

A  
(20622)  
BBA-IV Sem.

(Printed Pages 4)  
Roll No. ....

**18092**

**B.B.A. Examination, June-2022**

**Consumer Behaviour**

**(BBA-401)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all **five** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words.  $5 \times 3 = 15$

1. What are consumer motives?

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2. Who is an esteem buyer?
3. What do you understand by cognitive dissonance?
4. State the role of customer as 'Gatekeeper'?
5. State the emerging issues in dissonance?

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.  $2 \times 7.5 = 15$

6. "The purchase decision can be thought based and feeling based." Explain the meaning with examples?
7. Attitude change is inevitable and consumes more time and efforts. Explain.
8. State the five steps in consumer purchase process.

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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.  $3 \times 15 = 45$

9. Explain reference groups and their influence in purchase decision making process?
10. Compare and contrast social, cultural and family influences on consumer behaviour?
11. What are the basic models of consumer behaviour? State any two basic models with the current example from the market?

12. Differentiate between consumer buying behaviour and Industrial buying behaviour? List the parameters of satisfaction in consumer buying behaviour.
13. What do you understand by pre and post purchase behaviour of consumer decision making process? How situation influences the behaviour?

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**B.B.A. Examination, June-2022**

**Financial Management**

**(BBA-402)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the Sections as per instructions.

**नोट :** सभी खण्डों को निर्देशानुसार हल कीजिए।

**Section-A/खण्ड-अ**

**(Very Short Answer Questions)**

(अति लघु उत्तरीय प्रश्न)

**Note :** Attempt all **five** questions.

**नोट :** सभी पाँच प्रश्नों के उत्तर दीजिये।

1. Define the term Financial Management.  
वित्तीय प्रबन्ध को परिभाषित कीजिये। 3
2. Define the objectives of Financial Management. 3

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3. वित्तीय प्रबन्ध के मुख्य उद्देश्यों को बतायें।  
What do you understand by Over Capitalization? 3
4. अति पूँजीकरण से आप क्या समझते हैं?  
Define the Operating Leverage. 3
5. परिचालन उन्मूलन को परिभाषित कीजिये।  
What do you understand by Fixed Working Capital? 3
6. स्थिर कार्यशील पूँजी से आप क्या समझते हैं?

**Section-B/खण्ड-ब**

**(Short Answer Questions)**

(लघु उत्तरीय प्रश्न)

**Note :** Attempt any **two** questions. Each question carries 7.5 marks.

**नोट :** किन्हीं दो प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न 7.5 अंक का है।

6. "Wealth Maximization is better option than Profit Maximization" Do you agree with the Statement? 7.5  
"सम्पत्ति (धन) अधिकतमीकरण लाभ अधिकतमीकरण से बेहतर विकल्प है" क्या आप इस बात से सहमत हैं?

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7. What are the various sources of long term Finance? Explain any three of them in detail. 7.5

दीर्घकालीन वित्त के कौन-2 से स्रोत हैं? किन्हीं तीन को विस्तार से बताइये।

8. What do you mean by Working Capital? Define the factors affecting the amount of working capital. 7.5

कार्यशील पूँजी से आप क्या समझते हैं? कार्यशील पूँजी की मात्रा को प्रभावित करने वाले कारकों को बतलाइये।

### Section-C/खण्ड-स

#### (Detailed Answer Questions)

(विस्तृत उत्तरीय प्रश्न)

**Note :** Attempt any **three** out of the following 5 questions. Each question carries 15 marks. Answer is required in detail.

नोट : निम्नलिखित 5 प्रश्नों में से किन्हीं तीन प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न 15 अंक का है। विस्तृत उत्तर अपेक्षित है।

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P.T.O.

9. Explain the meaning of the term Dividend Policy. Critically examine the essentials of a Sound Dividend Policy. 15

लाभांश नीति शब्द का अर्थ स्पष्ट कीजिये। एक सुदृढ़ लाभांश नीति की अनिवार्यताओं का आलोचनात्मक परीक्षण कीजिए।

10. What do you understand by Capital Budgeting? Explain in brief the various technique of Capital Budgeting. 15

पूँजीगत बजटन से आप क्या समझते हैं? इराकी विभिन्न विधियों को संक्षेप में समझाइये।

11. What is Equity Shares? What are its advantages and disadvantages. Give the distinctions between Shares and Debentures. 15

सामता अंश क्या है? इनके फायदे और नुकसान क्या हैं? अंश और ऋणपत्र के बीच अन्तर बताइये।

12. A Limited Company is considering to purchase the new Machinery. The Machine A & B are available. From the

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following information relating to two Machines ascertain which of the two Machine will be more suitable. as per (i) PBP (ii) PPBP (iii) ROI (iv) ARR. 15

|                 | Machine A | Machine B |
|-----------------|-----------|-----------|
| Cost of machine | 1,00,000  | 1,20,000  |
| Life In years   | 5 years   | 6 years   |
| EBIT 1          | 30,000    | 40,000    |
| 2               | 50,000    | 50,000    |
| 3               | 70,000    | 40,000    |
| 4               | 80,000    | 60,000    |
| 5               | 55,000    | 70,000    |
| 6               |           | 60,000    |

एक लिमिटेड कम्पनी नई मशीन खरीदने पर विचार कर रही है। मशीन A तथा B उपलब्ध है दोनों मशीनों से सम्बन्धित जानकारी से पता लगाइये दोनों में से कौन सी मशीन (i) अदायगी अवधि (ii) अदायगी अवधि के पश्चात् लाभ (iii) विनियोग पर प्रत्याय दर (iv) औसत विनियोग पर प्रत्याय दर के हिसाब से अधिक अनुकूल होगी।

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|                   | मशीन A  | मशीन B  |
|-------------------|---------|---------|
| मशीन की लागत      | 100,000 | 120,000 |
| जीवन (वर्षों में) | 5 वर्ष  | 6 वर्ष  |
| EBIT 1            | 30,000  | 40,000  |
| 2                 | 50,000  | 50,000  |
| 3                 | 70,000  | 40,000  |
| 4                 | 80,000  | 60,000  |
| 5                 | 55,000  | 70,000  |
| 6                 |         | 60,000  |

13. A proforma cost sheet of a company provides the following particulars. 15

| Elements of Cost | Amt. Per Unit (Rs.) |
|------------------|---------------------|
| Raw Materials    | 140                 |
| Direct Labours   | 60                  |
| Overhead         | 70                  |
| Total Cost       | 270                 |
| Profit           | 30                  |
| Selling Price    | 300                 |

Further particulars available are :

1. Raw materials are in stock on an average for one month.
2. Materials are in process on an average for half a month.

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3. Finished goods are in stock on an average for one month.
4. Credit allowed by suppliers is one month.
5. Credit allowed to customers is two months.
6. Lag in payment of wages is 1.5 weeks. <https://www.ccsustudy.com>
7. Lag in payment of overhead expenses is one month.
8. One fourth of the output is sold against cash.
9. Cash in hand and at bank is expected to be Rs. 50,000.

You are required to prepare a statement showing the working capital needed to finance, level of activity of 2,40,000 units of production. You may assume that production is carried on evenly throughout the year; wages and overhead accrue similarly.

एक कंपनी की एक प्रोफार्मा लागत शीट निम्नलिखित विवरण प्रदान करती है :

| लागत के तत्व   | प्रति यूनिट राशि |
|----------------|------------------|
| कच्चा माल      | 140              |
| प्रत्यक्ष श्रम | 60               |
| उपरिव्यय       | 70               |
| कुल लागत       | 270              |
| लाभ            | 30               |
| विक्रय मूल्य   | 300              |

आगे उपलब्ध विवरण हैं :

1. कच्चे माल को औसतन एक माह तक भंडार में रखा जाता है।
2. सामग्री आधे महीने के लिए औसत प्रक्रिया में हैं।
3. तैयार माल औसतन एक महीने के लिए स्टॉक में हैं।
4. आपूर्तिकर्ताओं द्वारा अनुमत क्रेडिट एक माह है।
5. ग्राहकों को दो महीने के लिए क्रेडिट की अनुमति है।
6. मजदूरी का भुगतान 1.5 सप्ताह अंतराल है।
7. उपरिव्यय के भुगतान में एक माह का अंतराल है।
8. उत्पादन का एक चौथाई नकद के बदले बेचा जाता है।
9. हाथ में और बैंक में नकद 50,000 रुपये होने की उम्मीद है।

आपको उत्पादन की 2,40,000 इकाइयों की गतिविधि का स्तर वित्त के लिए आवश्यक कार्यशील पूंजी दिखाते हुए एक विवरण तैयार करना होगा।

आप मान सकते हैं कि उत्पादन पूरे वर्ष समान रूप से किया जाता है मजदूरी और उपरिव्यय समान रूप से उपार्जित हैं।

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(20622) Roll No. ....  
BBA-IV Sem.

**18094**

**B.B.A. Examination, June-2022**  
**Production and Operation Management**  
**(BBA-403)**  
**(New)**

*Time : Three Hours ] [Maximum Marks : 75*  
**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**Note :** Attempt **all five** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. What is product layout?
2. Define material management.
3. What do you mean by Inventory control?

**P.T.O.**

4. Distinguish between operation and production management.
5. What is "recorder point"?

**Section-B**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.  $2 \times 7.5 = 15$

6. Explain the principles of plant layout.
7. Write an essay on ABC analysis.
8. What do you understand by Statistical Quality Control? Discuss it's advantages.

**Section-C**

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

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9. What is plant location? Explain the factors determine plant location.
10. What do you understand by "Economic Order Quantity"? What factors are considered in it's determination?
11. Explain the various techniques of Inventory control.
12. What is production planning? Explain the factors to determine production planning.
13. Write short notes on:
  - (a) Industrial Safety
  - (b) Production Manager
  - (c) Total Quality Management