

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 4

18056

B.B.A. IVth Semester Examination, May-2019

FINANCIAL MANAGEMENT

(BBA-402)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

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

1. What do you mean by Financial Management ?
2. What is over Capitalisation ?
3. What do you mean by Internal Rate of Return ?

NA-585

(1)

Turn Over

4. The expected annual income of a firm is ₹ 2 lakh per annum. Find out the amount of Capitalisation if the prevailing rate of return in the firm is 10%.
5. What are the assumptions of Walter's model of dividend policy ?

Section-B

(Short Answer Type 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.

6. What do you mean by inventory management ? Name some techniques of inventory management.
7. A factory uses ₹ 30,000 worth of raw material per year which costs ₹ 1.25 per unit. Placing each order cost ₹ 25 and the carrying cost is 6% per year of the average inventory. Find the E.O.Q. and the total inventory cost.
8. What do you mean by capital structure ? Explain the various theories of capital structure.

NA-585

(2)

Section-C

(Long Answer Type Questions)

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

- 9. What is meant by working capital ? Enumerate the various factors which affect the demand of working capital in a business concern.
- 10. What is dividend policy ? Critically examine the essentials of a sound dividend policy.
- 11. What do you mean by under capitalisation ? Discuss the causes of under capitalisation. What steps will be taken to check the under capitalisation in a company ?
- 12. The following information has been submitted by a borrower :

(i) Expected level of annual production	2,40,000 units
(ii) Raw material to remain in stock	2 months
(iii) Processing period	1 month
(iv) Finished goods remain in stock	3 months

- (v) Credit allowed to the customers 3 months
 - (vi) Expected ratio of cost to selling price :

(a) Raw material	60%
(b) Direct wages	10%
(c) Overheads	20%
 - (vii) Selling price per unit ₹ 20
 - (viii) Expected margin on sale 10%
- You are required to work out an estimate of the total requirements of working capital.

- 13. The total Capitalisation of Z Ltd. has been fixed at ₹ 2,00,000. The average annual income of the company is ₹ 30,000. The rate of Capitalisation in the market is 20%. Considering the above facts, you have to advice :
 - (i) Is the Company over Capitalised ?
 - (ii) If yes, what is the extent of over-Capitalisation ?
 - (iii) In order to bring a stage of fair Capitalisation, how much increase in annual income of the Company should be targeted by the management ?

https://www.ccsustudy.com

https://www.ccsustudy.com

https://www.ccsustudy.com

https://www.ccsustudy.com

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18059

B.B.A. IVth Semester Examination, May-2019

RESEARCH METHODOLOGY

(BBA-405)

Time : 3 Hrs.]

[M.M. : 75

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

Section-A

(Very Short Answer Type Questions)

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

1. What are objectives of Research ?
2. What is the meaning of Research Design ?

NA-588

(1)

Turn Over

3. What is difference between census and sample survey ?
4. What is Hypothesis ?
5. What is Interpretation ?

Section-B

(Short Answer Type 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.

6. Distinguish between Research methods and Research methodology.
7. Which steps should be taken in sample design ?
8. Distinguish between attributes and variables with examples.

Section-C

(Long Answer Type Questions)

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

NA-588

(2)

9. Describe the techniques of defining a research problem in detail.
10. Explain in detail the different research designs.
11. Why probability sampling is generally preferred in comparison to Non-probability Sampling ? Explain the procedure of selecting a simple random sample.
12. Mention the different types of report, particularly pointing out the differences between technical report and a popular report.
13. The following information is obtained an investigation of 50 ordinary shops of small size :

Shops			
	In Towns	In Villages	Total
Run by Men	17	18	35
Run by Women	3	12	15
	20	30	50

Can it be inferred than shops run by women are relatively more in villages than in towns.

(given $\chi_{0.05}^2$ at 1 df = 3.841)

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18055

B.B.A. IVth Semester Examination, May-2019

CONSUMER BEHAVIOUR

(BBA-401)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3x5=15

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

1. Why consumer behaviour is called behavioural science ?
2. What are the traditional models of consumer behaviour ?

NA-584

(1)

Turn Over

3. What is a reference group ?
4. Discuss the concept of 'Culture'.
5. Write a short note on 'Service'.

Section-B

(Short Answer Type Questions) 7½x2=15

Note :- This Section contains three questions. Attempt any *two* questions. Each question carries 7½ marks. Short answer is required not exceeding **200** words.

6. What is meant by buying motives ? Explain how consumer behaviour affects decision relating to production, price, channel of distribution and Sales promotion.
7. Differentiate between economic and sociological model. <https://www.ccsustudy.com>
8. How can marketers take advantage in formulating marketing strategy from personality and self-concept ?

Section-C

(Long Answer Type Questions) 15x3=45

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks.

NA-584

(2)

9. How consumer research is performed ? Explain by taking an example of your own.
10. Describe the role of family in decision making. What specific roles are assumed by the family members in purchase decisions ?
11. Explain the meaning and characteristics of industrial markets.
12. Explain the steps involved in consumer attitude formation in detail.
13. What are the important components of human communication process ?

<https://www.ccsustudy.com>

Whatsapp @ 9300930012

Send your old paper & get 10/-

अपने पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 4

18060

B.B.A. IVth Semester Examination, May-2019

OPERATION RESEARCH

(BBA-406)

Time : 3 Hrs.]

[M.M. : 75

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

Section-A

(Very Short Answer Type Questions)

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

1. What do you mean by Operation Research ?
2. Define PERT.

NA-589

(1)

Turn Over

3. Give three advantages of linear programming.

4. What is CPM ?

5. What is EMV ?

Section-B

(Short Answer Type 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.

6. Discuss the importance of operation research in management.
7. Explain the role of linear programming in managerial decision-making.
8. Find the maximum value of $z = 60x_1 + 30x_2$ $x_1, x_2 \geq 0$.

Subject to the following constraints :

$$6x_1 + 3x_2 \leq 90$$

$$3x_1 + 6x_2 \leq 72$$

NA-589

(2)

Section-C

(Long Answer Type Questions)

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks.

Answer is required in detail.

9. Obtain the initial feasible solution of a transportation problem by North-West corner method whose cost and rim requirement table is given below :

Plant	Warehouse			Supply
	W ₁	W ₂	W ₃	
P ₁	7	6	9	20
P ₂	5	7	3	28
P ₃	4	5	8	17
Demand	21	25	19	65

10. Explain Simplex method of solving linear programming problem.

11. The following table gives the pay-offs of three Acts—A₁, A₂ and A₃ and three states of nature— θ_1 , θ_2 , θ_3 and the prior probabilities associated with the states of nature. Calculate the expected monetary values and decide as to which course of action is the best one :

States of nature	Probabilities	Alternative Acts-A		
		A ₁	A ₂	A ₃
θ_1	0.1	125	-20	-125
θ_2	0.7	500	540	500
θ_3	0.2	650	740	750

12. Explain the statistical decision theory. Discuss its scope, utility and limitations.
13. What is Assignment Problem ? It is true to say that it is a special case of the transportation problem ? Explain.

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 4

18058

B.B.A. IVth Semester Examination, May-2019

SALES MANAGEMENT

(BBA-404)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

सभी खण्डों को निर्देशानुसार हल कीजिए।

Section-A (खण्ड-अ)

Very Short Answer Type Questions

(अति लघु उत्तरीय प्रश्न)

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

सभी पाँच प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 3 अंकों का है। अधिकतम 75 शब्दों में अति लघु उत्तर अपेक्षित है।

NA-587

(1)

Turn Over

1. What is the relationship between Marketing and Selling ?

विपणन और विक्रय के बीच क्या सम्बन्ध है ?

2. Mention the objectives of sales management.

विक्रय प्रबन्ध के उद्देश्यों को स्पष्ट कीजिए।

3. Compare centralization and decentralization in sales organisation.

विक्रय संगठन में केन्द्रीयकरण तथा विकेन्द्रीयकरण की तुलनात्मक विवेचना कीजिए।

4. Differentiate between sale and salesmanship.

विक्रय तथा विक्रय कला के बीच अन्तर कीजिए।

5. What do you understand by the term distribution management ?

वितरण प्रबन्धन से आप क्या समझते हैं ?

Section-B (खण्ड-ब)

Short Answer Type Questions

(लघु उत्तरीय प्रश्न)

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

निम्नलिखित तीन प्रश्नों में से किन्हीं दो प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 7½ अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।

NA-587

(2)

6. Why are salesforecasts important for a company ?
एक कम्पनी के लिए विक्रय पूर्वानुमान क्यों महत्वपूर्ण है ?
7. Describe the needs and importance of quotas.
कोटा (Quotas) की आवश्यकता तथा महत्व का वर्णन कीजिए।
8. Should Middlemen be eliminated ?
क्या मध्यस्थों को समाप्त कर देना चाहिए ?

Section-C (खण्ड-स)

Long Answer Type Questions

(दीर्घ उत्तरीय प्रश्न)

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

निम्नलिखित पाँच प्रश्नों में से किन्हीं तीन प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. Discuss the various functions of sales managers.
विक्रय प्रबन्धकों के विभिन्न कार्यों की व्याख्या कीजिए।
10. Describe the relationship that sales organisations have with final buyers.
“विक्रय संगठन का अन्तिम क्रेता के साथ जो सम्बन्ध है।” उनकी व्याख्या कीजिए।

11. What is sales promotion ? Briefly describe the material used in sales promotion.
विक्रय उत्थान क्या है ? विक्रय उत्थान में प्रयुक्त सामग्री का संक्षिप्त वर्णन कीजिए।
12. What are the desirable characteristics for recruiting the sales persons ?
विक्रय कर्मचारियों की भर्ती के लिए आवश्यक विशेषताओं का वर्णन कीजिए।
13. What are the basic contents of sales reports ?
विक्रय रिपोर्ट की मूल विषय सामग्री (Basic Contents) क्या हैं ?

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18057

B.B.A. IVth Semester Examination, May-2019

PRODUCTION MANAGEMENT

(BBA-403)

Time : 3 Hrs.]

[M.M. : 75

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

Section-A

(Very Short Answer Type Questions)

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

1. What is Routing ?
2. Define the term batch production.

NA-586

(1)

Turn Over

3. How do climate conditions and topography influence in plant location ?
4. What do you mean by Economic Lot Size ?
5. What do you mean by Quality Assurance ?

Section-B

(Short Answer Type 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.

6. What are the objectives of JIT production ?
7. Discuss the characteristics of intermittent system.
8. Explain the scope of production management.

Section-C

(Long Answer Type 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.

9. Define Production Planning. What are its constituents ? How can production planning be easy and effective ?

NA-586

(2)

10. "In sellers market the expenditure on product research and development is a waste." Discuss.
11. What is plant layout ? Discuss the several types of layout with their advantages and disadvantages.
12. A manufacturer's requirement for a raw material is 8000 units a year. The ordering cost is ₹ 10 per order, while the inventory holding cost is 10% per year per unit of average inventory. For orders less than 4000 units, there is no discount on the purchase price of ₹ 1 per unit. But discount of 5% is available if order for 4000 units are placed and a discount of 10% for a single order of 8000 units. Which of the three ways of purchase should the manufacturer adopt ?
13. Why quality control is to be done ? Mention its scope and advantages.