

Total No. of Questions : 3]

SEAT No. :

P2176

[Total No. of Pages : 3

[5804]-503

T.Y.B.B.A. - I.B.

BUSINESS REPORTING & ANALYSIS (503)

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*

Q1) A) Fill in the Blanks (any 5):

[5]

- a) _____ includes tools like discounts, coupons free samples etc.
 - i) Sales Promotion
 - ii) Marketing
 - iii) Advertising
 - iv) Promotion
- b) T in PESTEL analysis stands for _____ Factors.
 - i) Technical
 - ii) Transfer
 - iii) Technological
 - iv) Team
- c) All financial statements have _____ that display the company name, name of the report, and date of activity.
 - i) Headings
 - ii) Information
 - iii) Websites
 - iv) Glow boards

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- d) _____ include economic growth, interest rates, exchange rates and the inflation rate.
- i) Economic Factors
 - ii) Delomorphic Factor
 - iii) Ecological Factor
 - iv) Behavioural Factor
- e) _____ is one of the important steps in personal selling.
- i) Advertising
 - ii) Communication
 - iii) Reporting
 - iv) Marketing
- f) The _____ is a model used to analyse the portfolio of strategic business units, investments and products according to their cash generating capabilities.
- i) ABC Matrix
 - ii) BCG Matrix
 - iii) BBC Matrix
 - iv) CCC Matrix

B) Match the following: [5]

- | | |
|------------------------------|----------------------------|
| a) Responsibility of owners | i) Maximum 200 Members |
| b) Star | ii) Minimum 7 Members |
| c) Private Company | iii) Cost-benefit analysis |
| d) Public Company | iv) Creating goodwill |
| e) Kind of Economic Analysis | v) Expand |

- C) True or False (any 4): [4]
- a) Business Reports carry information on facts related to business activities.
 - b) The value chain of the organization creates the value for the product and service.
 - c) Writing a report is an involved process. It requires information to be collected and research performed.
 - d) In the BCG (Boston Consulting Group) Matrix, a business that has a low market share in a industry characterized by high market growth is termed as Star.
 - e) The value chain of the organization creates the value for the product and service.

Q2) Short Answer (any 3): [24]

- a) Write an elaborate note on Business Reporting.
- b) What is Segment Analysis?
- c) Explain Value Chain.
- d) Explain the Types of Company Analysis.

Q3) Long Answer (any 2): [32]

- a) Explain concept of Business Report and uses of Business Report.
- b) Discuss various Business Industries with reference to following analysis parameters: Growth Drives, CSF and KPI.
- c) Explain in detail factors to be considered for Marketing and Financial Reporting.
- d) What is Business Analysis Process? What are common steps for the process of Business Analysis?

