2020, TY BCOM	**School of Commerce and Management**	**Department:Commerce**
CBC 303	**BUSINESS MANAGEMENT**	**Semester :V**
Day and Date:	**End Semester Examination**	**Time:2 Hrs.** **Max Marks:50**

QUESTION PAPER

Instructions: 1) All Questions are compulsory.

		Marks	**Bloom's Level**	**CO**
Q.1	**Answer the following (any Two)**–			
a)	Shiv is planning for opening of a business at his home town. You been a business consultant suggest the various business models through which Shiv can set his business.	9	L2	CO1
b)	Interpret with an example the different functions carried out in a business.	9	L3	CO1
c)	Discuss with an example the importance of SWOT analysis for a company.	9	L2	CO2
Q.2	**Answer the following (any two) –**			
a)	Illustrate the factors influencing plant layout.	8	L3	CO3
b)	Write down the different aspects that affect the work environment of any manufacturing firm.	8	L3	CO3
c)	Describe the role and functions of DIC in detail.	8	L2	CO4
Q.3	**Answer the following (any two) –**			
a)	PN company manufactures four components the cost structure of which is as follows	8	L2	CO5

	A	B	C	D

Direct Material	80	100	100	120
Direct Labour	20	25	25	30
Variable Overheads	10	12	15	10
Fixed Overheads	15	23	20	20
	125	160	160	180
Output Per Machine hour(unit)	4	2	3	3

The key factor is machine capacity. You are required to advice management whether to make or buy them from the supplier who quotes the following prices

A-Rs 115 B-Rs175 C-Rs 135 D-Rs.185

b) A company manufactures product X and Y.During May it expects to Sell 5000 kgs of X and 20000 kgs of Y — 8 — L5 — CO5

Direct Material A, B and D are mixed in equal proportion to produce X. Material B, C and D are mixed in the proportion of 3:5:2 to produce Y. There is no loss of weight in production.

Actual & Budgeted inventories in quantities and costs for the month are as follows

Product	Opening Inventory (kgs)	Desired End Inventory (kgs)	Anticipated Cost (Rs.Per Kg)
X	1000	500	
Y	5000	6000	
Material			
A	1500	1000	5.50
B	1000	2000	5.00
C	10000	3000	1.00
D	5000	6000	3.50

Prepare:-a) Production Budget b)The material Purchase Budget indicating the expenditure for the raw material for may.

c)	Examine the role of Integrated Marketing Communication (IMC in marketing process.	8	L3	CO6

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