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SEAT No. :

PA-2018

[Total No. of Pages : 3

**[5955]-503**  
**T.Y. B.B.A. (IB)**  
**BUSINESS REPORTING & ANALYSIS**  
**(2019 Pattern) (Semester - V) (503)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks (any 5)**

**[5]**

- i) At the time of market entry low price is charged for the product under the \_\_\_\_\_ strategy.
  - a) Market up Price
  - b) Competitive Price
  - c) Penetration Price
  - d) Discount Price
- ii) Operating activities are reported in the \_\_\_\_\_ Statement before financing activities.
  - a) Fund Flow
  - b) Cash Flow
  - c) Trial Balance
  - d) Ledgers
- iii) An unclaimed dividend is shown as a \_\_\_\_\_ in the balance sheet.
  - a) Liability
  - b) Miscellaneous expenses
  - c) Assets
  - d) Expenses
- iv) \_\_\_\_\_ is a review and assessment of the current condition and future prospects of a given sector of the company.
  - a) Sector Analysis
  - b) Profit Analysis
  - c) Wealth Maximization
  - d) Market Analysis

**P.T.O.**

- v) A business task is described as the \_\_\_\_\_ or question a data analyst answers for a business.
- a) Opportunity                      b) Risk  
c) Problem                            d) Threat
- vi) The term 'EVA' means \_\_\_\_\_.
- a) Economic Value Added    b) Economic Value Addiction  
c) Ecological Value Added    d) Eco Value Added

**B) Match the following :** **[5]**

- |                                |                             |
|--------------------------------|-----------------------------|
| i) Responsibility of investors | a) Compulsory               |
| ii) Economic objective         | b) Michael Porter           |
| iii) Question Mark             | c) To maintain transparency |
| iv) Registration of company    | d) To earn Profit           |
| v) Five forces analysis        | e) Invest                   |

**C) True or False (any 4)** **[4]**

- i) Reports help the companies to formulate effective marketing strategies.
- ii) The auditor of a company is required to give his report in accordance with the provision Section 143 of the Companies Act, 2013.
- iii) Secondary Activities of Value Chain includes operations.
- iv) Reporting is one of the important steps in personal selling.
- v) Unbiased report may lead to disastrous decisions.

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

- a) Business Segment
- b) Explain the concept of Value Chain
- c) Macro-economic analysis and its Goals.
- d) Intra-company analysis

**Q3) Long Answer (any 2)**

**[32]**

- a) Explain the Factors affecting business reporting.
- b) Discuss various Business Industries with reference to following analysis parameters: Growth Drivers, CSF and KPI.
- c) Explain the procedure, factors to be consider in business analysis.
- d) Explain the procedure or steps of Economic Analysis.



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