

Total No. of Questions : 3]

SEAT No. :

P1945

[Total No. of Pages : 3

[6035]-503

T.Y. B.B.A. (IB)

503 : BUSINESS REPORTING & ANALYSIS

(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) Objective Type Questions (Multiple Choice Questions) [5]

- a) The executive summary is the first-section of the _____.
 - i) Report
 - ii) Plan
 - iii) Blue print
 - iv) Project
- b) Entrepreneurs get so preoccupied with producing a document acceptable to the lending agency that they ignore the actual _____.
 - i) Process
 - ii) Planning
 - iii) Both i) & ii)
 - iv) Either i) or ii)
- c) A market report reflects the market situation in terms of _____ or _____.
 - i) Sale or No Sales
 - ii) Profit or loss
 - iii) Product or Service
 - iv) Growth or Decline
- d) One of the main characteristic of Financial Reporting is _____.
 - i) Recommendations
 - ii) Indexing
 - iii) Professional Tone
 - iv) Comparability
- e) Which one is not a type of Report
 - i) Analytical Report
 - ii) Routine Report
 - iii) Specific Report
 - iv) Common Report

P.T.O.

B) Match the Pairs : [5]

- | Group - A | Group - B |
|------------------|----------------------------|
| a) BCG | i) Boston consulting group |
| b) Star | ii) Invest |
| c) Question mark | iii) Expand |
| d) Cow | iv) Harvest |
| e) Dog | v) Divest |

C) Answer in one sentence : [5]

- a) What do you mean by Category size?
- b) What do you mean by Segment wise contribution?
- c) What are growth drivers?
- d) What is growth pattern?
- e) Give long form for PESTEL Analysis?

D) Fill in the blanks : [5]

- a) T in PESTEL analysis stands for _____ Factors.
- b) The _____ is a model used to analyze the portfolio of strategic business units, investments and products according to their cash generating capabilities.
- c) Porter's Five Forces is a framework for analyzing a company's _____ environment.
- d) The _____ reports activity over a period of time.
- e) Operating activities are reported in the _____ Statement before financing activities.
(Income statement, Cash Flow. BCG Matrix, Technological, competitive, Analysis, Business, Transfer)

Q2) Write Long Answer (Any 3)

[3×10=30]

- a) Discuss any one Business Industry with reference to following analysis parameters: growth Patterns, Growth Drivers, Competition CSF, KPI.
- b) Explain BCG matrix with relevant examples.
- c) Explain PESTEL Analysis for business establishment.
- d) Explain the term Business plan with format for specific business.
- e) Explain the term the Selective business strategies.

Q3) Short Notes (any 4)

[4 × 5 = 20]

- a) Segment analysis.
- b) Category Size.
- c) Marketing Report.
- d) Inter-company analysis.
- e) Value Chain.
- f) Intra-company analysis.

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