BBA/B.Com. Hons. I SEMESTER EXAMINATION 2010-11

Course Code: BCH104   **Paper ID: 0061105**

Computer Fundamentals

Time: 3 Hours   **Max. Marks: 75**

Note: Attempt six questions in all. Q. No. 1 is compulsory.

1. Answer any five of the following (limit your answer in 50 words).
                                                        (3x5=15)
   a) What is a personal computer? Describe different types of personal computers with an example?
   b) What are the differences between compilers and interpreters?
   c) What are the advantages of high level language?
   d) What is a dialog window in a windows operating system? Describe the following with respect to dialog window:
      i)   text box
      ii) command buttons
      iii) tabs
   e) What are the different types of MS Office tools? Describe the steps for adding numbers of two columns in a MS Excel sheet
   f) How to insert a formula in a cell of a excel sheet? What are the purpose of round() function in a excel sheet?
   g) What is the purpose of a table in a MS Word? Write the steps for adding a column in a table?
   h) Write the steps for inserting a new slide in a MS-PowerPoint.

2. What are the purposes of the base of a number system? Describe the difference between positional and non positional number system?   (12)

3. Write the steps for converting a binary number to a hexadecimal number? Convert the following binary numbers to a hexadecimal numbers: (12)
   i) $(11010011)_2$
   ii) $(1110101)_2$
   iii) $(110001)_2$

4. What are the difference between application software and system software? Draw the block diagram of a computer system and describe its different parts.   (12)

5. State characteristics of a programming language. Explain advantage and limitations of assembly language?   (12)

6. What is the mailing facility in MS Word? Write the steps for mail merge a document in a MS-Word.   (12)

7. Describe the different types of Math functions in MS-Excel. Write the steps for creating a pie chart in an Ms-Excel sheet.   (12)

8. How to insert a drawing objects in a Power point slide? Describe the steps for adding a animation effect in a power point presentation?   (12)

BBA/B.Com. Hons. I SEMESTER EXAMINATION 2010-11

Course Code: BBA103/BCH105   **Paper ID: 0061105**

Managerial Economics / Principles of Economics

Time: 3 Hours   **Max. Marks: 75**

Note: Attempt six questions in all. Q. No. 1 is compulsory.

1. Answer any five of the following (limit your answer in 50 words).
                                                                                        (3x5=15)
   a) Distinguish between actual cost and opportunity cost.
   b) Define the law of supply.
   c) With the help of a diagram, explain unit elasticity of demand.
   d) What do you mean by marginal rate of substitution?
   e) Write short notes on average and marginal product?
   f) Why does the marginal cost curve intersect below the average variable and average total cost curves at their minimum points?
   g) Explain the features of a monopoly market.
   h) Define a budget line.

2. 'Marginal economics is the integration of economic theory with business practices for the purpose of facilitating decision-making and forward planning by management.' Explain the statement.   (12)

3.
   a) Define relative elastic demand and relative inelastic demand.   (4)
   b) Suppose that the price of a commodity falls from Rs. 10.00 to Rs. 8.00 per unit. As a result of this change in price of the commodity, the quantity demanded of the commodity increases from 120 units to 180 units. Calculate the price elasticity of demand.   (8)

4. What do you mean by 'demand forecasting'? Enumerate the factors involved in forecasting demand. Briefly discuss few important techniques which are used for forecasting.   (2+4+6)

5. Discuss consumer's equilibrium through the technique of indifference curve analysis. How consumer equilibrium changes with the change in money income and price of either of the two goods?   (6+3+3)

6. Explain the concept of Returns to scale. Illustrate different stages of returns to scale with the help of Isoquant curves.   (4+8)

7. Given the market demand function for the commodity-X as $Q_x = f(P_x, P_y, P_z, I,....)$, where, P_x = price of the commodity-X, P_y = price of the substitute commodity –Y, P_z = price of the commodity –Z which is complement to commodity-X and I = level of per capita income of the consumers. With the help of appropriate diagrams, explain how will the consumer demand changes: (3x4=12)
   a) If price of the commodity-X rises
   b) If price of the substitute commodity-Y rises
   c) If price of the complementary commodity – Z falls
   d) If per capita income (I) of the consumer rises

8. 'In the long-run equilibrium, every firm in a competitive industry earns zero profit. Why do not these firms leave the industry and go else where to make some positive economic profits'? Explain this statement by pointing out how the price-output are determined in long-run under perfect competition.   (12)

BBA/B.Com. Hons. I SEMESTER EXAMINATION 2010-11

Course Code: BBA106/BCH106   **Paper ID: 0061106**

Business Communication I

Time: 3 Hours   **Max. Marks: 75**

Note: Attempt six questions in all. Q. No. 1 is compulsory.

1. Answer any five of the following (limit your answer in 50 words).
                                                                (3x5=15)

   a) Convert into one-word substitution for the following sentences:
      i) The camera has to be mounted on a three-legged stand, hinged near the top
      ii) He was discourteous and was caught in the act of listening through the keyhole.
   b) Give two examples of past participle with usage in sentences of your own.
   c) Fill in with appropriate preposition: Choose ……… two books (among/between).
   d) What is a resume?
   e) What should be the salutation of a written application?
   f) Define 'objective' in a resume.
   g) Name any three forms or principles of condensation and explain them suitably.
   h) What is a 'modified block' format?

2. Write a précis of the following and suggest a heading: (12)
   Teaching is the noblest of professions. A teacher has a sacred duty to perform. It is he on whom rests the responsibility of moulding the character of young children. Apart from developing their intellect, he can inculcate in them qualities of good citizenship, remaining neat and clean, talking decently and sitting properly. These virtues are not easy to be imbibed. Only he who himself leads a life of simplicity, purity and rigid discipline can successfully cultivate these habits in his pupils. Besides a teacher always remain young. He may grow old in age, but not in spite. Perpetual contact with budding youths keeps him happy and cheerful. There are moments when domestic worries weigh heavily on his mind, but the delightful company of innocent children makes him overcome his transient moods of despair.

3. Write an application for fee concession to your authority.   (12)

4. Write an application to your manager recommending a team member for promotion, who has shown excellent skills and competencies in the last 1 year of work.   (12)

5. Give three sample objectives that suit the resume of a fresher   (12)

6. Frame a story that starts with: "Last night, there was a knock on the door……."   (12)

7. Give two rules on the usage of infinitives. Elucidate with examples. (12)

8. What is the difference between a chronological and a functional resume?   (12)