

# Question Paper Code : 1746

BBA (Semester-IV) Examination, 2018

( Old Course )

**RETAIL MANAGEMENT**

[ BBA - 406 ]

**Time : Three Hours]**

**[Maximum Marks:70**

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [3x10=30]
- (a) Buying roles of consumers
  - (b) Grid Store Layout
  - (c) National Label
  - (d) Hypermarket
  - (e) Psychological pricing
  - (f) Psychographics
  - (g) Repositioning.

- (h) Store Ambience
- (i) Mannequin or Dummy
- (j) Conversion Rate

#### UNIT-I

- 2. Define Retailing and elaborate on the characteristics of retailing. [10]
- 3. Give an overview of the major trends in the retail sector in India. [10]

#### UNIT-II

- 4. Discuss with relevant examples the influence of social and cultural groups on consumer buying behaviour. [10]
- 5. 'Buying motive is the urge to satisfy a desire or need that makes people buy goods and services.' Comment on the above statement in light of the different buying motives that consumers have. [10]

#### UNIT-III

- 6. Explain the bases used to segment consumers, including demographics, product usage related factors and product benefits consumers seek [10]

- 7. Illustrate how market segmentation, targeting and positioning can be used to develop a marketing strategy for a product. [10]

#### UNIT-IV

- 8. Throw light on the importance of retail location strategy and the factors affecting its choice. [10]
- 9. Elaborate on the various merchandising strategies that can be used by a Departmental store owner. [10]

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# Question Paper Code : 1745

BBA ( Semester-IV ) Examination, 2018

## CONSUMER BEHAVIOUR

[ BBA-406 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [3x10=30]
- (a) Factors influencing purchase decision of a consumer
  - (b) Absolute threshold and differential threshold
  - (c) Subliminal perception
  - (d) Essence of the classical conditioning theory
  - (e) Tri-component attitude model
  - (f) Comparative reference group
  - (g) Meaning and definition of diffusion of innovation

- (h) Marketing applications of McClelland's Achievement Motivation theory
- (i) Differences between industrial buying and consumer buying
- (j) Opinion leaders

**UNIT-I**

- 2. List down the bases of market segmentation. Discuss the advantages of market segmentation. [10]
- 3. Discuss the external factors influencing attention/perception. Explain how marketers make use of these concepts in influencing the perceptions of consumers towards a product or brand. [10]

**UNIT-II**

- 4. What are attitudes ? Discuss the factors involved in attitude formation. [10]
- 5. Explain Abraham Maslow's hierarchy of needs theory and discuss its marketing applications with examples. [10]

**UNIT-III**

- 6. Discuss the three types of buying decisions involved in industrial buying process. [10]

- 7. Discuss the different factors affecting industrial buying behaviour. [10]

**UNIT-IV**

- 8. How do consumer innovativeness, dogmatism and variety-novelty seeking behaviours (traits) influence the behaviour of consumers ? Discuss. [10]
- 9. Define Reference Groups and list their types. Discuss the factors which play a role in reference group influences. [10]

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# Question Paper Code : 1741

B.B.A. (Semester-IV) Examination, 2018

## FINANCIAL MANAGEMENT

[ BBA-402 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in **all**. **Question No. 1** is **compulsory** and it carries **30** marks. Attempt **one** question, which carries **10** marks from each Unit.

1. Answer the following questions : [3x10 = 30]
- (a) What do you mean by 'Shareholders Wealth Maximization' ?
  - (b) What are factors affecting working capital ?
  - (c) Briefly explain stable dividend policy.
  - (d) Is retained earnings free of cost ? Comment.
  - (e) Find out the present value of the following :
    - (i) Rs. 1,500 receivable in 7 years at discount rate of 15%.

- (ii) An annuity of Rs. 1,000 starting at the end of an year at a discount rate of 20%.
- (iii) A perpetuity of Rs. 750 per year forever at a discount rate of 18%.
- (f) What is payback period ?
- (g) Ansh Ltd. has just paid a dividend at the rate of 10% on the equity shares of Rs. 20 each. The expected growth rate of dividends is 7%. Find out the cost of equity share capital. Present market price of the share is Rs. 25.
- (h) What shall be the repercussions if a firm has paucity of working capital ?
- (i) What are the factors which must be considered while designing capital structure ?
- (j) What is interest tax shield ?

### **UNIT-I**

2. Explain the core decision areas of Finance Manager. [10]
3. A company requires an initial investment of Rs. 40,000. The estimated net cash flow are as follows : [10]

Year	1	2	3	4	5	6	7	8	9	10
Net cash flow Rs.	7,000	7,000	7,000	7,000	7,000	8,000	10,000	15,000	10,000	4,000

Using 10% as the cost of capital (rate of discount) determine the following :

- (i) Net present value
- (ii) Profitability index
- (iii) Discounted payback period
- (iv) Internal rate of return

### UNIT-II

4. The following is the capital structure of XYZ Ltd : [10]

Source	Book value Amount	Market value	C/C
14% preference capital	Rs. 2,00,000	Rs. 2,30,000	14%
Equity capital	Rs. 5,00,000	7,50,000	17%
10% debt	3,00,000	2,70,000	8%
Reserves and surplus	1,00,000		16%
	11,00,000	12,50,000	

Calculate the weighted average cost of capital,  $K_0$  using book value weights and market value weights.

5. A Ltd. has a share capital of Rs. 1,00,000 divided into share of Rs. 10 each. It has a major expansion program requiring an investment of another Rs. 50,000. The management is considering the following alternatives for raising this amount : [10]

- (i) Issue of 5,000 equity share of Rs. 10 each
- (ii) Issue of 5,000, 12% preference shares of Rs. 10 each
- (iii) Issue of 10% debentures of Rs. 50,000.

The company's present earnings before interest and tax (EBIT) are Rs. 40,000 per annum subject to tax @ 50%. You are required to calculate the effect of each of the above financial plan on the earnings per share if the level of EBIT remains same after expansion.

**UNIT-III**

6. "The equity share is different from a preference share." Illustrate this statement in the light of preferences available to preference shareholders. [10]

7. (a) What are the costs associated with receivables ? [5]  
 (b) What are the motives of holding cash ? [5]

**UNIT-IV**

8. (a) What do you mean by the liquidity of a firm ? How can the liquidity of a firm be assessed ? [5]  
 (b) What is meant by 'Analysis of Financial Statements' ? Discuss its objectives. [5]
9. From the following Profit and Loss Account prepare a common size Income Statement : [10]

	Year	Year		Year	Year
Particulars	2004	2005	Particulars	2004	2005
To cost of goods sold	Rs. 12000	15,000	By net sales	Rs.16000	20,000
To administrative expenses	Rs. 400	400			
To selling expenses	600	800			
To net profit	Rs. 3,000	3,800			
	16,000	20,000			

----- X -----



# Question Paper Code : 1742

B.B.A. (Semester-IV) Examination, 2018

HUMAN RESOURCE MANAGEMENT

[ BBA-403 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Induction
  - (b) Sensitivity training
  - (c) In basket exercise
  - (d) Code of discipline
  - (e) Quality circle
  - (f) Time wage plan Vs Piece wage plan
  - (g) Management by objective
  - (h) Job rotation

(i) Succession Planning

(j) Fringe benefit

**UNIT-I**

2. What is human resource planning ? Describe the steps involved in human resource planning process. [10]
3. Why should HR managers monitor demographic trends (such as composition, race, age, sex, education etc.) ? [10]

**UNIT-II**

4. What is job analysis ? Describe the uses/importance of job analysis. [10]
5. Define Recruitment. Explain various methods employed by organisation in their recruitment process. [10]

**UNIT-III**

6. Explain various methods used in training. [10]
7. Describe the detailed process of performance appraisal. [10]

**UNIT-IV**

8. What is pay structure ? Describe the factors which influence the compensation levels. [10]
9. What are various theories of Industrial relation along with the significance of IR ? [10]

----- X -----

**UNIT-IV**

8. (a) What do you mean by Data base Management System (DBMS) ? Discuss the component of DBMS. [5]
- (b) Discuss the advantages of Database Management System over file base system. [5]
9. What is Distributed database ? Discuss the advantages of distributed database. [10]

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**Question Paper Code : 1743**

**B.B.A. (Semester-IV) Examination, 2018**

**INFORMATION MANAGEMENT**

**[ BBA - 404 ]**

**Time : Three Hours]**

**[Maximum Marks : 70**

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each Unit.

1. Answer the following : [3×10=30]
- (a) What is system ? Discuss with example.
- (b) Difference between Structured and Unstructured decision.
- (c) What is primary Key ? Explain with example.
- (d) Discuss why Information is required for running any business.
- (e) Differentiate between implicit and explicit knowledge.

- (f) What is Customer Relationship Management (CRM) ?
- (g) Differentiate between open system and closed system.
- (h) List the implementation methodology of an ERP Software project.
- (i) Define efficiency and effectiveness with reference to decision making.
- (j) Difference between A.I. systems and expert system.

### UNIT-I

- 2. What is Information System ? Discuss the component of Information System in detail with suitable diagram.[10]
- 3. (a) Models are classified as strategic, Tactical and operational. What is the purpose of such Classification. Give a name of Information system that works at each Level. [5]
- (b) Discuss the stakeholder of system. [5]

### UNIT-II

- 4. (a) What is Enterprise Resource Planning (ERP). Discuss the advantages of ERP implementation. [5]
- (b) What is Business process Re-engineering (BPR). Discuss the advantage and disadvantage of BPR. [ 5 ]
- 5. What do you mean by functional information system. Discuss, how Marketing Information System helps marketing executive in business organization. [10]

### UNIT-III

- 6. What is an Executive Information System (EIS) ? What are the features of EIS ? Also discuss how EIS differ from Traditional information system. [10]
- 7. (a) What is decision support system. Discuss Simon's decision making process with neat sketch. [5]
- (b) With neat diagram, discuss the component of Decision Support System. [5]

# Question Paper Code : 1744

**BBA (Semester-IV) Examination, 2018**

**OPERATIONS MANAGEMENT**

**[BBA-405]**

**Time : Three Hours]**

**[Maximum Marks : 70**

**Note :** Answer **five** questions in all. Question **no. 1** is **compulsory**. Besides this, attempt **one** question from each Unit.

1. Write brief notes on the following : [3x10=30]
- (a) Benchmarking
  - (b) Job Design
  - (c) LIFO Vs FIFO arrangements
  - (d) ABC Analysis
  - (e) Responsibilities of Operation Manager
  - (f) Quality Control Techniques
  - (g) Mass Vs Batch Production
  - (h) Objectives of a good plant layout
  - (i) Time Study
  - (j) Importance of MRP

**UNIT-I**

2. Classify the types of production system in an organization. Also use suitable examples to elucidate.[10]
3. Write an explanatory note on different forms of transformation process in operations management.[10]

**UNIT-II**

4. Explain the factors to be considered while selecting the location for the new organization. Use example to support your point of view. [10]
5. Define material handling. Also discuss the objectives and guidelines for effective utilisation of material handling equipments. [10]

**UNIT-III**

6. What do you mean by production planning and control. Discuss the phases of PPC. [10]
7. Discuss the principles of motion economy. Why is it required? [10]

**UNIT-IV**

8. Define 'Quality Control'. Explain its objectives. Also discuss the steps in quality control process. Use hypothetical examples to support your answer. [10]

9. Explain the concept of EOQ and the costs involved in inventory management. If annual demand =1000 units, cost to place an order=Rs. 10 and holding cost per unit per year = Rs. 2.50, then calculate EOQ. [10]

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Roll No. ....

B.B.A-IV Sem.

18055

B.B.A. Examination, May 2018

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)

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

3x5=15

1. What do you mean by the term 'Personality'?

P.T.O.

2. Define various style of leadership.
3. What is Economic model of Consumer behaviour.
4. Describe in brief the need of Consumer Research.
5. What disciplines have contributed to the study of Consumer behaviour?

Section - B

6. Name and describe the type of consumer buying behaviour.  $7\frac{1}{2} \times 2 = 15$
7. What is Perception? Explain the factor affecting perception.
8. What is the nature of reference group? What kind of power reference group can exert on consumer.

Section - C

9. What are Attitude? What function attitude perform to help consumer?  $15 \times 3 = 45$

18055/2

10. "Organisational buying decisions are totally rational" Discuss.
11. What is meant by Consumer learning? What are the major factors influence learning?
12. What is a Sample? Why does a researcher use a sample? How is a sample taken?
13. Why do organization fail to deliver consumer satisfaction.



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(20518)

Roll No. ....

B.B.A. - IV Sem.

18056

B.B.A. Examination, May - 2018

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)

Note : 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. Discuss the concept of Financial management.
2. What is Under Capitalization?
3. What is Uncertainty?

4. What is Pay back period?
5. Discuss the concept of Dividend decision.

Section - B

(Short Answer Questions)

Note : 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. Define capital structure. Discuss the factors affecting capital structure.
7. The total capitalization of the company has been made at Rs. 40 lacs. The company's average annual earnings (before interest & tax) are Rs. 10 lacs. The market rate of capitalization for similar companies is 20%. Considering the above facts you have to answer:
  - (a) Whether the company is under capitalised?
  - (b) If so what is the extent of under capitalization?
  - (c) What will be the impact of the above condition on the market value of its shares?

P.T.O.

18056/2

8. Discuss dividend policy. What are the essentials of a sound dividend policy?

**Section - C**

**(Detailed Answer Questions)**

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

9. Explain the meaning and causes of over capitalization. What would you do to correct over capitalization in a corporation.
10. From the information given below, calculate the working capital requirements:
- |   |              |
|---|--------------|
| Budgeted Sales  | Rs. 6,50,000 |
| Percentage of Profit on Cost of Sales                     | 25%          |
| Average credit allowed to Customers                       | 10 weeks     |
| Average credit allowed by Suppliers                       | 4 weeks      |
| Average Stock carrying<br>(in terms of sales requirement) | 8 weeks      |
- Add 10% to computed figures for contingencies.

<https://www.ccsustudy.com>

11. What is meant by working capital? How would you determine the working capital requirements?
12. A company purchases 15,625 units of raw material @ Rs. 12 per unit to meet its entire annual requirements. 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. Discuss the nature and scope of capital Budgeting. Explain the different methods of capital Budgeting.

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Roll No.....

BBA-IV Sem.

18060

B.B.A. Examination, May-2018

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)

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

1. What is Operation Research?
2. What do you mean by MODI method?
3. Explain North West Corner Rule of Transportation Problem.

P.T.O.

4. Explain PERT.
5. Explain CPM.

Section - B

(Short Answer Questions)

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

7½ x 2 = 15

6. Discuss the Nature, Definition & Characteristics of Operations Research.
7. Consider the problem of assigning 5 jobs to 5 persons. The costs are given as below :

Persons	Jobs				
	1	2	3	4	5
A	8	4	2	6	1
B	0	9	5	5	4
C	3	8	9	2	6
D	4	3	1	0	3
E	9	5	8	9	5

8. Discuss the Applications areas of Linear Programming.

18060\2

**Section-C**

**(Detailed Answer Questions)**

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

9. Maximise  $Z = 28x_1 + 30x_2$   
 Subject to  $6x_1 + 3x_2 \leq 18$   
 $3x_1 + x_2 \leq 8$   
 $4x_1 + 5x_2 \leq 30$   
 $x_1, x_2 \geq 0$

10. Find an optimal solution to the following transportation problem :

Sources	Destination			Supply
	X	Y	Z	
A	2	7	4	50
B	3	3	7	70
C	5	4	1	80
D	1	6	2	140
Demand	70	90	180	340

11. What do you mean by unbalanced transportation problem? Explain how to convert the unbalanced transportation problem in to a balanced transportation problem.
12. Explain clearly the difference between the following :
  - (i) Pay-off and Opportunity Loss
  - (ii) Expected Monetary Value and Expected Opportunity Loss.
  - (iii) Maximin and Maximax decision-rules.
13. Discuss any two methods of finding initial solution of a transportation problem and two areas of application for them.

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Roll No.....

B.B.A.-IV Sem.

18057

B.B.A. Examination, May - 2018

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)

Note : Attempt all the five questions. Each question carries 3 marks. Very Short answer is required not exceeding 75 words.

3×5=15

1. What is manufacturing?

P.T.O.

2. What is Product design?
3. What is Plant layout?
4. Give any three objectives of ABC analysis.
5. What is JIT system?

Section - B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ marks. Very Short answer is required not exceeding 200 words.

7½×2=15

6. Write a short note on Batch Production.
7. What is Economic order quantity? How is it calculated?
8. Discuss the objective of quality control.

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**Section - C**

**(Detailed Answer Questions)**

**Note :** 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. What do you understand by Production management? Explain the responsibilities of Production manager.
- 10. Discuss the principles of Product development.
- 11. "Plant location and layout are constantly changing to meet the changed requirements of production management." Discuss this statement.
- 12. What is Inventory control? Discuss its importance to Production department.

1805713

P.T.O.

- 13. The following table gives the numbers of defects observed in 6 woollen carpets manufactured with great care and regarded as satisfactory. Construct the control chart for the member of defects.

Carpet number	1	2	3	4	5	6
No. of defects	3	5	6	4	1	5

1805714

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Roll No.....

BBA-IV Sem.

18059

B.B.A. Examination, May 2018

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)

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

1. What is significance of Research in modern time?

P.T.O.

2. Explain the significance of Research Design.
3. What is the meaning of measurement in Research?
4. What is the meaning of interpretation?
5. What is 'F' Test?

Section - B

(Short Answer-Questions)

Note : 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. What are criteria of Good Research?
7. What are the characteristics of a Good Sample Design?
8. Distinguish between Exclusive and Inclusive type of class-interval with example.

18059/2

**Section-C**

**(Detailed Answer Questions)**

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

- 9. Describe the different type of Research, clearly pointing out the difference between an experiment and a survey.
- 10. Explain the Basic Principles of Experimental Designs in detail.
- 11. What do you mean by Sample Design? What points should be taken into consideration by a researcher in developing a sample design for this research project?
- 12. Explain the significance of a Research Report and narrate the various steps involved in writing such a report.

18059\3

P.T.O.

- 13. A die is thrown 150 times with following result :

Numbers Turned up	Frequency
1	24
2	20
3	32
4	25
5	28
6	21
<b>Total</b>	
	<b>150</b>

is the die unbiased?

(given  $\chi_{.05}^2$  at 5 df = 11.071)

18059\4



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Roll No. ....

BBA-IV Sem.

18058

B.B.A. Examination, May-2018

SALES MANAGEMENT

(BBA-404)

(New)

Time : Three Hours ] [Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

नोट : सभी खण्डों से निर्देशानुसार प्रश्न हल कीजिए।

Section-A / खण्ड-अ

(Very Short Answer Questions)

(अति लघु उत्तरीय प्रश्न)

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

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

P.T.O.

1. Describe the term Sales Management?

'विक्रय प्रबन्ध' का वर्णन कीजिये?

2. Comment on the relationship between the Sales and HR Department.

विक्रय विभाग तथा कर्मचारी विभाग के मध्य सम्बन्धों पर टिप्पणी कीजिये।

3. What are Neighbourhood Stores?

Neighbourhood Stores क्या हैं?

4. Mention the 'Concept of Intermediaries'?

'मध्यस्थों की अवधारणा' स्पष्ट कीजिये?

5. Explain the 'EOQ Model'.

'EOQ Model' की व्याख्या कीजिये।

Section-B / खण्ड-ब

(Short Answer Questions)

(लघु उत्तरीय प्रश्न)

Note : 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.

नोट : इस खण्ड में तीन प्रश्न हैं, किन्हीं दो प्रश्नों को हल कीजिये। प्रत्येक प्रश्न  $7\frac{1}{2}$  अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।  $7\frac{1}{2} \times 2 = 15$

18058/2

6. How would you remove the objection of a buyer in personal selling?

व्यक्तिगत विक्रय के अन्तर्गत क्रेता की आपत्तियों को आप कैसे दूर करेंगे?

7. Discuss the steps involved in developing a sales organization?

एक विक्रय संगठन को विकसित करने में लिये गये कदमों की व्याख्या कीजिये।

8. Describe the requirements of a good compensation plan. <https://www.ccsustudy.com>

एक अच्छी क्षतिपूर्ति योजना की आवश्यकताओं का वर्णन कीजिये।

### Section-C / खण्ड-स

#### (Detailed Answer Questions)

#### (विस्तृत उत्तरीय प्रश्न)

**Note :** This section contains **five** questions, attempt any **three** questions. Each question carries **15** Marks. Answer is required in detail.

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

15×3=45

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9. What is the situation in which personal selling should be used? Give examples.

व्यक्तिगत विक्रय का प्रयोग किस स्थिति में किया जाना चाहिये? उदाहरण दीजिये।

10. Highlight the role of sales people at retail stores in the overall selling process?

सम्पूर्ण विक्रय प्रक्रिया के अन्तर्गत एक खुदरा भण्डार पर नियुक्त विक्रेता की भूमिका पर प्रकाश डालिये।

11. Based on your understanding, write a detailed note on the present retail scenario in the country.

अपनी बुद्धिमत्ता व समझदारी के आधार पर भारत के वर्तमान खुदरा व्यापार के परिदृश्य पर विस्तृत नोट लिखिये।

12. Explain in detail the sales training programme. विक्रेता प्रशिक्षण कार्यक्रम की विस्तृत व्याख्या कीजिये।

13. Explain the procedures involved in selecting candidate for sales jobs.

विक्रय कार्यों के लिये उम्मीदवारों की भर्ती में प्रयुक्त प्रक्रिया की व्याख्या कीजिये।

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# Question Paper Code : 1740

B.B.A. (Semester-IV) Examination, 2018

**BUSINESS LAWS**

[ BBA-401 ]

**Time : Three Hours]**

**[Maximum Marks:70**

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each Unit.

1. Answer the following in brief : [3x10=30]
- (a) Define contract
  - (b) Wagering agreement
  - (c) Business agreement with an alien
  - (d) Agreement to sale of goods
  - (e) Contingent contract
  - (f) Unmeaning agreements
  - (g) Concept of legal liability in business
  - (h) Let the buyer be aware

- (i) Offer for sale
- (j) Vicarious liability among partners.

**UNIT-I**

- 2. What do you understand by legal management of business ? Discuss in the light of statutory provisions as given under Indian Contract Act. 1872. [10]
- 3. What do you understand by breach of contract ? Discuss in detail with the help of decided case laws. [10]

**UNIT-II**

- 4. Define partnership. What do you mean by registration of a partnership ? Discuss the disadvantages of non-registration of a partnership. [10]
- 5. Discuss the aims and objects of Partnership Act, 1930 with special reference to management of business among partners. [10]

**UNIT-III**

- 6. Discuss the role of Sale of Goods Act 1930 in sales and marketing of goods in the markets. [10]
- 7. What are the conditions and warranties of sale ? Discuss and distinguish between them. [10]

**UNIT-IV**

- 8. Define negotiable instruments. Distinguish between bill of exchange and cheque. [10]
- 9. What do you understand by bouncing of a cheque ? How does bouncing of cheque affects the business administration ? Explain. [10]

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