

**QUESTIONS PAPERS  
SUPPLEMENTARY EXAMINATION  
FEBRUARY- 2019**



**MBA(FT/PT)/EMBA  
MB/BBA and BA (H) ECONOMICS  
1<sup>st</sup> & 3<sup>rd</sup> SEMESTER**

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**QUESTION PAPERS FOR MBA (DSM&USME) & EMBA  
SUPPLEMENTARY EXAMINATION --February-2019  
(Semester – I & III)**

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**(EAST DELHI CAMPUS)**

**QUESTION PAPERS FOR BBA/BA (H) ECONOMICS  
SUPPLEMENTARY EXAMINATION FEBRUARY- 2019**

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1st Semester BBA

SUPPLEMENTARY EXAMINATION- FEB, 2019

PAPER CODE: BBA-101

TITLE OF PAPER- Principles of Management

Time: 3:00 Hours

Max. Marks: 75

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All Questions are compulsory.

1. Write short note on the followings: (5 \* 5 = 25 marks)
  - a) Management by Objective
  - b) Management Vs Administration
  - c) 7 C's of Communication
  - d) Contingency approach to management
  - e) Staffing: Concept, nature and importance
  
2. What is Motivation? Discuss briefly content and process theories of motivation. (10 marks)
  
3. 'Elton Mayo revolutionized the traditional approach of management'. Critical analyze the statements in light of classical and Neo-classical approach of management. (10 marks)
  
4. Describe decision making process. Also explain any three approaches manager can use to make decisions. (10 marks)
  
5. Fiedler focused on three contingencies relating them to leadership. Elaborate and explain its relevance in 21st century. (10 marks)
  
6. "Every employee in an organisation plays a role in controlling work activities". Do you agree with this statement, or do you think control is something that only managers are responsible for? Explain. (10 marks)



Total No. of Pages: 2

First Semester BBA  
SUPPLEMENTARY EXAMINATION FEB 2019  
Paper Code: BBA102 Paper Title: Business Mathematics

Time: 3:00 Hours

Max Marks: 75

General Instructions:

- 1) Attempt five questions out of seven questions and question No. 1 is compulsory.
- 2) Question 1 contains five parts and each part is of three marks
- 3) Each question from two to seven contains two parts. All Questions carry equal fifteen (7.5 X 2) marks each.

Q.1 Define the following definition with example:

- (i) Learning Curve
- (ii) Multivariate Optimization
- (iii) Lagrangian Multiplier and Lagrange function
- (iv) Linear dependence, combination and independence of vector
- (v) Define the condition of the consistency of non-homogenous System of linear equations

Q.2 (a) A Monopolist demand curve is given by  $p = 100 - 2q$ . Find the marginal revenue function. Find the relationship between the slopes of the average revenue and marginal revenue curves.

Q.2 (b) Find the maximum and minimum value of  $f(x) = 2x^3 - 21x^2 + 36x - 20$

Q.3 (a) Solve the following system of equations using matrix inverse method.

$$x + 2y + 2z = 7, \quad x + 3z = 11, \quad 2x - 3y = 1$$

Q.3 (b) Optimize the following multivariate function problem using calculus.

$$\text{Optimize } f(X) = x_1 + 2x_3 + x_2x_3 - x_1^2 - x_2^2 - x_3^2$$

Q.4 (a) The sum of four terms in A.P. is 40 and the sum of their squares is 480. Find the number

Q.4 (b) Solve the following optimization problem of maximization type using Lagrangian Method.

$$\text{Maximize } z = 4x_1 + 6x_2 - 2x_1^2 - 2x_1x_2 - 2x_2^2$$

$$\text{subject to } x_1 + 2x_2 = 2$$



Q.5 (a) Draw the graph of  $|x|$  and the following function and also comment about the functions.

$$f(x) = x \text{ when } x > 0$$

$$= 0 \text{ when } x = 0$$

$$= -x \text{ when } x < 0$$

Q.5 (b) Find total cost (T.C) and Average cost (AC) if marginal cost (M.C) is given by:

$$M.C. = 5 - 6Q + 6Q^2$$

Where  $Q$  denotes output produced. Also find the total cost when  $Q=0$  and  $Q=100$ .

Q.6 (a) Explain consumer's surplus and producer's surplus with the help of suitable example.

Q.6 (b) The demand and supply functions under perfect competition are  $y = 12 - x^2$  and  $y = 12 + 2x^2$  respectively. Find the market price, consumer's surplus and producer's surplus. Where  $x$  denotes quantity demanded or supplied,  $y$  denotes price.

Q.7(a) Find the demand vector which is consistent with the input-output matrix.

$$A = \begin{pmatrix} 1/6 & 3/5 & 0 \\ 1/12 & 1/5 & 1/5 \\ 0 & 2/15 & 1/15 \end{pmatrix}$$

$\rho(A)$

And the output vector

$$X = \begin{bmatrix} 150 \\ 160 \\ 180 \end{bmatrix}$$

Q.7(b) Find the rank

of the matrix using echelon form of a matrix

$$A = \begin{bmatrix} 1 & 2 & 3 \\ 2 & 1 & 0 \\ 0 & 1 & 2 \end{bmatrix}$$

Note: All questions are compulsory. All questions carry equal marks.

Use of simple calculator is allowed.

Q1. Write short notes on (any three)-

- Accounting Period Principle
- Social Responsibility Accounting
- Principle of Conservatism
- Need for convergence to IFRS
- Limitations of Accounting

Q 2. Record the following transactions in the journal of Delhi Furniture Marts:-

- Jan 1, 2019 Started business with cash ₹ 20000.
- 2 Deposited into bank ₹ 18000.
- 3 Purchased machinery for ₹ 10000 from Jawahar and gave him a cheque for the amount.
- 15 Paid installation charges of machinery ₹ 200
- 20 Purchased timber from Naveen of the list price of ₹ 4000. He allowed 10% trade discount.
- 23 Furniture costing ₹ 1000 was used in furnishing the office.
- 25 Sold furniture to Naresh of the list price of ₹ 2000 and allowed him 5% trade discount.
- 28 Received crossed cheque from Naresh for ₹ 1860 in full settlement and sent the cheque to bank.
- 29 Sent to Naveen in full settlement a cheque for ₹ 3500.
- 31 Paid wages ₹ 700 and rent ₹ 400.

OR



Journalise the following transactions-  
2018

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- March 1. Received a cheque from Ramesh and Co. to whom goods were sold for ₹1200 last year. Allowed him 1% discount.  
2 Ramesh and Co's cheque deposited into bank.  
5 Ramesh and Co's cheque dishonoured (bank charged ₹6)  
20 Ramesh and Co. settled his account by means of a cheque for ₹ 1215, ₹9 being for interest charged.  
31 Bank charges (half yearly) ₹ 60.

Q 3. The trial Balance of Mr. Sun as on 31st March 2018 was as follows:-

Particulars	Dr. (₹)	Cr. (₹)
Purchases/sales	1625050	2524000
Provision for Doubtful Debts	-	52000
Sundry Debtors/Sundry Creditors	502000	305260
Bills Payable	-	39500
Opening Stock	267250	
Wages	231370	
Salaries	55750	
Furniture	72500	
Postage	42260	
Power and Fuel	13500	
Trade Expenses	58310	
Bad Debts	5250	
Loan to Ram @10% p.a. (December 1, 2017)	30000	
Cash in hand and at bank	100000	
Accrued trade expenses	-	7000
Drawings/Capital	44250	100000
Outstanding wages	-	20000
	3047760	3047760

Prepare Trading and Profit and Loss Account for the year March 31, 2018 and the balance sheet as on that date after taking into consideration the following information:-

- i) Depreciation on furniture to be charged @10%.



- (ii) Sundry Debtors include an item of ₹ 5000 due from a customer who has become insolvent.
- (iii) Provision for doubtful debts is to be maintained @5% of sundry debtors.
- (iv) Goods of the value ₹ 15000 have been destroyed by fire and insurance company has admitted a claim of ₹ 10000.
- (v) Closing Stock was ₹ 125500.

Q 4. The book value of plant and machinery on 1.1.2011 was ₹ 200000. New machinery for ₹ 10000 was purchased on 1.10.2011 and for ₹ 20000 on 1.7.2012. On 1.4.2013, a machine whose book value had been ₹ 30000 on 1.1.2011 was sold for ₹ 16000. Depreciation has been charged at 10% p.a. since 2011 on straight line method. It was decided in 2013 that depreciation @ 20% p.a. diminishing balance method should be charged with retrospective effect from 1.1.2011. Show Plant and Machinery account upto 31.12.2013. Give detailed working.

OR

ABC Ltd. purchased on 1.1.2010 second hand plant for ₹ 30000 and immediately spent ₹ 20000 on overhauling it. On 1.7.2010 additional machinery with a cost of ₹ 25000 was purchased. On 1.7.2012, the plant purchased on 1.1.2010 became obsolete and was sold for ₹ 10000. On the same date new machinery was purchased at a cost of ₹ 60000.

Depreciation was provided at 10% p.a. on original cost of the asset. In 2013, the company changed this method of providing depreciation to 15% p.a. WDV with retrospective effect.

Show Plant and Machinery account and Provision for Depreciation account for the year 2010-2013.

Q 5. Rajeev Ltd. invited applications for issuing 100000 shares of ₹ 20 each. The amount was payable as follows:

On application ₹6 per share; On allotment ₹10 per share, and on First and final call ₹4 per share.

Applications for 150000 shares were received and pro-rata allotment was made to all the applicants. Sonia, who was allotted 1500 shares failed to pay the allotment and call money. Her shares were forfeited. Out of the forfeited shares 750 shares were reissued as fully paid up @ ₹ 18 per share. Pass necessary Journal entries to record the above transactions in the books of Rajeev Ltd.



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Roll. No.....

**FIRST SEMESTER**  
**End Semester Supplementary Examination**  
**BBA-104**  
**Time: 03:00 Hours**

**BBA**  
**February- 2019**  
**Business Economics**  
**Max. Marks: 75**

**Note:** Attempt any 5 questions out of 7; Draw neat diagrams.

- Q.1- Diagrammatically explain the law of diminishing marginal utility and describe the relationship between total and marginal utility. (15)
- Q.2- What do you mean by price discrimination? Explain the features of perfect competition in detail. (15)
- Q.3- Explain the law of variable proportions. What are reasons behind diminishing returns to factor. (15)
- Q.4- Explain the split of price effect into income and substitution effect using compensation variation approach. (15)
- Q.5- What is price elasticity of demand? Discuss any five factors affecting demand. (15)
- Q.6- Define budget line and explain consumers' equilibrium through indifference curve approach. (15)
- Q.7- a) Discuss the scope and application of Business Economics. (10)  
b) What are the differences between micro and macro-Economics? (05)

Total No. of Pages:1

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1st Semester BBA  
**SUPPLEMENTARY EXAMINATION** : FEBRUARY - 2019  
PAPER CODE: BBA 105 TITLE OF PAPER- COMPUTER  
APPLICATION

Time: 3:00 Hours

Max. Marks: 75

There is choice only in Part C & Part D. 1 mark is reserved for neat presentation.

**PART A: Write a short essay (with focus on computer application and not less than 1000 words) on the following topics (6x2=12)**

Q.1) Computer Application in Healthcare Sector

Q.2) Social Media and its impact on society

**PART B: Answer the following questions :(5x3)**

Q.1) What is Declarative Programming Language ?

Q.2) Describe the Object Oriented Programming ? (5 marks)

Q.3) Describe the File System Architecture? (5 marks)

**PART C: Write short notes ( on any 4) (5X4 =20 )**

1.) Adware

2.) Denial of Service Attack

3.) Search Engines

4.) Virtual Private Network

5.) Domain Name Space

**PART D: Answer the following questions (any 2) (7.5 X2 = 15 )**

Q.1) Describe the types of Name Server. Explain with example [5]

Q.2) What are the types of URL. Describe with example [5]

Q.3) Describe the scripting programming languages ? Comment on their usefulness in programming ? [5]

**PART E : Answer the following by explaining with example (4X3 =12)**

1.) Purpose of Database

2.) Relational Data Model

3.) Views





Total No of Pages 01.

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Roll. No.....

**FIRST SEMESTER**  
**End Semester Supplementary Examination**  
**GE-005**  
**Time: 03:00 Hours**

**BBA**  
**February- 2019**  
**Indian Economy**  
**Max. Marks: 75**

**Note:** Attempt any three questions from section A and any two questions from section B.

### SECTION A

- Q1.** Describe the Mahalanobis strategy of economic planning in India? What were the targets and achievements of first two five year plans? (15)
- Q2.** Discuss the advantages and disadvantages of globalization in the context of current status of Indian Economy. (15)
- Q3.** Explain the current structure and role of the following industries in India's economy:
- a) Cotton Industry
  - b) Iron & Steel Industry (15)
- Q4.** What are the main indicators of Human development Index? Describe the factors that place India into the category of developing economy? (15)

### SECTION B

- Q4.** Explain the demographic transition theory in detail. Briefly explain the causes and consequences of rapid growth of population in India. (15)
- Q5.** What are the reasons for rising unemployment in India? What are some of the steps the government can take to address this issue? (15)
- Q6.** What are the key functions of RBI? What steps should be taken by the RBI to reduce the problem of non-performing assets? (15)



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THIRD SEMESTER

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Roll. No.....  
BBA

SUPPLEMENTARY EXAMINATION

FEBRUARY- 2019

BBA - 201 (ORGANIZATIONAL BEHAVIOUR)

Time: 03:00 Hours

Max. Marks: 75

Note: Answer any *FIVE* questions.  
All questions carry equal marks.

1. Define organizational behaviour. How is the study of organizational behaviour important for modern day managers in corporate India?
2. What forms attitudes? What is the major determinant of your attitude formation? Can attitudes be changed? Explain with examples.
3. Distinguish between group and team? Why do employees form groups at work places? Describe the major stages involved in group formation.
4. What is meant by organizational culture? How is organizational culture created, sustained and changed? Elaborate.
5. Define organizational conflict. What are the causes of organizational conflict? How can organizational conflict be managed?
6. What do you mean by organizational change? Why do employees resist to change? Explain Kurt Lewin's Change model.
7. Define employee empowerment. Justify the rationale behind employee empowerment. Discuss the major forms of employee empowerment followed in corporate India.

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Total No. of Page: 1

3rd Semester BBA

SUPPLEMENTARY EXAMINATION- FEB, 2019

PAPER CODE: BBA-203

TITLE OF PAPER-Business Ethics and CSR

Time: 3:00 Hours

Max. Marks: 75

- 
1. Write short note on the followings: (5\*5 =25 marks)
    - a) Stakeholders and shareholders
    - b) Concept of Karma and Kinds of Karma Yoga
    - c) Consumer Protection Act
    - d) Ethical issue intensity
    - e) Progress and Transformation
  
  2. Corporate governance provides formalized responsibility to stakeholders. Elaborate. (10 Marks)
  
  3. Discuss the significance of Indian ethos of Vadanta in modern business organizations with relevant practical inferences. (10 Marks)
  
  4. Is Corporate Social Responsibility a legal issue or an ethical issue? Discuss your views along with relevant practical inferences. (10 Marks)
  
  5. What is stress. Discuss various reasons, consequences and interventions to reduce stress in modern age employees. (10 Marks)
  
  6. Discuss five theories (any) of Corporate Social Responsibility. (10 Marks)

Total No of Pages 03  
**THIRD SEMESTER**  
**SUPPLEMENTARY EXAMINATION**  
**BBA 204 MANAGEMENT ACCOUNTING**

Roll. No.....

BBA

February- 2019

Time: 03:00 Hours

Max.Marks: 75

Note: Attempt any FIVE questions. All questions carry equal marks.

Use of simple calculator is allowed.

Q1. In the fourth quarter of 2017, Casey Wholesalers had the following net income:

	₹
Sales	650000
Less cost of sales	(300000)
Gross Margin	350000
Selling and Administration	<u>250000</u>
Net Income	<u>100000</u>

Purchases in the fourth quarter amounted to ₹375000.

Estimated data for Casey Wholesalers for 2018 are as follows-

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Sales	725000	805000	875000	968000
Cost of Sales	350000	420000	500000	580000
Purchases	410000	450000	525000	600000
Selling and Administration	250000	250000	250000	250000

Sixty percent of sales are collected in the quarter of sale and 40 percent are collected in the next quarter. Eighty percent of purchases are paid in the quarter of purchase and 20 percent are paid in the next quarter. Selling and administrative expenses are paid in the quarter incurred except for ₹10000 of depreciation included in selling and administrative expense. A capital expenditure for ₹75000 is planned for the fourth quarter of 2018.

Prepare a Cash Budget for each quarter of 2018.

Q2. For production of 10000 electrical automatic irons the following are budgeted expenses:

	₹(Per unit)
Direct Material	60
Direct labour	30
Variable Overheads	25
Fixed Overheads (₹ 150000)	15



(₹ 50000 fixed for all levels of production)

Distribution expenses (20% Fixed)  
Total Cost of sales per unit

5  
160

Prepare a flexible budget for production of 6000 and 8000 irons.

Q3. Lewis Jeans Co. sells blue jeans wholesale to major retailers across the country. Each pair of jeans has a selling price of ₹3000 with ₹2100 as variable cost of goods sold. The company has fixed manufacturing cost of ₹120 lakh and fixed manufacturing cost of ₹30 lakh. Sales commission are paid to the wholesale sales reps at 5% of the revenues.

Required

1. How many jeans must the company sell in order to break even?
2. The company has a target income of ₹45 lakh. How many jeans should be sold to earn that desired income?
3. If the selling price is increased to ₹3250, how many jeans should the company sell to have the target income of ₹45 lakh?

Q4 Answer any two of the following-

- a. "Management Accounting assists in corporate planning process" Explain the statement.
- b. Discuss the significance of responsibility accounting in divisional performance measurement.
- c. Write a short note on Zero base budgeting.

Q5. From the given transactions, calculate cost of closing inventories and cost of goods sold under periodic and perpetual systems respectively (Using FIFO method):  
consumption.

Date	Transaction	Units	Cost
Jan 1	Opening Balance	1100	20
Feb 12	Purchases	600	25
March 15	Purchases	500	22
April 5	Sales	1500	-
April 25	Sales	600	-
May 22	Purchases	500	25
June 30	Sales	400	-

Q6. From the following information relating to process I of a factory for the month of March 2018, prepare the statement of equivalent production, statement of cost, statement of evaluation and process account using average cost method:

- i. Opening Work-in-progress : 500 units
- ii. Materials ₹27000
- Labour ₹ 8000
- Overheads ₹12500
- ₹47500
- iii. Cost incurred during March, 2018
- Input of Materials (14000 units) ₹574750
- Labour ₹119300
- Overheads ₹178450
- iv. Process loss:
- Normal loss : 10% of opening WIP and input
- Value of scrapped units : ₹10 each
- Actual loss during March, 2018: 1500 units
- Degree of completion ; Material 100%, Labour and Overheads 60%
- v. Closing WIP : 1000 units
- Degree of Completion : Material 100%, Labour and Overheads 70%
- vi. Processed units transferred to Process II : 12000 units during March, 2018.

Q7 (i) Standard Material Cost for manufacturing 1000 units of output is 400 kg of material at ₹ 2.50 per kg. When 2000 units are produced it is found that the actual cost is 825 kg of material at ₹ 2.70 per kg. Calculate Material cost, price and usage variance.

(ii) A contract is estimated to be 80% complete in its first year of construction as certified. The contractee pays 75% of value of work certified, as and when certified and makes the final payment on the completion of the contract. Following information is available for first year:

Cost of Work-in-progress uncertified	₹ 8000
Profit transferred to profit & Loss a/c at the end of year I on incomplete contract	60000
Cost of work to date	88000

Calculate the value of work-in-progress certified and amount of contract price.



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THIRD SEMESTER

Roll. No.....

BBA

SUPPLEMENTARY EXAMINATION- FEB 2019

PAPER CODE: GE-006

TITLE OF PAPER- Digital Marketing Analytics

Time: 03:00 Hours

Max. Marks: 75

Note: Write your Roll no. on the top immediately on receipt of this question paper.  
Marks are indicated against each question. Parts of a question must be answered together.

- Q1. Answer all the following questions:** [25 marks]
- a) What do you understand by conversion? Give at least 4 examples. (5)
  - b) Explain Sysomos along with its two variants. (5)
  - c) How digital marketing is different from traditional marketing? (5)
  - d) Discuss the social media listening evolution. (5)
  - e) Explain converged media with the help of a diagram. (5)
- Q2. Attempt any three questions out of the following:** [30 marks]
- a) Briefly describe the features that must be considered while selecting a social media engagement tool. (10)
  - b) What are the key metrics to measure the success of paid search and organic search campaigns? Discuss five metrics each. (10)
  - c) Explain any two different variants of return on investment (ROI) along with their corresponding issues. (10)
  - d) Describe the social analytics lifecycle for discovering business intelligence. (10)
- Q3. Answer all the following questions:** [12 marks]
- a) Explain the three top-down revenue measurement approaches along with the issues associated with each of these approaches. (6)
  - b) Explain the following terms: (6)  
(i) Banner Blindness (ii) SEO (iii) CPA (iv) PTAT (v) ROE (vi) Visual Overlays
- Q4. Attempt any four out of the following questions:** [8 marks]
- a) What are content audits? (2)
  - b) Write the name of tools for each of the following: (2)
    - i) creating storefront on a social platform
    - ii) data management platforms
  - c) Explain message resonance with an example. (2)
  - d) Write four salient features of Woopra. (2)
  - e) Describe owned social metrics for the Youtube social media channel. (2)

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