

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.

2 × 7½ = 15

6. "Consumer Behaviour as a field of study examines external influences on consumption decision." Explain.
7. Illustrate users and influencers.
8. Define attitude and process involved in the formation of attitude.

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 × 15 = 45

9. What do you mean by post purchase evaluation? Why is it important to study the post purchase evaluation?

18092

BBA Examination, June-2023

CONSUMER BEHAVIOUR

BBA-401

(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt all the 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.

1. Define Consumerism. 3
2. Explain buyer's black box. 3
3. What do you mean by perception? 3
4. What do you understand by diffusion of innovation? 3
5. List the stages involved in buying process? 3

[P.T.O.]

10. Explain Maslow's hierarchy of needs theory in view of consumer behaviour and discuss its marketing implications.
11. Discuss any three models of consumer behaviour of your choice.
12. List some consumer issue. Illustrate the various strategies how marketer responds to consumer issue.
13. "Innovation is the need of hour". How research is helpful in understanding consumer behaviour in Indian Perspectives. Give atleast two current examples.

A

(20623)

B.B.A.-IV Sem.

Printed Pages : 8

Roll No.

18093**B.B.A. Examination, June-2023****FINANCIAL MANAGEMENT****(BBA-402)****(New Course)***Time : Three Hours]**[Maximum Marks : 75***Note :** Attempt all the sections as per instructions.**नोट :** सभी खण्डों को निर्देशानुसार हल कीजिये।**Section-A****खण्ड-अ****(Very Short Answer Type Questions)****(अतिलघु उत्तरीय प्रश्न)****Note :** Attempt all five questions. Each question carries 3 marks. $5 \times 3 = 15$ **नोट :** सभी पांच प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न 3 अंकों का है।

18093

[P.T.O.]

1. What do you understand by working capital ?

कार्यशील पूँजी से आप क्या समझते हैं ?

2. Define the term Financial Leverage.

वित्तीय उत्तोलन शब्द को परिभाषित कीजिये।

3. Define under capitalization.

अल्प पूँजीकरण को परिभाषित कीजिये।

4. Define any two techniques of Capital Budgeting.

पूँजीगत बजटन की कोई दो तकनीकें बताइये।

5. Define the term Dividend.

लाभांश शब्द को परिभाषित कीजिये।

Section-B**खण्ड-ब****(Short Answer Type Questions)****(लघु उत्तरीय प्रश्न)****Note :** Attempt any two questions. Each question carries

7.5 marks.

 $2 \times 7.5 = 15$ **18093**

(3)

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

6. What is the Role of Financial Manager in Present Scenario ?

वर्तमान समय में वित्तीय प्रबन्धक की क्या भूमिका है ?

7. Define in Detail the various decisions taken by Financial Manager.

वित्तीय प्रबन्धक द्वारा लिये जाने वाले विभिन्न निर्णयों को विस्तार से समझाइये।

8. Earning per share of a company is Rs.10 and market capitalization rate K_e is 10%. The company has before it an option of adopting a payment Ratio of 50%, 75% and 100% of Dividend. Using Walter's formula of dividend payout, compute the market value of company's share, if the Rate of Return on internal Investment is 15%.

[P.T.O.]

18093

(4)

एक कम्पनी की प्रति अंश आय 10 रुपये तथा बाजार पूंजीकरण दर K_e 10% है। कम्पनी के समक्ष लाभांश वितरण के निम्न विकल्प उपलब्ध हैं 50%, 75% तथा 100%; वाल्टर का सूत्र उपयोग करके लाभांश वितरण की प्रत्येक दर पर कम्पनी के अंश का बाजार मूल्य ज्ञात कीजिये यदि आंतरिक लाभ दर 15% हो तो।

Section-C

खण्ड-ग

(Detailed Answer Type Questions)

(विस्तृत उत्तरीय प्रश्न)

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

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

18093

(5)

9. Explain the Walter's Model with the help of an example. What are its shortcomings if any?

वॉल्टर मॉडल को एक उदाहरण की सहायता से समझाइए। इसकी कमियाँ यदि कोई हैं उन्हें भी बताइये।

10. What is cost of Preference share capital? How do you calculate cost of Redeemable and irredeemable Preference Shares?

पूर्वाधिकार अंश पूँजी की लागत क्या है? शोधनीय व अशोधनीय पूर्वाधिकार अंशों की लागत आप कैसे ज्ञात करेंगे?

11. What do you understand by working capital? What are the points that are responsible for effecting the working capital need of an Organisation?

कार्यशील पूँजी से आप क्या समझते हैं? किसी संस्था की कार्यशील पूँजी की आवश्यकता को प्रभावित करने वाले उत्तरदायी मुख्य बिन्दुओं को बताइये।

(6)

12. From the given information you are required to calculate the weighted average cost of capital before tax and after tax assuming tax rate of 50%.

Particulars	Amount in Rupees
Equity share capital expected dividend 22%	10,00,000
11% Preference Shares	5,00,000
9% Debentures	15,00,000
8% Loan	10,00,000
	40,00,000

निम्नलिखित सूचनाओं के आधार पर भारित औसत पूँजी की लागत की गणना कीजिये। कर की दर 50% मानते हुए कर के पूर्व तथा कर के पश्चात गणना कर पूँजी की लागत बताइये।

विवरण	राशि रुपयों में
समता अंश पूँजी लाभांश अनुमानित दर 22%	10,00,000
11% पूर्वाधिकार अंश	5,00,000
9% ऋण पत्र	15,00,000
8% ऋण	10,00,000
	40,00,000

18093

3093

(7)

13. Sintex & Company is planning to replace its existing photo copy machine. The three alternatives are available to it.

	Machine A	Machine B	Machine C
Cost of machine	350000	450000	400000
Life in Years	5	6	8
ACF	100000 PA	120000 PA	100000 PA for first 3 years 90000 for next 5 years
Salvage value	10% of the cost	10% of the cost	10% of the cost

From the above information suggest Syntex and Company which machine it should buy, Considering the following :

- PBP
- PPBP
- ROI
- ARR

(8)

सिंटेक्स एंड कंपनी अपनी मौजूदा फोटो कॉपी मशीन को बदलने की योजना बना रही है। इसके लिए तीन विकल्प उपलब्ध हैं।

	मशीन A	मशीन B	मशीन C
मशीन की लागत	350000	450000	400000
जीवन (वर्षों में)	5	6	8
वार्षिक नकदी प्रवाह	100000 प्रति वर्ष	120000 प्रति वर्ष	100000 प्रथम 3 वर्ष
			90000 आगामी 5 वर्ष
स्कैप मूल्य	लागत का 10%	लागत का 10%	लागत का 10%

उपरोक्त जानकारी से सिंटेक्स एंड कंपनी को निम्नलिखित को ध्यान में रखते हुए सुझाव दें कि उसे कौन सी मशीन खरीदनी चाहिए।

- पुनर्भुगतान अधिक पद्धति (PBP)
- अदायगी अवधि के पश्चात लाभप्रदता (PPBP)
- विनियोग पर प्रत्याय दर (ROI)
- औसत विनियोग पर प्रत्याय दर (ARR)

A
(20623)

BBA – IV Sem.

Printed Pages : 3
Roll No.

18094

B.B.A. Examination, June-2023
Production and Operation Management
(BBA-403)
(New Course)

Time : 3 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 three marks. Very short answer is required not exceeding 75 words. $5 \times 3=15$

1. What is plant layout?
2. Define ABC analysis.
3. Explain the importance of "Control Chart".
4. Define "Material Management".
5. What do you understand by "operation management"?

18094

[P.T.O.]

(2)

Section-B

(Short Answer Questions)

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

6. What do you understand by "Economic Order Quantity"? How is it calculated?
7. Explain Alfred Weber's plant location theory.
8. Define the objectives of Product, Planning and Control.

Section-C

(Descriptive 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. What do you understand by "Production Management"? Explain the functions of Production Management.
10. What do you understand by maximum, minimum and recorder levels? How are these limits determined?

18094

(3)

11. What do you understand by "Product Development"? Define its different steps.
12. "Statistical Quality Control" can never be as effective as hundred percent inspection." Is it true? Discuss.
13. Write short notes on:
 - (a) Production Manager
 - (b) Production Planning
 - (c) Industrial Safety

A
(20623)
BBA – IV Sem.

Printed Pages : 4
Roll No.

18095

B.B.A. Examination, June-2023
SALES AND DISTRIBUTION
MANAGEMENT
(BBA-404)
(New Course)

Time : 3 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 Type Questions)
(अति लघु उत्तरीय प्रश्न)

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

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

1. What do you mean by sales management?
विक्रय प्रबन्ध से आप क्या समझते हैं?

18095

[P.T.O.]

(2)

2. Describe the essential qualities of a successful salesman.
एक सफल विक्रेता के आवश्यक गुणों का वर्णन कीजिए।
3. What do you mean by channels of distribution?
वितरण वाहिकाओं से आप क्या समझते हैं?
4. Describe the different sources of recruitment of salesmen.
सेल्समैन की भर्ती के विभिन्न स्रोतों को बताइये।
5. Explain the importance of personal selling.
व्यक्तिगत विक्रय के महत्व को समझाइये।

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 7.5 marks. Short Answer is required not exceeding 200 words. $2 \times 7.5 = 15$

नोट : निम्नलिखित तीन प्रश्नों में से किन्हीं 2 प्रश्नों के उत्तर दीजिये। प्रत्येक प्रश्न 7.5 अंकों का है। अधिकतम 200 शब्दों में लघु उत्तर अपेक्षित है।

18095

(3)

6. What are the factors that determine the channel decision for an industrial product?
एक औद्योगिक उत्पाद के वितरण निर्णय को निर्धारित करने के लिए कौन से तत्व होते हैं?
7. What role does personal selling play in ensuring relationship marketing or relationship selling?
सम्बन्धित विपणन या सम्बन्धित बिक्री को सुनिश्चित करने में व्यक्तिगत बिक्री की क्या भूमिका होती है?
8. What do you understand by Salesmanship? Explain the different types of salesmanship.
बिक्री-कौशल से आप क्या समझते हैं? विभिन्न प्रकार के बिक्री कौशल का वर्णन कीजिए।

Section-C
(खण्ड-ग)

(Descriptive Answer Type Questions)
(अति लघु उत्तरीय प्रश्न)

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

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

18095

[P.T.O.]

(4)

9. What is sales organisation? Describe its need in the modern commercial world.
विक्रय संगठन क्या है? आधुनिक व्यापारिक दुनिया में इसकी आवश्यकता का वर्णन कीजिए।
10. What are the different types of sales organisational structure? Discuss the advantages of each type of sales organizational structure.
बिक्री संगठनात्मक संरचना के विभिन्न प्रकार क्या हैं? प्रत्येक बिक्री संगठनात्मक संरचना के लाभों की विवेचना कीजिए।
11. Write a note on channel of distribution policies and strategies.
वितरण माध्यमों की नीतियों और रणनीतियों पर एक टिप्पणी लिखिए।
12. Explain the main features of a good salesman's training programme. Explain in brief the Limitations of salesman's training.
एक अच्छे विक्रेता प्रशिक्षण कार्यक्रम की मुख्य विशेषताओं का वर्णन कीजिए। संक्षेप में विक्रेता प्रशिक्षण की सीमाओं को समझाइये।
13. What are the different types of middleman? Explain their characteristics.
बिचौलियों के विभिन्न प्रकार क्या हैं? उनकी विशेषताओं की व्याख्या कीजिए।

18095

A
(20623)
BBA- IV Sem.

Printed Pages : 3
Roll No.

18096

B.B.A. Examination, June-2023
RESEARCH METHODOLOGY
(BBA-405)
(New Course)

Time : 3 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 3 marks. Very short answer is required not exceeding 75 words. $5 \times 3 = 15$

1. What do you understand by Applied Research?
2. Describe the main characteristics of a good hypothesis.
3. What is meant by Research Design?
4. What is structured questionnaire?
5. State the Bases of Sampling.

18096

[P.T.O.]

(2)

Section-B

(Short Answer Questions)

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

6. Distinguish between Survey and Research.
7. What is meant by Standard Error?
8. Describe the various methods of Data Collection.

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. What do you understand by Hypothesis? Describe the functions of hypothesis. Also explain difficulties in the formulation of hypothesis.
10. What is meant by Experiment Design? Describe the need and main principles of experiment design.

18096

(3)

11. Why tabulation is considered essential in a Research Study? Narrate the characteristics of a good table.
12. Explain the significance of a Research Report and narrate the various steps involved in writing such a report.
13. What do you understand by 't' test and 'z' test? Describe their practical significance.