



21623/F 230

Reg. No.

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**VI Semester B.B.A.2 Examination, May/June 2017
(2011-2012 Onwards) (Regular and Repeater)
OFFICE MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

- Instructions:** 1) Answer to the point.
2) Write question no. **correctly**.
3) Section '**C**' is **compulsory**.

PART – A

Answer **any ten** of the following questions. **Each** question carries **2** marks. **(10×2=20)**

1. What do you mean by Office Management ?
2. What do you mean by Office Organisation ?
3. What do you mean by Office Environment ?
4. Define Office Accommodation.
5. Define office system.
6. State any two types of manuals.
7. What do you mean by office committee ?
8. What do you mean by office supplies ?
9. State two types of office mails.
10. What are franking machines ?
11. What is Indexing ?
12. What is office lighting ?

P.T.O.



PART – B

Answer **any five** of the following.

(5×8=40)

13. Explain the significance of office organisation.
14. Explain the steps in planning office layout.
15. Explain the various sanitary requirements of a modern office.
16. Explain the contents of office manuals.
17. Explain the types of office services.
18. What are the needs to control office stationery ?
19. Explain the various functions of an office manager.

PART – C

(Compulsory)

(2×10=20)

20. What arrangements would you make for dealing efficiently with large and varied outward mail ? Mention the equipments you would use to speed-up the work.
 21. You have been asked by your employer to state the essential features of good filing and its advantages.
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21625/F 250

Reg. No.

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VI Semester B.B.A.2 Examination, May/June 2017
SECRETARIAL PRACTICE
(2011 – 2012 Onwards)
(Regular & Repeaters)

Time : 3 Hours

Max. Marks : 80

Instruction : Answer required number of questions as per **internal choice** given.

SECTION – A

Answer **any ten** of the following. Each question carries 2 marks. **(10×2=20)**

1. What do you mean by dematerialization of shares ?
2. What do you mean by private company ?
3. What is statutory meeting ?
4. What do you mean by Transmission of shares ?
5. What is poll ?
6. Who is a share holder ?
7. What is Table-A ?
8. What is special resolution ?
9. Who is a promoter ?
10. What is a quorum ?
11. What do you mean by chartered company ?
12. Give two rights of a Chairman.

P.T.O.

**SECTION – B**

Answer **any five** of the following. **Each** question carries **8** marks. **(5×8=40)**

13. Who is a company secretary ? Explain the duties of a company secretary.
14. Define company. Explain the features of a company.
15. What is a meeting ? Explain the different types of meeting in a Joint Stock Company.
16. What is share ? State rights and duties of a shareholder.
17. What are the essential requisites of a valid meeting ?
18. What is memorandum of association ? Explain in detail the clauses of memorandum of association.
19. Write short notes on :
 - a) Articles of association.
 - b) Statement in lieu of prospectus.

SECTION – C**(Compulsory)**

20. Draft a notice and agenda for 12th Annual General Meeting of James Company Limited, Radhanagar Jaipur. **5**
 21. Asha and Nirasha are only 2 members in AN Co. (put) Limited. They died in car accident. What happens to the company ? **5**
 22. An Extra-ordinary meeting is called to amend the object clause of memorandum of association. Out of 100 members present at the meeting, 60 members voted for amendment. Is it valid ? Give reasons. **10**
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Reg. No.

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VI Semester B.B.A. 2 Examination, May/June 2017
WORKING CAPITAL MANAGEMENT
(Regular & Repeater)
(2011 – 2012 Onwards)

Time : 3 Hours

Max. Marks : 80

- Instructions:** 1) Give working notes *wherever* necessary.
2) Simple calculator is **allowed**.
3) Part 'C' is **compulsory**.

SECTION – A

Answer **any 10** of the following. Each question carries **2** marks.

(10×2=20)

1. a) What is working capital management ?
- b) What is operating cycle ?
- c) What is VED analysis ?
- d) State motives for holding cash.
- e) What do you mean by $\frac{3}{10}$ net 45 ?
- f) What is aggressive approach of financing working capital ?
- g) State the variables of credit policy.
- h) What is float ?
- i) Define EOQ.
- j) Define factoring.
- k) What are commercial papers ?
- l) What is Ageing Schedule ?

P.T.O.



SECTION – B

Answer any 5 of the following. Each question carries 8 marks.

(5×8=40)

2. Explain important sources of working capital finance.
3. Explain the factors determining working capital requirement.
4. Discuss different types of factoring.
5. Following are total funds required by Mahesh Ltd.

Month	Funds required	Month	Funds required
Jan.	85,000	July	82,000
Feb.	80,000	Aug.	84,500
Mar.	78,000	Sep.	80,000
April	75,000	Oct.	90,000
May	70,000	Nov.	84,000
June	71,500	Dec.	85,000

If long term funds cost 8% and short term funds cost 4%. Find out cost of working capital under hedging approach, conservative approach and trade-off approach.

6. A firm has a credit sales amounting to ₹ 32 lakh. The sales price per unit is ₹ 40/-. The variable cost is ₹ 25/- per unit. While the average cost per unit is ₹ 32/-. The average age of accounts receivable of the firm is 72 days the firm is planning to tighten credit standards. It will result in a fall in the sales volume to ₹ 28 lakh and the average age of accounts receivable to 45 days. Assume a 20% rate of return. Is the proposal under consideration feasible ?
7. Neha Ltd. sells goods on terms $\frac{2}{10}$ net 30. Annual sales are ₹ 80,00,000 25% of the customers pay on the 10th day and avail the discount. Its accounts receivables on an average is ₹ 15,00,000. What is the average collection period on non-discounted sales ?



8. From the following information relating to M/s Shri steels Ltd. you are required to ascertain working capital requirements

Elements of Cost : Material : 40%
 Labour : 25%
 Overheads : 15%

The further information is as follows.

- a) It is proposed to maintain a level of activity of 3,00,000 units.
- b) Selling price per unit is ₹ 20/-.
- c) Raw materials is expected to be in store for an average of 2 months.
- d) Finished goods will remain in store for one month.
- e) Materials will be process on an average for half a month.
- f) Credit period allowed to debtor is 3 months.
- g) Credit allowed by suppliers is 2½ months.
- h) Wages and overheads are delayed by half a month.
- i) A minimum of ₹ 75,000/- cash has to be maintained.
- j) Assume sales and production follow a constant pattern.

SECTION – C

Case Study.

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9. Mehran Co.Ltd. has given the following particulars. You are required to prepare a cash Budget for the 3 months ending 31st December 2016.

Month	Sales(₹)	Materials (₹)	Wages (₹)	Overheads (₹)
August	40,000	20,400	7,600	3,800
September	42,000	20,000	7,600	4,200



October	46,000	19,600	8,000	4,600
November	50,000	20,000	8,400	4,800
December	60,000	21,600	9,000	5,000

Other information :

- i) Sales/Debtors : 10% of the sales are on cash basis, 40% of the credit sales are collected next month and the Balance in the following months.
 - ii) 25% of material purchased are on cash basis and the Balance is paid in the ratio 3 : 2 in the next 2 months.
 - iii) Wages are paid $\frac{4}{5}$ th in the same month and balance in the following month.
 - iv) Cash balance on 1st October 2016 is expected to be ₹ 10,000/-.
 - v) A machinery will be installed in August 2016 at a cost of ₹ 1,00,000. The monthly installment of ₹ 5,000/- is payable from October onwards.
 - vi) Dividend at 10% on preference shares of ₹ 3,00,000 will be paid on 31st December 2016.
 - vii) Income tax (Advance) to be paid in December 2016 ₹ 5,000/-
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Reg. No.

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VI Semester B.B.A. 2 Examination, May/June 2017
SERVICES MARKETING
(2011-2012 Onwards) (Regular and Repeaters)

Time : 3 Hours

Max. Marks : 80

Instruction : Section C is compulsory.

SECTION – A

Answer any 10 of the following :

(2×10=20)

1. What is meant by Service Marketing ?
2. What is normative expectation of service ?
3. What is Service Mix ?
4. What is relationship marketing ?
5. Give 2 examples of supplementary services.
6. What is response card ?
7. What is service place ?
8. What is service product line ?
9. Write any 2 tools of service promotion.
10. What is licensing ?
11. What is Service Blue Print ?
12. What do you mean by global firm ?

SECTION – B

Answer any 5 of the following :

(5×8=40)

13. What is service ? Explain the various characteristic features of it.
14. Distinguish between goods and services marketing.

P.T.O.



15. Develop a product line and product mix for banking services.
16. Explain the various ways of minimizing service intangibility.
17. What is internal marketing ? Explain its merits and limitations.
18. What is listening ? Explain various methods of listening.
19. Describe the various challenges in global market.

SECTION – C

(12+8=20)

20. Develop service marketing Mix-7P's for the following :
 - a) Beauty Parlour and
 - b) Restaurant.
 21. Explain the service quality gap model with reference to passenger (transportation) services.
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