

N

(20517)

Roll No.

BBA-IV Sem.

18055

B. B. A. Examination, May 2017

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. 3x5=15

1. What is meant by Consumer ?
2. Describe in brief the scope of Consumer Research.
3. What is Learning model of Consumer Behaviour ?
4. What is meant by Attitude ?
5. What is opinion leadership ?

(2)

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. How economic factors affect consumer behaviour?
7. Describe in brief the techniques of Survey method.
8. What are the main factors which affect consumer satisfaction ?

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

9. Explain the various steps involved in the consumer decision-making process.
10. Describe the main steps which are undertaken in Consumer Research process.
11. Define attitude change strategies in detail.
12. What do you mean by the term 'Personality' ? Describe also the nature and determinants of personality.
13. How do the organizational buyers make their buying decisions ?

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Roll No.

BBA-IV Sem.

18056

B. B. A. Examination, May 2017

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

1. What is meant by compounding technique for adjusting the time value of money?
2. The expected annual income of a firm is ₹ 1 lakh p.a. Find out the amount of capitalization if the prevailing rate of return in the firm is (i) 12.5%, (ii) 17.5%.
3. What is meant by internal rate of return (IRR)?

4. Name some techniques of inventory management.
5. What are the assumptions of Walter's model of dividend policy?

Section-B

(Short Answer Questions)

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

6. What are the basic features of an optimum capital structure?
7. Explain the scope of capital budgeting decisions.
8. How will you estimate the working capital requirement of a concern?

Section-C

(Detailed Answer Questions)

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

9. The objective of wealth maximisation is one step ahead of profit maximization. Discuss.
10. What is meant by capital structure? Briefly explain the various theories of capital structure.
11. The total amount of capitalization of the company has been fixed ₹ 20,00,000. The average annual

income of the company is ₹ 3,00,000. The rate of capitalization in the market (for similar companies) is 20%. The investors want the rate of return on their capital at least equal to the market rate of capitalization. Considering the above facts you have to answer :

- (i) Is the company over-capitalized?
- (ii) If so, then what is the extent of over-capitalization?
- (iii) In order to bring a state of fair capitalization how much increase in the annual income of the company should be aimed by the management?

12. The following data have been taken from the financial records of Vibhav Ltd. :

Raw Material	Rs. 40 per unit
Direct Labour	Rs. 20 per unit
Overhead Expenses	Rs. 5,40,000 (Total)

The following additional information are also available :

- (i) The management of the company is planning to manufacture 1,00,000 units in the coming year. The selling price per unit will be Rs. 125. There is perfect harmony between output and sales of the company which is maintained throughout the year.

- (ii) The average storage period is 40 days for raw material and 30 days for finished goods.
- (iii) The company sells goods to its customers on 30 days credit and purchases raw materials on 60 days credit from its suppliers.
- (iv) The duration of the production cycle in the company is 20 days and needed raw materials is issued to the production department at beginning of each production cycle.
- (v) 20% of the average working capital is kept as extra cash for contingencies. Assume 360 working days in the operating period, work out an estimate of the total requirements of working capital for the company, using operating cycle method.

13. A firm operates everyday of the year. The entire lot of a part it manufactures is delivered to the stock room at one time. The part is used by the assembly department at a uniform rate. A minimum inventory of 500 units is carried. The reorder point is 600 units, and the procurement time for a replenishment order is 10 days. The lot size is such that the average inventory of the part is 1,500 units. Find (i) the rate of use per week, (ii) the lot size.

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Roll No.

BBA-IV Sem.

18060

B. B. A. Examination, May 2017

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. Very short answer is required not exceeding 75 words. 3x5=15

- 1. Explain three characteristics of Operation Research. 3

(2)

- 2. Give two advantages of linear programming. 3
- 3. What do you understand by MODI method? 3
- 4. Define PERT. 3
- 5. Define North West Corner Rule. 3

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. Discuss the significance and scope of OR in modern management. 7½
- 7. A firm manufactures two items. It purchases casting which are then machined, bored and polished. Castings for items 'A' and 'B' cost ₹ 2 and ₹ 3 respectively and are sold at ₹ 5 and ₹ 6 each respectively. Running costs of the three machines are ₹ 20, ₹ 14 and ₹ 17.50 per hour respectively. Capacities of the machines are : 7½

	Part-A	Part-B
Machining capacity	25/hr	40/hr
Boring capacity	28/hr	35/hr
Polishing capacity	35/hr	25/hr

Formulate the L.P. model to determine the product mix that maximizes the profit.

8. Discuss in detail the role of linear programming in managerial decision-making. 7½

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. 15×3=45

9. Maximize $Z = 80x_1 + 120x_2$ 15
- Subject to $x_1 + x_2 \leq 9,$
- $20x_1 + 50x_2 \leq 360,$
- $x_1 \geq 2,$
- $x_2 \geq 3,$
- $x_1, x_2 \geq 0.$

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10. Explain Simplex method of solving linear programming problem. 15
11. Explain the following in the context of Transportation problem : 15
- (i) Stepping stone method
- (ii) Degenerate transportation problems
- (iii) Modified distribution method.
12. Solve the transportation problem. The matrix shows the cost of transportation : 15

Table

From	To			Supply
	1	2	3	
A	10	18	9	100
B	4	3	11	200
C	6	9	15	400
Demand	250	150	300	700

Total

13. What do you understand by decision tree analysis ? What is node in a decision tree ? What is backward pass ? 15

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(20517)

Roll No.

B.B.A.-IV Sem.

18057

B. B. A. Examination, May 2017

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. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Distinguish between product layout and process layout.

2. Explain any three objectives of production management.
3. What is standardization of a product?
4. What is quality circles?
5. What are lead time and consumption rate of inventory control?

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. Explain the objectives of control charts.
7. Explain the ABC analysis technique of inventory control.
8. What are the types of manufacturing systems?

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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. Graph paper may be supplied and calculator is allowed. $15 \times 3 = 45$

9. Explain the need for selecting a suitable location of a plant.
10. Explain the process of product design and development for a new product.
11. Write short notes on any three of the following:
- (a) Average lead time
 - (b) Safety stock
 - (c) Reorder point
 - (d) Total inventory cost.
12. The following are the inspection results of 10 lots, each lot being 300 items. Number defectives in each lot is 25, 30, 35, 40, 45, 35, 40, 30, 20 and 50. Calculate the average fraction defective and three sigma limit for P-chart and state whether the process is in control.

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13. A Ltd. buys its annual requirement of 36,000 units in six instalments. Each unit cost Re. 1 and the ordering cost is Rs. 25. The inventory carrying cost is estimated at 20% of unit value. Find the total annual cost of the existing inventory policy. How much money can be saved by using Economic order quantity?

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(20517)

Roll No.

BBA-IV Sem.

18059

B. B. A. Examination, May 2017

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. $3 \times 5 = 15$

1. One of the most important features of a good research study is replicability of findings. Discuss it. 3

2. What is Research Design ? 3
3. What is Sample Design ? 3
4. What is a χ^2 (Chi square) test ? 3
5. What do you mean by Long Report ? 3

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.

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

6. 'The Research process involves a series of interrelated and intricate steps.' Explain. 7½
7. Discuss the features of a good research design. 7½

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8. Explain Non-probability sampling. 7½

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. 15×3=45

9. What do you mean by research ? Discuss different types of research. 15
10. Describe some of the important research designs used in the researches of Social Sciences. 15
11. Describe the different types of Sampling techniques with examples. 15
12. Discuss different types of analysis of data. Describe Null and alternative hypothesis. 15

13. What should be the ideal structure of a research report? What are the elements of the structure? 15

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(20517)

Roll No.

BBA-IV Sem.

18058

B. B. A. Examination, May 2017

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 is 'Sales Management'?
'विक्रय प्रबन्ध' क्या है?
2. What is meant by 'Sales Compensation'?
'विक्रय क्षतिपूर्ति' से क्या आशय है?
3. What do you mean by 'Marketing Channels'?
'विक्रय वाहिकाओं' से आप क्या समझते हैं?
4. Explain the meaning of 'Sales Executives'?
'विक्रय कार्यकारी' का अर्थ स्पष्ट कीजिए।
5. What is 'Sales Organization Structure'?
'विक्रय संगठन ढाँचा' क्या है?

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 5 अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।

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6. Explain the role of distributive channels.
वितरण वाहिकाओं का महत्व स्पष्ट कीजिए।
7. "Salesmanship is a service." Comment.
"विक्रयकला एक सेवा है।" टिप्पणी कीजिए।
8. Differentiate between 'Marketing' and 'Selling'.
'विपणन' एवं 'विक्रय' में अंतर 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. What factors need to be taken into consideration while selecting sales organization structure?
विक्रय संगठन ढाँचे का चुनाव करते समय कौन-से तत्वों को ध्यान में रखना चाहिए?

10. "Personal selling is the demand of the day."
Comment.
"व्यक्तिगत विक्रय आज के समय की माँग है।" टिप्पणी कीजिए।
11. Suggest a compensation scheme for travelling sales persons for a marketer of soap in entire country.
सम्पूर्ण देश में साबुन के वितरण हेतु, यात्री विक्रय व्यक्तियों की क्षतिपूर्ति हेतु एक योजना का सुझाव दीजिए।
12. Which type of distribution channel is more suitable for (a) consumer goods and (b) industrial goods?
कौन-सा वितरण माध्यम अधिक उपयुक्त है (a) उपभोक्ता वस्तुओं हेतु एवं (b) औद्योगिक वस्तुओं हेतु?
13. "Sales organization of a company is a very important part of an organization." In the light of this, explain the functions of a sales organization.
"एक कम्पनी का विक्रय संगठन एक संगठन का बहुत ही महत्वपूर्ण अंग है।" इस सन्दर्भ में एक विक्रय संगठन के कार्यों की व्याख्या कीजिए।