**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2018-2019**

Class: B.B.A Sem II Max. Marks: 30

Subject: Principles of Management Time:1 Hours

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attempt Any Three of the Following. (One Question for 10 Marks)**

a) Explain the concept of Meaning & Importance of management along with its functions?

b) Describe the contribution of Frederick Taylor & Elton Mayo in Management?

c) Explain the techniques of Controlling along with its needs and process?

d) Write a note on Total Quality Management?

**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2018-2019**

Class: B.B.A Sem II Max. Marks: 30

Subject: Principles of Marketing Time:1 Hours

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attempt Any Three of the Following. (One Question for 10 Marks)**

a) Explain the Various Approaches of marketing Challenges and Opportunity of marketing manager in international market?

b) Explain the Importance and Types of Segmentation?

c) Describe the Internal and External Factors influencing marketing Environment?

d) Explain the Recent trends in Marketing

* 1. Green Marketing concepts
	2. Digital Marketing,

**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2018-2019**

Class: B.B.A Sem II Max. Marks: 30

Subject: Principles of Finance Time:1 Hours

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attempt Any Three of the Following. (One Question for 10 Marks)**

a) What is the Role of Finance manager in Management?

b) Explain the meaning, types, advantages and limitations of these sources of finance?

c) Define the Basic Concepts of:

1. Leasing,
2. Microfinance,
3. Mutual Fund

d) State the Meaning criteria for determining capital structure?

 **Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2018-2019**

Class: B.B.A Sem II Max. Marks: 30

Subject: Basics of Cost Accounting Time:1 Hours

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attempt Any Three of the Following. (One Question for 10 Marks)**

a) Explain the Meaning and features of contract costing?

b) Difference between Cost Accounting and Financial Accounting?

c) Reasons for Under and Over Absorption?

d) Write the note on escalation clause, cost plus contract?

 **Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2018-2019**

Class: B.B.A Sem II Max. Marks: 30

Subject: Business Statistics Time:1 Hours

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attempt Any Three of the Following. (One Question for 10 Marks)**

a) Write the Discrete and Continuous frequency distribution?

b) Explain the Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete?

c) Describe the Concept and meaning of Correlation, Types of correlation?

d) Explain the Meaning and Concept of Index Numbers?

 **Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2018-2019**

Class: B.B.A Sem II Max. Marks: 30

Subject: Business Informatics Time:1 Hours

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attempt Any Three of the Following. (One Question for 10 Marks)**

**Q.1.Attempt any Three of the Following (Each Carries Equal Marks)**

a) Explain the Types of Programming - Languages-Machine Languages, Assembly Languages, And High Level Languages?

b) Write the Functions and Types of Operating Systems?

c) Explain the Types of O. S. – Single user O.S., Multiuser O.S.?

d) What are the Goals of Security and the Types of Attacks?