

Total No. of Questions : 3]

SEAT No. :

PC1194

[6318]-303

[Total No. of Pages : 3

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

503 : BUSINESS REPORTING AND 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 indicate full marks.*

Q1) A) Multiple Choice Questions:

[5]

- a) _____ is an orderly, objective communication of factual information that serves some business purpose.
 - i) Business report
 - ii) Key Performance Indicators
 - iii) BCG Matrix
 - iv) Business analysis
- b) _____ includes those activities through which the natural resources are used to provide raw material to other industries.
 - i) Primary Industry
 - ii) Secondary Industry
 - iii) Tertiary Industry
 - iv) Constructive Industry
- c) When company analysis is done amongst the carious companies of different groups, it is called _____.
 - i) Intra company analysis
 - ii) Inter-company analysis
 - iii) macro-economic analysis
 - iv) Micro-economic analysis

P.T.O.

- d) _____ techniques is used for gathering as many ideas as possible from a group of people.
- i) PESTLE
 - ii) Brainstorming
 - iii) SWOT
 - iv) Document analysis
- e) _____ is a record of financial activities of a business or entity.
- i) Financial Reports
 - ii) Marketing Reports
 - iii) HRM Reports
 - iv) Macro-economic reports

Part A

- | | |
|----------------------|--|
| a) KPIs | i) Interprets financial statements |
| b) Financial Reports | ii) Non Financial Measures |
| c) Economic analysis | iii) Cost Benefit Analysis |
| d) Stars | iv) Conversion of raw material into finished goods |
| e) Industry | v) High growth industries and high market share |

- Define the term Business Report.
- What does “Question Marks” indicate in the BCG Matrix?
- What is Human Resource Forecasting?
- Define the term Business Analysis.
- What is Economic Analysis?

- Soap industry is an example of _____ industry.
- Products are classified as “_____” when they have a very low market share in a slowly growing market.

- c) Threats of potential entrants is an important component of _____.
- d) _____ theory is that part of economics which studies the overall averages and aggregates of the system.
- e) In PESTLE analysis “T” stands for _____ factors.

Q2) Long Answer questions (Attempt Any 3) (10 marks each) [30]

- a) What is Business Report? Explain the scope and importance of Business Reports.
- b) What is BCG Matrix? Explain the four quadrants of BCG matrix.
- c) What is Financial Report? Explain the objectives and types of Financial Reports.
- d) Explain in brief Various tools & techniques used in business analysis & interpretation.
- e) Explain in brief various selective business strategies.

Q3) Write Short Notes (Attempt Any 4) (5 Marks Each) [20]

- a) Factors affecting business reporting
- b) Key Performance Indicators (KPIs)
- c) PESTEL analysis
- d) Economic Analysis
- e) Marketing Report
- f) Inter-company and intra-company analysis

