

**Exam Code: 111603
(30)**

Paper Code: 3301

**Programme: Bachelor of Vocation (Management &
Secretarial Practices) Semester-III**

Course Title: Management Information System

Course Code: BVML-3122

Time Allowed: 3 Hours

Max Marks: 40

Note: Attempt five questions in all, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries eight marks.

Section-A

1. Differentiate between data and information. Explain the various sources of information
2. What are the attributes of Information? How on-line information can be accessed?

Section- B

3. What are the components of a System? Explain Coupling and cohesion in information systems.
4. Explain the Development Life Cycle of information Systems.

Section- C

5. What is MIS? Why the business firms need MIS? Discuss major types of MIS.
6. What is Office Automation System? Discuss its importance and basic software requirements.

Section- D

7. What is Data Warehouse? Explain the role of Decision Support System in data warehouse.
8. What is Data Mining? What are the techniques used for data mining?

**Exam Code: 111603
(30)**

Paper Code: 3300

**Programme: Bachelor of Vocation (Management &
Secretarial Practices) Semester-III**

Course Title: Business Organisation and Systems

Course Code: BVML-3321 ✓

Time Allowed: 3 Hours

Max Marks: 40

NOTE: Students are required to attempt five questions in all, selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries equal (8) marks.

SECTION-A

1. What is Business? Explain objectives of business organization. (8 Marks)
2. Is Profit maximization the sole objective of business? Discuss. (8 Marks)

SECTION-B

3. "Starting a new business is not a easy task number of obstacles are faced by the startups." Discuss it briefly. (8 Marks)
4. What are the essential characteristics of sole trade form of organization? (8 Marks)

SECTION-C

5. What is the meaning of foreign trade? Explain its advantages and disadvantages. (8 Marks)
6. Define the term social responsibility. Explain the responsibility towards different groups. (8 Marks)

SECTION-D

7. What are the recent trends in the wholesale and retail trade? (8 Marks)
8. Write a detailed note on stock exchange and explain its functions. (8 Marks)

Exam Code: 111603
(30)

Paper Code: 3302

**Programme: Bachelor of Vocation (Management &
Secretarial Practices) Semester-III**

Course Title: Marketing Management ✓

Course Code: BVML-3323

Time Allowed: 3 Hours

Max Marks: 40

Note: Attempt five questions in all selecting at least one question from each section. Fifth question may be attempted from any section. Each question carries 8 marks.

SECTION A

1. What are the marketing concepts? Explain in detail.
(8 marks)
2. What is the scope of marketing? Explain the importance of marketing.
(8 marks)

SECTION B

3. Explain Product life cycle in detail. (8 marks)
4. Define Market Segmentation. Discuss the criteria of market segmentation. (8 marks)

SECTION C

5. Explain Product classification in detail. (8 marks)
6. Define the term Branding. Explain the merits of branding to different parties of business. (8 marks)

SECTION D

7. Define various advertisement media available to an organization. (8 marks)
8. What are the features and benefits of Personal Selling ? (8 marks)

**Exam Code: 111603
(30)**

Paper Code: 3303

**Programme: Bachelor of Vocation (Management &
Secretarial Practices) Semester-III**

Course Title: Business and Office Correspondence

Course Code: BVML-3324 ✓

Time Allowed: 3 Hours

Max Marks: 40

Note : Students are required to attempt five questions out of eight, selecting at least one question from each section. The fifth question may be attempted from any section. All questions carry (8) equal marks.

Section A

1. Explain the meaning of a Business Letter. What are the principles of effective letter writing.
2. Explain the functions of business correspondence. Give the structure of business letters.

Section B

3. Write an application letter along with a resume in response to the following advertisement in "The

Tribune" dated 15th AUG 2022 for the post of Accountant. Also enclose a good resume for this post.

4. What are Agency and Goodwill letters? Explain with suitable samples.

Section C

5. What is the purpose of writing minutes of the meeting ?
Give the format of minutes of a meeting.
6. Give in detail meaning and importance of staff suggestions and complaints with suitable examples.

Section D

7. Write short notes on :
 - A) Brochures
 - B) Magazines
8. What is Public Relation Correspondence ? Give detailed note on Advertising and types of Advertising.

**Exam Code: 111603
(30)**

Paper Code: 3304

**Programme: Bachelor of Vocation (Management &
Secretarial Practices) Semester-III**

Course Title: Accounting for Managers

Course Code: BVML-3325 ✓

Time Allowed: 3 Hours

Max Marks: 40

Note: Students are required to attempt five questions, selecting one question from each section. Fifth question may be attempted from any section.

SECTION-A

1. Discuss in detail tools for financial statement analysis.
(8 Marks)
2. What do you mean by ratio analysis? Discuss various types of ratios.
(8 Marks)

SECTION-B

3. What do you mean by capital budgeting. Explain objectives of capital budgeting. Give detailed note on traditional methods .
(8 Marks)

4. Explain Cost of Capital and show calculation of various sources of capital. (8 Marks)

SECTION-C

5. Give the overview on Cash flow statement. (8 Marks)
6. What is Management Accounting? What is the need and importance of Management Accounting? (8 Marks)

SECTION-D

7. Give a detailed overview on ABC Analysis. (8 Marks)
8. Explain concept of cost. Also describe tools and techniques of costing. (8 Marks)