel company balance sheet as per the requirement of Companies Act, 1956 (only Balance sheet) schedule VI Part-I. 10
7. Explain main books of Accounts which are maintained by a Hotel Industry. 10

Unit-IV

8. Explain the classification of Budgets. 10
9. Explain the importance and limitations of budgetary control. 10

A-6

MS-3333

M. T. A. (Semester II) Examination, 2012

Fundamentals of Hospitality Industry

(MTA-204)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Explain the following : 5×6=30
- (i) Suite
 - (ii) Cabana
 - (iii) Lanai
 - (iv) M. A. P.
 - (v) Check List
 - (vi) Linen.

(2)

Unit-I

2. Explain the role of Hospitality Industry in development of Tourism. 10
3. What do you understand by Heritage ? Describe various types of Heritage hotels. 10

Unit-II

4. Explain various types of Reservations in Hotels and function of advance reservations. 10
5. Explain various types of Plans available in Hotels and their role in rate fixation. 10

Unit-III

6. How does food and beverage department coordinate with other departments in Hotel ? 10
7. What do you understand by Menu ? Explain various types of menu. 10

(3)

Unit-IV

8. Describe role of Executive Housekeeper in 5-star hotel. 10
9. How does Housekeeping Department coordinates with other departments of Hotel ? 10

A

MS-3334

M. T. A. (Semester-II) Examination, 2012

Travel Agency Management

(MTA-205)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on any five of the following : $6 \times 5 = 30$
 - (i) Travel Agent
 - (ii) Ground Operator or Destination Management
 - (iii) FIT
 - (iv) Function of Travel Agency
 - (v) Escorted Tour
 - (vi) Visa.

(2)

Unit-I

2. Write down the History of Travel Trade. 10

Or

3. What is a Travel Agency ? Describe the types of travel agency in detail. 10

Unit-II

4. What do you understand by 'Golden Triangle Tourism' in North India ? Make an itinerary for Golden Triangle Tour of 5 nights/6 days. 10

Or

5. Make an itinerary of 6 nights/7 days for a trip to Kerala. 10

Unit-III

6. What do you know about itinerary development ? Describe it. 10

(3)

Or

7. Calculate the package cost per person on twin sharing basis for 4 nights stay by using following data: 10

Accommodation charges (per Double Room Per night)	₹ 8,000
Transportation Charges	₹ 15,000
All meals supplements charges per couple	₹ 4,500
Mark up – 10% of net cost or	₹ 2,750

Unit-IV

8. Give the details about the documents used in travel agency. 10

Or

9. Write down a Pilgrimage itinerary for Indian Tourist. 10

A

MS-3335

M. T. A (Semester-II) Examination, 2012

International Tourism Products

(MTA-206)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Attempt all of the following : 30
 - (a) Name the countries of Quantas; Acroflot, Lufthausa, JAL and SWISS. Do they have international flights to IGI Airport New Delhi ?
 - (b) Write the common features between Eiffel Tower and Statue of Liberty. Also state that in which country and city they are situated. Write an explanatory note on any one of them.

(2)

- (c) Name the currencies of China, Japan, England, Hong Kong, Australia and Austria.
- (d) Explain with reasons about the development of Short Haul Tourism on International level and give some examples.
- (e) Name any three Airports of world, which are International Air Hubs. Write their city and country also.

Unit-I

10

- 2. Bali is an important International Tourist Destination with its attractions. Explain.
- 3. Name any three important and popular Tourist Destinations of Thailand and explain one of them. Also explain how and why Thailand became a popular destination for International Tourists.

MS-3335

(3)

Unit-II

10

- 4. Prepare tourist itinerary of Europe including five countries. The duration of itinerary should be not less than seven days and not more than ten days.
- 5. Which are most popular tourist destinations in Italy for Indian tourists? Write detailed information on any two of them.

Unit-III

10

- 6. How a tourist attraction becomes unique or wonderful? Explain. Name any five unique international tourism attractions and describe any one of them.
- 7. Explain the features of attractions of Wall of China or Leaning Tower of Pisa for a visiting tourist from India.

MS-3335

(4)

Unit-IV

10

8. If an Indian tourist wishes to visit USA or France, where he or she should go. Explain.
9. What do you understand by Open Sky Policy of Indian government and how and why this policy has helped increase in outbound tourism of India ?

A-7

MS-3336

M. T. A. (Semester-II) Examination, 2012

World Geography

(MTA-207)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit. World map for question 1 shall be provided at examination centre.

1. (a) Marks any ten of the following places on the given world map: $2 \times 10 = 20$
- (i) San Francisco
 - (ii) Cape Town
 - (iii) Perth
 - (iv) Moscow
 - (v) Sydney

(2)

- (vi) Singapore
- (vii) Meridian Sea
- (viii) Panama canal
- (ix) Alps
- (x) Amazon River
- (xi) Brahmaputra
- (xii) Sahara dessert
- (xiii) Tokyo
- (xiv) Pacific Ocean
- (xv) Chilka lake.

(b) Write IATA codes and countries of the following cities on which they are located :

- (i) Colombo $1 \times 10 = 10$
- (ii) Dubia
- (iii) Paris
- (iv) Newyork city
- (v) Bankok
- (vi) Cairo
- (vii) Rome
- (viii) Kathmandu
- (ix) Dhaka
- (x) London.

(3)

Unit-I

- 2. Discuss the topography of South America. 10
- 3. Write short notes on : 10
 - (a) Climate of U. S. A.
 - (b) Tourism in Canada.

Unit-II

- 4. Describe any two European countries that fall under the top ten tourism destination of the world. 10
- 5. Discuss the Topography of Africa. 10

Unit-III

- 6. Discuss the Tourism Product in the following countries : 10
 - (a) Malaysia
 - (b) China
 - (c) Thailand
 - (d) Sri Lanka.
- 7. Discuss the topographic features of the Asian Continent. 10

(4)

Unit-IV

8. How does the topography of New Zealand help enhance tourism in the country. 10
9. Write short notes on the following : 10
- (a) Great Barrier Reef
 - (b) Tourism in Antarctica.

A

MS-3337

M. T. A. (Semester-II) Examination, 2012

Foreign Language-II

(French)

Time Allowed : Three Hours

Maximum Marks : 35

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Answer all questions : 3×5

(i) Faites des phrases avec des expressions négatives :

(a) ne ____ jamais.

(b) ne ____ plus.

(c) ne ____ rien.

(ii) Conjuguez les verbes au futur :

(a) Ils (venir) du cinéma à six heures.

(b) Nous (avoir) des fruits.

(c) Elles (aller) au cinéma.

(iii) Complétez avec, quel; quelle; quels;

(a) ____ age avez-vous?

(b) ____ robe achetez-vous?

(c) ____ livres lisez-vous?

(iv) Ecrivez un petit essai sur : "Les étapes d'un repas français" (6-8 lignes)

(v) Complétez avec les adjectifs possessifs :

(a) C'est ____ portable. (mon, ma)

(b) Tu as oublié ____ livre ici. (ton, ta)

(c) Où est ____ amie? (mon, votre)

Unit-I

5

2. Ecrivez un essai sur «Mes vacances d'été l'année dernière» (15 lignes).

3. Imaginez que vous êtes un guide touristique de l'Hôtel Paradis. Ecrivez quelles sont les activités vous allez conseiller aux touristes de faire ou de ne pas faire pendant leur visite à Lucknow. (15 lignes).

MS-3337

Unit-II

5

4. André va à Genève et veut réserver une chambre à l'Hôtel du Lac, au téléphone. Complétez le dialogue :

André : Allo ! Est-ce que c'est l'hôtel du Luc?

La réceptionniste : _____

André : Je voudrais réserver une chambre.

La réceptionniste : _____

André : Pour une personne et avec douche.

La réceptionniste : _____

André : Pour trois jours.

La réceptionniste : _____

André : Acceptez-vous les cartes de crédit?

5. Conjuguez les verbes :

(a) Ils (venir) de la gare. (Passé Récent)

(b) Elles (aller) au cinéma. (Futur)

(c) Vous (se laver) la voiture. (Passé Composé)

(d) Il (comprendre) la français. (Futur Proche)

(e) Nous (manger) la glace. (Présent)

MS-3337

(4)

Unit-III

5

6. Ecrivez un essai sur « La cuisine française » (15 lignes).
7. Ecrivez un essai sur « La France- une destination touristique » (15 lignes).

Unit-IV

5

8. (a) Traduit texte en anglais :

A la dernière gare française, les douaniers entrent dans la train, Ils examinent les passeports et posent des questions aux passagers.

Officier : Où allez-vous?

Robert : A Lausanne.

Officier : Une visite touristique?

Robert : Non, officielle. Je vais travailler.

Officier : Avez-vous une lettre d'engagement?

Robert : Bien Sûr. La voilà!

MS-3337

(5)

Officier : Vous resterez en Suisse pour combien de temps?

Robert : Nous serons à Lausanne pour six mois, ensuite nous voyagerons à travers la Suisse avant de repartir. J'ai ma famille ici.

Officier : Merci Monsieur, et bon séjour en Suisse.

Robert : Merci.

Lesdouaniers descendent à la gare de Vallorbe.

- (b) Répondez aux questions en français :

(a) Où se passe la scène?

(b) Est-ce que le client fait une visite touristique?

(c) Ou est-ce que le client va travailler?

9. (a) Traduisez le texte de la question no. 8(a).

- (b) Répondez en français :

(i) Pour combien de temps le client va rester a Lausanne?

MS-3337

(6)

(ii) Est-ce que le client voyage avec sa famille?

(iii) Est-ce que le client a une lettre d'engagement?

MS-3337-6-200

A

MS-3338

M. T. A. (Semester-II) Examination, 2012

Appreciating Indian Culture and Society

(MTA-209)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on any five of the following : 6×5

- (i) Attributes of culture
- (ii) Forms of Hindu marriage
- (iii) Bharatnatyam
- (iv) Kathakali
- (v) Handicrafts of Lucknow
- (vi) Taj Mahotsava
- (vii) Surajkund Craft Mela.

(2)

Unit-I

2. What is the strength of Indian culture? How does it attract international tourists? 10
3. What is the concept of culture? Discuss its components. 10

Unit-II

4. What are the main characteristics of Indian society that makes it different from others? 10
5. Identify and describe the main pilgrim centres of Buddhism in India directly associated with the life of Buddha. 10

Unit-III

6. Describe any four folk dances of India popular amongst foreign tourists. 10
7. Write a note on the musical instruments of India. 10

(3)

Unit-IV

8. What makes Indian cuisine popular worldwide? Which cuisine do you think is the most popular amongst foreigners and why? 10
9. Which are the most important festivals of North India? How can these be used to promote inbound tourism? 10

A-6

MS-3339

M. T. A. (Semester-IV) Examination, 2012

E-TOURISM

(MTA-401)

Time Allowed : Three Hours

Maximum Marks : 35

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : $1\frac{1}{2} \times 10 = 15$

- (i) ISDN
- (ii) ISP
- (iii) FTP
- (iv) HTTP
- (v) GPRS
- (vi) Bluetooth
- (vii) Website

(2)

- (viii) E-mail
- (ix) Yatra.com
- (x) Microsoft word.

Unit-I

2. What is network? Discuss various types of Computer Network with suitable examples. 5

Or

3. Write short notes on any two of the following : 5
- (i) LAN
 - (ii) TCP/IP
 - (iii) WAP.

Unit-II

4. What is Internet? Discuss the use of internet in tourism management. 5

Or

5. What are search engines? Discuss the role of search engines in getting information from internet. 5

(3)

Unit-III

6. Discuss the role of new technologies in Indian Tourism Industry. 5

Or

7. Discuss the process of Booking of Hotels and airline tickets from any one of the following websites : 5

- (i) Makemytrip.com
- (ii) Yatra.com
- (iii) E-bookers.com.

Unit-IV

8. What is E-tourism? Discuss the role of E-tourism in promotion of tourism in India. 5
9. What is cyber crime? Discuss the role of cyber laws to prevent cyber crime. 5

MS-3340

M. T. A. (Fourth Semester) Examination, 2012

Advance Research Methods

Time Allowed : Three Hours

Maximum Marks : 35

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short answers of the following : $3 \times 5 = 15$
 - (i) Write down different sources of data collection.
 - (ii) What is the difference between qualitative and quantitative research ?
 - (iii) Enlist qualities of a good researcher.
 - (iv) Explain grounded theory.
 - (v) Define coding system.

Unit-I

2. What are the different areas of research in tourism ?
How qualitative research is more significant than quantitative research in tourism ? $2+3=5$

(2)

3. Explain ethnographic research. Write down the process of data collection and data analysis in ethnographic research. 2+3=5

Unit-II

4. What are the different approaches of qualitative research? Explain each in detail. 5
5. Define sampling. Explain different sampling approaches in qualitative research. 5

Unit-III

6. What are basic research paradigms? Explain each in detail. 5
7. Explain hypothesis. What are the different types of hypothesis? 5

Unit-IV

8. Write short notes on the following: 2½×2=5
- (a) Concept mapping
- (b) Content analysis.

(3)

9. Write short notes on the following: 2½×2=5
- (a) Trustworthiness
- (b) Reliability and validity.

A

MS-3345

B. B. A. (T) (Semester-II) Examination, 2012

Cultural Tourism

(BTA-201)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Answer one question from each Unit.

1. Write short notes on any five of the following : $6 \times 5 = 30$
 - (i) INTACH
 - (ii) Any two folk dance of India
 - (iii) Kathak
 - (iv) Khajuraho dance festival
 - (v) Indian classical music
 - (vi) Pushkar Mela
 - (vii) Gujarati cuisine.

(2)

Unit-I

2. Define culture and discuss its attributes. 10
3. What is the role of ICOMOS in the protection, preservation and conservation of cultural heritage. 10

Unit-II

4. Classify and describe the musical instruments of India. 10
5. Discuss the classical dances of South India. 10

Unit-III

6. Describe any five pilgrim centres of Hindu religion. 10
7. What do you understand by the term handicraft ? Write about any four handicrafts of India that you think are the most popular amongst foreigners. 10

Unit-IV

8. Write about any two fairs in India popular amongst international tourists visiting India.
9. What is the scope of tribal tourism in India ? Discuss with relevant examples.

A

MS-3346

B.B.A.(T) (Semester-II) Examination, 2012

Tourism Products

(BTA-202)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Select *one* question from each Unit.

1. Write important attractions and locations of each of the following destinations: $3 \times 10 = 30$

- (i) Mysore
- (ii) Port Blair
- (iii) Hyderabad
- (iv) Puri
- (v) Mt. Abu
- (vi) Nalanda
- (vii) Ujjain

(2)

(viii) Dighousie

(ix) Gangtok

(x) Majuli.

Unit-I

2. Discuss the different categories of tourism products with suitable examples. 10
3. Discuss the differences which separates tourism products from other industrial products. 10

Unit-II

4. 'Architecture have pulling force among tourists'. Discuss this statement with special reference to architectural activities during Mauryan period. 10
5. Write short notes on each of the following : 10
 - (i) Dholaveera
 - (ii) Kunal.

Unit-III

6. How would you differentiate Folk Dances from classical dance. And give details of Bharatnatyam. 10

MS-3346

(3)

7. Write short notes on each of the following : 10
 - (i) Kumbhmela
 - (ii) Holi.

Unit-IV

8. "A tourist can enjoy all the geographical conditions in one country (India)". Examine the statement. 10
9. Write short notes on each of the following :
 - (i) Kaziranga National Park 5
 - (ii) Keoladeo National Park. 5

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A-6

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B.B.A.(T) (Semester-II) Examination, 2012

Foreign Language-I (German)

(BTA-203)

Time Allowed : Three Hours

Maximum Marks : 70

*Note : Answer Five questions in all. Question No. 1
and four others. One from each Unit.*

1. Bitte ergänzen Sie : 30

- (a) ____ heisse Monika.
- (b) Ich ____ in Indien.
- (c) Ich ____ Deutsch.
- (d) Peter Kommt aus ____.
- (e) Maria Kauft ____
- (f) Er ____ mein Freund.
- (g) Ich fahre ____ Delhi.
- (h) Ein Brot Kostet ____.
- (i) Jaipur liegt ____ Rajasthan.

(2)

- (j) Wir essen _____.
- (k) Ich _____ an der Uni.
- (l) Ich _____ B.B.A.
- (m) Mein Lehren _____ Herr Robertson.
- (n) Ich trinke _____.
- (o) Ich bin _____ Jahre alt.
- (p) Meine Familie wohnt _____ Deutschland.
- (q) Ich _____ nach Deutschland ins Winter.
- (r) Mein Haus _____ gross.
- (s) Ich höre _____.
- (t) Ich gehe ins _____.

Unit-I

Schreiben Sie 20 Sätze Über : 10

2. Mein Haus.

3. Mein Freund. 10

Unit-II

Übersetzen Sie ins English :

4. Peter ist ein student. Er macht MBA er studiert in

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einer Univrsität. Er geht ins Restaurant am sonntag.

Maria ist meine Schwester Sie trinkt Orangensaft. Sie isst Kuchen. Sie spielt Badminton. Sie wohnt in Deubchland. Ich spreche Deutsch.

- 5. Ich gehe in Supermarket.
Ich Kaufe Brot and Butter.
Ich Koche Reis.
Ich esse Schokolade.
Ich lese Buch.
Ich höre Musik.
Ich fahre nach Shimla.
Ich fliege nach Deubchland.
Ich Kaufe Hemd.
Ich trinke Kaffee.

Unit-III

- 6. Stellen Sie sich vor : (Voisfellung-20 Sätze). 10
- 7. Beschreiben Sie Ihre Stadt. (20 Sätze) 10

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Unit-IV

8. Bauen Sie die Sätze mit diesen Wörern :

Kaffee, Saft, Brot, Hemd, Schuhe, Tasche,
Zimmer, Karfen, Hut, Montag, Winter Kleid,
Kino, Zug, Fahrkarte, Park, Kuchen, Uhr, Frau,
Mann.

9. Schreiben Sie :

10

- (a) Monate
- (b) Nummer 20 bis 40
- (c) Tage
- (d) Farben.

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B. B. A. (T) (Semester-II) Examination, 2012

LANGUAGE-I (French)

(BTA-203)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt at least *one* question from each Unit.

1. Répondez aux questions suivantes : 30
 - (i) Complétez avec les prépositions (à, en, au) :
 - (a) Je viens ____ Mumbai.
 - (b) Les enfants sont ____ Canada.
 - (c) Il y a des monuments historiques ____ Inde.
 - (ii) Complétez avec les articles contractés (du, de la, de l', des, de) :
 - (a) Le livre ____ garçon est bleu.

(2)

- (b) La robe _____ fille est blanche.
- (c) Où est le père _____ enfant?
- (iii) Construisez des phrases :
- (a) l'hôtel; Madame.
- (b) climatisée; chambre.
- (c) Je, guide, Raman.
- (iv) Reconstituez les phrases :
- (a) recommander/je/est-ce que/peux/l'hôtel?
- (b) voulez/vous/est-ce/combien de/livres/acheter.
- (c) peu/je/un/français/parler/peux.
- (v) Complétez les phrases avec 'avoir; être; pouvoir :
- (a) Est-ce que vous _____ un livre français?
- (b) Non Nous _____ suisses.
- (c) Est-ce que je _____ téléphoner?
- (vi) Mettez au féminin :
- Chanteur; acteur; informaticien; journaliste; architecte
- (vii) Répondez aux questions en français :
- (a) Quel âge avez-vous?

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- (b) Ecrivez l'heure : 6.45 a.m. 7.30 am; 21.15; 11.40; 8 p.m.
- (c) Ecrivez les nombres en français : 56, 25, 30, 60, 84, 98.
- (viii) Complétez avec les adjectifs possessifs :
- (a) _____ parents habitent à Paris.
(Tea, Ma)
- (b) Donnez _____ passeport, s'il vous plaît.
(Vos, Votre)
- (c) J'aime _____ mère. (Mes, Ma)
- (ix) Mettez au négatif :
- (a) Il y a des livres sur la table.
- (b) J'aime des chocolats.
- (c) Nous avons un dictionnaire.
- (x) Ecrivez un petit essai sur «Mon livre français » (16 lignes).

Unit-I

2. Conjuguez les verbes au présent : 10

- (a) Elles (pouvoir) parler le français.
- (b) Vous (aller) au restaurant.

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- (c) Nous (nager) à la piscine.
(d) Ils (prendre) des livres.
(e) Elles (vouloir) les chocolats.
3. Conjuguez les verbes au présent : 10
- (a) Nous (être) à Paris.
(b) Ils (aller) en Italie.
(c) Vous (faire) du thé?
(d) Elles (venir) à l'aéroport.
(e) Nous (manger) la glace.

Unit-II

4. Ecrivez un essai sur: 'Présentez votre personnalité favorite'. (15 lignes) 10
5. Ecrivez un essai sur « Mes activités d'une journée » (15 lignes) 10

Unit-III

6. Répondez aux questions : 10
- (a) Quelle est la date de la fête Nationale de la France?
(b) Nommez l'hymne français?

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- (c) Quels sont les couleurs du drapeau de la France?
(d) Nommez les villes importantes de la France?
(e) Nommez les villes importantes de la France?
7. Ecrivez- 'Paris-Ma ville favorite'. 10

Unit-IV

8. (a) Lisez le texte et traduisez le texte en anglais. 5
- M. Dupré* : Bonsoir. Est-ce que vous parlez français?
Réceptionnaire : Bonsoir, monsieur, Oui, un peu. Est-ce que je peux vous aider?
M. Dupré : Je voudrais une chambre, pour une personne.
Réceptionnaire : Est-ce que vous avez une réservation?
M. Dupré : Non.
Réceptionnaire : Combien de nuits est-ce que vous voulez rester?
M. Dupré : Une.
Réceptionnaire : Il reste seulement des chambres supérieures et des suit.

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M. Dupré : Quel est le prix d'une chambre?

Réceptionnaire : 3500 roupies, plus les taxes. Ce sont des chambres dou très confortables.

M. Dupré : Hum... C'est d'accord.

(b) Répondez aux questions : 5

(i) Où est la situation?

(ii) Combien de personnes y a -t-il dans le dialogue?

(iii) Qu'est-ce que le client voudrait-il?

(iv) Est-ce que le réceptionnaire peut parler français?

(v) Pour combien de personnes le client voudrait la chambre?

9. (a) Traduisez le texte de Q8a en anglais. 5

(b) Répondez aux questions : 5

(i) Nommez le client?

(ii) Pour combien de nuits le client voudrait rester?

(iii) Quel est le prix d'une chambre?

(7)

(iv) Quel type de chambre le réceptionnaire offre au client?

(v) Est-ce que les chambres sont confortables?

A-6

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B. B. A. (T)(Second Semester) Examination, 2012

Computer Application-I

Time Allowed : Three Hours

Maximum Marks : 35

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on the following: 3×5=15
- (i) Function of Microsoft PowerPoint
 - (ii) Motion path in PowerPoint
 - (iii) Types of websites
 - (iv) Database
 - (v) Primary key.

Unit-I

2. What are the field types in MS-Access ? Define all field types in detail. 5

(2)

Or

3. What is the meaning of user account in Window-xp ?
How to maintain the user account ? 5

Unit-II

4. What is the meaning of the internet and world wide web (www) ? Explain their functions and uses. Do you think www and internet are same ? If not, how does it differ ? 5

Or

5. Give steps for the following problems : $2\frac{1}{2} \times 2 = 5$
(i) How to create data validation
(ii) How to quickly find out where all the formulase are in a worksheet ?

Unit- III

6. How do you add a song to a PowerPoint ? Define all steps in detail. 5

Or

7. What are the system tools ? Define all types of tools in Window-xp. 5

(3)

Unit-IV

8. Write shortcuts / steps for the following statement : 5
(i) Moves all cells in the column to the right and inserts a new column (in Excel).
(ii) Move existing cells down and inserts one cell (in Excel).
(iii) If you are not creating a bulleted list from an existing placeholder on a design template, or if your would like to add an additional bulleted list, Write all steps to create a new list (in PowerPoint).
(iv) The colours of predesigned slide templates can be changed and a colour scheme can be added to blank presentations. Explains how to add colour schemes and background images to slides.

Or

9. What is difference in between templates and themes ?
Pl. Explain it in details. 5

A

MS-3350

B. B. A. (T) (Semester-II) Examination, 2012

Destination Mapping (India)

(BTA-205)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. (a) Draw the map of India and mark the following : $1\frac{1}{2} \times 10$
 - (i) Kunlun
 - (ii) Kaveri
 - (iii) Puri
 - (iv) Jammu
 - (v) Yamuna
 - (vi) Narmada

(2)

(vii) Eastern Coast

(viii) Goa

(ix) Rameshwaram

(x) Garo.

(b) Write short notes on any three of the following : 5×3

(i) The Coastal Plains

(ii) International Date Line

(iii) Littoral and Swamp Forests

(iv) Onset of Monsoon.

Unit-I

2. Define Rotation and Revolution of earth and discuss the phenomenon of seasons in detail. 10
3. What role does Climate and Weather plays in tourism? Write a brief note on the characteristics of climate associated with human factor. 10

Unit-II

4. Define the term Physiography and discuss the features of Peninsular Plateau of India. 10

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(3)

5. Explain in detail the factors determining the Climate of India. 10

Unit-III

6. How many States and Union Territories are there in India? Name them along with their capitals. 10
7. Write the three letter codes of the following : 1×10
 - (a) Mumbai
 - (b) Jammu
 - (c) Bhuj
 - (d) Bengaluru
 - (e) Chennai
 - (f) Jaipur
 - (g) Goa
 - (h) Agartala
 - (i) Khajuraho
 - (j) Port Blair.

Unit-IV

8. What is Map projection? Explain the major map projections in brief. 10

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9. Define symbolisation and discuss the types of symbols used in cartography. Also draw five conventional signs used for topo maps. 10

A

MS-3351

B. T. A. (Semester-II) Examination, 2012

Tourism Impacts

(BTA-206)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt at least *one* question from each Unit.

1. (a) Read the following case study and summarize point wise : 5

Case Study :

The number of tourists or trekker visiting Ghandruk has been increasing. In 1990, 4,825 trekkers visited Ghandruk. This figure doubled to 8,165 and, in 1992, over 10,000 trekkers visited this place.

TYPES OF TOURISTS

There are several kinds of tourists. Some are inclined to trek on their own with or without porters. Such trekkers are known as FIT (Free Individual Tourists). They prefer staying in lodges. The second group of trekkers follows

(2)

the tea-house treks. Their agendas are managed by the trekking agencies. Similarly their food and lodge arrangements are made in one of the lodges on the trekking routes. The third kind of trekking programme is fully arranged by the trekking agencies, responsible for providing all logistic supports, guide services, tents and food.

HOSTS-GUESTS RELATIONSHIP

In the sector of trekking tourism, hosts and guests have many opportunities for interaction through the ventures they share. Often, at the completion of a trek, guides and porters from the host country gain a familiarity with their guests' culture. They are thus able to draw certain conclusions about the cultural characteristics of the guests they entertain. Those hosts interviewed held the following views about the behaviours of certain groups : American, English and Australian tourists are generally easy going and are generous with their spending. They are also respectful of those servicing them. Hong Kong tourists display irritability where hotel services and facilities are inadequately met. Finally, Indian guests insist on including more Indian dishes on the food menus.

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Read the case study provided above and answer the following questions in brief: $7\frac{1}{2} \times 2$

- (i) On a basis of a model analyze the tourist typology that exists in Ghandruk?
- (ii) Again using a model discuss, the guest host relationship prevalent in Ghandruk?
- (b) You are an estate manager of a protected area that has a fragile fauna and flora. Make a "10" point brochure which could be distributed at the entrance to incoming tourists so as to educate them to be responsible tourists. 10

Unit-I

2. Write short notes on the following :
 - (i) Demonstration effect and Smith's typology 5
 - (ii) Tourism Impacts. 5
3. Discuss in detail the negative socio-cultural impacts of tourism. 10

Unit-II

4. "Butler's life cycle of tourism is a tool to understand tourism impacts." Discuss the statement. 10
5. Explain the following :
 - (i) Multiplier effect (formulae) and Leakage 5
 - (ii) Leiper's model along with its diagrammatic representation. 5

(4)

Unit-III

6. Discuss in detail the 'environmental/physical' impacts of tourism. 10
7. What do you understand by the term 'Sustainability'? Discuss the different types of sustainability used in research studies. 10

Unit-IV

8. Differentiate between the 'Material' and 'Non-material' form of culture. 10
9. Describe the following terms : 10
 - (a) Ethnocentrism
 - (b) Disneyfication
 - (c) Boosterist view
 - (d) Brownfield.

A

MS-3352

B. B. A. (T) (Fourth Semester) Examination, 2012

HOTEL MANAGEMENT

(BTA-401)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : 5×6=30
 - (i) Types of hotel
 - (ii) Hotel categories
 - (iii) Resorts properties
 - (iv) Airport hotels
 - (v) Motels
 - (vi) Pricing plan.

Unit-I

2. Draw an organization structure of a five star hotel. 10

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3. Explain the various departments of a five star hotel. 10

Unit-II

4. What do you understand by Budget Hotel? 10

5. What are time share hotels? 10

Unit-III

6. Draw an organization chart of housekeeping department. 10

7. Describe the functions of Linen Room and House-keeping control desk. 10

Unit-IV

8. Explain reservation procedure of five star super delux hotel. 10

9. What is a cleaning agent ? Explain different types of cleaning agent. 10

MS-3353

B.B.A(T) (Semester IV) Examination, 2012

Airlines Operations & Ticketing

(BTA-402)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Use of calculator is allowed.

1. Construct the cheapest fare for the following routing and issue a ticket in Mr. Alok Tandon. $15 \times 2 = 30$

Following are the details of the booking :

- | | | | | | | | |
|----|---------|---|-------|--------|------|------|------|
| 1. | EK 571 | Y | 14JAN | DELFRA | HK 1 | 0400 | 0800 |
| 2. | UA 442 | Y | 20JAN | FRALON | HK 1 | 1000 | 1430 |
| 3. | UA 841 | Y | 05FEB | LONCPH | HK1 | 0845 | 1315 |
| 4. | UA 7456 | Y | 07FEB | CPHCHI | HK 1 | 1315 | 1755 |

(2)

PNR : UA/YST67B

BAGGAGE : ? (As per the routing)

ENDORSEMENT : NON END / NON RERT

FORM OF PAYMENT : CASH

DATE & PLACE OF ISSUE / VALIDATE TKT :

ABC TRAVELS

14-3 1234 5

(TODAY'S DATE)

ROE 48.52

TAXES TAX 225WO TAX 359AE TAX 730FR TAX 581Z 300YR

TAX 1650US TAX 1550GB

ECONOMY CLS FARES, MPMs & TPMs

		OW -			
FROM	TO	TPM	NUC	RT - NUC	GI/MPM
DELHI	DUBAI	1360	434.89	724.83	EH1632
	COPENHAGEN	3820	2023.8	3113.4	EH5682
	FRANKFURT	3804	2023.8	3113.4	EH5152
	LONDON	4169	2180.33	3354.29	EH5598
	CHICAGO	7476	3118.8	5359.16	AT10206
DUBAI	DELHI	1360	604.56	1097.47	EH1632
	COPENHAGEN	2994	1990.7	3314.21	EH4372
	FRANKFURT	3008	1731.99	2883.93	EH3944
	LONDON	3403	1745.61	2905.72	EH4304
	CHICAGO	7200	2627.07	4548.83	AT9009
COPENHAGEN	DELHI	3821	3292.01	5060.47	EH5394
	DUBAI	2994	3816.25	5870.93	EH4372
	FRANKFURT	422	404.5	506.04	EH506
	LONDON	594	404.5	506.04	EH702
	CHICAGO	4262	3303.53	5678.58	AT5114

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FRANKFURT	DELHI	3804	3329.18	5120.68	EH5152
	DUBAI	3008	3296.9	5072.26	EH3944
	COPENHAGEN	422	404.5	507.22	EH506
	LONDON	396	404.5	507.22	EH4051
	CHICAGO	4334	2953.21	5092.12	AT5200
LONDON	DELHI	4169	3170.21	4875.69	EH5598
	DUBAI	3403	2900.93	4461.56	EH4304
	COPENHAGEN	594	404.5	507.22	EH712
	FRANKFURT	396	404.5	507.22	EH475
	CHICAGO	3953	4200.43	6460.79	AT4743
CHICAGO	DELHI	7479	3812	5864	AT10206
	DUBAI	7200	5181	8211	AT9009
	COPENHAGEN	4262	2417	4487	AT5114
	FRANKFURT	4334	3372	5187	AT5200
	LONDON	3953	3372	5187	AT4743

Unit-I

2. (a) Decode the following cities and write their IATA areas and country. $\frac{1}{2} \times 10 = 5$
- YVR
 - SLC
 - BUE
 - CHC
 - DUS
 - JKT
 - BNE
 - MOW
 - NAN
 - BJS.

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(4)

- (b) Calculate excess mileage surcharges (EMS) for the following : $1 \times 5 = 5$

	MPM	TPM	EMS
(i)	7250	7950	_____
(ii)	4800	4990	_____
(iii)	3300	3354	_____
(iv)	2290	3750	_____
(v)	5000	5001	_____

3. (a) Define the fourth, fifth and sixth freedom of air with example. 5

- (b) What is the Global Indicator (GI) for the following journeys? $1 \times 5 = 5$

(i)	DELHI	ABUDABHI	MILAN	_____
(ii)	ISTANBUL	NEWYORK	SEOUL	_____
(iii)	PUNE	MANILA	SEATTLE	_____
(iv)	MEXICO	HOUSTON	DETROIT	_____
(v)	TORONTO	BERLIN	ROME	_____

Unit-II

4. (a) Define the types of baggage concepts and mention the free baggage allowance. 5

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- (b) Write the communication assuming you are the travel agent and taking a reservation from a passenger. 5

5. (a) Define Round Trip Journey and Open Jaw journey with example. 5

- (b) Define the kind of jaw in the below routings: 5

- (i) YYZ FRA//LON MUC YYZ
- (ii) BOM MOW//AUH BOM
- (iii) MAA VIE NYC//LHR MAA
- (iv) DEL BKK AKL BOM
- (v) DEL BER//ROM DXB.

Unit-III

6. (a) Describe the major documents required for travel from India. 5

- (b) What is TIM? 5

7. Define the following with examples : $2\frac{1}{2} \times 4 = 10$

- (i) Transfers
- (ii) Round Trip Journey
- (iii) HIP Check
- (iv) Circle Trip Minimum Check.

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Unit- IV

8. Define Back Haul check in detail. 10
9. Calculate the fare for the following return journey in economy class and advise whether this is a Round Trip or a Circle Trip. 10

Note : To construct fare take the values of NUC, ROE, TPM and MPM/GI from chart provided in the question paper.

DELHI

DUBAI

LONDON

CHICAGO

FRANKFURT

COPENHAGEN

A

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B.B.A.(T) (Semester-IV) Examination, 2012

Language-III (German)

(BTA-403)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt Five questions in all. Question No. 1 is compulsory and four others one from each Unit.

1. Schreiben Sie 25 Sätze über : 30
- (a) Die Reise nach Europa
 - (b) Meine Ferien
 - (c) Meine Geburtstagsparty.

(2)

Unit-I

Bauen Sätze mit diesen Wörtern im perfekt: 10

2. Gearbeitet, gewohnt, gefahren, geschrieben,
gemacht, studiert, gelesen, gegessen, gekauft,
gespielt.
3. Getrunken, gegeben, gekocht, gegangen, geflogen,
gelernt, gefunden, gesucht, geraucht gekommen. 10

Unit-II

4. Antworten Sie die Fragen: 10

- (a) Was sind Sie von Beruf?
- (b) Wir wohnen in Mainz. Und sie?
- (c) Wie alt ist Ihre Frau?
- (d) Kommen Sie aus Zürich?
- (e) Sind sie auch verheiratet?
- (f) Ist er Kinderarzt?
- (g) Wer ist das?
- (h) Trinken Sie Saft oder Tee?

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(3)

- (i) Wo haben Sie Deutsch gelernt?
- (j) Welches Buch lesen Sie jetzt?
- (k) Finden Sie Fremdsprache lernen gut?
- (l) Welcher Film finden Sie interessant?
- (m) Was machen Sie in der Freizeit?
- (n) Wieviel kostet ein Kilo Trauben?
- (o) Spielen Sie die Karten?
- (p) Ich gehe ins Kino: Kommen Sie mit?
- (q) Arbeiten Sie in einem Reisebüro?
- (r) Welche Zeitung lesen Sie gern?
- (s) Möchten Sie eine Limonade?
- (t) Welches Auto haben Sie?

5. (a) Haben Sie schon Deutsch gelernt ? 10
- (b) Wo fotografieren Sie?
 - (c) Fahren Sie Motorrad?
 - (d) Sind Sie nach Europa geflogen?
 - (e) Was haben Sie zum Geburtstag gelehrt?
 - (f) Wieviele Freunde besuchen Sie?
 - (g) Arbeiten Sie in einer Fabrik?

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- (h) Was macht das Reisebüro ?
- (i) Wie oft gehen Sie ins Restaurant ?
- (j) Welche Suppe schmeckt Ihnen ?
- (k) Wieviel Kostet eine Flugkarte nach Japan ?
- (l) Hören Sie Mozartplatte ?
- (m) Haben Sie ein Telephon ?
- (n) Möchten Sie ein Mercedes ?
- (o) Wann geben Sie die Party ?
- (p) Un wieviel Uhr haben Sie unterrichtet ?
- (q) Haben Sie die Kleider gekauft ?
- (r) Wo bekommen Sie Brot und Butter ?
- (s) Wie finden Sie Deutsche Musik ?
- (t) Haben Sie den Film gesehen ?

Unit-III

Übersetzen Sie ins Englisch :

6. Ich bin Hals – Nasen – ohrenarzt. Meine Frau studiert noch. Sie studiert Medizin. Das ist interessant. Aber sie möchte Psychologin werden. Ich bin verheiratet. Ich wohne hier in Frankfurt. Sie sind 24, stimmt's ? Wie alt sind Sie ? Meine Frau ist 33 Jahre alt. Ich möchte Politiker werden. Ich komme aus Zürich. Mein Freund ist Kinderarzt. Meine Tochter ist Schülerin. Sie

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geht in die Schule. Ich rauche Marlboro. Meine Frau raucht nicht. Ich kaufe die Landkarte von Deutschland. Meine Frau kauft einen Sonnenhut. Das ist sehr teuer. Die Landkarte ist billig. 10

7. Heute gehe ich ins Kino. Ich will einen Film sehen. Ich gehe mit meinem Freund. Mein Freund kommt aus Polen. Er spricht Englisch. Er ist ledig. Er ist jung und nett. Er arbeitet bei Siemens. Mein Freund hat viel Geld. Nach dem Film gehen wir ins Restaurant. Morgen gehen wir in die Oper. Abends gehen wir spazieren. Mein Freund kocht gern. Er kocht Reis und Fleisch. Er spielt Klavier. Ich höre Musik gern. Mein Chef ist gut. Er ist auch jung. Er kommt aus München. Er spricht Deutsch. Er fliegt nach Bremen am Montag. Seine Familie wohnt in Bremen. Er hat zwei Kinder. Seine Frau ist Hausfrau. 10

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Unit-IV

8. Beschreiben Sie Ihre Familie. (30 Sätze). 10
9. Schreiben Sie Ihrem Freund einen Brief. (30 Sätze). 10

A

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B. B. A. (T)(Fourth Semester) Examination, 2012

LANGUAGE-III

(French)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Answer *Five* questions in all. Question No. 1 is compulsory. Attempt at least *one* question from each Unit.

1. Répondez aux questions : 30

(i) Faites des phrases avec les mots suivants :

- (a) Aller ; à côté de
- (b) Tourner, à gauche de
- (c) l'hôtel, au centre de.

(ii) Mettez au futur :

- (a) Je (vouloir) un café
- (b) Je (avoir) un jus de tomate
- (c) Je (prendre) un Martini dry.

(iii) Ecrivez un 6-7 lignes sur 'Les étapes différents d'un repas français'.

(iv) Citez trois fêtes religieuses françaises ?

(2)

- (v) Complétez en français avec les articles partitifs (du, de, la; de l'; des):
- (a) Est-ce que vous voulez confiture avec thé
- (b) Il ne boit pas eau du robinet. Il boit jus d'orange.
- (c) Elle aime fruits.
- (vi) Que signifie en français :
- (a) RER
- (b) SNCF
- (c) TGV.
- (vii) Mettez les verbes à la forme impérative :
- (a) Il ne faut pas marcher pieds nus.
- (b) Il faut toujours faire attention en classe.
- (c) Il ne faut pas acheter des robes.
- (viii) Ecrivez une petite annonce de votre hôtel favori.
- (ix) Quelles sont les cinq sites touristiques à Paris ?
- (x) Traduisez en français :
- (a) I would like to reserve a table for this evening.
- (b) At what time does the restaurant close ?
- (c) I would like to hire a car, please.

Unit-I

10

2. Imaginez que vous êtes un guide touristique de Lucknow. Ecrivez un dialogue entre vous et les touristes français en leur donnant des conseils des activités ils peuvent faire ou de ne pas faire pendant leur visite à Lucknow (15-20 lignes)

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(3)

3. Ecrivez un essai sur «Ma visite à New Delhi la semaine dernière.» (15-20 lignes)

Unit-II

10

4. (a) Conjuguez les verbes :
- (i) Il (voir) la Tour Eiffel. (Futur)
- (ii) Nous (faire) la cuisine à neuf heures. (Présent)
- (iii) Elles (aller) au marché hier. (Passé Composé)
- (iv) Vous (prendre) des photos à l'hôtel. (Futur proche)
- (v) Ils (partir) à six heures. (Passé Récent)
- (b) Complétez les phrases avec le; la; les; me; nous :
- (i) Est-ce que vous pouvez renseigner ?
- (ii) Voilà vos bagages. Est-ce que vous voulez laisser ici ?
- (iii) Vous connaissez Amitabh Mohan ? Non, Je ne connais pas.
- (iv) Nous voudrions des chocolats. Il donne des chocolats.
- (v) Est-ce que nous pouvons rencontrer Nalini ? Oui, vous pouvez rencontrer après la classe.

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(4)

5. Mettez les verbes au temps qui convient :
- (i) La semaine prochaine, le film (commencer) plus tôt.
 - (ii) Le week-end dernier, nous (aller) à Kanchipuram.
 - (iii) Aujourd'hui, vous (faire) de la cuisine.
 - (iv) Il fait très chaud, (Boire) beaucoup d'eau.
 - (v) Pendant toute la journée d'hier, le téléphone (être) en panne.

Unit-III

10

6. Ecrivez un essai de 15 lignes sur : «La France - Une destination la plus célèbre dans le monde».
7. Ecrivez un essai de 15 lignes sur : 'Qu'est-ce que les Européens mangent toute la journée ?'

Unit-IV

10

8. (a) Traduisez le texte en anglais :
- Voilà le programme de votre excursion.
- Un minibus climatisé de l'agence passera à votre hôtel à 8 heures.
- Combien de personnes y aura-t-il ?
- Entre 6 et 8, monsieur, plus votre guide.
- Le minibus vous conduira d'abord à Srirangapatnam. Là, vous visiterez un temple du

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(5)

dixième siècle. Ensuite, vous irez déjeuner dans un restaurant au bord de la Caverry. L'après-midi, vous visiterez le palais des maharajahs de Mysore, puis le minibus vous conduira à Chamundi Hills. De là-haut, on a un panorama magnifique sur la ville.

J'ai une question : est-il possible de prendre des photos dans le palais ?

Employé : Je suis désolé, monsieur, mais ce n'est pas autorisé. Après Chamundi Hills, vous visiterez un atelier d'artisanat, et pour terminer, Brindavan Gardens.

- (b) Répondez aux questions sur le texte :

- (i) Où se passe la scène ?
- (ii) Combien de personnes y a-t-il dans l'excursion ?
- (iii) Est-ce que l'autobus climatisé ?
- (iv) D'abord, où est-ce que le minibus conduira les touristes ?
- (v) Qu'est-ce qu'il y a de visiter à Srirangapatnam ?

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9. (a) Traduisez le texte de la question 8(a) en anglais.
- (b) Répondez aux questions :
- (i) Où est-ce que les touristes iront déjeuner ?
 - (ii) Qu'est-ce que les touristes visiteront dans l'après-midi ?
 - (iii) D'où est-ce qu'on pourrait voir un panoramique vue de la ville ?
 - (iv) Est-ce qu'on peut prendre des photos dans le palais ?
 - (v) Qu'est-ce qu'on visite après Chamundi Hills ?

A

MS-3356

B. B. A. (T) (Semester-IV) Examination, 2012

COMPUTER RESERVATION SYSTEM

Time Allowed : Three Hours

Maximum Marks : 35

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write down the steps of creating PNR in Amadeus with following details : 15

(a) Name of Passengers :

- | | |
|----------------------------|----------|
| (i) Mr. Ravi Sharma | 38 years |
| (ii) Mrs. Deepti Sharma | 33 years |
| (iii) Master Ishaan Sharma | 10 years |
| (iv) Master Arnav | 06 month |

(b) Sector is LKO-BOM on 9W and date is 29Dec12.

(c) Class V.

(2)

- (d) Ticketing time limit is 1Dec12 till 1700.
- (e) Passenger mobile number is 9654897231.
- (f) Passengers need VEG meal.
- (g) Pass the time limit and contact to airline.
- (h) Booking received from Mr. Ravi.

Unit-I

- 2. Write down the origin of travel automation in detail. 5
- 3. How to sign-in in all work area in production mode with the details 2345SS/AS and how to move to work area B? 1
- Encode the following : 4
 - (i) Nagpur
 - (ii) Sri Lanka
 - (iii) Air India
 - (iv) Airbus.

Unit-II

- 4. (a) Write down the entry to know the availability between DEL to FRA on 12Jul12 on airline LH. How to change the city of origin to BOM by one command? 2½

(3)

- (b) What is arrival not known segment? What is the use of it? Write down the command to enter this segment. 2½
- 5. (a) How many types of remarks are there in Amadeus? Explain them with examples. 2½
- (b) Define Minimum Connecting Time (MCT) of an airport. Write down the command to find out MCT for BOM. 2½

Unit-III

- 6. (a) Write down the command to find availability from LKO-DEL on 23Dec and DEL-BOM on 25Dec by dual city pair availability method. 3
- (b) Write down the command to rebook a PNR on 20DEC12. 2
- 7. (a) What is frequent flier in an airline? Write down the Command to put following number into the PNR : 2
3456789090-Airline LH.
Write down the steps to split a PNR? 3

(4)

Unit-IV

8. (a) What are the Queues? Explain with command and examples. 5
- (b) How to convert INR 2300 into USD? How to calculate mileage between DEL-FRA-LHR-FRA-CDG? 2
9. Write down the command to know the fare of following itinerary by fare quote pricing method : 5

Sector	Airline
DEL - CDG	AF
CDG - LHR	AF
LHR - FRA	Surface
FRA - DEL	LH

MS-3357

B. B. A (T) (Semester-IV) Examination, 2012

Travel Writing

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write notes on any five of the following : $6 \times 5 = 30$
 - (a) How can culture, custom and history of a region be a topic for a travel writer ?
 - (b) Information gatherer and provider.
 - (c) Advertisement posters
 - (d) How to make an advertisement poster
 - (e) Travelogue
 - (f) Printing procedures and formalities.

(2)

Unit-I

2. Discuss the history and importance of writing and also enumerate the steps to write a paragraph. 10
3. Enumerate the qualities of travel writer. 10

Unit-II

4. Define Brochure and also discuss the contents and types of brochures. 10
5. Write short notes on the following : 5×2
 - (a) Travel guides
 - (b) Travel journals.

Unit-III

6. Write short notes on the following : 5×2
 - (a) Travel articles
 - (b) Travel reporting.

(3)

7. Discuss the various guidelines to be followed while writing a promotional letter. 10

Unit-IV

8. Discuss the Indian copyright Act. 10
9. What is a Handbill ? Write down the steps to construct a handbill.

A

MS-3358

B. B. A. (T) (Semester-IV) Examination, 2012

Adventure & Wildlife Tourism

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit.

1. Write short notes on any five of the following :

6×5=30

- (a) Motorrallying
- (b) Wind Surfing
- (c) Parachuting
- (d) Bungee jumping
- (e) Ice skating
- (f) Project tiger.

(2)

Unit-I

2. Explain the adventure activity of Rock Climbing.
Also discuss the technical terms used in rock climbing. 10
3. Define Adventure and Adventure tourism and also classify Adventure tourism. 10

Unit-II

4. Write short notes on the following : 5×2
(a) Ballooning
(b) Para gliding.
5. What is White Water rafting ? Explain. 10

Unit-III

6. What do you mean by Protected Area Network ?
Explain. 10
7. Write short notes on the following : 5×2
(a) National Wildlife Action Plan
(b) International Agreements to conserve the birds.

Unit-IV

8. Write in detail about Sunderbans National park. 10
9. In which state does Periyar National Park is situated ?
Discuss the flora and fauna of the park. 10

MS-3359

B.B.A.(T) (Semester-VI) Examination, 2012

TOURISM AND HOSPITALITY LAWS

(BTA-601)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : 6×5
 - (a) Tourism Ethics
 - (b) Responsible Tourism
 - (c) Minimum Wages Act, 1948
 - (d) LAW
 - (e) Ethics.

Unit-I

2. Discuss social responsibility and its classification?

3. What are the characteristics of socially responsible behaviour? What are the obligations involved? 10

Unit-II

4. Discuss ethical parameters in detail. 10
5. Discuss the major problems faced by legal environment in tourism. 10

Unit-III

6. Discuss the concept of Aerial Navigation and Laws governing them? 10
7. Describe the Aircraft Act, 1934. 10

Unit-IV

8. Write a detailed note on : 5×2=10
- (i) Passenger tickets
- (ii) Trade Unions Act, 1926.
9. What are the laws regarding the setting up of a travel agency in India. 10

A

MS-3360

B. B. A. (T)(Sixth Semester) Examination, 2012

Tourism Strategy

Time Allowed : Three Hours

Maximum Marks : 70

Note: Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : 5×6=30
- (i) Strategic planning
 - (ii) Carrying capacity
 - (iii) Geographical factors influencing planning
 - (iv) Role of host community in policy making
 - (v) TFCI
 - (vi) Latest trends in Indian tourism.

Unit-I

2. Trace out effects of unplanned tourism development on environment, society and culture. 10

(2)

3. Define eco-tourism. Which areas in India offers eco-tourism opportunities ? 10

Unit-II

4. Describe in detail various factors influencing tourism planning in India. 10
5. What are three 'A's in tourism ? How do we plan these facilities to avoid congestion and pollution for future generation ? 10

Unit- III

6. Who are the shareholders in tourism policy making ? Highlight the role of developers and operators in tourism policy formulation. 10
7. What are the 7 pillars of new tourism policy of India and what are the differences between National Tourism Policy, 1982 vis-a-vis National Tourism Policy, 2002 ? 10

Unit- IV

8. Which are main sources of funding for tourism industry in general and hotel industry in particular ? 10

(3)

9. What is the future scope of Health, Medical and Wellness tourism in India ? What facilities you will suggest for developing such form of tourism in India ? 10

A

MS-3361

B.B.A(T) (Semester-VI) Examination, 2012

Distination Development and Policies

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt any *one* question from each Unit.

1. Write short notes on the following: $5 \times 6 = 30$

- (a) Destination and its main infrastructure and facilities.
- (b) Sustainable development of tourism destination.
- (c) Hill destinations of India
- (d) Eco-Tourism destinations of India

(2)

(e) Incredible India campaign

(f) Maru Mahotsava.

Unit-I

2. Define destination and its characteristics for the purpose of tourism. 10
3. Elaborate various steps in framing of a policy for Tourist destination development. 10

Unit-II

4. Which are the major heritage and pilgrimages sites in U. P. ? Which agencies are responsible for their development, preservation and conservation ? 10
5. Name the important beaches of India for tourism. 10

Unit-III

6. How successful were the festivals of India Abroad ? Name two important countries where these festivals were held. 10

(3)

7. Name important tourist trains of India and what is their role in promotion of tourism from overseas. 10

Unit-IV

8. Which are most popular heritage Hotels of India ? How this concept is getting more tourists to destination India ? 10
9. Write case study on any two of the following : 5×2
 - (a) Ganga water-razzy
 - (b) Taj Mahotsava
 - (c) Khajuraho Mahotsava.

A

MS-3362

B. B. A (T) (Semester-VI) Examination, 2012

Entrepreneurship Development in Tourism

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write notes on any six of the following : $5 \times 6 = 30$
- (i) Sole proprietorship
 - (ii) Entrepreneurial competence
 - (iii) IPR 1956
 - (iv) SIDBI
 - (v) Analysing competitive situation
 - (vi) Registration of firms

(2)

(vii) Regional Dispersal of industries

(viii) Classification of Entrepreneur on the basis of types of business.

Unit-I

2. Entrepreneurship is a powerful tool for economic growth and job creation. Explain. 10
3. Explain in detail the functions performed by an entrepreneur. How does entrepreneurial competency help in performance of functions? 10

Unit-II

4. What factors influence the choice of technology in establishing an enterprise? 10
5. Mention the variables whose understanding is necessary for determining market demand. 10

(3)

Unit-III

6. What is a business plan? What are the constituents of a business plan? 10
7. What is partnership? Why would you choose partnership form of ownership structure? 10

Unit-IV

8. Financial management is a crucial area in entrepreneurship management. The success or failure of any business is influenced by financial management? Explain. 10
9. Explain the concept of marketing. Discuss its various function. 10

A

MS-3363

B.B.A. (T) (Semester-VI) Examination, 2012

BTA-605 : Emerging Issue & Trends in Tourism

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : $6 \times 5 = 30$
 - (a) International tourism receipts rose from 2.1 million USD in 1950 to 476 billion USD in 2000? Enumerate the factors that lead to this transition.
 - (b) What are the initiatives of Ministry of Tourism, Government of India to promote adventure tourism.
 - (c) "TSA is the study of impact of outer space on tourism." Comment on the statement.

(2)

- (d) What is the impact of global warming on tourist destinations?
- (e) What is PPP? How can the concept be applied in tourism?

Unit-I

- 2. How have the socio demographic factors, world over changed the consumer behaviour in respect to tourism industry. 10
- 3. Write short notes on the following : 5×2=10
 - (a) Seven 's' of National Tourism Policy, 2002, Government of India.
 - (b) Human resource initiatives of Ministry of Tourism, Government of India. Give example.

Unit-II

- 4. Will the use of information technology replace the human element in tourism sector. Comment on the statement giving examples. 10
- 5. What is TSA? Explain its utility. 10

(3)

Unit-III

- 6. What are the various environmental issues affecting tourism in India. 10
- 7. What is sustainable tourism? Explain with examples. 10

Unit-IV

- 8. What measures should be taken by various stake holders to mitigate the effect of terrorism on tourism. 10
- 9. 'When the forecasts fail'. Comment on the statement with reference to terrorism and tourism. Give examples. 10

MS-3364

B.B.A.(T) (Semester-II) Examination, 2012

(BP/OC)

PRINCIPLES OF MANAGEMENT

(BTA-101)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all including Question No. 1 which is compulsory. Attempt *one* question from each of the four Unit.

1. Write short notes on any six of the following : 6×5
 - (i) Policy
 - (ii) Authority
 - (iii) Grapevine
 - (iv) Difference between recruitment and selection
 - (v) Departmentation
 - (vi) Centralization

(2)

(vii) Maslow's need theory of Hierarchy

(viii) Opinion poll.

Unit-I

2. What do you understand by management by objectives? What are the different steps involved in MBO? 10
3. What is the role of planning in management? What are its limitations and how can you make it effective? 10

Unit-II

4. (a) What factor lead to decentralization of authority? 5
(b) What is line and staff conflict. 5
5. What do you understand by group? Define formal and informal groups and state their differences? 10

Unit-III

6. Why is training important for the organization? Name various techniques of training and explain any two in detail? 10

(3)

7. Explain :

- (a) Theory X and Y 5
- (b) Herzberg's Two Factor Theory. 5

Unit-IV

8. "Control is a fundamental management function that ensures work accomplishment according to plans." Outline the various steps of control process? 10
9. In what sense is coordination called the essence of management? 10

MS-3365

B. B. A. (T) (Second Semester) (BP/OC)

Examination, 2012

Tourism Geography-II

(Aviation Geography)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Write short notes on the following : 30
- (i) TPM
 - (ii) Role of IATA
 - (iii) IATA traffic Area-1 and Area 2
 - (iv) Longitudes
 - (v) Round trip journeys
 - (vi) Turn around open jaw
 - (vii) Transit cities

(2)

(viii) Manifest

(ix) Child Travelers (By Air)

(x) Higher Intermediate Point (HIP).

Unit-I

2. Decode the following cities and write their IATA areas and along with their respective country : 10

(i) YVR

(ii) STO

(iii) BUE

(iv) ANK

(v) DEN

(vi) IEV

(vii) BNE

(viii) YMQ

(ix) EWR

(x) BJS.

3. Describe the passenger check-in procedure at the airport. 10

Unit-II

4. Define the fourth, fifth and sixth freedom of air with example. 10

MS-3365

(3)

5. Describe any five global indicators (GI) with examples. 10

Unit-III

6. Define the types of baggage concepts and mention the free baggage allowance. 10
7. Write the communication assuming you are the travel agent and taking a reservation from a passenger. 10

Unit-IV

8. Define circle trip journey and open jaw journey with example. 10
9. (a) Define and kind of jaw in the below routings :
(i) DEL-FRA//LHR-DEL
(ii) DEL-NYC//CHI-MAA.
(b) Describe the major documents required for travel from India ? 10

MS-3365-3-100

MS-3366

B. B. A(T) (Semester-II) (BP/OC)

Examination, 2012

Business Accounting & Cost Accounting

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Beside attempt at least one question from each Unit. Question No. 1 carries 30 marks and all other questions carry 10 marks. Use of simple calculator is allowed.

1. Write short notes on the following : $3 \times 10 = 30$
- (a) Trading Account
 - (b) Journal
 - (c) Cost unit
 - (d) Cash Book
 - (e) Book Keeping
 - (f) Subsidiary books of Account

(2)

- (g) Standard costing
- (h) Liabilities
- (i) Prime cost
- (j) Cost Audit.

Unit-I

2. Explain the following accounting concepts : 10
- (a) Money measurement concept
 - (b) Going concern concept
 - (c) Consistency concept
 - (d) Cost concept.
3. Why Trial balance is prepared ? Explain the errors which are disclosed and which are not disclosed by the Trial Balance. 10

Unit-II

4. Give the specimen proforma of Profit Loss A/c and Balance Sheet. 10
5. Pass the adjustment entries for the following adjustments (only journal entries): 10
- (a) Closing stock – 5,000
 - (b) Out standing wages – 10,000
 - (c) Prepaid Insurance – 2,000
 - (d) Accrued commission – 8,000.

(3)

Unit-III

6. What is meant by cost accounting ? In what essential aspect does cost accounting differ from financial accounting. 10
7. Explain the Advantages and benefits of cost accounting. 10

Unit-IV

8. Define Budgetary control. What are the requirements of a good budgetary system. 10
9. What is cost audit ? Do you think that cost audit is essential for a manufacturing concern ? 10

A

MS-3367

B. B. A(T) (Semester-II) (BP/OC)

Examination, 2012

Human Resource in Tourism Business

(BTA-104)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on the following : 5×6=30
 - (i) Reward
 - (ii) Motivation
 - (iii) Screening
 - (iv) Application

(2)

- (v) Incentive
- (vi) Placement.

Unit-I

- 2. Explain role of Human resource planning in Tourism industry. 10
- 3. Explain role of Human resource department in an industry especially related to tourism. 10

Unit-II

- 4. Discuss various methods of requirement in short. 10
- 5. What is Placement ? Differentiate between placement and induction. 10

Unit-III

- 6. Explain the various types of motivation and also its role in increasing morale of employees. 10

(3)

- 7. Define Performance Appraisal. What is the need for performance appraisal ? 10

Unit-IV

- 8. What is Grievance ? How would you handle a Grievance ? 10
- 9. What are the basic components of pay structures? 10

A-7

MS-3368

B. B. A. (T) (Second Semester) (BP/OC)

Examination, 2012

Hotel Management-II

(BTA-105)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Explain briefly the following : 6×5=30
- (i) Heritage hotels
 - (ii) M. A. P.
 - (iii) Menu
 - (iv) Lahai
 - (v) Cabara.

Unit-I

10

2. Explain role of accommodation or hotel industry in development of Tourism.

(2)

3. Describe various star category hotels and the need for categorization.

Unit-II 10

4. Explain various type of plans prevalent in hotels in rate fixations.
5. Enlist various type of rooms and their need in hotels.

Unit-III 10

6. How does house keeping department coordinates with front office department ?
7. Describe duties and responsibilities of executive house keeper.

Unit-IV 10

8. What is menu ? Explain various types of menu prevalent in hotel industry.
9. Explain duties and responsibilities of food and beverage manager.

A-6

MS-3369

B.B.A(T) (Semester IV) Examination, 2012

(BP/Old Course)

Personality Enhancement

(BTA-302)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit.

1. Explain the following : 5×6=30
- (a) Interview Dress Code
 - (b) Controlling your Nerves
 - (c) Positive Visualization
 - (d) Timing your arrival
 - (e) Creating a Positive First Impression
 - (f) Sell the sizzle, not the sausage.

(2)

Unit-I

2. How do you make the people think in your way? 10

Or

3. Explain Extrovert and Introvert personality. 10

Unit-II

4. What are the attributes that an evaluator focuses upon a Group discussion. 10

Or

5. What are the Do's and Don'ts of a Group discussion.

Unit-III

6. What is meeting and why it is important for an organisation? 10

Or

7. What do you understand by Negotiating skill? 10

Unit-IV

8. What points you will observe while preparing the venue for presentation? 10

(3)

Or

9. How does presentation helps in enhancing the personality of a person? 10

A

MS-3370

B. B. A. (T) (Semester-IV) (BP/OC)

Examination, 2012

Marketing Fundamental & Communication

(BTA-302)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on any six of the following : $5 \times 6 = 30$
 - (i) Different Demand States
 - (ii) Marketing Mix
 - (iii) Body Language
 - (iv) Demographic Environment
 - (v) Survey Research
 - (vi) Various types of Needs

(2)

(vii) AIDA model

(viii) Production concept.

Unit-I

2. Consider the broad shifts which have taken place from production concept to holistic and relationship marketing. 10
3. Answer the following :
- (a) Discuss the 4 P's of marketing 5
- (b) Explain the various environmental forces which affect the marketing environment. 5

Unit-II

4. What are the various stages of consumer decision-making process ? Give a detailed description of the consumer buying behaviour. 10

(3)

5. What do you understand by forecasting and demand measurement ? 10

Unit-III

6. Why is the concept of PLC important to the marketer ? What would be the marketing strategy at the growth stage of PLC ? 10
7. Discuss the various factors that influence the pricing decisions taken by marketers. 10

Unit-IV

8. What is communication ? What are the stages of communication process ? How can communication fail in the promotion of a product ? 10
9. What are the various types of communication ? Discuss the advantages and limitations of vertical communication. 10

A

MS-3371

B.B.A(T) (Semester-IV) (BP/OC)

Examination, 2012

Computer Application-II

(BTA-303)

Time Allowed : Three Hours

Maximum Marks : 35

Note: Attempt *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit.

1. Write short notes on the following: $2\frac{1}{2} \times 6 = 15$

- (i) My Computer
- (ii) Operating System
- (iii) Input device
- (iv) Printer

(2)

(v) Scanner

(vi) Icons.

Unit-I

2. Discuss the use of Control Panel in Computer. 5

Or

3. Discuss various features of Windows operating system. 5

Unit-II

4. What is software ? Discuss its various types with suitable example. 5

Or

5. What do you understand by operating system and also discuss its various functions in detail. 5

Unit-III

6. What is Microsoft Word ? Discuss its main functions in detail. 5

(3)

Or

7. Write short notes on any two of the following : $2\frac{1}{2} \times 2$

- (i) Title bar
- (ii) Tool bar
- (iii) Format Painter.

Unit-IV.

8. What is Microsoft Excel ? Discuss its various features. 5

Or

9. Write short notes on any two of the following :

$2\frac{1}{2} \times 2 = 5$

- (i) Graphs and charts
- (ii) Formula bar
- (iii) Shorting.

A-7

MS-3372

B. B. A. (T) (Semester-IV) (BP/OC)

Examination, 2012

German Language-II

BTA-304

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory and four others. One question from each Units.

1. Schreiben Sie 20 Sätze über : 30
- (a) Meine Reise nach Frankfurt
 - (b) Meine Hauptstadt
 - (c) Mein Lehrer.

Unit-I

Bauen Sie die Sätze mit diesen Wörtern :

2. der Pass, das Visum, die Sonne, die Treppen, die Kirche, der Maler, die Ferien, der Bohnhof, die Arbeit, des Büro, die Apfeltertorte, das Hemd, die Industrie, das Kino, des Kleider, der student, die Strasse, das Geld der Film, die Blumen.

(2)

3. Wollen, müssen, dürfen gearbeitet gewohnt, geschrieken, studiert, geliebt, Können, geflogen, fahren, gegangen, baden, schwimmen, haben, nehmen, getrunken, essen, spielen, brauchen. 10

Unit-II

4. Bitte beschreiben Sie Ihre Familie (20 Sätze). 10
5. Schreiben Sie über Ihren chef (20 Sätze). 10

Unit-III

6. Übersetzen Sie ins Englisch: 10
Frau Käse ist Putzfrau. Sie wohnt in Salzburg. Sie arbeitet in Düsseldorf. Frau Meier ist Lehrerin. Sie wohnt in Stockholm. Diese Dame ist vierzig. Sie studiert Theologie. Meine Juwelen sind weg. Du bekommst Mantel. Die Männer tragen Hemd und Hose. Er fährt nach Spanien.
Dieser Mann braucht kein Auto. Er geht zu Fuß und ist glücklich. Dieser Herr hat sehr schöne Pferde. Wir müssen den Zug nehmen. So ein Schiff ist wie eine kleine Stadt. Hier gibt es alles. Kino, Restaurant, Tanzcafé.

MS-3372

(3)

7. Diese Bahn geht nach Frankfurt. Dieses Schiff geht nach Helsinki. Das ist mein Fahrrad. Ich fahre nach Köln. Dieser Zug fährt nach Prag.
Er schwimmt 1200 km im Jahr. Wir nehmen die Strassenbahn. Ich habe einen Globus. Europa ist nur Halbinsel von Asien. Meine Muttersprache ist Deutsch. Ich spreche auch eine Fremdsprache. Wir haben Regen und Schnee in Deutschland. 10

Unit-IV

8. (a) Wann haben Sie Geburtstag? 10
(b) Wann feiern Sie Holi?
(c) Arbeiten Sie in einem Reisebüro?
(d) Sind Sie nach Europa geflogen?
(e) Was haben Sie im Winter gemacht?
(f) Haben Sie MBA schon gemacht?
(g) Wieviel kostet Ihre Tasche?
(h) Was kostet eine Fahrkarte nach Mumbai?
(i) Woher kommen Sie?
(j) Wo kann man Brot kaufen?
(k) Welche Zeitung haben Sie gekauft.

MS-3372

(4)

- (l) Un wieviel uhr fährt der zug ab ?
- (m) Wo liegt das Haus ?
- (n) Was haben sie getrunken ?
- (o) Warum kaufen sie die Bücher.
- (p) Hören sie Radio gern.
- (q) Tricken sie Sekt gern ?
- (r) Rauchen Sie ?
- (s) Wann wollen sie heiraten ?
- (t) Was haben sie gefunden ?

- 9.
- (a) Wollen sie ins kino gehen ?
 - (b) Wo haben sie gearbeitet ?
 - (c) Welches kleid möchten sie ?
 - (d) Wieviele Bruder haben sie ?
 - (e) Was haben sie heute gegessen ?
 - (f) Wohin sind sie geflogen ?
 - (g) Wo wohnt Ihre Mutter ?
 - (h) Was macht sie ?
 - (i) Möchten sie Tee oder koffee ?
 - (j) Wo liegt Berlin ?
 - (k) Ist New Delhi eine Hauptstadt ?
 - (l) Wie finden Sie Deubchlernen ?
 - (m) Was tragen Sie gern ?

MS-3372

(5)

- (n) Was machen Sie am sonntagabend ?
- (o) Welche Zeitung lesen Sie gern ?
- (p) Wieviel Kostet ein Kilo Tomaten ?
- (q) Welches Fest ferern Sie ?
- (r) Fahren Sie mit dem Auto nach Delhi ?
- (s) Wieviel uhrn ist es ?
- (f) Bckommen Sie Ferien ?

MS-3372-5-100

A

MS-3373

**B. B. A. (T) (Semester-IV) (BP/OC)
Examination, 2012**

Airline Operations & Ticketing

(BTA-305)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory. Attempt *one* question from each Unit. Use of calculator is allowed.

1. Construct the cheapest fare for the following routing and issue a ticket for Mr. Abhishek Tandan : 15×2

Following are the details of the booking :

1. EK 601 Y 14MAY DELDXB HK1 0550 0850
2. EK 1432 Y 16MAY DXBFRA HK1 1000 1230
3. LH 2568 Y 15JUN FRA LON HK1 0645 0915
4. LH 1846 Y 22JUN LONCPH HK1 1215 1550

(2)

PNR : EK/YLA6F5

BAGGAGE : ? (As per the routing)

ENDORSEMENT : NON END / NON RERT

FORM OF PAYMENT : CASH

DATE & PLACE OF ISSUE/VALIDATE TKT :

ABC TRAVELS

14-3 1234 5

(TODAY'S DATE)

ROE 51.612

TAXES TAX 229WO TAX 595AE

TAX 2650FR TAX 875IZ 300YR

TAX 1800UB TAX 13550GB TAX

17100 YQ

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(3)

ECONOMY CLS FARES, MPMs & TPMs

FROM	TO	TPM	OW - NUC	RT - NUC	GI/MPM
DELHI	DUBAI	1360	434.89	724.83	EH1632
	COPENHAGEN	3820	2023.80	3113.40	EH5682
	FRANKFURT	3804	2023.80	3113.40	EH5152
	LONDON	4169	2180.33	3354.29	EH5598
	CHICAGO	7476	3118.80	5359.16	AT10206
DUBAI	DELHI	1360	604.56	1097.47	EH1632
	COPENHAGEN	2994	1990.70	3314.21	EH4372
	FRANKFURT	3008	1731.99	2883.93	EH3944
	LONDON	3403	1745.61	2905.72	EH4304
	CHICAGO	7200	2627.07	4548.83	AT9009
COPENHAGEN	DELHI	3821	3292.01	5060.47	EH5394
	DUBAI	2994	3816.25	5870.93	EH4372
	FRANKFURT	422	404.50	506.04	EH506
	LONDON	594	404.50	506.04	EH702
	CHICAGO	4262	3303.53	5678.58	AT5114
FRANKFURT	DELHI	3804	3329.18	5120.68	EH5152
	DUBAI	3008	3296.90	5072.26	EH3944
	COPENHAGEN	422	404.50	507.22	EH506
	LONDON		404.50	507.22	EH4051
	CHICAGO	4334	2953.21	5092.12	AT5200
LONDON	DELHI	4169	3170.21	4875.69	EH5598
	DUBAI	3403	2900.93	4461.56	EH4304
	COPENHAGEN	594	404.50	507.22	EH712
	FRANKFURT	396	404.50	507.22	EH475
	CHICAGO	3953	4200.43	6460.79	AT4743

Unit-I

2. (a) Decode the following cities and write their

IATA areas : $\frac{1}{2} \times 10$

(i) MEL

(ii) BER

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(4)

(iii) VIE

(iv) CAI

(v) ATL

(vi) BLR

(vii) AKL

(viii) ADD

(ix) YYZ

(x) SAO.

- (b) What is the Global Indicators (GI) for the following journeys? 1×5

(i) DUBAI PARIS LONDON ____

(ii) DELHI ROME HOUSTON ____

(iii) DELHI SEOUL LOSANGELES ____

(iv) DURBAN COPENHAGEN NEW YORK ____

(v) ZURICH LASVEGAS BANGKOK ____

3. (a) Define first three freedom of air (with example). 5
- (b) Calculate excess mileage surcharge (EME) for the following : 1×5

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(5)

	MPM	TPM	EMS
(i)	5507	6215	—
(ii)	4777	4777	—
(iii)	3950	4750	—
(iv)	9559	9475	—
(v)	5400	5556	—

Unit-II

4. Define baggage concepts and also mention the free baggage allowance in the economy business and first class. 10
5. Define Round Trip Journey and Open Jaw Journey with example. 10

Unit-III

6. (a) What is Timatic and how does it help to travelers? 5
- (b) Define the kind of jaw in the below routings : 5
- (i) WAS FRA // LON MUC NYC
- (ii) BOM PAR // JED BOM
- (iii) BOM FRA CHI // ROM CCU
- (iv) DEL TYO SIN CCU
- (v) DEL ZRH // MIL CMB.

MS-3373

(6)

7. Define the following : $2\frac{1}{2} \times 4$

- (i) Role of IATA
- (ii) Limitations of indirect travel
- (iii) Steps to construct fare
- (iv) Circle Trip journey.

Unit-IV

8. Describe Back Haul check with example. 10

9. Calculate the fare for the following return journey in economy class and advise whether this is a Round Trip or a Circle Trip. 10

DELHI

COPENHAGEN

FRANKFURT

CHICAGO

DUBAI

DELHI

TPMs, MPM and NUC values to be taken from the chart given in question number 01.

A-6

MS-3374

B.B.A.(T) (Semester-VI) Examination, 2012

(BP-OC)

Tourism Marketing & Public Relations

(BTA-501)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit.

1. Write any six of the following short notes : 5×6

- (i) Four P's of Marketing
- (ii) Tourism Product
- (iii) Public Relation
- (iv) Travel Agency
- (v) Tourist
- (vi) Promotion Mix
- (vii) Medical Tourism.

(2)

Unit-I

2. What is tourism marketing? Discuss the difference between tourism marketing and marketing of other products. 10
3. What do you mean by Marketing Research? How marketing research can help to develop new tourism products? 10

Unit-II

4. What is segmentation in tourism marketing? Explain with suitable examples. 10
5. Discuss various tourist typologies with suitable examples. 10

Unit-III

6. What do you understand by product mix? Discuss product mix of any travel agency of your choice. 10
7. Discuss the role of travel agency in promoting tourism product of India. 10

(3)

Unit-IV

8. What is motivation? Discuss the role of motivation in public relation. 10
9. Discuss various principles of public relation and also discuss the role of public relations for tourism development. 10

A

MS-3375

**B. B. A. (T) (Semester-VI) (BP/OC)
Examination, 2012**

TOURISM DEVELOPMENT

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit. Marks are given besides the questions.

1. Write notes on any five of the following : 5×6
 - (i) Escorts
 - (ii) Tourist destination
 - (iii) Itinerary development
 - (iv) Tourism in India
 - (v) World heritage sites in India
 - (vi) Process of foreign exchange.

(2)

Unit-I

2. Discuss the different intermediaries in tourism.
Discuss in detail. 10
3. Discuss tourism and its role in any country's economy. 10

Unit-II

4. What are tourism services? Discuss in detail. 10
5. Discuss the role and significance of air transport in the field of tourism. 10

Unit-III

6. Write short notes on any two of the following : 10
 - (i) Medical tourism
 - (ii) Wildlife and adventure tourism
 - (iii) Cargo management.
7. Write short notes on any two of the following : 10
 - (i) MICE Tourism
 - (ii) IBT/OBT Management
 - (iii) Resort Management.

(3)

Unit-IV

8. What are travel portals and also discuss their usefulness in tourism. 10
9. What is E-tourism? Discuss various technologies which are being used in E-tourism. 10

A

MS-3376

B.B.A(T) (Semester VI) Examination, 2012

Tourism Planning Policies & Trends

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit. Marks are given besides each question.

1. Write short notes on any six of the following : $5 \times 6 = 30$
 - (i) Unplanned development
 - (ii) National Action Plan
 - (iii) Incredible India
 - (iv) Heritage sites
 - (v) TFCI

(2)

- (vi) Tourism Trends
- (vii) Forecasting of Tourism
- (viii) Plan.

Unit-I

2. What is Planning and why planning is necessary to develop a tourist destination? 10

Or

3. Discuss various impact due to unplanned development in tourism. 10

Unit-II

4. Discuss the various features of Recent Tourism Policy of India. 10

Or

5. What is Planning Process ? Discuss the various factors than can affect the planning process. 10

Unit-III

6. Discuss the role of state and national tourism organizations in India. 10

(3)

Or

7. Discuss the role of international and multinational tourism organization in detail. 10

Unit-IV

8. What is TFCI ? Discuss its role in Indian Tourism Industry. 10

Or

9. What are the trends of Tourism ? How can changing trends affect tourism policy.

A

MS-3377

B. B. A. (T) (Semester-VI) (BP/OC)

Examination, 2012

Foreign Language-IV

(French)

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each Unit.

1. (i) Traduisez en anglais : 3

- (a) Votre interprète S'appelle Karim.
- (b) Est-ce que vous avez mes billets.
- (c) Ou voudrait une voiture élimatisée pour une semaine.

(ii) Complétez les phrases : 3

- (a) _____ est le numéro de _____ chambre ?
- (b) Est-ce que vous _____ commander ?
- (c) Nous n'avons pas _____ cigarettes.
- (d) Et pour moi. un jus _____ fruit avec _____ glaçons.

(2)

- (iii) Écrivez un essai sur "Paris" (6 lignes). 3
- (iv) Définissez : 3
- (a) Le chicken masala
 - (b) Le romali roti
 - (c) Le fish tikka.
- (v) Hake three sentences with the help of "Le train, rapide, la voiture, l'avion, l'autobus, plus, moins (comparative and superlative sentences) 3
- (vi) Choisissez les mots qui conviennent : 3
- (a) Au revoir et _____ madame.
(bonyour, bonne, journée)
 - (b) (Comment combien) _____ est-ce que vous voulez aller à l'université ?
 - (c) Il y a 10% de réduction _____ les robes.
(avec, sur)
- (vii) Construisez des phrases avec les mots : 3
- (a) Un billet Numbái-Udaipur, 1200 roupies.
 - (b) Le prix, un repas au restaurant, 150 F
 - (c) Un palais, roi Akbar, magnifique.
- (viii) Traduisez en anglais le phrases : 3
- (a) Il ri'ya pas d'eand dans la salle de bains
 - (b) Ce vin blanc est plus doux que le rouge.
 - (c) Je voudrais un vin léger, sil vous plaît.

(3)

- (ix) Écrivez un essai de 6 lignes sur "ma maison". 3
- (x) Choisissez les expressions correcters. 3
- (a) Du saumon (fume délicieuses)
 - (b) De l'eau (grillée, foraîche)
 - (c) Une salade (composée, fumé).

Unit-I

10

2. Écrivez un essai (12-15 lignes) sur. Levinet la repas français.
3. L'Inde _____ une destination touristique.

Unit-II

10

4. Écrivez un essai sur :
Mon Monument favorien Inde (15 lignes).
5. Vous invitez rotree ami pour dîner au restaurent Indien. Écrivez un dialogue de (15 lignes) en discutant ce que vous allez choisir.

Unit-III

10

6. Traduisez en anglais et répondez aux questions eu français :
Dialogue 1

(4)

Réceptionnaire : Est-ce que vous pouvez remplir cette fiche sil vous plaît ?

M. Simon : (.....) Voita

Réceptionnaire : Merci (....) Excusez-moi, est-ce qui je peux voir votre Passeport ?
Merci (....) Est-ce que vous pourrez Signer ici vous plaît ?

M. Simon : Voilà.

Réceptionnaire : Merci. Voilà votre passeport et la clé de votre chambre.

M. Simon : Quel est len de ma chambre ?

Réceptionnaire : Vous avez le chambre 124, monsieur, J'appelle un porteur pur vos bagages Bon S éjour, monsieur Simon.

- (i) Combien de personnes y a-t-il dans le dialogue.
- (ii) Uommez le client ?
- (iii) Où sont les personnes.
- (iv) Quel est le numéro dé la chambre ?
- (v) Pourquoi le réceptionnaire appelle le porteur ?

7. Dialogue 2

Employé : Bonjour monsieur

M. Martin : Bonjour. Je roudrais changes des dollars.

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(5)

Employé : Combien est-ce que vous voulez changer ?

M. Martin : 200 dollars. Quet est le taux de change ?

Employé : 36, monsieur
Est-ce je peux voir Votre passeport, Silvous plaît

M. Martin : Voilà.

Employé : Merci. Est-ce que vous pouvez écrire votre adresse à Udaipur s' il vous plaît ?

(.....) Est-ce que vous pouvez signer ici ?

(.....) Voilà 7200 roupies, votre reçu et votre passeport. Merci. Au revoir, monsieur.

Répondez aux questions de queston 7 (a):

- (i) Nammez le client ?
- (ii) Qu' est-ce que le client-vaoudrait ?
- (iii) Combien de dollars voudrait. il changer ?
- (iv) Quel est taux de change ?
- (v) Combien de roupies, l'employé donne au client ?

Unit-IV

10

8. Complétez les phrases :

(a) Nous ____ dans la chambre.

(dener, futur proche)

MS-3377

(6)

(b) Elles _____ au restaurant le soir.

(aller, passé composé)

(c) Vous _____ du cricket. (faire présent)

(d) Je _____ à paris demain (être, futur)

(e) Il _____ du thé. (vouloir, conditionnel).

9. Écrivez les négatifs des phrases affirmatives—ne
..... pas/ne.....plus/ (write "Je suis désolé....."):

(a) Mous avons des chambres.

(b) Il y a des places pour le concert.

(c) Il y a un bus direct pour Simla

(d) Il y a des fromages dans le restaurant

(e) Je voudrais du poulet au riz.

A

MS-3382

M. B. A. (PT) (Semester-II) (BP)

Examination, June 2012

Managerial Skill

[MBA (PT)-203]

Time Allowed : Three Hours

Maximum Marks : 70

Note : Answer Five questions in all. Question No. 1 is compulsory. Attempt one question from each of the four Units.

1. Write short notes on the following : $3 \times 10 = 30$
 - (a) Kinesics
 - (b) Grapevine
 - (c) Noise
 - (d) Voice quality
 - (e) Message
 - (f) Mass communication
 - (g) Impersonal communication

(2)

- (h) Importance of negotiation
- (i) Cultural aspects of non-verbal communication
- (j) Role of technology in modern communication.

Unit-I

- 2. "Communication is a two way process." Elucidate. 10
- 3. State the barriers of communication and methods to overcome each of these barriers. 10

Unit-II

- 4. Write a commercial letter to the purchase manager of a company stating the availability of supplies. 10
- 5. Explain the essentials of a business report. 10

Unit-III

- 6. (a) What skills are mandatory for effective public speaking?
- (b) Explain how communication can impact negotiation. 5+5=10

(3)

- 7. What are the important components of a business report ? Write in brief the requirements of each component. 10

Unit-IV

- 8. Write in brief:
 - (a) What legal considerations a manager needs to take while placing an order and making payments ?
 - (b) What methods are used while using non-verbal communication ? 5+5=10
- 9. Discuss various technologies that enable fast and effective communications in current times. 10

A-6

MS-3383

M. B. A. (Tourism) (Semester-II) (B. P.)

Examination, 2012

Tourism Operations

(MBAT-10)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Attempt *Five* questions in all. Question No. 1 is compulsory and attempt *one* question from each Unit.

1. Write short notes on the following : 3×10=30
 - (i) Tourist
 - (ii) PNR
 - (iii) Portal
 - (iv) Escort
 - (v) Host

(2)

- (vi) Adventure Tourism
- (vii) National Parks
- (viii) Inbound Tourism
- (ix) E-tourism
- (x) Tourism Products.

Unit-I

2. Write an essay on tourism in India. 10

Or

3. How can tourism help to develop a strong economy of any country? 10

Unit-II

4. Write short notes on any two of the following: $5 \times 2 = 10$

- (i) Airlines in India
- (ii) Indian railway system
- (iii) Waterways in India.

Or

5. "Roads can play an important role in the field of tourism". Comment. 10

(3)

Unit-III

6. Write short notes on any two of the following: $5 \times 2 = 10$

- (i) Cargo management
- (ii) Medical tourism
- (iii) Wildlife tourism.

Or

7. Write short notes on any two of the following: $5 \times 2 = 10$

- (i) Outbound tourism
- (ii) Domestic tourism
- (iii) MICE-Tourism.

Unit-IV

8. What is travel portal? How are these travel portals important in tourism. Discuss with suitable examples. 10

Or

9. Write short notes on any two of the following: $5 \times 2 = 10$

- (i) Search engines
- (ii) Travel process outsourcing
- (iii) Heritage Hotels.

A-6

MS-3384

M. B. A. (Tourism) (Semester-II)

Examination, 2012

Aviation Geography

(MBAT-11)

Time Allowed : Three Hours

Maximum Marks : 70

Note: Answer *Five* questions in all. Question No. 1 is compulsory Attempt *one* questions from each Unit.

1. Write short notes on any five of the following: $6 \times 5 = 30$
 - (a) Freedoms of Air
 - (b) Evolution of Hub and Spokes
 - (c) OAG
 - (d) International Date Line
 - (e) CRS
 - (f) Tickets.

(2)

Unit-I

2. Write a note on 'IATA' and also state its objectives in detail. 10
3. Enumerate the procedure to be followed by a passenger while travelling at the airport and also explain the practices and rules. 10

Unit-II

4. Define the term 'Aviation Geography'. Also explain the concept of latitudes and longitudes and how they help us in calculation of time and time differences of two countries. 10
5. How has TATA divided the world in different regions? Explain in detail. 10

Unit-III

6. Explain the terms-weight concept, checked and unchecked baggage and free baggage allowance. 10

(3)

7. Explain the term 'VISA'. How many kinds of visa are there? 10

Unit-IV

8. What are Circle Trip and Round Trip fares? 10
9. What are special fares? Also explain excursion fares and its policy. 10