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END SEMESTER EXAMINATIONS, MAY-2018

BBA THIRD SEMESTER

COURSE CODE: BBA 301 **COURSE TITLE: COST AND MANAGEMENT ACCOUNTING**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: Attempt all Sections & Questions.

SECTION A

Q. 1. Write in brief about: (Attempt **all** questions) **(2 x 10 = 20)**

a. What is fixed budget?
b. What is idle time variance?
c. State any three reason why material quantity variances arises.
d. What is labor mix variance?
e. What is meant by shareholder fund?
f. Distinguish between budget and forecast.
g. What is cost reduction?
h. State three uses of breakeven analysis.
i. What do you understand by angle of incident?
j. What is absorption costing?

Q. 2. Write short notes on: (Attempt **any 5** questions) **(4 x 5 = 20)**

a. What are the difference between current ratio and liquid ratio?
b. What is Zero-Base Budgeting?
c. What are the semi-variable or semi-fixed cost?
d. What is reorder level? What is the formula for its computation?
e. What is meant by ABC analysis?
f. Define the break even chart.
g. Prepare a cost sheet from the following particulars:

Raw materials consumed	240000
Productive wages	110000
Direct expenses	20000
Opening stock of working progress	36000
Closing stock of work in progress	40000
Factory overhead	54000
Office overhead	24000

SECTION B

Attempt any 4 questions. **(10 x 4 = 40)**

Q. 3. Discuss the computation and significance of the following financial ratio?

Current ratio	**Quick ratio**	**Return on capital employed**
Inventory turnover ratio	**Earning per ratio**	**Stock turnover ratio**

Q. 4. What are the different types of labour variances? How are they calculated and dealt with?

Q. 5. Profit-volume analysis is a technique of analyzing the costs and profits at various levels of volume. Explain how such analysis helps management.

Q. 6. From the following information, calculate economic order quantity and the number of order to be placed in one quarter of the year.

Quarter consumption of materials	**2000 Kg**
Cost of placing one order	**Rs.50**
Cost per unit	**Rs.40**
Storage and carrying cost	**8% of average inventory**

Q. 7. You are given the following data:

Year	Sales	Profit
2011	120000	8000
2012	140000	13000

Find out---

i. P/V ratio.
ii. B.E. Point.
iii. Profit when sales are Rs.180000.
iv. Sales required to earn a profit of Rs.12000.
v. Margin of safety in the year 2012.

Q. 8. The standard mix to produce one unit of product is as follows:

Material	Units	Per unit	Amount
A	60	Rs.15	900
B	80	Rs.20	1600
C	100	Rs.25	2500
Total	240		5000

During the month of July, 10 units were actually produced and consumption was as follows:

Material	Units	Per unit	Amount
A	640	Rs.17.50	11200
B	950	Rs.18.00	17100
C	870	Rs.27.50	23925
Total	2460		52225

Calculate all material variances.

SECTION C

Q. 9. Answer the question given below. **(20)**

Prepare the cash budget of ABC Ltd. from the following information for the month of July, August and September, 2017

i. Receipts and payment forecast

Months 2017	Credit sales Rs.	Credit purchase (Rs.)	Wages (Rs.)	Manufacturing Expenses (Rs.)	Office Expenses (Rs.)	Sales expenses (Rs.)
April	40000	30000	5000	3000	2000	4000
May	50000	40000	6000	2000	1500	6000
June	60000	25000	7000	5000	2200	4000
July	50000	40000	8000	4000	2500	3000
August	40000	20000	6000	3000	2800	4000
September	30000	35000	4000	2000	3000	5000

ii. Cash and bank balance on July 1, 1992 was Rs.17000
iii. Plant will be purchased for Rs.12000 in august.
iv. Interest to be received in July Rs.3000.
v. Obsolete machinery will be sold in September and expected to realize Rs.8000.
vi. Repair to building during august is expected to realize Rs.6000.
vii. Advance tax amounting to Rs.4000 will be paid in September.
viii. Credit allowed by supplier is two months and credit allowed to customers is one month.
ix. Lag payment of manufacturing expenses is half month and selling expenses it is one month.

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END SEMESTER EXAMINATIONS, MAY-2018

BBA THIRD SEMESTER

Course Code	**BBA302**	**MM**	**100**
Course Name	**MARKETING MANAGEMENT**	**Time**	**3 Hours**

Note: *Section A has two questions. Question 1 is brief answer question and Question 2 is short answer question. You are required to answer all parts of Question 1 and attempt any five in Question 2. Section B has seven questions of 10 marks each, you are required to attempt any four. Section C is case based problem carrying 20 marks.*

SECTION A

1. Answer **ALL** parts briefly and to the point. **2*10**

- **a.** Marketing *vs* selling
- **b.** Online marketing
- **c.** Labeling
- **d.** Brand extension
- **e.** Positioning strategy
- **f.** Primary *vs* secondary data tools
- **g.** Target market
- **h.** Niche, mass market, micro market
- **i.** Advertising *vs* sales promotion
- **j.** Cost plus pricing

2. Answer any **FIVE** of the following. **4*5**

- **a.** How consumer behavior is determined by marketers to take benefits in marketing practices? What are it's various factors?
- **b.** Explain the process of market research for an online company.
- **c.** Concept of need want and demand decide the frame work of marketing .How?
- **d.** What is the significance of product differentiation? Explain with suitable examples.
- **e.** Pricing is the P that brings revenue to the firm. Explain various pricing methods.
- **f.** What is marketing environment? What are various factors those contribute to marketing environment?

SECTION B

Answer any **FOUR** of the following. **10*4**

3. What is the process of the marketing? Explain.

4. Marketing channels of distribution give a competitive edge to the firms. How? What are the characteristics of various levels of distribution channel?

5. What are various segmentation methods used by market? Explain with suitable examples.

6. Product takes birth and dies one day unless treated in right time. Based on the above statement explain the PLC with suitable examples.

7. Define the role and types of whole seller also tell the functions of it.

8. Promotion mix is to be managed properly by the firm, otherwise firms can't survive in the market. Explain all elements of promotion mix.

9. CRM is a strategic tool for today's competition. How? Also explain all the elements of CRM ecosystem.

10. What is product mix with the help of suitable example please explain product mix width, length of product line and depth of product line.

SECTION C

11. *Read the case given below and answer the questions given at the end.* **20**

Dabur, one of India's most emblematic and traditional brands, embraced long format digital advertising with their 'Brave and Beautiful' campaign. The result? They connected with audiences like they never have before. We go behind the scenes with Krishan Kumar Chutani, Executive Director of Marketing, Praveen Jaipuria, Head of Marketing Personal Care, and Archan Banerjee, Digital Marketing Head, to uncover the reasons for the campaign's incredible success.

THE GOALS

- Shift the brand image away from a traditional one — one that's only understood by older generations, that's "For my mother" — to a contemporary one
- Connect with their key target audience by making the brand "Young, vibrant and socially conscious"

Question- How online or digital marketing can help the company like Dabur? What is the potential of success for such firms in India? Who are the target customer for such a firms? And why?

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END SEMESTER EXAMINATIONS, MAY-2018
BBA THIRD SEMESTER

COURSE CODE: BBA 304 **COURSE TITLE: PRODUCTION MANAGEMENT**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: Attempt all Sections & Questions.

SECTION A

Q. 1. Write in brief about: (Attempt **all** questions) **(2 x 10 = 20)**

- **a.** Cycle Time
- **b.** Lead Time
- **c.** Master production schedule
- **d.** Lot Sizing
- **e.** Facility Layout
- **f.** List types of manufacturing processes
- **g.** Productivity
- **h.** Product Design
- **i.** Prototype
- **j.** Intermittent Process

Q. 2. Write short notes on: (Attempt **any 5** questions) **(4 x 5 = 20)**

- **a.** Explain production and operations management.
- **b.** What are 5 P's of production and operations management?
- **c.** Describe production planning horizon with appropriate example.
- **d.** Explain service process types with appropriate examples.
- **e.** An FMCG company needs to locate an intermediate warehouse between its production plant and its major distributors. Following table shows the coordinates of distributors and amount of product shipped (load) for distributors. Determine warehouse location in graph.

Distributors Location	A	B	C	D
X-Coordinate	300	500	1000	900
Y-Coordinate	400	800	700	200
Load (Li)	500	900	400	900

- **f.** Manager of ABC limited compiles monthly productivity for board of directors. From the following data, calculate labor, machine productivity, and material productivity.

Details for April month	
Units Produced	2,00,000
Labor hours	20,000
Machine hours	10,000
Cost of materials (Rs.)	60,000

SECTION B

Attempt **any 4** questions. **(10 x 4 = 40)**

Q. 3. Explain New Product Development process with appropriate example

Q. 4. The annual demand of the item A is 20,000 units. The purchase cost of the A is Rs. 20/- and ordering cost for item A is Rs. 200/-. The annual holding charge is 20% of cost of item. If the items is produced within factory, the setup cost is Rs. 400 and unit cost is Rs. 10/-. The daily demand of item is 80 units and daily production rate is 160 units. Determine the total annual inventory cost of buying and making options. Which option gives lowest cost?

Q. 5. Explain Volume-Varity effect on manufacturing process selection. Provide appropriate example for each process type.

Q. 6. An FMCG company is planning to prepare aggregate plan for Year 2017. The demand for each quarter is provided in table given below.

Quarter	Q1	Q2	Q3	Q4
Demand	100	70	140	170

Each worker can produce 10 units per quarter. The inventory cost per unit per quarter is Rs. 5 per unit. Cost of producing the item is Rs. 500 per unit. Company is planning for level aggregate plan. Determine how many workers are required and cost of level aggregate plan.

Q. 7. XYZ Inc. is planning to meet the demand of Product. The product A requires 2 units of item C and 1 unit of item D. There is demand of 200, 200, and 300 units of Product A in weeks 3, 4 and 6. The other details of items are as follows:

Item	A	C	D
Lot Size	L4L	L4L	L4L
Lead Time	1	1	2
Scheduled Receipt	None	None	1000 in week 1
Beginning inventory	100	500	1000

Prepare MRP for items A, B, and C.

SECTION C

Q. 8. Answer the case exercise given below. **(20)**

The Uniyal Ltd. is planning is considering four location for building its manufacturing unit Following table provides cost structure for various location alternatives.

Location Alternatives	A	B	C	D
Fixed cost per year (Rs.)	20,000	40,000	55,000	50,000
Variable cost per unit (Rs.)	80	40	30	70

a. Determine total cost equation for each location alternative.

b. Plot total cost line on Cost-Volume graph considering production volume of 1000 units.

c. Determine low-cost production volume range for each location alternative.

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END SEMESTER EXAMINATION, MAY-2018

BBA THIRD SEMESTER

COURSE CODE: BBA 305 **COURSE TITLE: HUMAN RESOURCE MANAGEMENT**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: *Section A has two questions. Question 1 is brief answer question and Question 2 is short answer question. You are required to answer all parts of Question 1 and attempt any five in Question 2. Section B has seven questions of 10 marks each. You are required to attempt any four. Section C is case based problem carrying 20 marks.*

SECTION A

Attempt **ALL** Questions

1. Attempt any **ALL** sub-parts citing **two** relevant points each: **2*10**
   - a. Explain var
   - b. Job analysis
   - c. External source of recruitment
   - d. SHRM
   - e. Placement
   - f. Sick policy
   - g. Human resource planning
   - h. TNA
   - i. Promotion
   - j. Self-esteem needs
   - k. vision

2. Answer any **FIVE** of the following **4*5**
   - a. What is meant by Job Analysis? Explain the methods of Job analysis.
   - b. Are HRM a "line function" or "staff functions" ? Explain and write Primary and Secondary functions of HRM?
   - c. Differentiate job enrichment and job enlargement?
   - d. What do you mean by career anchors?
   - e. What is the connection of work life balance through FWA?
   - f. Who is responsible for planning one's career?
   - g. Explain the various methods of training?

SECTION B

Answer any **FOUR** of the following **10*4**

3. What is the procedure of giving information about am employee injuries and illness under OSHA?

4. What is the relevance of HR policies in today's organizations?

5. What are the possible obstacles in implementing FWA program me?

6. What factors to be considered while planning an individual career?

7. "Management is the universal process of getting activities completed with and through other people to achieve organizational goal". Comment.

8. Mention the duties and responsibilities of an HR manager?

9. What are the three sources of TNA?

SECTION C

10. *Answer the case exercise given below.* **20**

Enriching Jobs at Standard Decoy

Standard Decoy in Witchell, Maine, has been making traditional wooden hunting decoys since 1927. Cyrus Witchell began the business by carving a couple of ducks a day by hand. Demand and competition have long since driven the company to use modern machinery and assembly-line techniques, and they now turn out two hundred ducks daily even on the slowest days.

When Stewart Alcorn, Cyrus Witchell's grandson, took over the business, he knew things needed to change. Output hadn't fallen, and the company was surviving financially despite competition from what he called "plastic ducks" from the Far East. But Alcorn noticed that productivity per worker had stayed the same for ten years, even during the period since the company had bought the latest equipment. While touring the plant, he noticed many employees yawning, and he found himself doing the same. No one quit. No one complained. They all gave him a smile when he walked by. But no one seemed excited with the work.

Alcorn decided to take a survey. He appointed a respected worker at each step in the production process to ask each of his or her coworkers questions and to fill in the response sheets. One conclusion emerged from the survey: The "fine-tuners," as Alcorn thought of them, were the most content. That is, those who used fine tools and brushes to get the ducks' heads, expressions, and feathers just right seemed to enjoy their work most. In contrast, the people who planed and cut the wood into blocks, rough-cut the body shapes, spray-painted the body color, and applied the varnish were all pretty bored.

Alcorn had heard about a technique called "job rotation" and decided to try it out. He gave all workers a taste of the "fun" jobs. He asked for volunteers to exchange jobs for one morning a week. The fine-tuners were skeptical, and the other workers were only slightly more enthusiastic. The whole program turned out to be a disaster. Even with guidance, the planers and spray-painters could not master the higher-precision techniques, and the fine-tuners seemed willing to give them only limited assistance. After one trial week, Alcorn gave up.

During a lunch break that Friday, Alcorn was wandering around outside the plant bemoaning his failure. Then he noticed one of the rough-cutters, Al Price, whittling at something with an ordinary pocket knife. It turned out to be a block of wood that he had cut incorrectly and normally would have thrown in the scrap heap. But as Price said, "It kind of looked like a duck, in an odd way," and he had started whittling on it in spare moments.

Alcorn liked what he saw and asked Price if he would be willing to sell him the duck when he got through with it. Price looked surprised, but he agreed. The following week, Alcorn noticed that Price had finished the whittling and was getting one of the fine-tuners to help him paint the duck in a way that made it look even odder. When it was finished, Alcorn offered it to one of his regular customers, who took a look at it and said, "You've got hand made?" and asked if he could order a gross.

By the middle of the next month, Alcorn's "Odd Ducks" program was in full swing. Workers were still responsible for producing the usual number of conventional ducks, but they were allowed to use company tools and materials any time they wanted to work on their own projects. There were no quotas or expectations for the Odd Ducks. Some employees worked on one for weeks; others collaborated and produced one or two a day. Some wouldn't sell their ducks but crafted them to practice their skills and brought them home to display on their mantels. Those who would sell them kept half the selling price. That price usually did not amount to more than their regular hourly wage, but no one seemed to care about the precise amount of income.

The response to the Odd Duck program was so great that Alcorn put up a bulletin board he called "Odd Letters" as a place to post appreciative notes from customers. Most of these customers, it seemed, had no interest in hunting but just liked to have the ducks around. And when Alcorn learned that some of his customers were in turn selling the ducks as "Cyrus Witchell's Olde Time Odd Ducks," he did not complain.

Case Question:

How did the "Odd Ducks" program enrich the jobs at Standard Decoy?

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END SEMESTER EXAMINATION, MAY-2018
BBA THIRD SEMESTER

COURSE CODE: BBA 306 **COURSE TITLE: BUSINESS RESEARCH METHODS**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: *Section A has two questions. Question 1 is brief answer question and Question 2 is short answer question. You are required to answer all parts of Question 1 and attempt any five in Question 2. Section B has seven questions of 10 marks each, you are required to attempt any four. Section C is a compulsory question of 20 marks.*

SECTION A

Attempt ALL Questions

1. **Answer in brief about:** **2×10 = 20**
   - **a.** Ex post facto research
   - **b.** Syndicated research
   - **c.** Dilemma case
   - **d.** Non-parametric tests
   - **e.** Interval variables
   - **f.** "statistical significance" (p-value)
   - **g.** Sampling error
   - **h.** Interpretation in the context of research methodology
   - **i.** Ethnography
   - **j.** Bibliography

2. **Answer any FIVE of the following:** **4×5 = 20**
   - **a.** Define Research. What are the possible motives for doing any research?
   - **b.** When is applied research, as distinct as from basic research, useful?
   - **c.** Differentiate between descriptive and inferential statistics.
   - **d.** Why significance of a relation between variables depends on the size of the sample?
   - **e.** How to determine that a result is "really" significant?
   - **f.** Can "no relation" be a significant result?
   - **g.** What is the common "general format" of most statistical tests?

SECTION B

Answer any FOUR of the following: **10×4 = 40**

3. Why should a manager know about research when the job entails managing people, products, events, environments, and the like?

4. Why are critical reviews of relevant literature important in research studies?

5. How would you describe the research process?

6. Write ten commonly researched areas in business.

7. Briefly describe various descriptive research designs.

8. Explain focus group discussion as a technique of data collection.

9. What is the need to use qualitative research? How it differs from quantitative research?

SECTION C

10. **Answer the question given below.** **20**

Describe some of the important research designs used in experimental hypothesis-testing research study.

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Enrol. No. | S | R | H | U | | | | | | | | Regn. No. | D | D | | | | | | | | | |

END SEMESTER EXAMINATIONS, MAY-2018
BBA FOURTH SEMESTER

Course Code	**BBA 402**	**MM**	**100**
Course Name	**MANAGEMENT INFORMATION SYSTEM**	**Time**	**3 Hours**

Note: *A has two questions. Question 1 is brief answer question and Question 2 is short answer question. You are required to answer all parts of Question 1 and attempt any five in Question 2. Section B has seven questions of 10 marks each, you are required to attempt any four. Section C has one long answer type question carrying 20 marks.*

SECTION A

1. Answer **ALL** parts briefly and to the point. **2*10**
2. Define information.
   - **a.** Explain programmed decision making.
   - **b.** What are tactical decisions?
   - **c.** What is module software testing?
   - **d.** Explain operational feasibility?
   - **e.** Explain structure organizations.
   - **f.** What is data.
   - **g.** Define MIS.
   - **h.** What are the important components of information system?
   - **i.** What is system?

3. Answer any **FIVE** of the following. **4*5**
   - **a.** Draw various levels of DFDs for library information system.
   - **b.** Differentiate between open-ended and close-ended systems.
   - **c.** What is problem identification process in software development? Determine the various technique used for problem identification.
   - **d.** Define information. Give classification of information.
   - **e.** Explain the evolution process of information systems in an organization.
   - **f.** What is ERD? Draw ERD college information system.
   - **g.** Briefly describe the following : (a) Phase-wise installation (b) OAS

SECTION B

Answer any **FOUR** of the following. **10*4**

4. Explain with suitable example the waterfall model of system development.
5. Explain the various components of hardware and software requirement under physical design phases in SDLC.
6. Why system testing is important during the system development process? How many types of testing methods are used for performing software testing?
7. What are the various methods of installations? Suggest the installation methods for the various critical and non-critical environments.
8. Determine the various types of computer security threats? Suggest the methods which are require protecting the computer systems.
9. Determine the various types of computer security threats? Suggest the methods which are require protecting the computer systems.
10. Describe spiral or iterative model of software development. Where does this model is fit? What are the strengths and weakness of this model ?

SECTION C
(Case Based Question) **20*1**

11. Design the college information system; use various tools i.e entity relationship diagram, dataflow diagrams of various levels, table structure and analysis techniques etc.

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Enrol. No. | S | R | H | U | | | | | | | | Regn. No. | D | D | | | | | | | | | | |

END SEMESTER EXAMINATIONS, MAY-2018

BBA FOURTH SEMESTER

COURSE CODE: BBA 402 **COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS**

[Time allotted: Three hours] **[Max.Marks:100]**

Note: *Section A has two questions. Question 1 is brief answer question and Question 2 is short answer question. You are required to answer all parts of Question 1 and attempt any five in Question 2. Section B has five questions of 10 marks each, you are required to attempt any four. Section C is case based problem carrying 20 marks.*

SECTION A

Q.1. Answer **ALL** parts briefly and to the point. **2*10**

- **a.** Define Management Information System.
- **b.** What is Operational Information System?
- **c.** What is un-programmed decision making?
- **d.** What is corrective maintenance?
- **e.** What is technical feasibility?
- **f.** Explain structure organizations.
- **g.** What is data?
- **h.** Define Phase-wise installation.
- **i.** What are the factors that affect the quality of information?
- **j.** What is system? Explain the types of systems.

Q.2. Answer any **<u>FIVE</u>** of the following. **4*5**

- **a.** Explain the types of Information systems.
- **b.** Explain the term ITeS. Give appropriate examples.
- **c.** Define information. Give classification of information.
- **d.** Explain the evolution process of information systems in an organization.
- **e.** What is ERD? Draw ERD for Library.
- **f.** Briefly describe the following : **(i)** OAS **(ii)** Data Directory

SECTION B

Answer any **<u>FOUR</u>** of the following. **10*4**

Q.3. Explain the software life cycle models and stages in model development.

Q.4. Define ERP. Elaborate the principal of ERP implementation in an organization.

Q.5. Define MIS. What are the various categories of MIS?

Q.6. Explain the importance of system maintenance. Give suitable classification of system maintenance

Q.7. Explain with suitable example the waterfall model of system development.

SECTION C

(Case Based Question) **20*1**

Q.8. Design the university information system; use various tools i.e. entity relationship diagram, dataflow diagrams of various levels, table structure and analysis techniques etc.

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Enrol. No. | S | R | H | U | | | | | | | | Regn. No. | D | D | | | | | | | | | |

END SEMESTER EXAMINATIONS, MAY-2018

BBA FOURTH SEMESTER

COURSE CODE: BBA 403 **COURSE TITLE: CONSUMER BEHAVIOUR**

[Time allotted: Three hours] **[Max. Marks : 100]**

Note: *Attempt all sections*

SECTION A

Q.1. Answer the following in not more than 50 words - **(2*10=20)**

- **a.** IT and Indian consumer behavior
- **b.** Consumer psychograph
- **c.** What are Indian core values?
- **d.** Institutional buying *vs* individual buying
- **e.** Subculture and consumer behavior
- **f.** Post purchase behavior of a consumer
- **g.** Influence of reference group
- **h.** Classical conditioning theory
- **i.** Traditional view of CDM
- **j.** Consumer motivation and consumer behavior

SECTION B

Attempt any 6 of the following. Each question carries equal marks. **(10*6 = 60)**

Q.1. Define attitude, can it be measured if yes how? How can attitude be changed? With suitable examples explain the structure of attitude.

Q.2. What do you understand by personality of consumer? Explain with the help of at least two theories. Define the nature of personality also tell how does market take advantage of personality of consumer?

Q.3. Perceptions are not always correct. Justify the statement by explaining process of perception also tell various categories of perceptions? Differentiate between perception and sensation by explaining the terms like subliminal perception. Also tell the advantage to a firm by using perception.

Q.4. Differentiate between individual consumer buying and institutional buying. Also tell the process of organizational buying. Who are institutional buyers, also tell with an example the role of buying center.

Q.5. What are the process you will follow of decision making if you have to buy the following

- **a.** A coffee shop after tiring office hours in the evening.
- **b.** A hospital for an old aged family member's routine medical checkup.
- **c.** One smart phone ranging between 15,000-20,000 INR.

Q.6. How does the social class move? Explain the concept of social stratification. Also tell how can one measure social stratification or class of society. How will market take advantage of social stratification?

Q.7. What is a reference group? How many types of reference group you are aware with? Tell the role of reference group.

Q.8. Conditioning brings a change which is permanent in individual's life. Considering the statement, explain theories of learning, justifying that how it is beneficial for the firms?

SECTION C

Q.10 Give answer for the following question. **(20)**

Explain EKB model of CDM with the real life example. Also explain each component of it.

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Enrol. No. S R H U   Regn. No. D D

END SEMESTER EXAMINATIONS, MAY-2018

BBA FOURTH SEMESTER

COURSE CODE: BBA 404   **COURSE TITLE: INDUSTRIAL RELATIONS & LABOUR LAWS**

[Time allotted: Three hours]   **[Max. Marks: 100]**

Note: *Section A has two questions. Question 1 is brief answer question and Question 2 is short answer question. You are required to answer any four parts of Question 1 and attempt any four in Question 2. Section B has six questions of 14 marks each, you are required to attempt any four. Section C is case based problem carrying 20 marks.*

SECTION A

1. Attempt **any four of the subparts** : **2*4**

a. Minimum bonus

b. Available surplus in bonus

c. Maximum Wages for calculation of PF under PF Act, 1952

d. Contribution of employer & employee under ESI Act

e. Gratuity

f. Lockout

g. Political Fund of union

2. Answer **any Four** of the following : **4*4**

a. A worker joins an organization on 1st January, 2014 and falls sick on 2nd march, 2014. The worker is contributing in ESI fund. The worker demands free medical facility from the ESI panel hospital. Is he liable? Give reasons.

b. An employee, on completion of his day's work was going back home by his scooter. Near his home, he met an accident and was injured. Is the employer liable to him any compensation under workmen's compensation act? Give reasons.

c. What do you understand by set on and set off of bonus?

d. What is gratuity? What is the rate of gratuity payable to an employee under the Payment of Gratuity Act, 1972?

e. What are the functions of trade union as per Trade Union Act, 1926?

SECTION B

Answer **any four** of the following: **14*4**

3. How do we define disablement as per workmen's compensation act 1923? What are the different types of disablements? In what circumstances the employer is not liable to pay compensation in case of disablement?

4. What are the deductions permissible from wages under the Payment of wages Act?

5. An employee drawing a monthly wage of Rs. 3,000 meets with an accident while working on a machine which leads to permanent total disablement of employee on 12th February, 2000. He was born on 14th July, 1965. Calculate the amount of compensation payable to him.

6. What are the different types of benefits by the Employees State Insurance Act, 1948?

7. A worker while working on machinery in plant met an accident and lost his thumb and two fingers of his hand. The case accounted to permanent partial disablement. The worker was born on 26 March, 1980 and met an accident on April, 2015. His last drawn wages are Rs. 6000/month. Calculate the compensation for this case. Loss of thumb accounts to 60% loss and loss of two fingers is 30% loss.

8. What are the various reasons responsible for failure of trade union movement in India?

SECTION C

9. Attempt **all the** parts: **20**

(a) Mr X has following Heads on earning side: **Basic Pay**: Rs 15000

DA : Rs 6000 **Medical allowance** : Rs 550

HRA : Rs 800 **Travelling Allowance** : Rs 200

Calculate the monthly contribution of employer and employee to the provident fund of Mr. X. Explain under what conditions the deposits of an employee can be withdrawn from the Provident fund as per Provident Fund Act, 1952.

(b) An employee under the influence of drink touched a live wire while working at a machine and instantaneously died. His widow claimed compensation but the employer took the plea that he was not liable as the accident arose out of the negligence of the employee. Is the employer in this case liable to pay compensation to the employee's dependent (widow)? Give reasons.

(c) An employee works with an organization for 10 yrs. His last month salary is as under:

Basic : 20000 **HRA** : 7000 **Medical** : 2000

DA : 15000 **TA** : 1000

Calculate the gratuity payable to the employee.

FACTORS FOR WORKING OUT LUMP SUM EQUIVALENT OF COMPENSATION AMOUNT IN CASE OF PERMANENT DISABLEMENT AND DEATH.

	Completed years of age on the last birthday of the workman immediately preceding the date on which the compensation fell due	Factors
		2
Not more than	16	228.54
	17	227.49
	18	226.38
	19	225.22
	20	224.00
	21	222.71
	22	221.37
	23	219.95
	24	218.47
	25	216.91
	26	215.28
	27	213.57
	28	211.79
	29	209.92
	30	207.98
	31	205.95
	32	203.85
	33	201.66
	34	199.40
	35	197.06
	36	194.64
	37	192.14
	38	189.56
	39	186.90
	40	184.17
	41	181.37

Enrol. No. | S | R | H | U | | | | | | | | |

Regn. No. | D | D | | | | | | | | | | |

END SEMESTER EXAMINATIONS, MAY-2018

BBA FOURTH SEMESTER

COURSE CODE: BBA 405 **COURSE TITLE: INVESTMENT MANAGEMENT**

[Time allotted: Three hours] **[Max. Marks: 100]**

SECTION A

1. **Answer all of the following:** **10*4**
   a. What are ETFs? How are they different from mutual funds?
   b. Define Risk and Return using suitable examples?
   c. What are the various ways by which funds can be raised in the Primary market? What is the secondary market? What are the characteristics of a good market?
   d. What are the types of orders that can be placed on a stock exchange? How are orders executed on a stock exchange? How are trades settled on a stock exchange?

SECTION B

Answer all of the following. **15*4**

2. Consider the data for a sample of 5 shares for two years, the base year and the year *t*.

Share	*Price in base year (Rs.)*	*Price in year t (Rs.)*	*No. of outstanding shares (in lakhs)*
M	12	16	10
N	18	15	5
O	35	60	6
P	20	30	40
Q	15	6	30

What is the price weighted index, equal weighted index, and value weighted index for year *t*?

3. Determine the opening price of the share of X ltd. from the following order book:

Order No.	*Buy Quantity*	*Buy Price*	*Sell Price*	*Sell Quantity*	*Order No.*
1	150	89	90.5	100	7
2	100	93	90	100	8
3	150	92	91	100	9
4	50	91	92	100	10
5	100	90.5	93	200	11
6	100	90			

4. Mr. X has a margin account with a broker who requires an initial margin of 50 % and a maintenance margin of 25 % at all times. What would be the outcome in case of the following events:
   - 100 shares bought at Rs. 100 per share increases to Rs. 120 per share.
   - If the price of the same shares fall to Rs. 70 per share.

   In case the equity in the margin account falls below the maintenance margin required, what would the broker do?

   The same individual wishes to engage in a Short Sale. The broker's requirements pertaining to the initial margin and maintenance margin are still the same. What would be the outcome in case of the following events:
   - 100 shares bought at Rs. 100 per share experience a fall in price to Rs. 80.
   - If the share price increases to Rs. 130 per share when shares are to be returned?

5. The Probability Distributions of the Rates of Return on Bharat Food Stocks and Oriental Shipping Stocks are given below:

		Rate of Return (%)	
State of the Economy	*Probability of Occurrence*	*Bharat Foods*	*Oriental Shipping*
Boom	.30	16	40
Normal	.50	11	10
Recession	.20	6	-20

What would be the expected rate and standard deviation of the returns for both the stocks?

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END SEMESTER EXAMINATIONS, MAY-2018

BBA FOURTH SEMESTER

COURSE CODE: BBA 406   **COURSE TITLE: PURCHASING AND MATERIALS MANAGEMENT**

[Time allotted: Three hours]   **[Max. Marks: 100]**

Note: Attempt all Sections & Questions.

SECTION A

Q. 1. **Write in brief about:** (Attempt **all** questions) **(2 x 10 = 20)**

- **a.** Right delivery of material
- **b.** Right delivery of material
- **c.** Safety stock
- **d.** Reorder Level
- **e.** Right attitude of buyer
- **f.** Hand-to-mount purchasing
- **g.** Reciprocal purchasing
- **h.** Right Source for material
- **i.** Inspection of materials
- **j.** Purchase order

Q. 2. **Write short notes on:** (Attempt **any 3** questions) **(3 x 5 = 15)**

- **a.** Explain various functions of materials management.
- **b.** Brief the sorting function warehouse.
- **c.** Explain importance of the materials management in any organization.
- **d.** With an appropriate example explain FIFO and LIFO method of stock accounting
- **e.** The daily average demand of part B is 300 units with the standard deviation of 30 units per day. The lead time for the part B is 2 days. Calculate safety stock (z = 1.65) and reorder level for part B.

SECTION B

Attempt **any 3** questions. **(15 x 3 = 45)**

Q. 3. Explain how the materials management function will be organized based on location of facilities.

Q. 4. Explain negotiation process in detail.

Q. 5. Explain economic order quantity (EOQ) model and show the derivation of optimal order quantity.

Q. 6. For maintaining quality standards and delivery schedules they are planning to reduce the supplier base. To evaluating suppliers company is applying weighted point method to evaluate and rate its four vendors. Rating criteria and their weights are as detailed below:

Quality of delivery = 50 points

On-schedule delivery rate = 40 points

Lowest Price rating = 10 points.

The past performance of the suppliers is recorded in following table. Determine composite weights for each supplier and identify best supplier

Factors	GlassoRub	RUBEST	Rubbermate
Total shipments	100	120	200
Shipments with good lots	90	100	160
Number of on-time deliveries	60	80	190
Average Unit price	30	40	50

Q. 7. The annual demand for the material A is 3000 units with an average production cost of Rs. 500 per unit. Consider 300 working days in a year. The daily production capacity of the material A is 100 units. To make materials A setup is required which cost company Rs. 200 per setup. The annual inventory holding cost is determined as 5% per unit per year of purchase cost.

a. Optimal production quantity for the materials A.
b. Average inventory
c. Number of setups or orders
d. Annual setup cost, holding cost, material cost, total cost

SECTION C

Q. 8. Answer the **case exercise** given below. **(20)**

U-Auto Pvt. Ltd. has developed from small facility to large production unit producing various utensils parts since 2000. Increased production volume has impacted the requirement of raw materials drastically. They are in business with various steel, glass, and plastic companies to deliver the raw materials. Due to increased production company has asked for quantity discount on the larger orders. The vendor Glassober has agreed to the request and submitted quotation with quantity range and price discounts for particular item C140. The annual demand of C140 is 20,000 and the ordering cost provided by Glassober is Rs. 1000 per order. According to costing department of U-Auto, the annual holding charge for C140 is 5% of the material cost per year. The discount plans are as follows:

Discount Plans	Quantity Range		Unit Price (C_U)
	Minimum quantity	Maximum Quantity	
Plan 1	1	199	Rs. 24
Plan 2	200	6999	Rs. 22
Plan 3	8000	more	Rs. 20

The purchase department of U-Auto require following information from you:

a. EOQ for three plans and actual order quantity as per discount plan
b. Total annual cost for all three plans
c. Which discount plan should be selected

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END SEMESTER EXAMINATIONS, MAY-2018

BBA /B.Com.(Hons.) FOURTH SEMESTER

COURSE CODE: BBA A41 / BCM A42 **COURSE TITLE: PERSONALITY & SOFT SKILLS DEVELOPMENT**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: *Attempt all Sections & Questions.*

SECTION A

Q. 1. **Explaining the terms with examples:** (Attempt **any four** questions) **(4 x 5 = 20)**

a. Personality

b. Personality consciousness

c. Personal reputation

d. Self-Awareness

e. Healthy personality

Q. 2. **Write short notes on:** (Attempt **any 5** questions) **(4 x 5 = 20)**

a. Interviewing.

b. Team Work

c. Individual Values

d. Motivation

e. Personal Hygiene

f. Success

SECTION B

Attempt **any 4** questions. **(10 x 4 = 40)**

Q. 3. Imagine that you are working for a magazine as a correspondent and want to interview Sanjay Soni, a Cricketer, about his experiences in the international cricket matches. Frame 4 questions you would ask.

Q. 4. You have come across the following job advertisement and you want to apply for the post. Prepare a cover letter along with a CV.

WANTED - EDITOR

Editor needed for a sports magazine. Minimum 5 years of experience Required.
Send your application and CV to P.O. No. 567, Netaji Street, Kochi-14

Q. 5. What is power and the different types of power a person can wield? How can you influence others for better relationships?

Q. 6. Elaborate on the art of public speaking and what it takes to be a reputed public speaker.

Q. 7. What constitutes a healthy personality? Elaborate quoting examples from strong public personalities and why they were considered successful.

SECTION C

Q. 8. Read the following quotes from famous people & interpret **any four**. **(20)**

Abraham Lincoln – I don't like that man. I must get to know him better.

Zig Ziglar – It is your attitude, not your aptitude that determines your altitude.

Frank Lloyd Wright – The thing always happens that you really believe in; and the belief in a thing makes it happen.

Lou Holtz – Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it.

Helen Keller – When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.

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END SEMESTER EXAMINATIONS, MAY 2018

BBA-504 Semester-V
(Financial Institutions and markets)

Time allowed: 3 hrs. **Max. Marks: 100**

Note: The question paper is divided is into three sections A, B and C. Answer any five questions from Section A and four questions from Section B. Section C is compulsory.

Section-A

1. Attempt any **five** parts: **(5*3 marks)**

(a) What is a financial market?
(b) What is a commercial paper?
(c) What is debt market?
(d) Define secondary market.
(e) What is certificate of deposit?
(f) What is a stock exchange?
(h) What are features of scheduled bank?

Section-B

Attempt any four questions **(4*15 marks)**

2. Define financial system. What are the important functions performed by an efficient financial system? Give an over view of the Indian financial system.

3. What do you mean money market? What are the major players in the Indian money market? Explain briefly.

4. What is a capital market? What are its main functions? Briefly explain the importance of capital market in the economic development of a country.

5. (a) Distinguish between share and debenture.

   (b) What do you mean by gilt-edged securities?

6. What is new issue market? What are the important features of a primary market and a secondary market?

7. What do you mean by commercial banks? Describe the importance of commercial banks in the economic development of India.

8. Describe the role of central bank of India in making a sound financial system of the country. Why central bank is called bankers's bank?

9. Briefly describe the functions of National Bank for Agriculture and Rural development-NABARD.

Section-C

10. Demonetization: **(25 marks)**

In one of the historical reforms of the economy of India, Rs. 500 and Rs. 1,000 notes were banned effective November 9th 2016. This was one of the boldest movements by the Government of India. This scheme has received mixed reactions till now. The majority of industry and commoners alike reacted to this decision with overwhelming support. Whereas some sections are of the opinion that it is a harsh scheme causing hardships to people.

Question: How will demonetization impact the financial institutions and the business in India?

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END SEMESTER EXAMINATION, MAY-2018

BBA SIXTH SEMESTER

COURSE CODE: BBA 601 **COURSE TITLE: BUSINESS POLICY & STRATEGIC MANAGEMENT**

[Time allotted: Three hours] **[Max.Marks:100]**

Note: Attempt all Sections & Questions.

SECTION A

Q. 1. Write in brief about: (Attempt **all** questions) **(2 x 10 = 20)**

a. Strategic management
b. Vision & the benefits of having a vision
c. Mission
d. Retrenchment strategy
e. Defensive strategies
f. Frontal Assault
g. Business Policy
h. Horizontal growth
i. Competitive advantage
j. Strategic Alliance

Q.2. Write short notes on: (Attempt **any 5** questions) **(4 x 5 = 20)**

a. Cost leadership strategy
b. Mergers & acquisition
c. Business Strategy
d. Corporate Strategy
e. Forward and backward integration.
f. Internal Strategic factors

SECTION B

Attempt **any 4** questions. **(10 x 4 = 40)**

Q.3. What is the rationale behind performing a SWOT analysis?

Q.4. Describe the manner in which the process of strategic choice works.

Q.5. Specify the conditions under which each of this corporate level strategy is adopted:
(a) stability **(b)** expansion **(c)** retrenchment & **(d)** combination

Q.6. Explain briefly:
(a) The four components of the VRIO framework **(b)** What is value-chain analysis?

Q.7. Explain Porter's 5 forces model and how it be used to anlayse the industry environment?

Q.8. Describe the GE nine cell matrix technique used for analyzing corporate portfolio

SECTION C

Q.9. Answer the case exercise given below. **(20)**

Bharat Heavy Electricals Limited (BHEL) is India's largest engineering and manufacturing enterprise, operating in the energy sector and employing more than 4200 people. Established in 1956, it has established its presence in the heavy electrical equipment industry nationally as well as globally. BHEL is one of the navaratnas among the public sector enterprise in India. Its vision is to be 'a world class enterprise committed to enhancing stakeholder value. Its mission statement is: ' to be an Indian multinational engineering enterprise providing total business solutions through quality products, systems and services in the fields of energy, industry, transportation, infrastructure and other potential areas. BHEL is a huge organization, manufacturing over 180 products categorized into 30 major product groups, catering to the core sectors of power generation and transmission, industry, transportation, telecommunication and renewable energy. It has 14 manufacturing divisions, over 100 project sites, eight service centers and 18 regional offices. It acquires technology at its research development centers. The operations of BHEL are organized into three business sectors of power, industry and overseas business. Besides the business sectors departments, there are the corporate functional departments of engineering and R & D, Human resource development, finance and corporate.

BHEL's turnover hit an all time high of Rs. 18,739 crore, registering a growth of 29 per cent, while net profit increased by 44 per cent to touch Rs. 2,415 crore in 2006-07. The company has a comfortable order book position of Rs. 55,000 crore for 2007-08 and beyond. The company booked export orders worth Rs. 1,903 crore in 2006-07. It is looking forward to US$ 4 billion. The capital investment plan of BHEL for the 11th National plan period envisages an investment of Rs. 3,200 crore, mainly to enhance its manufacturing capacity from 10000 MW to 15000 MW.

BHEL has formulated a five year strategic plan with the aim of achieving a sustainable profitable growth, targeting at a turnover of Rs. 45,000 crore by 2012. This strategy is driven by a combination of organic and inorganic growth. Organic growth is planned through capacity and capability enhancement, designed to leverage the company's core areas of power, supported by the industry, transmission, exports and spares and services businesses. For the purpose of inorganic growth, BHEL plans to pursue mergers and acquisition and joint ventures and grow operations both in domestic and export markets.

BHEL is involved in several strategic business initiatives at present for internationalization. These include targeting the export markets, positioning itself as a reputed engineering, procurement and construction contractor globally and looking for opportunities for overseas joint ventures.

An example of a concentration strategy of BHEL in the power sector is the joint venture with another public enterprise, National thermal power corporation, to perform EPC activities in the power sector. It is to be noted that NTPC as a power generation utility and BHEL as an EPC contractor have worked together on several domestic projects earlier, but without a formal partnership. BHEL also has joint ventures with GE of the US and Siemens AG of Germany. Other strategic initiatives include management contractor for Bharat Pumps and Compressors Ltd. and a proposed takeover of Bharat Heavy Plates and vessels, both being sister public sector enterprise.

Despite its impressive performance, BHEL is unable to full the requirements for power equipment in the country. The demand for power has been exceeding the growth and availability. There are serious concerns about energy shortages owing to inadequate generation and transmission, as well as in efficiencies in the power sector. Since this sector is a major part of the national infrastructure, problems in the power sector affect the overall economic growth of the country as well as its attractiveness as a destination for foreign investments. BHEL also faces stiff competition from international players in the power equipment sector, mainly Korean and Chinese origin. There seems to be an undercurrent of conflict between the two governmental ministries of power and heavy industries. BHEL operates administratively under the ministry of Heavy industries, but supplies mainly of power. There has been talk of establishing another equipment company as of lessening the burden on BHEL.

Questions

a. BHEL is mainly formulating and implementing concentration strategies nationally as well as globally, in the power equipment sector. D you think it should broaden the scope of its strategies to include integration or diversification? Why?

b. Suppose BHEL plans to diversify its business. What areas should it diversify into? Give reasons to justify your choice.

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Enrol. No. S R H U   Regn. No. D D

END SEMESTER EXAMINATIONS, MAY-2018

BBA SIXTH SEMESTER

COURSE CODE: BBA 602   COURSE TITLE: FOUNDATION OF INTERNATIONAL BUSINESS

[Time allotted: Three hours]   **[Max. Marks: 100]**

Note: *Attempt all Sections & Questions.*

SECTION A

Q. 1. Write in brief about: (Attempt **all** questions) **(2 x 10 = 20)**

- **a.** Geocentric Approach
- **b.** Merger and Acquisitions
- **c.** Globalization
- **d.** Difference between licensing and franchising
- **e.** Copyright
- **f.** Brownfield strategy
- **g.** Stages of international business
- **h.** Joint Ventures
- **i.** Modes of international business
- **j.** Leontief paradox

Q. 2. Write short notes on: (Attempt **any 5** questions) **(4 x 5 = 20)**

- **a.** Differentiate between tariff and non-tariff barriers
- **b.** Approaches of International Business
- **c.** WTO and its functions
- **d.** Types of International business
- **e.** Differentiate between common market and economic union
- **f.** Driving forces of globalization

SECTION B

Attempt **any 4** questions. **(10 x 4 = 40)**

Q. 3. Explain IPR. Give various classification of IPR along with suitable examples.

Q. 4. Discuss the theory of comparative cost advantage with an example. What are its assumptions?

Q. 5. Determine the role international financial institutions for the promotion of international business.

Q. 6. What are regional trading blocks? Why are these trading blocks formed? Describe the various forms of trading blocks.

Q. 7. Determine the various advantages of international business. Highlights some challenges which companies faces while entering in international business.

Q. 8. Explain the Prahlad and Doz's strategy model.

Q. 9. Discuss the Porter's national competitive advantage theory of international business. What are the distinctions of this theory over other theories?

SECTION C

Q. 10. Answer the case exercise given below. **(20)**

Ford and Mazda

The Japanese 'invasion' in the automobile industry was swift and methodological. Most American firms found it difficult to compete in the small car market as most of their products focused on luxury and style rather than on convenience and price. The Japanese managed to improve on productivity and quality far beyond what most North American firms had ever achieved. Ford instead of competing head on with the Japanese it tried to use its strategic alliance with Mazda as a source to learn from and eventually make a better product. Mazda on the other hand used its alliance with Ford as the means to access new markets, to learn more about Ford's cost-control practices and to explore the process of launching a major manufacturing facility in a foreign country. This historic collaboration can be used to show the way to other alliances and teach those that follow how to effectively co-operate cross culturally (Haigh R.W., 1992).

Ford became interested in Mazda (Toyo Kogyo) in the 1960's, when Mazda was the third largest automobile company in Japan with a reputation for engineering excellence. Ford began its co-operation with Mazda by buying parts for Ford cars sold in the Asia-Pacific region and by letting Mazda become a supplier for pick-up trucks for the US and Canadian markets. By the end of the 60's they were working together on a number of projects in the Asia-Pacific region. Mazda was basically the supplier of unassembled automotive parts and components, which Ford assembled and sold with Ford badges in various Pacific-rim countries. In the 70's there was 'turbulence' in the operations of both firm, mainly caused by the oil crisis, a fact that affected their relations. In 1979 non the-less, after some unsuccessful attempts in the past, Ford reconsidered the advantages of a strategic alliance and attained 25o/o ownership of Mazda's equity capital. This move placed the foundations for one of the most successful alliances up to date.

From 1979 and onwards, key executives and other key managers of the 2 companies have been meeting regularly to discuss various emerging issues, such as industry and economic trends, strategies for co-operation and specific projects (Haigh R.W., 1992). The collaboration after the acquisition included the supply, by Mazda, of all manual and some automatic transaxles for Ford cars and the supply of small cars to the Asia-Pacific region. Mazda was also responsible for establishing the Autorama dealer network, through which Ford sold restyled Mazda cars and later U.S imports, a move that established Ford as the biggest seller of foreign automobiles in Japan. The collaboration also led up to the creation of the Hermosillo plant, which quickly became not only Ford's best plant in quality terms and one of its most efficient, but also a model for renovating other facilities (Chan P.S. and Wong A., 1994). The Hermosillo plant was an attempt by Ford to clone the Mazda technology. The body shop and assembly area were modeled after Mazda's Hiroshima facility while Mazda's Hofu plant served as a blueprint for the stamping operation. Mazda not only provided 'directional quotes' to the various objectives of Ford specifying the technology needed and the estimated costs to meet the goals, but also had the principal responsibility of the design, provided through Japanese suppliers the tools and equipment to the plane and embodied the quality system which it was using (Haigh R.W., 1992). In the Hermosillo plant Ford and Mazda learned a whole lot from each other and in addition to that Ford managed to produce its Tracer model for sale in Mexico and the U.S, while Mazda sold kits and parts to Ford and also earned a handsome fee for the technological and technical support supplied. The basic success of the two companies is not based on the contribution of one firm more than the other but on equal effort and commitment by both firms.

Their initial collaboration on the Hermosillo plant was expanded through other projects. In 1989, they jointly established a project in South Korea where Kia Motors, relying on technical co-operation from Mazda, produced a subcompact car, the Festiva, for sale in the U.S and Taiwan.

A reverse relationship than that in the Hermosillo plant was developed in Mazda's assembly plant in Flat Rock, Michigan. Ford this time provided management inputs on supply and other matters, and Mazda assembled the Ford Probe in the plant (Haigh R.W., 1992). The 2 companies have worked jointly on ten current auto models, usually with Mazda contributing key engineering inputs and Ford designing most of the styling. Ford and Mazda's partnership has proved that a strategic alliance between U.S and Japanese firms can be beneficial to both of the companies' strategic capabilities (Chan P.S. and Wong A., 1994).

Attempt All Questions.

a. "The basic success of the two companies is not based on the contribution of one firm more than the other but on equal effort and commitment by both firms". Comment.

b. When entering into International Business through collaboration how important is the role of partner selection?

c. How important is the role of communication and cooperation in International Business Transactions?

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Enrol. No. | S | R | H | U | | | | | | | | Regn. No. | D | D | | | | | | | | | |

END SEMESTER EXAMINATIONS, MAY-2018

BBA SIXTH SEMESTER

COURSE CODE: BBA 603 **COURSE TITLE: HUMAN VALUES AND ETHICS**

[Time allotted: Three hours] **[Max.Marks:100]**

Note: ATTEMPT ALL *SECTIONS*

SECTION A

Q.1. Write short notes on **any five** of the following: **(3*5)**

a. What are ethics?

b. What do you mean by moral values?

c. What are basic human values?

d. Define environmental ethics.

e. What are the different types of values?

f. Why there is need to study ethics?

g. What do you mean by professional ethics?

h. What are organizational values?

i. Explain global ethical issues.

j. What do you mean by human values?

SECTION B

Attempt **any three** questions: **(20*3)**

Q.2. "Human values are a set of consistent measures and behaviors that individuals choose to practice in the pursuit of doing what is right or what is expected of them by society." In view of this statement discuss the importance of human values.

Q.3. "Values and ethics are central to any organization and are important in the workplace to help keep order." Elaborate. Discuss workplace values and ethics with suitable examples.

Q.4. Why are moral values weakened? Highlight the main causes of deterioration of moral values in the society. How can we strengthen the values?

Q.5. "Individual responsibility is a main component encompassed in professional ethics." Briefly describe the code of ethics for professional educators.

Q.6. What do you mean by business ethics? What are the important principles of business ethics?

SECTION C

Q.7. Case Study:

Rajendra is a reputed structural engineer and is working for a major metro rail project. He is in charge of design, construction and positioning of pillars of metro flyover.

A junior engineer in his team tells him that there is a major flaw in two erected pillars supporting a section of the flyover and they should be replaced /readjusted at any cost. These two pillars supported a flyover curve and if collapsed, it would cause a major accident and put many lives into danger. Moreover, in few days it is to be inaugurated for trial runs.

Rajendra brushes aside the apprehension and warning by his junior. But later in the evening, on second thought, he once again scrutinizes his plans and drawings, and finds that his junior was indeed right.

Accepting his mistake would tarnish his reputation. If any accident happens, which is certain to happen at certain point of time in future, it would affect the reputation of the company that constructed it. It will embarrass the government too.

Also, replacing the pillars would inflate the cost for the company and would further delay the project.

Questions:

a. What should Rajendra ideally do?

b. What would be the legal and ethical consequences of Rajendra's continued silence?

c. What are the qualities that are tested in this case study? Examine.

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Enrol. No. | S | R | H | U | | | | | | | Regn. No. | D | D | | | | | | | | | | |

END SEMESTER EXAMINATIONS, MAY-2018

BBA SIXTH SEMESTER

COURSE CODE: BBA 604 **COURSE TITLE: COUNSELLING SKILLS FOR MANAGERS**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: *Attempt all Sections & Questions.*

SECTION A

Q. 1. **Write in brief about:** (Attempt **all** questions) **(2 x 10 = 20)**

- **a.** Qualities of Mentoring
- **b.** Characteristics of effective counsellors
- **c.** Career goals
- **d.** Difference between counselling and coaching
- **e.** Career counselling
- **f.** Counsellor roles
- **g.** Succession planning
- **h.** Qualities of Mentor
- **i.** Functions of counselling
- **j.** Counselling goals

Q. 2. **Write short notes on:** (Attempt **any 5** questions) **(4 x 5 = 20)**

- **a.** Career plateau and Career planning
- **b.** Difference between Guidance and counselling
- **c.** Types of counselling
- **d.** Negotiation and Arbitration
- **e.** Importance of performance counselling…………….
- **f.** Ethical codes in counselling

SECTION B

Attempt **any 4** questions. **(10 x 4 = 40)**

Q. 3. Explain the career planning process with a suitable illustration

Q. 4. Define Negotiation ? Explain the process of Negotiation

Q. 5. What is 5-D model of counselling? Discuss with examples

Q. 6. What is the importance of performance counselling? Explain the process of performance counselling.

Q. 7. Difference between: (i) PRAM Model of Negotiation (ii) Counselling Therapy approaches

SECTION C

Q. 8. Answer the **case exercise** given below. **(20)**

Mentoring at Edward Jones illustrates a coveted company value of 'giving back'. To provide a mentor for every new 'investment Representative' (IR), the firm needed an ever-growing number of veteran IRs-about 2,900-to volunteer. Edward Jones also needed more than 200 mentor trainers across the country to ratchet up the quality of its mentors. To ensure top-quality mentoring, the company revamped its mentor training program by providing monthly day and a half mentor/trainer refresher courses at its headquarters in St.Louis. This strategy became known as the Edward Jones Good knight plan. This plan takes mentoring and flavors it with job shadowing. The plan pairs a new IR with a successful veteran for about a year, allowing the IR to assume responsibility for serving a percentage of the veteran's accounts before opening his or her own office. The firm discovered that new IRs who participate in the Good knight plan typically achieve production levels within their first year equal to the levels of typical two to three year IT. Edward Jones loses only about 3 per cent of its new Good knight IRs versus about 14 per cent of other new IRs.

- **a.** Analyze the case.
- **b.** What is the strategic need of training and development at this company?

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END SEMESTER EXAMINATIONS, MAY-2018

BBA SIXTH SEMESTER

COURSE CODE: BBA 605 **COURSE TITLE: INTEGRATED MARKETING COMMUNICATION**

[Time allotted: Three hours] **[Max. Marks: 100]**

Note: Attempt all sections.

SECTION A

Q.1. Answer the Following in not more than 50 words - **(2*10=20)**

- **a.** Ad copy.
- **b.** Ad reach and frequency.
- **c.** Promotion mix.
- **d.** Benefits of advertising.
- **e.** Word-of-mouth.
- **f.** Ethical issues in marketing communication.
- **g.** Planning of IMC.
- **h.** Affordable Budgeting method in advertising.
- **i.** Discount and coupons.
- **j.** Role of social media in marketing communication.

SECTION B

Note: ***Attempt any 6 of the following:*** **(10*6 = 60)**

Q.2. It becomes difficult to analyze the impact of advertising on sale .Still there are ways to measure it .Give an illustrative view on ad effectiveness measurement.

Q.3. What do you understand by sales promotion? Tell various ways of promoting sales for a firm.

Q.4. What is advertising? How do you differentiate it with publicity? What are objectives of advertising? Also explain various types of advertising .

Q.5. What are PR activities? Explain the possible effects of PR activities for a business. What can be the possible activities which can be kept under this head of IMC mix .

Q.6. If you are a sales rep for a company that is dealing in air conditioners, and you have to sell it in NCR region using the personal selling method, write the process of doing so.

Q.7. What is regulation mechanism of advertising? Also list the organizations which are working for this. What is the mechanism of lodging a complaint in this regard.

Q.8. In modern scenario, there are many changes in basic consumer behavior because of introduction of e-commerce. Give a comparative view for this.

Q.9. Define various components of marketing communication process .Write about the components in detail.

OR

What is Media Planning ? Explain various steps involved in Media Planning.

SECTION C

Q.10. Based on the situation answer the questions given below: **(2*10=20)**

Maggi contamination controversy jolted the Indian consumer trust in corporates. It is not the first time that a multinational corporation with big brand presence in India has been accused of wrongdoing. Earlier instance of Cadbury's etc. happened before the era of social media and 24X7 news coverage. Also, in backdrop of increased stress on Swadeshi and Ayurveda**,** the challenges were different for a communication professional.

- **a.** Compare and evaluate the marketing communications before and after the advent of social media.
- **b.** Communications process changes after a controversy hits a brand. Give examples of ways in which this happens.

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END SEMESTER EXAMINATIONS, MAY-2018

Course Code **BBA A41** **MM 100**

Course Name **Personality and Soft Skill Development** **Time 3 Hours**

Note: *Section A has eight questions. You are required to answer any SIX, each question carries 5 marks.Section B has seven questions of 10 marks each, you are required to attempt any five. Section C is case based problem carrying 20 marks.*

SECTION A

1. Answer any **SIX** of the following. **6*5**

- **a.** Soft skills
- **b.** Body language
- **c.** Eye contact
- **d.** Non verbal communication
- **e.** Social skills
- **f.** Smile
- **g.** Fillers
- **h.** Time management

SECTION B

Answer any **FIVE** of the following. **5*10**

2. What tips to be considered for making effective presentation?

3. How one can build up his confidence level.

4. What factors to be considered to overcome stage fear?

5. What is jargon?

6. Why is it important for companies today to make their employees excel in soft skills?

7. "Communication is a process involving the selection, production and transmission of signs in such a way as to help a receiver perceive a meaning similar to that in the mind of the communicator." Comment.

8. Which of the following is not an indication of active listening?

- **a.** Egocentrism
- **b.** Engaging in conversation with the speaker
- **c.** Taking notes
- **d.** Reconstructing the information

SECTION C

20

9a. Which of the following are examples of written communication?
Letters and voicemail; Reports and email; Circulars and voicemail; Presentations and email

9b. Readability is determined mainly by:
Punctuation; Length of words; Active and passive voice; Spelling