

2061
Bachelor of Business Administration
Sixth Semester
BBA-321: Business Policy and Strategy

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section - A

- I. Attempt any four of the following:-
- Discuss the process of strategic analysis.
 - Define vision and mission of a firm.
 - What is meant by ETOP?
 - What do you understand by business level strategies?
 - Discuss BCG model.
 - Techniques of strategic control. (4x5)

Section - B

- Discuss two techniques of environmental analysis. (15)
- Discuss components of external environment of business. (15)
- Discuss the concept of value chain analysis. (15)
- What are corporate level strategies? (15)

Section - C

- Discuss few business level strategies. (15)
- Discuss the major issues in the process of strategic implementation. (15)
- Discuss various strategic control measures. (15)
- Evaluate various industry level strategic analyses. (15)

x-x-x

2061

Bachelor of Business Administration

Sixth Semester

BBA-322: Production and Operation Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- Explain Production System.
 - What is job production?
 - Product Design.
 - Explain Facility Location.
 - Explain Method Study.
 - Explain TQM. (4x5)

Section - B

- Discuss the functions and scope of Production System? (15)
- What is Product Design? Discuss its characteristics? (15)
- What is facility Location? What are the factors which are to be taken care of in Location Analysis? (15)
- Discuss the objectives and steps in Production Planning and Control? (15)

Section - C

- Discuss in detail the concept of TQM and Six Sigma? (15)
- Discuss in detail the modern productivity techniques? (15)
- What are the objectives of Statistical Quality Control? Explain various tools SQC? (15)
- Discuss in detail the various Inventory control tools and techniques? (15)

x-x-x

2071
Bachelor of Business Administration
Sixth Semester
BBA-323: Social and Ethical Issues in Business

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- What is meant by good values?
 - What are major social issues facing our mankind.
 - Give arguments against CSR practices.
 - Should firm should have social audit?
 - Discuss principal agent theory of corporate governance.
 - Outline OCED principles. (4x5)

Section - B

- Outline broad principles of business ethics. (15)
- Outline major ethical issues in Indian business. (15)
- Discuss social responsibility of business towards government. (15)
- Why financial frauds are prevalent despite strict laws in India. (15)

Section - C

- Discuss the conceptual framework of corporate governance. (15)
- Discuss two theories of corporate governance. (15)
- Distinguish between corporate governance and corporate excellence. (15)
- Outline few reforms and initiative taken by government in recent times for good governance of our corporate sector. (15)

x-x-x

2071

Bachelor of Business Administration

Sixth Semester

BBA-325: Advertising and Brand Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – AI. Attempt any four of the following:-

- a) Media strategy is dependent on creative strategy. Do you agree? Explain your argument.
- b) Advertising is all about laying with the emotions of audience. Do you agree? Explain your argument.
- c) Elaborate on various types of Visuals used in advertisements.
- d) Discuss points of parity and points of difference.
- e) Briefly explain ROBI-Return On Brand Investment.
- f) What are the criteria for choosing brand elements to build brand equity. (4x5)

Section - B

- II. Elaborate the role of advertising in marketing mix. What are the challenges faced by advertisers in the age of Globalisation. (15)
- III. a) Explain different types of internet .Examine the modern challenge of advertising through Internet.
b) Explain the importance of DAGMAR approach. (15)
- IV. Explain the essentials of a good advertising copy. Explain various methods of copy testing. (15)
- V. Explain the different methods of determining advertising budget along with their merits. (15)

P.T.O.

(2)

Section - C

- VI. What are the various benefits of brand? What are the economic and social implications of Branding? "Brand loyalty is an asset." Discuss. (15)
- VII. Explain the concept of brand equity with special reference to COST BASED, PRICE BASED and CUSTOMER BASED EQUITY. Outline Keller's model of brand equity. (15)
- VIII. Discuss in detail the relationship between brand and product. Explain the different types of branding strategies with suitable examples. (15)
- IX. a) Explain the brand positioning strategies with suitable examples.
b) Discuss the advantages and disadvantages of celebrity endorsement for a brand use an example. (15)

x-x-x

2071
Bachelor of Business Administration
Sixth Semester
BBA-326: Marketing of Services

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Write short notes on any four of the following:-
- What is new service product?
 - What is relationship marketing?
 - What do you mean by intangibility of services?
 - List 7 service quality gaps.
 - Define goods.
 - Define servicing triangle. (4x5)

Section - B

- II. Discuss in detail the importance of service marketing in Indian economy. (15)
- III. What do you mean by services? Discuss in detail the various types of services. (15)
- IV. Explain service market segmentation and positioning with a suitable example. (15)
- V. Explain the customer expectations and the perception of services. (15)

Section - C

- VI. Describe role of blue printing in designing, managing, and redesigning service processes. (15)
- VII. Explain various methods of pricing of services. (15)
- VIII. The distribution of services is more challenging than the distribution of goods. Comment. (15)
- IX. Explain SERVQUAL model for measuring servicing quality. (15)

x-x-x

2071
Bachelor of Business Administration
Sixth Semester
BBA-327: Cost Analysis and Control

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- What are essentials of a good cost accounting system?
 - What are various stock levels?
 - What is the difference between cost and financial accounting?
 - What is variance analysis?
 - What is sales budget?
 - What is the need to minimize overheads? (4x5)

Section - B

- II. What is classification of costs? Explain how the cost is classified. (15)
- III. What is inventory control system? Explain the advantages of a good inventory control system. (15)
- IV. From the following data calculate total monthly remuneration of 3 workers X, Y, Z:
- Standard production per month per worker is 1,000 units.
 - Actual production during a month :
X—800 units ; Y—700 units ; Z—900 units.
 - Piece-work rate per unit of actual production 15 paise.
 - D.A. Rs. 40 per month (fixed)
 - House rent allowance : Rs. 20 per-month (fixed)
 - Additional production bonus at the rate of Rs. 5 for each percentage of actual production exceeding 75% actual production over standard. (15)

P.T.O.

(2)

- V. The Annual Demand of an item of raw material is 6,000 units and the purchase price is expected to be Rs. 90 per unit. The cost of processing an order is Rs. 135 and the cost of storage is estimated to be Rs. 18 per unit per year.
- What is the optimal order quantity and total fire relevant cost for this order quantity?
 - Suppose that Rs.135, as estimated to be the cost of processing an order, is incorrect and it should have been Rs. 60. Assume that all other estimates are correct, what is the cost of this prediction error, assuming the solution to part (i) is implemented for one year? (15)

Section - C

- VI. What are the requisites of a good method of absorption of factory overheads? (15)
- VII. Define "Budget" and "Budgetary control". Give a description of two important budgets. (15)
- VIII. Following information is made available from the costing records of a factory:-
- The original cost of the machine Rs. 1,00,000 ; Estimated life 10 years, residual value Rs. 5,000; Factory operates for 48 hours per week — 52 weeks in a year; Allow 15% towards machine maintenance down-time; 5% may be allowed as setting up time.
 - Electricity used by the machine is 10 units per hour at a cost of 50 paise, per unit.
 - Repairs and maintenance cost is Rs. 500 per month.
 - Two operators attend the machine during operation alongwith two other machines. Their total wages, including fringe benefits, amount to Rs. 5,000 per month.
 - Other overheads attributable to the machine are Rs. 10,431 per year. Using the above data, calculate comprehensive machine hour rate. (15)

(3)

IX. The standard materials cost to produce a tonne of chemical X is:

300 kg. of material A @ Rs 10 per kg

400 kg of material B @ Rs 5 per kg

500 of material C @ Rs 6 per kg

During a period, 100 tonnes of mixture X was produced from the usage of:

35 tonnes of material A at a cost of Rs 9,000 per tonne

42 tonnes of material B at a cost of Rs 6,000 per tonne

53 tonnes of material C at a cost of Rs 7,000 per tonne

Calculate the price, usage and mix variances.

(15)

x-x-x

2071
Bachelor of Business Administration
Sixth Semester
BBA-328: Accounting for Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section– A

- I. Attempt any four of the following:-
- 'Management accounting is study of managerial aspect of accounting.' Discuss this statement by appropriately defining management, accounting.
 - What do you mean by break-even point?
 - List out any four advantages of ratio analysis.
 - M/s Rakesh & Co. supplies you the following information for the year ending March 31, 2019: Credit Sales: Rs. 1,50,000; Cash Sales: Rs.2,50,000; Returns Inward: Rs.25,000; Opening Stock: Rs.25,000; Closing Stock: Rs.35,000.
Find out (i) Inventory Turnover when Gross Profit Ratio is 20%; (ii) Inventory Conversion Period.
 - Following are the Balance Sheets of Rehana Ltd as on 31.03.2019 and 31.03.2020 respectively. Prepare Comparative Balance Sheet.

| | 31.03.2020 | 31.03.2019 |
|----------------------------------|-----------------|-----------------|
| I Equity and Liabilities: | | |
| Shareholders' Funds | | |
| Share Capital | 1,50,000 | 1,00,000 |
| Reserves and Surpluses | 1,00,000 | 1,00,000 |
| Non-Current Liabilities: | | |
| Long-term loans | 80,000 | 20,000 |
| Current Liabilities | | |
| Trade Payables | 50,000 | 30,000 |
| Total | 3,80,000 | 2,50,000 |
| II Assets | | |
| Non-Current Assets | | |
| Fixed Assets | 3,00,000 | 2,00,000 |
| Current Assets | | |
| Debtors | 80,000 | 50,000 |
| Total | 3,80,000 | 2,50,000 |

P.T.O.

(2)

- f) If margin of safety is Rs 2,40,000 (40% of the sales) and P/V ratio is 30% of AB Ltd, calculate its:-
- Break-even sales
 - Amount of profit on sales of Rs 9,00,000 (4x5)

Section - B

- II. Write a note on scope of management accounting. (15)
- III. Write short notes on:-
- Cash flow statement
 - Financial Statement Analysis (15)
- IV. The following are summarized Balance Sheets of Manjula Ltd. for the year ending March 31, 2018 and March 31,2019:

| | March 31, 2018 Rs | March 31, 2019 Rs |
|---|----------------------|----------------------|
| I Equity and Liabilities: | | |
| Shareholders' Funds | | |
| Share Capital | 40,000 | 50,000 |
| Reserve and Surpluses | | |
| General Reserve | 10,000 | 15,000 |
| Profit and Loss Account | 10,000 | 15,000 |
| Non-Current Liabilities | | |
| 10% Debeintures | 20,000 | 20,000 |
| Current Liabilities and Provisions | | |
| Creditors | 1,500 | 3,000 |
| Provision for Taxation | 4,000 | 5,000 |
| Total | 85,500 | 1,08,000 |
| II Assets | | |
| Non-Current Assets | | |
| Fixed Assets | 50,000 | 70,000 |
| Less: Depreciation Provision | <u>15,000</u> | <u>20,000</u> |
| | 35,000 | 50,000 |
| Investments | 20,000 | 18,000 |
| Current Assets | | |
| Inventory | 15,000 | 10,000 |
| Debtors | 12,000 | 20,000 |
| Bank | 2,500 | 9,500 |
| Other Assets | | |
| Underwriting Commission | 1,000 | 500 |
| Total | 85,500 | 1,08,000 |

(3)

The following transactions took place during the year:

- a) Dividend paid Rs.4,000 and income tax paid Rs.5,000 (tax provision is to be taken as non-current liability).
- b) Profit on sale of investments amounted to Rs. 1,000.
- c) A fixed asset (cost Rs.5,000 on which accumulated depreciation is Rs.4,000) was sold for Rs.2,000.

You are required to prepare Fund Flow Statement clearly showing changes in working capital and funds from operation. (15)

V. The following are the ratios relating to the activities of National Traders Limited:

| | | |
|--|---|--|
| Current Ratio | : | 2.5 |
| Liquidity Ratio | : | 1.5 |
| Stock Turnover Ratio | : | 6 times (Cost of Sales/ Closing Stock) |
| Gross Profit Ratio | : | 20% |
| Net Working Capital | : | Rs. 3,00,000 |
| Fixed Assets (Sales to Fixed Assets) turnover ratio: | | 2 times |
| Average debt collection period | : | 2 months |
| Fixed Assets to Shareholders' Net Worth: | | 1:1 |
| Reserves: Share Capital | : | 0.5:1 |

Draw up a Balance Sheet from the above information. (15)

Section - C

- VI. Define Marginal Costing. How is it different from Absorption Costing? (15)
- VII. Define responsibility accounting and state its essential features/elements. (15)

P.T.O.

(4)

VIII. Following figures are extracted from books of a manufacturing concern for the year 2020:-

| | Rs |
|--------------------|----------|
| Direct Material | 2,05,000 |
| Direct Labour | 75,000 |
| Variable Overheads | 1,00,000 |
| Fixed Overheads | 60,000 |
| Sales | 5,00,000 |

Represent each of the above figure graphically on a break-even chart and determine the break-even point from the chart. Show on the graph the effect on break-even point

- if there is 10% increase in fixed expenses
- if there is 10% increase in variable expenses. Verify your answer with calculations.

(15)

IX. Happy Ltd. presents the following information:-

| | Product - A | Product - B |
|--------------------------|-------------|-------------|
| | Rs | Rs |
| Direct material per unit | 10 | 9 |
| Direct wages per unit | 3 | 2 |
| Selling price per unit | 20 | 15 |

Fixed expenses Rs 800 and variable expenses are allocated to products as 100% of the wages. The proposed sales mixtures are

- 100 units of Product A and 200 units of B;
- 150 units of Product A and 150 units of B;
- 200 units of Product A and 100 units of B.

(5)

You are required to calculate

- a) the total contribution and profit resulting from each of the above sales mixture and recommend which of the sales mixture should be adopted;
- b) the proposed mix to earn a profit of Rs 250 with total sales of A and B being 300 units.

(15)

x-x-x

2071

Bachelor of Business Administration
Sixth Semester

BBA-329: Human Resources Planning and Performance Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section- A

- I. Attempt any four of the following:-
- Define Human resource management.
 - What is the concept of work life balance?
 - What are the objectives of performance management?
 - What is career planning and development?
 - Differentiate HRM and HRD.
 - Write note on any two:
 - Forced distribution method of performance appraisal
 - Downsizing plan
 - Potential appraisal
- (4x5)

Section - B

- II. Discuss various challenges faced by HR Managers of these days. (15)
- III. Define Human resource planning. Briefly discuss the steps involved in human resource planning. (15)
- IV. What are objectives of career planning? Discuss various elements of career management programme. (15)
- V. What do you understand by succession planning? Discuss importance and challenges to succession planning. (15)

P.T.O.

(2)

Section - C

- VI. Define performance appraisal. Which are the modern methods of performance appraisal? (15)
- VII. Which are the various legal and ethical issues involved in performance appraisal? (15)
- VIII. What is performance Management? What are the various challenges to performance management? (15)
- IX. Define performance planning. Discuss in detail the process of performance planning. (15)

x-x-x

2071

Bachelor of Business Administration
Sixth Semester
BBA-330: Compensation Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section- A

- I. Attempt any four of the following:-
- Write the principles of compensation management.
 - How is job evaluation important? Explain in brief.
 - Compare process and the content theories.
 - What do you understand by ESOP?
 - What is the importance of gratuity and pension for an employee? Explain.
 - What do you mean by Dearness Allowance? How is it calculated? (4x5)

Section - B

- II. Is compensation a new lofty word for wage and salary administration? Justify your answer with reasoning. (15)
- III. Discuss the features and techniques of job evaluation. (15)
- IV. Explain the behavioural theories of compensation and also state its limitations. (15)
- V. What do you understand by performance appraisal? Explain various ways through which the performance of an employee can be appraised. (15)

Section - C

- VI. Write short notes on the following:-
- Skill based pay
 - Competency based pay
 - Broad banking (3x5)

P.T.O.

(2)

- VII. What are the latest trends in the field of compensation management? Explain in detail. (15)
- VIII. Explain various types of individual and group incentive plans. (15)
- IX. What do you understand by fringe benefits? Explain its objectives and types. (15)

x-x-x