Sanjay Ghodawat University, Kolhapur 2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2019, TY BCom | School of Commerce and Management | Commerce

CBC 303 | BUSINESS MANAGEMENT | Semester –V

Day:- 21/11/2019 Thursday | End Semester Examination | Time: 3 hrs, Max Marks: 100 10.30am to 1.30pm

Instructions: 1) All Questions are compulsory.

			Marks	Level	COs
Q.1		Answer the following			
	a)	True or False (Any 5)			
		1. Organization does not benefit the society.			CO1
		2. Business is not carried out without any functions..			CO1
		3. SWOT stands for strength, Weakness, Opportunity and Treatment.			CO2
		4. While framing a Plant layout factory has to face many problems.	10	L1	CO2
		5. Lighting is not an important work environmental factor.			CO3
		6. Water is an important work environmental factor.			CO3
	b)	Answer the short questions (Any 5)			
		1. Define Industrial Management.			CO3
		2. Explain any two importance of plant layout.			CO3
		3. Define Micro, Small and Medium Entrepreneurship Development Act 2006.	10	L 1	CO4
		4. Explain the meaning of startup India.			CO4
		5. State the meaning of purchasing policy.			CO5
		6 .State the importance of make or buy decision.			CO5
Q.2		Answer the following			
	a)	Define Business Administration and explain its functions in detail.	10	L1	CO1
		OR			
	a)	List the types of Business Models for starting any business.	10	L1	CO1
	b)	'A well established company is formed only when the company has done proper planning of Vision, mission &its objectives.'Illustrate.	10	L 4	CO2
		OR			
	b)	Critically evaluate the different levels of strategic management.	10	L 4	CO2
Q.3		Answer the following			
	a)	Elaborate the Characteristics of an efficient layout with	10	L 3	CO3

ESE

Suitableexample.

OR

a)	Interpret the factors affecting work environment for a factory.	10	L 3	CO3
b)	Justify the role of Digital India for developing Indian business environment.	10	L 5	CO4
	OR			
b)	Assess the different concessions available under Micro, Small and Medium Entrepreneurship Development Act 2006.	10	L 5	CO4

Q.4 Solve any Two

a) Furniture Inn manufactures computer tables. Recently a supplier has offered the tables of the same quality @ Rs14 each with an assurance of continued supply. The following is the budget for 4000 units prepared for the quarter ending 9August 2019:

Particulars	Rs.
Raw Material	20,000
Direct Wages	18,000
Production Overheads	
Fixed	14,000
Variable	12,000
Distribution Cost	
Fixed	7500
Variable	6,000
Administrative Cost	
Fixed	12,500
Variable	5,000

10 L 3 CO5

Required:

(a) Should Furniture Inn accept the offer from the supplier?

(b) What would be the decision if the supplier offered the

ESE

tables at Rs.12 each?

b) State the Production Budget for the 3 months January, February and March 2019 from the following information

a) Estimated Sales of Finished Goods

Month	Units
January	48,000
February	56,000
March	64,000
April	52,800
May	67,200

It is requires as per stocking to maintain at the end of the month a sufficient quantity of finished goods. So as to satisfy 25% of the sales for the following month.12000 were in stock on 1st Jan 2019.

10 L 3 CO5

c) A company has a machine No. 12 which can produce either product A or B. The cost data relating to machine A and B are as follows:

Particulars	Product A	Product B
Selling price	Rs. 40.00	Rs. 60.00
Variable expenses	Rs. 28.00	Rs. 36.00
Contribution	Rs. 12.00	Rs. 24.00

Additional Information:

a. Capacity of machine No. 12 is 3, 000 hrs.

b. In one hour machine No. 12 can produce 12 units of A and 3unit of B.

Which product should machine No. 12 produced?

10 L 3 CO5

Q.5 Answer any Two

a) Describe the role of advertising agencies for companies. 10 L 2 CO6

b) Discuss the public relations with its objectives. 10 L 2 CO6

c) Explain the types of sales promotion. 10 L 2 CO6

*****

ESE