

Sr. No: 100146

Roll No \_\_\_\_\_

BBA-MBA (Int.) / BBA 3<sup>RD</sup> SEMESTER EXAMINATION; DECEMBER - 2017

[SUB: - MARKETING MANAGEMENT; PAPER CODE: 06040301]

Time: 3 Hrs.

Max. Marks: 75

Instructions:

1. Write your Roll No. on the Question paper.
2. Candidates should ensure that they have been provided correct question paper. Complaints in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Attempt Five (5) Questions in all. Question No. 1 is compulsory. Attempt other 4 questions selecting one question from each unit. Marks are indicated against each question.
4. Draw diagram wherever required.

Q.1. Answer all the following questions.

(15 marks)

- a) Differentiate Marketing from Selling. (2)
- b) Define Marketing Strategy. (2)
- c) What do you mean by Market Segmentation? (2)
- d) What do you understand by Product Positioning? (2)
- e) What are Buying Motives? (2)
- f) Define Customer Relationship management. (2)
- g) What do you mean by the term Marketing Mix? (2)
- h) Define the term Target Market. (1)

UNIT-I

Q.2. Define the term Marketing. Explain the various evolutionary stages through which marketing came into existence and also discuss present concept of marketing. (15)

Q.3. What do you mean by Marketing Environment? Explain various micro and macro factors of Marketing Environment with suitable examples. (15)

UNIT-II

Q.4. Explain Consumer Buying Process. Also explain various factors which affect the decision of customer in buying process with suitable example. (15)

Q.5. Explain the various bases of Market Segmentation and support with suitable examples. (15)

UNIT-III

Q.6. What does a Product mean? Explain various levels of Product. What are the various components of Product Mix? (15)

Q.7. Explain various stages of Product Life Cycle with suitable diagram and examples. What do you mean by a New Product in Marketing? (15)

UNIT-IV

Q.8. Define the term Distribution Channel? What are the various types of Distribution Channel? What are the various factors which guides the decision about Distribution Channel? (15)

Q.9. Differentiate Retailing and Wholesaling. Explain the role of Retailers in Marketing and also explain various types of Retailers. (15)

100146/130

Sr. No. 100125

Roll No. \_\_\_\_\_

**B.COM.(PASS)/BBA(GEN.) – 3<sup>RD</sup> SEMESTER EXAMINATIONS; DEC. -2017**  
**(SUB:-PRESENTATION SKILLS (WORK & PROJECT); PAPER CODE:-06020305/06040305)**

**TIME: 03:00 Hrs.**

**Max Marks:75**

**Instructions:-**

1. Write your Roll No. on the Question Paper.
2. Candidates should ensure that they have been provided with correct question paper. Complaints in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Attempt **five (05)** questions in all, **Q1.** is compulsory. Students are required to attempt **(04)** questions, selecting **(01)** question from each unit. Marks are indicated against each question.
4. Draw the diagram wherever required.

**Q.1. Answer all the following questions:-**

- a) Define the purpose of Presentation. (2)
- b) Explain Role Playing method. (2)
- c) "Soft Skills add effectiveness in any presentation". Comment. (2)
- d) Write a short note on Fish Bowl method. (2)
- e) What are the characteristics of Brain Storming method? (2)
- f) What are the difficulties one would come across while reading? (2)
- g) Write any two tips on browsing the NET? (2)
- h) What do you understand by Humorous Presentation? (1)

**UNIT-I**

**Q.2. Explain the different components of presentation which makes it memorable and deeply involves the audience? (15)**

**OR**

**Q.3. Explain the presentation of any presentation in aspect of arrangement? (15)**

**UNIT-II**

**Q.4. Difference between Planned and unplanned presentation? Explain with the help of an example? (15)**

**OR**

**Q.5. How will you prepare the presentation notes? Explain with the help of an example? (15)**

**UNIT-III**

**Q.6. What is the purpose of holding group discussion at a Business School? (15)**

**OR**

**Q.7. Write a short note on :-**

- a) Simulation Games (0)
- b) Conference and Seminar (0)

**UNIT-IV**

**Q.8. "Audio Visual aid enhanced the presentation". Comment on it with example. (15)**

**OR**

**Q.9. What do you understand by value added presentation? Prepare a written presentation on any of the topic of your choice. (15)**

\*\*\*\*\*

Sr. No \_\_\_\_\_

Roll No. \_\_\_\_\_

**BBA (GEN)/BBA – MBA (INT.) – 3<sup>RD</sup> SEMESTER EXAMINATIONS,  
DECEMBER -2017  
(SUBJECT- COST ACCOUNTING; PAPER CODE- 06040302/06110302)**

**Time : 03:00 Hours**

**Maximum Marks –75**

**Instruction :**

1. Write your Roll No. on the question paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaints in this regard, if any, should be reported to the invigilator on duty in the examination hall within 15 minutes of the commencement of the exams. No complaints shall be entertained thereafter.
3. Attempt FIVE (05) questions in all. Q.1 is compulsory and Students are required to attempt Four (04) questions, selecting One question from each Unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q1 . Answer all the following questions:**

- a) What do you mean by cost unit? (2)
- b) Two advantages of cost accounting? (2)
- c) What is labour cost control? (2)
- d) Meaning of EOQ. (2)
- e) Define selling and distribution overheads. (2)
- f) What is the difference between fixed and variable overheads. (2)
- g) Explain abnormal gain. (2)
- h) What do you understand by material price variance in cost accounting? (1)

**UNIT-I**

**Q2. What do you understand by elements of cost? Also prepare cost sheet by showing imaginary figures. (15)**

**OR**

Write short notes on the followings:

- a) Limitations of cost accounting.
- b) Difference between cost accounting and financial accounting. (6+9=15)

**UNIT-II**

**Q3. What do you understand by maximum level, minimum level and danger level of stores and stocks? (15)**

**OR**

- a) There were 4,000 workers in a factory in the beginning of the year. New entrants in service during the year were 200 leavers were 100. Find labour turnover rate.
- b) What is overtime and how should it be treated in cost accounts? (7+8=15)

**UNIT-III**

**Q4. What are overheads? How are they classified? Explain with suitable examples. (15)**

**OR**

What is the difference between apportionment of overheads and absorption of overheads? State with the help of imaginary figures how you would make the apportionment of overheads in the production departments and auxiliary departments? (15)

UNIT-IV

Q5. Describe the general features of process costing. Name three industries where process costing can be effectively applied and why? (15)

OR

What is labour cost variance? Explain its various components along with their formulae. (15)

\*\*\*\*\*

**B.COM (PASS)/BBA (GEN.)/BBA-MBA (INT.) – 3<sup>rd</sup> SEMESTER EXAMINATION; DECEMBER-2017  
(SUBJECT- BUSINESS FINANCE ; PAPER CODE-06020301/06040303/06110305)**

Time : 03:00 Hours

Maximum Marks –75

**Instruction :**

1. Write your Roll No. on the question paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaints in this regard, if any, should be reported to the invigilator on duty in the examination hall within 15 minutes of the commencement of the exams. No complaints shall be entertained thereafter.
3. Attempt FIVE (05) questions in all, Q.1 is compulsory and Students are required to attempt four (04) question, selecting One (01) question from each Unit. Marks are indicated against each question.
4. Draw diagram wherever required.

Q1. Answer all the following questions:

- |                          |     |
|--------------------------|-----|
| a) Business Finance      | (2) |
| b) Risk                  | (2) |
| c) Cost of Capital       | (2) |
| d) Financial Planning    | (2) |
| e) Time value of money   | (2) |
| f) Public Deposits       | (2) |
| g) SEBI                  | (2) |
| h) International Finance | (1) |

**UNIT-I**

Q2. What is the role financial manager in modern business era.

OR

From the following Balance Sheets of X Ltd. Prepare a Comparative Balance Sheet and comment upon the changes:

**Balance Sheets  
As at 31<sup>st</sup> March 2015 and 2016**

(Figures in thousands Rs.)

Particulars	31.03.2015	31.03.2016
	Rs.	Rs.
<b>Equity and Liabilities</b>		
Equity Share Capital	2,000	2,250
12% Preference Share Capital	800	800
Reserve and Surplus	1,000	1,400
15% Debentures	600	510
Creditors	500	800
Bills Payable	100	60
Provision for Taxation	250	430
<b>Total</b>	<b>5,250</b>	<b>6,500</b>
<b>Assets</b>		
Land	800	1,000
Building	600	900
Plant and Machinery	730	1,730
Stock	1,500	1,100
Sundry Debtors	1,280	1,400
Bank	340	370
<b>Total</b>	<b>5,250</b>	<b>6,500</b>

UNIT-II

**Q3.** A choice is to be made between two proposals which require an equal investment of Rs. 1,00,000 each and are expected to generate net cash flows as under:

<b>YEAR</b>	<b>Project A</b>	<b>Project B</b>
	Rs.	Rs.
1	50,000	20,000
2	30,000	24,000
3	20,000	36,000
4	Nil	50,000
5	24,000	16,000
6	12,000	8,000

The cost of capital of the company is 10%. Which project should be chosen under :

- a) Payback period
- b) NPV method

Discount factor at 10% are 0.909,0.826,0.751,0.683,0.621,0.564 for 1 to 6 years.

OR

What do you mean by Capital Structure? Explain Net Income and Net Operating Income approaches of Capital Structure.

UNIT-III

- Q4.** a) The annual demand for product is 6,400 units. The unit cost is Rs. 6 and inventory carrying cost per unit per annum is 25% of the average inventory. If the cost of procurement is Rs. 75. Determine:
- I. Economic order quantity
  - II. Number of orders per annum; and
  - III. Time between two consecutive orders.

- b) Explain in brief main sources of short term finance.

OR

What is fund flow analysis? Explain uses and limitations of fund flow analysis.

UNIT-IV

- Q5.** Discuss in detail the various functions of Capital Market. What is the difference between primary capital market and secondary capital market?

OR

Discuss the role of Commercial Banks in Indian Financial System.

\*\*\*\*\*

Sr. No 100126

Roll No. \_\_\_\_\_

**B.COM (PASS)/BBA (GEN.) – 3<sup>rd</sup> SEMESTER EXAMINATION; DECEMBER-2017  
(SUBJECT- HUMAN RESOURCES MANAGEMENT; PAPER CODE-6020307/06040304)**

**Time : 03:00 Hours**

**Maximum Marks –75**

**Instruction :**

1. Write your Roll No. on the question paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaints in this regard, if any, should be reported to the invigilator on duty in the examination hall within 15 minutes of the commencement of the exams. No complaints shall be entertained thereafter.
3. Attempt FIVE (05) questions in all, Q.1 is compulsory and Students are required to attempt four (04) question, selecting One (01) question from each Unit. Marks are indicated against each question.
4. Draw diagram wherever required.

**Q1. Explain the following:**

- |   |   |
|---|---|
| a) Human resource development           | 2 |
| b) Human resource policy                | 2 |
| c) Job design                           | 2 |
| d) Rightsizing of workforce             | 2 |
| e) Evaluation of training programme     | 2 |
| f) Executive development programme      | 2 |
| g) Non-pay rewarding plan               | 2 |
| h) Workplace health and safety measures | 1 |

**UNIT-I**

**Q2. What do you mean by human resource management? What are the major functions of human resource management?**

**OR**

**Q3. How the unpredictable global environment has affected the human resource management practices in organizations? What type of problems HR managers face in dealing with the workforce in transnational and multinational companies?**

**UNIT-II**

**Q4. Why has there been an increased emphasis on human resource planning? Illustrate with examples the process of human resource planning at enterprise level.**

**OR**

**Q5. What are the various sources of recruitment? Discuss their relative merits and demerits.**

**UNIT-III**

**Q6. Describe any four methods/techniques of each of on-the –job and off-the –job type of training. Also list their advantages and disadvantages.**

**OR**

**Q7. What are career planning and career development? Explain the career development initiatives.**



UNIT-IV

**Q8.** What do you understand by performance appraisal? Explain various techniques of performance appraisal used presently in the business organizations. ✓

OR

**Q9.** What is profit sharing incentive scheme? What are its objectives ? Also discuss various forms of profit sharing schemes. ✓

\*\*\*\*\*

170