

Total No. of Questions : 3]

SEAT No. :

PC1194

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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 various companies of different groups, it is called _____.
 - i) Intra company analysis
 - ii) Inter-company analysis
 - iii) macro-economic analysis
 - iv) Micro-economic analysis

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

B) Match the pairs:

[5]

Part A

a) KPIs

b) Financial Reports

c) Economic analysis

d) Stars

e) Industry

Part B

i) Interprets financial statements

ii) Non Financial Measures

iii) Cost Benefit Analysis

iv) Conversion of raw material into finished goods

v) High growth industries and high market share

C) Answer in one sentence

[5]

a) Define the term Business Report.

b) What does “Question Marks” indicate in the BCG Matrix?

c) What is Human Resource Forecasting?

d) Define the term Business Analysis.

e) What is Economic Analysis?

D) Fill in the blanks.

[5]

a) Soap industry is an example of _____ industry.

b) 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

