

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA/BBA(TTM)/BBA(MOM) 301 Subject: Values & Ethics of Business

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1. What do you understand by "Values"? How are Indian Values different and special for the management? (8+7=15)
- Q2. What is the relevance of Ethos of Vedanta knowledge in management? How can we utilize this in our corporate world? (8+7=15)
- Q3. What is the difference between the 'knowledge' and 'Wisdom'? How can we cultivate wisdom in our employees? (8+7=15)
- Q4. What is "Karama" Yoga? Discuss its various types? (8+7=15)
- Q5. What is "Success" and "Failure"? What are the principles of competitive success? (7+8=15)
- Q6. Why is there felt need for human transformation? How can we train people to transform? (7+8=15)
- Q7. What is "Quality of work life"? Who ensure this in the organizations?(7+8=15)
- Q8. Write short note : (5+5+5=15)
- Consumer Protection Act
 - Stress Management
 - Corporate Governance

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOV.-DEC. 2018

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What kind of roles are performed by a sales manager? What are skill required by a successful sales manager?
- Q2 Explain the following:-
(a) Evolution of Sales as a profession.
(b) Recent trends in sales management.
- Q3 What is the difference between sales potential and sales forecast? Explain two important qualitative methods of sales forecasting.
- Q4 Compare and contrast the two theories of selling: 'Right set of circumstances' and 'Buying formula'. Which is more applicable in the present scenario? Why?
- Q5 What are the important steps in sales force staffing process? Which activity or part is considered most difficult in the entire staffing process and why?
- Q6 What are the different types of compensation plans for the sale persons? Which compensation plan allows an organisation significant control over salespersons and which plan is better for obtaining high sales? How and Why?
- Q7 Discuss who should evaluate salespeople and why? What are the different criteria used to evaluate sales person performance?
- Q8 Write short notes (**any three**)
(a) Ethical dilemmas faced by sales persons
(b) Objectives of sales audits
(c) Use of IT in sales
(d) Purpose of sales budget

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FIFTH SEMESTER [BBA] NOV.-DEC. 2018

Paper Code: BBA-305 Subject: Production and Operation Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 A productive system is defined as the means by which the resource inputs are transformed to create useful goods and services. Given this conceptualization of productive system, diagrammatically represent the productive systems of the following: (15)
(a) Hospital (b) Music concert (c) Automobile service station
Explicitly mention Inputs - Transformation processes - Outputs in each case.
- Q2 Explain the characteristics of Product-Focused productive system and Process-Focused productive system. Give two examples of each type of productive systems. (15)
- Q3 Briefly explain the following terms which are associated with the function of quality management- (15)
(a) Quality at source (b) Zero defects (c) Kaizen
(d) Poka-yoke (e) Robust Design.
- Q4 (a) Under what conditions is acceptance sampling appropriate? (5)
(b) Define AQL, α , LTPD and β showing their relationships on a typical OC curve. (10)
- Q5 A multinational automobile manufacturing firm decided to establish its car manufacturing plant in India in order to cater to its market in Indian subcontinent and South East Asia. Presently the following locations are under its consideration-
(a) Jam Nagar in Gujarat (b) Chennai in Tamil Nadu
(c) Kolkata in West Bengal (d) Gurgaon in Haryana
Analyse all above locations in terms of factors relevant to the business and suggest the best location using factor rating method. (15)
Note: Ensure that identification of factors and their rating specific to each location is realistic and objective.
- Q6 Explain inventory management system and discuss the criteria used to evaluate the overall performance of inventory management system. Also, discuss the limitations of basic EOQ model. (15)
- Q7 Explain four basic waiting line structures. Give two examples for each type of waiting line structure based on your experience in real life. (15)
- Q8 Write short notes on the following:- (3x5=15)
(a) Line Balancing
(b) Group Layout
(c) Control charts for variables

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER- DECEMBER 2018

Paper Code: BBA (GEN)-307

Subject: Management Information System

BBA (TTM)-307

BBA (B&I)-307

BBA (CAM)-307

BBA (MOM)-307

Maximum Marks :75

Time : 3 Hours

Note: Attempt any five questions.

- Q1 (a) Managers are looking for information and not data'. Justify the statement with examples. (5)
(b) Discuss the characteristic of MIS. (6)
(c) 'MIS and TPS are interrelated and work in coordination'. Elucidate. (4)
- Q2 (a) What are the components and characteristics of decision support system? (10)
(b) Describe the type of reports generated by MIS. (5)
- Q3 (a) Explain the need for functional information systems. (5)
(b) How is system analysis phase different from system requirement phase? (6)
(c) Discuss the characteristics of deterministic system. (4)
- Q4 (a) List the activities of system design phase. (7)
(b) Differentiate between (8)
(i) Quantitative and Qualitative information
(ii) Information and knowledge
- Q5 (a) How is assessment of information need carried out in the organizations? (8)
(b) Explain the importance of system integration in the organization. (7)
- Q6 (a) Describe the components of information system. (7)
(b) Discuss the recent developments in the field of information technology. (8)
- Q7 (a) 'Data warehouse is established for strategic decisions'. Justify the statement. (7)
(b) Can data mining be done without data warehouse? Discuss the applications of data mining in business. (8)
- Q8 Write note on any three of the following: (15)
(a) Components of expert system
(b) Executive information system
(c) System implementation
(d) Centralized and Distributed processing

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA-309

Subject: Financial Management

BBA (TTM)-309

BBA (MOM)-309

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks. Present value tables are allowed.

- Q1 (a) Find out present value of an investment which is expected to give a return of Rs 20,000 p.a. indefinitely and the rate of interest is 8% p.a.
(b) An investor deposits a sum of Rs 1,000,00 in a bank account on which interest is credited @ 10.5% p.a. How much amount can be withdrawn annually for a period of 15 years?
(c) Ten year from now Mr. X will start receiving a pension of Rs 30,000 per year. The payment will continue for sixteen years. How much is the pension worth now, if his interest rate is 8% p.a?
- Q2 ABC Ltd. is considering to invest in a plant requiring outflow of Rs 250 lakh. The plant has an economic life of 5 years. The financial analyst of the company has projected the following cashflow for the project.

(Rs. Lakh)	
Year	Cash Flow
0	(250)
1	50
2	65
3	80
4	90
5	125

The cost of capital is 12%.

You are required to:-

Appraise the project in terms of net present value; benefit cost ratio and internal rate of return.

- Q3 A firm's present market price of the share is Rs 40 and its EPS is Rs 12. The firm is planning to declare 45% of this as dividends. If the firm reinvests its retained earnings at the rate of 14%, what is the cost of its equity according to Gordon dividend capitalization model?
- Q4 The following is the extract from the financial statements of ABC Ltd.

Operating Profit	Rs.105 Lakhs
Less Interest on Debentures	Rs 33 Lakhs
Less Income Tax	Rs 36 Lakhs
Net Profit	Rs 36 Lakhs

Equity share capital (of Rs 10 each)	Rs 200 Lakhs
Reserve and Surplus	Rs 100 Lakhs
15% Debentures (Rs 100 each)	Rs 220 Lakhs
Total	Rs 520 Lakhs

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BBA-309

The market price of equity share and debenture is Rs 12 and Rs 93.75 respectively.

Find out:-

- (a) EPS
- (b) Percentage cost of equity and debentures.

Q5 ABC Ltd. has a total capitalization of Rs. 10,00,000 and normally earns Rs. 1,00,000 (before interest and taxes). The financial manager of the firm earns to take a decision regarding the capital structure. After a study of the capital market, he gathers the following data:-

Amount of Debt (Rs.)	Interest Rate (%)	Cost of Equity Ke (%)
0	-	10.00
1,00,000	4.0	10.50
2,00,000	4.0	11.00
3,00,000	4.5	11.60
4,00,000	5.0	12.40
5,00,000	5.5	13.50
6,00,000	6.0	16.00
7,00,000	6.5	20.00

- (a) What amount of debt should be employed by the firm if the traditional approach is held valid?
- (b) If the Modigliani-Miller approach is followed, what should be the equity capitalization rate?
Assume that corporate taxes do not exist and that the firm always maintains its capital structures on book values.

Q6 Explain the factors considered while determining the need for working capital. Discuss the method of estimation of working capital requirements based on sales.

Q7 Evaluate "Maximization of Profit" and "Maximization of share-holders wealth" as the objective of Financial Management.

Q8 Write a short notes on **any three**:-

- (a) Venture Capital
- (b) Global Depository Receipts
- (c) Liquidity versus Profitability
- (d) Types of leverages
