

V  
(20516)

Roll No. ....

BBA-IV Sem.

**18055**

**B. B. A. Examination, May 2016**

**Consumer Behaviour**

**(BBA-401)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

*Note : Attempt questions from all Sections as per instructions.*

**Section-A**

**(Very Short Answer Questions)**

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Why is it all marketing decision makers are evolving all marketing activities around the consumer ? Explain.

2. Briefly discuss the steps involved in consumer research design.
3. What is perception ? How does it influence consumer behaviour ?
4. What is brand image ? How do marketers attempt to create a brand image ?
5. What are buying motives ? Explain the various types of buying motives.

**Section-B**

**(Short Answer Questions)**

Attempt any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Discuss the stages in the buyer decision-making process.
7. What do you understand by the term 'Diffusion of innovations' ? Explain with examples.

8. Give a brief description of the characteristics of industrial markets.

**Section-C**

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Comment on the Howard-Shetter model of buyer behaviour.
10. How do the consumer behaviour theories help in understanding consumers?
11. Briefly explain the various types of groups which influence consumer behaviour.
12. If you were the marketing manager of a company selling soft drinks, how would you work out the promotional strategy for the product? Discuss.

13. Discuss how the factors affecting government buying differ from those affecting the industrial buyer.

V

(20516)

BBA-IV Sem.

Roll No. ....

18056

B. B. A. Examination, May 2016

Financial Management

(BBA-402)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3x5=15

1. "Profit maximization is the basic goal of a finance manager." Explain.
2. What do you mean by optimal capital structure ?

(2)

3. Differentiate between redeemable and irredeemable debentures.
4. Explain Reorder point.
5. What is meant by interim dividend ?

Section-B

(Short Answer Questions)

Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½x2=15

6. "Undercapitalization leads to overcapitalization." Do you agree with this statement ?
7. What is meant by uncertainty ? Explain the different types of uncertainty.
8. What are consequences of excess and inadequate working capital ?

Section-C

(Detailed Answer Questions)

Attempt any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 15x3=45

18056

9. What is the role of finance function in an industrial enterprise ? Explain the functions of a financial manager.

10. The capital structure of X Ltd. on 31st March, 2012 was :

	Rs.
8% Debentures	12,00,000
9% Bank loan (Long- term)	2,00,000
10% Preference Shares of Rs. 10 each	14,00,000
Reserve and Surplus	-13,00,000
38,000 equity shares of Rs. 50 each	19,00,000
	<u>60,00,000</u>

The present earnings before interest and/tax are Rs. 9,00,000. It is hoped that this company will maintain the same rate of return. The company needs Rs. 10,00,000 for an expansion programme. For this following financing alternatives are available :

- (i) Issue of 9% debenture at par
- (ii) Issue of 10% preference shares at par
- (iii) Issue of equity shares at a premium of Rs. 3.

Which alternative is the best for company ? Assume tax rate 50%.

11. Cost of a machine is Rs. 2,50,000 and its working life is estimated to be 5 years. Annual cash inflows are as under :

Year	Annual cash inflows
1	60,000
2	70,000
3	60,000
4	90,000
5	50,000

Calculate :

- (i) Payback period
- (ii) Post payback profit
- (iii) Index of post pay-back profit.

12. A company purchases 15,625 units of raw material @ Rs. 12 per unit to meet its entire requirement. The order cost comes to Rs. 60 per order and inventory carrying cost is Rs. 1.20 per unit. Find out :

- (i) Economic order quantity
- (ii) Ordering cost
- (iii) Carrying cost
- (iv) Total inventory cost.

13. Explain the Walter's dividend model. Discuss its assumptions and limitations.

V

(20516)

Roll No. ....

BBA-IV Sem.

**18060**

**B. B. A. Examination, May 2016**

**Operation Research**

(BBA-406)

(New)

Time: Three Hours]

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions. Calculator may be used.

**Section-A**

**(Very Short Answer Questions)**

Attempt all the *five* questions. Each question carries 3 marks.  $3 \times 5 = 15$

1. What do you understand by model building? 3
2. Define Tree diagram in short. 3
3. Give three advantages of linear programming. 3

4. Define uncertainty criteria. 3
5. Define time estimates in Network analysis. 3

**Section-B**

**(Short Answer Questions)**

Attempt any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks.  $7\frac{1}{2} \times 2 = 15$

6. What are the different types of models used in Operation Research?  $7\frac{1}{2}$
7. What do you understand by Operation Research? Discuss its importance.  $7\frac{1}{2}$
8. A plant manufactures washing machines and dryers. The major manufacturing departments are the stamping dept., motor and transmission dept. and assembly dept. The first two departments produce parts for both the products while the assembly lines are different for the two products.

The monthly deptt. capacities are—Stamping deptt.—

1,000 washers or 1,000 dryers

Motor and transmission deptt.—1,600 washers or

7,000 dryers

Washer assembly line—9,000 washers only

Dryer assembly line—5,000 dryers only.

Profits per piece of washers and dryers are Rs. 2,700 and Rs. 3,000 respectively. Formulate the LP model. 7½

**Section-C**

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. 15×3=45

9. Find the minimum value of:

$$Z = 5x_1 - 2x_2$$

Subject to  $2x_1 + 3x_2 \geq 1$ , where  $x_1 \geq 0$  and  $x_2 \geq 0$ . 15

10. Give three variations in transportation problems. How are these resolved? 15

11. Determine an initial basic feasible solution to the following transportation problem using column minima method: 15

	To			Available
	10	13	6	10
From	16	7	13	12
	8	22	2	8
Requirement	6	11	13	30 (Total)

12. Explain the minimax and maximin principles. 15

13. A small project consists of six activities. The duration (in days) of each activity and their immediate predecessors are shown below:

Activity	Immediate Predecessors	Duration (days)
A	—	5
B	—	3
C	—	7
D	A, B	8
E	B	4
F	B, C	5

(i) Draw the network.

(ii) Find the critical path. 15

V

(20516)

Roll No. ....

BBA-IV Sem.

**18057**

**B.B.A. Examination, May 2016**

**PRODUCTION MANAGEMENT**

**(BBA-403)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

Attempt all the *five* questions of this Section. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Define plant layout and give its objectives.
2. What do you mean by production system?
3. What is JIT?

( 2 )

4. Explain briefly the process of scheduling of a job.
5. Mention any three drawbacks of inspection.

**Section-B**

**(Short Answer Questions)**

This Section contains three questions, attempt ( any *two* questions. Each question carries  $7\frac{1}{2}$  marks.

$7\frac{1}{2} \times 2 = 15$

6. Explain the benefit of TQM.
7. What is batch production? Explain its features and advantages.
8. Explain the basic steps in value analysis of inventory.

**Section-C**

**(Detailed Answer Questions)**

This Section contains five questions, attempt any *three* questions. Each question carries 15 marks. Answer is required in detail. Graph paper be supplied and calculator is allowed.  $15 \times 3 = 45$

9. Explain the factors influencing plant location.

**18057**

- 10. Discuss the scope of materials management. What are the different levels of inventory to be controlled?
- 11. Explain the tools used in statistical quality control.
- 12. The result of inspection of 10 samples with its average and range are tabulated in the following table. Compute the control limits for the  $\bar{X}$  and R-chart and draw the control chart for the data.

SampleNo. (Sample size 5)	$\bar{X}$ (Mean)	R (Range)
1	7.0	2
2	7.5	3
3	8.0	2
4	10.0	2
5	9.5	3
6	11.0	4
7	11.5	3
8	4.0	2
9	3.5	3
10	4.0	2

(The values of various factors based on normal distribution are :  $A_2 = 0.58, D_3 = 0, D_4 = 2.11.$ )

- 13. An oil engine manufacturer purchases lubricants at the rate of Rs. 42 per piece from a vendor. The requirements of these lubricants are 1800 per year. What should be the economic ordering quantity per order, if the cost per placement of an order is Rs. 16 and inventory carrying charges per rupee per year is 20 paise?

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V

(20516)

Roll No. ....

BBA-IV Sem.

18059

B. B. A. Examination, May 2016

Research Methodology

(BBA-405)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3x5=15

- 1. Research method is a broad term, while research methodology is specific to a particular research problem. Clear it. 3

(2)

- 2. What is Descriptive Research Design? 3
3. What is the need of sampling? 3
4. What is a T-test? 3
5. What do you mean by Brief Report? 3

Section-B

(Short Answer Questions)

Attempt any two questions out of the following three questions. Each question carries 7 1/2 marks. Short answer is required not exceeding 200 words. 7 1/2 x 2 = 15

- 6. Discuss the objectives of Research. 7 1/2
7. What are the strengths and weaknesses of a factorial design? 7 1/2
8. Explain probability sampling. 7 1/2

Section-C

(Detailed Answer Questions)

Attempt any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 15x3=45

18059

9. How research problem is formulated ? Discuss the components of a research problem. 15
10. Explain the meaning of sample design. Discuss some most popular sample designs used in research. 15
11. What is the meaning of measurement in research and what is measurement error ? Discuss various types of measurement accuracy and the methods to measure them. 15
12. What is a  $\chi^2$ -test ? Point out its applications. Under what conditions is this test applicable ? 15
13. What are the guidelines for effective report writing ? Illustrate with suitable examples. 15

V

(20516)

Roll No. ....

BBA-IV Sem.

**18058**

**B. B. A. Examination, May 2016**

**SALES MANAGEMENT**

**(BBA-404)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

सभी खण्डों से निर्देशानुसार प्रश्न हल कीजिए।

**Section-A**

**खण्ड-अ**

**(Very Short Answer Questions)**

**(अति लघु उत्तरीय प्रश्न)**

Attempt all the *five* questions of this Section. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

इस खण्ड के सभी पाँच प्रश्न हल कीजिए। प्रत्येक प्रश्न 3 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

( 2 )

1. What do you understand by 'selection'?  
'चयन' से आप क्या समझते हैं?
2. What is meant by 'middleman'?  
'मध्यस्थ' से क्या आशय है?
3. What is 'sales training'?  
'विक्रय प्रशिक्षण' क्या है?
4. Explain the meaning of 'Distributive Network Relations'.  
'वितरण तंत्र सम्बन्धों' के अर्थ को समझाइए।
5. What do you mean by 'sales contest'?  
'विक्रय प्रतियोगिता' से आप क्या समझते हैं?

**Section-B**

**खण्ड-ब**

**(Short Answer Questions)**

**(लघु उत्तरीय प्रश्न)**

This Section contains three questions, attempt any *two* questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

इस खण्ड में तीन प्रश्न हैं, किन्हीं दो प्रश्नों को हल कीजिए। प्रत्येक प्रश्न  $7\frac{1}{2}$  अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।

6. "Personal selling is the best-way of selling."  
Comment.  
"व्यक्तिगत विक्रय, विक्रय का सर्वोत्तम तरीका है।" टिप्पणी कीजिए।
7. "A sound sales organisation is the key to success of business." Comment.  
"एक प्रभावशाली विक्रय संगठन व्यापार की सफलता की कुंजी है।" टिप्पणी कीजिए।
8. Discuss the steps involved in designing compensation plan.  
क्षतिपूर्ति योजना के बनाने से सम्बन्धित चरणों की विवेचना कीजिए।

**Section-C**

**खण्ड-स**

**(Detailed Answer Questions)**

**(विस्तृत उत्तरीय प्रश्न)**

This Section contains five questions, attempt any three questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

इस खण्ड में पाँच प्रश्न हैं, किन्हीं तीन प्रश्नों को हल कीजिए। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. Explain the selection procedure related to sales force.  
विक्रय बल से सम्बन्धित चुनाव प्रक्रिया को स्पष्ट कीजिए।
10. How 'sales and distribution' functions are complimentary to each other? Discuss with suitable examples.  
'विक्रय एवं वितरण' के कार्य एक-दूसरे के पूरक कैसे हैं? उचित उदाहरणों से विवेचना कीजिए।
11. How 'Sales Organization Structure' is changing in India due to influence of globalization in last few years? Discuss.  
विगत वर्षों से वैश्विक प्रभाव के कारण, भारत में विक्रय संगठन का ढाँचा, कैसे बदल रहा है? विवेचना कीजिए।
12. Explain the roles and responsibilities of sales manager.  
विक्रय प्रबन्धक के महत्त्व एवं उत्तरदायित्वों को समझाइए।
13. "The mall-culture is growing very fast in India due to boom in retailing industry." Explain.  
"भारत में मॉल-संस्कृति का विकास बहुत तेजी से फुटकर व्यापार की तेजी से हो रहा है।" स्पष्ट कीजिए।