

Total No. of Questions : 3]

SEAT No. :

P6040

[Total No. of Pages : 3

[6145]-503

T.Y.B.B.A. (I.B.)

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) [5×1=5]

- a) _____ are useful for quickly collecting data from a big group of participants.
 - i) Observation
 - ii) Interview
 - iii) Survey
 - iv) Focus Group
- b) Under the _____ new products are manufactured by using the previously produced things.
 - i) Extractive Industry
 - ii) Secondary Industry
 - iii) Primary Industry
 - iv) Tertiary Industry
- c) The _____ statement reveals all sources and uses of a company's money during the accounting period.
 - i) Cash-flow
 - ii) Income
 - iii) Balance Sheet
 - iv) None of these
- d) Which of the following is not a part of Market Analysis?
 - i) Market Segmentation
 - ii) Future outlook and trends
 - iii) Analysis of competitors
 - iv) Labour
- e) Products classified as _____ are in high growth industries and maintain high market share.
 - i) Cash Cows
 - ii) Stars
 - iii) Dogs
 - iv) All of these

P.T.O.

B) Match the Pairs. [5]

- | A | B |
|------------------------------------|--|
| a) Formal Report | i) Comparison of two or more Departments |
| b) Extractive Industry | ii) Brainstorming |
| c) Five forces Analysis | iii) Prescribed form |
| d) Tools used in Business Analysis | iv) Water of Air |
| e) Intra Company Analysis | v) Michael Porter |

C) Answer in one sentence [5]

- a) Define Growth Patterns.
- b) What do you mean by Value chain?
- c) Definition of business analysis.
- d) What are Marketing reports?
- e) What do you mean by Intra Company Analysis?

D) Fill in the blanks [5]

- a) Under _____ many raw materials are mixed to produce a more useful product.
- b) The _____ portrays the product portfolio of a firm on two important parameters, the relative share and the growth rate of market.
- c) _____ helps to know the concepts of costing and accounting.
- d) _____ is a process in which the strengths and weaknesses of an economy are analysed.
- e) For public sector organisations, _____ confirm standards they need to meet to gain budgets.

(KPIs, Annual General Meetings, Economic Analysis, Financial Reports, Synthetic Industry External Analysis, Genetic Industry, BCG Matrix)

Q2) Long Answer Questions (Any 3)

[3×10=30]

- a) Define Business Report, Explain types of Business Report.
- b) Explain the Elements of Business Plan.
- c) Explain the advantages and Disadvantages of Intra and Inter Company Analysis.
- d) Explain the Tools and Techniques used in Business Analysis and Interpretation.
- e) State and Explain the importance of Business Report.

Q3) Short Notes (any 4)

[4×5=20]

- a) Essentials of a Good Report.
- b) Characteristics of Key Performance Indicators (KPIs).
- c) Marketing Report.
- d) Explain Value Chain.
- e) Different Users of Business Report.
- f) Note on Global Opportunities and Diversification.

