

Roll No.

4488

**B. B. A. (Second Semester)
EXAMINATION, 2022-23**

Paper Fourth

BUSINESS FINANCE

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries 3 marks.

1. (a) What is the meaning of Business Finance ?
Explain the importance of Finance in Business.

- (b) What is the role of capital business in Investment Decision ?
- (c) What do you understand by WACC ?
- (d) Briefly explain Dividend Policy.
- (e) State few approaches to the financing of current assets.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

- 2. (a) Define investment decision with the help of an example.
- (b) Bring out the objectives of the financial management.
- (c) What is Capitalization ? Discuss its consequences and remedies.
- (d) Describe the concept of the working capital in detail.
- (e) Define the determinants of capital structure.

- (f) What are the necessary steps involved in preparing business capital budget ?
- (g) Write a short note on MM Hypothesis.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about 475 words. Each question carries 15 marks.

- 3. (a) Explain the methods of Capital Budgeting in detail with their significance.
- (b) What do you understand by Financial Decision ? Discuss in detail its types and significance.
- (c) Write the concept of Dividend Decision with their importance. Explain dividend models of Walter and Gordon.
- (d) Discuss the approaches to the financing of current assets and elaborate its cycle.

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4490

**B. B. A. (Second Semester)
EXAMINATION, 2022-23**

Paper Fifth

MARKETING THEORY AND PRACTICES

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries **3** marks.

1. (a) Define marketing and marketing management.

- (b) Briefly explain STP with example.
- (c) What is marketing-mix ?
- (d) State useful tools of promotion-mix.
- (e) Suggest an appropriate marketing-mix for services.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

- 2. (a) Bring out the importance of marketing management.
- (b) What is Societal concept ?
- (c) Describe brand positioning with the help of example.
- (d) Elaborate different types of distribution channel.
- (e) Explain briefly process of marketing research.

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- (f) Discuss product life cycle with suitable example.
- (g) Define marketing information system.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

- 3. (a) Define marketing. State its nature. Explain in detail various concepts of marketing.
- (b) Outline and explain the major variables that might be used in segmenting a consumer market.
- (c) Explain concept of marketing-mix. Also discuss various factors that determining it.
- (d) Discuss consumer behaviour. Explain how personal factors influence consumer behaviour.

Roll No.

4489

**B. B. A. (Second Semester)
EXAMINATION, 2022-23
Paper Fifth**

HUMAN RESOURCE DEVELOPMENT

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries **3** marks.

1. (a) Define two functions of Human Resource Development.

- (b) Discuss the techniques of manpower planning.
- (c) Write *two* principles of job enrichment.
- (d) Define Stress Management.
- (e) Write any *four* roles of manpower training.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

- 2. (a) What do you mean by HRD ? Discuss its needs and importance in the present industrial scenario.
- (b) Write the role of HRD in manpower Planning.
- (c) Write the role and methods of Employees Training.
- (d) Write the objectives of Potential Appraisal.
- (e) Give brief description about Trade Union and Workers.
- (f) Write the definition of stress management and also discuss its consequences.
- (g) How do HRD enhance employees career ?

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Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

3. (a) Discuss in detail nature and scope of Human Resource Development.
- (b) Write a detailed note on Job Enrichment.
- (c) Explain the methods and obstacles of Potential Appraisal.
- (d) Describe the concept of Quality Circle.

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**B. B. A. (Second Semester)
EXAMINATION, 2022-23**

Paper Sixth

ADVERTISING MANAGEMENT

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries 3 marks.

1. (a) What is the meaning of advertising ?
Explain the importance of advertising.

- (b) What is role of ethics in advertising ?
- (c) What do you understand by integrated marketing communication ?
- (d) Briefly explain the role of communication in marketing.
- (e) State few promotional tools of advertising.
- (f) Write a short note on DAGMAR model.
- (g) Differentiate between local and international advertising.
- (h) What are the elements of advertising copy ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

- 2. (a) Define advertising management with the help of an example.

- (b) Bring out the scope of advertising in business.
- (c) What is branding ? Discuss its importance in advertising.
- (d) Describe the process of advertisement in the promotion of a product or service.
- (e) Define media planning.
- (f) What are the necessary steps involved in preparing advertising budget ?
- (g) Define advertising effectiveness. How would you measure advertising effectiveness ?

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

- 3. (a) Explain advertising as an element of marketing mix. Discuss its role in social and economical development in India.

- (b) Define communication-mix. Discuss its components. Explain briefly its role in advertising.
- (c) Define advertising budget. Discuss approaches and procedure for determining the size of an advertising budget.
- (d) Discuss the role of media in the advertisement of a product or service. Explain some strategies adopted by media for advertising.

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**B. B. A. (Second Semester)
EXAMINATION, 2022-23**

Paper Fourth

ORGANIZATIONAL BEHAVIOR

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries 3 marks.

1. (a) What do you mean by self-esteem ?

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- (b) What is the importance of OB ?
- (c) What is group cohesiveness ?
- (d) What is Halo effect ?
- (e) What is quality of work life ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about 225 words. Each question carries 9 marks.

2. (a) Distinguish between Attitude and Perception.
- (b) Discuss the stages of group formation.
- (c) Discuss the Theory X and Theory Y.
- (d) Write the challenges and opportunities of OB.
- (e) Define organizational culture and also explain the main characteristics of culture.

- (f) Explain the process of group formation and outline the hindrance in it.
- (g) Write a detailed note on the Johari Window.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

3. (a) Mention the impact of Global and Cultural Diversity on OB.
- (b) Write the Motivation-Hygiene theory.
- (c) Explain the process of group formation, outlining the hindrance in it. How can they be overcome to form effective groups ?
- (d) Explain Vroom's expectancy theory. What is the significance of Vroom's expectancy theory ?

Roll No.

4500

**B. B. A. (Fourth Semester)
EXAMINATION, 2022-23
Paper Tenth**

RESEARCH METHODOLOGY

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries **3** marks.

1. (a) Define Research Methodology.
(b) List the steps involved in research process.

- (c) What are the benefits of a non-probability sampling ?
- (d) What are the limitations of primary data collection ?
- (e) Write any *two* objectives of research report.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

2. (a) Describe quantitative research methods.
- (b) Explain the nature and scope of research methodology.
- (c) Explain the meaning and significance of Research Design.
- (d) How do you determine sample size by using Convenience Sampling ?

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- (e) Write a note on Interview and Observation method.
- (f) Describe Chi-square test with the help of an example.
- (g) Explain the various components of research report.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

- 3. (a) What are the steps in writing good research report ?
- (b) Differentiate questionnaire and schedule method of data collection.
- (c) Elaborate the various sampling techniques.
- (d) Define research. What are the various types of business research ?

Roll No.

4504

**B. B. A. (Fourth Semester)
EXAMINATION, 2022-23**

**Paper Twelfth
COMPANY LAW**

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries 3 marks.

1. (a) What do you mean by company ?

- (b) Define articles of association.
- (c) What do you mean by shares ?
- (d) What do you understand by debentures ?
- (e) Define winding up of companies.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

2. (a) "A company is an artificial person created by law with perpetual succession and common seal." Comment.
- (b) What do you mean by 'buy back of shares' ? Explain the legal provision relating to buy-back of shares by a company.
- (c) Explain the meaning of proxy. What are the rights and duties of proxy ?

- (d) What do you mean by winding up of a company ? How winding up is different from the dissolution of a company ?
- (e) Outline the steps in voluntary liquidation.
- (f) Who can be a director ? State the circumstances under which a director shall vacate his office.
- (g) What is the doctrine of ultra vires ? What are its consequences ?

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

3. (a) "A promoter stands in fiduciary relations towards the company he promotes."
Comment.

- (b) All the powers that a company can exercise are vested with the board. Explain.
- (c) Write a short note mortgages and charges.
- (d) State the circumstances under which a company may be compulsorily wound-up by the tribunal.

Roll No.

4503

**B.B.A (Fourth Semester)
EXAMINATION, 2022-23**

Paper Twelfth

**INVESTMENT ANALYSIS AND PORTFOLIO
MANAGEMENT**

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries **3** marks.

1. (a) What is the meaning of Investment ?

- (b) Elaborate the concept of risk and return.
- (c) What do you understand by fixed and variable securities ?
- (d) Briefly explain efficient Market Hypothesis.
- (e) Discuss portfolio management.

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about **225** words. Each question carries 9 marks.

- 2. (a) Discuss process of Investment Analysis.
- (b) Bring out the difference between systematic risk and unsystematic risk.
- (c) What are the various forms of government securities ?
- (d) Describe the working cycle of mutual fund.
- (e) Explain technical analysis. How is it different from fundamental analysis ?

- (f) What is portfolio ? How is the portfolio return and risk calculated for two securities ?
- (g) What do you mean by diversification ? Does it reduce the risk of an investment ? Explain with example.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about 475 words. Each question carries 15 marks.

3. (a) Discuss the components of fundamental analysis in detail.
- (b) What are various instruments of capital market and money market ? Explain in detail by giving difference between capital market and money market.

- (c) What is efficient portfolio in the context of Henry Markowitz model ? Explain the role of investor's preferences in identifying optimal portfolio.
- (d) "Securities market has been showing ups and downs in the past few years." In the light of above statement discuss the current scenario of investment in India.

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**B. B. A. (Fourth Semester)
EXAMINATION, 2022-23
Paper Eleventh
CONSUMER BEHAVIOUR**

Time : Two Hours] [Maximum Marks : 75

Note : Attempt the questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Very Short Answer Type Questions)

Note : Attempt any *three* of the following. Write answer in **50** words. Each question carries 3 marks.

1. (a) Define consumer behaviour.

- (b) State few individual determinants influencing buying behaviour of consumer.
- (c) What is consumer satisfaction ?
- (d) Define self concept with the help of examples.
- (e) What do you understand by individual buying behaviour ?

Section—B

(Short Answer Type Questions)

Note : Attempt any *four* questions from this Section. Answer each question in about 225 words. Each question carries 9 marks.

- 2. (a) Bring out the key points of Nicosia model.
- (b) What is perception ? List the different factors influencing perception.
- (c) Briefly explain stages of consumer learning process.
- (d) Define reference groups. Identify the factors influencing reference groups.
- (e) Discuss development of self concept. Also elaborate the components of self concept.
- (f) Differentiate between consumer buying and industrial buying.

- (g) Discuss the inherent characteristics of individual buying behaviour.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions from this Section. Answer each question in about **475** words. Each question carries 15 marks.

3. (a) Elaborate consumer research process with its necessary steps.
- (b) Define consumer behaviour. Also discuss its nature and scope.
- (c) Explain consumer decision making process. How does it change in low and high involvement situation ?
- (d) Discuss in detail different types of groups and the kind of influence they exert on an individual's buying behaviour.

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Total Pages : 4

BBA (Sem.-IV)

Roll No. :

4502

BBA (Semester-IV) Examination, 2024

CONSUMER BEHAVIOUR

[Paper : Eleventh]

Time : Two Hours]

[Maximum Marks : 75

Note: This question paper is divided into **three** sections **A**, **B** and **C**. Follow instructions given in each section. Sections A, B and C are of **9**, **36** and **30** marks, respectively. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

SECTION-A

(Very Short Answer Type Questions)

Note: This section contains only one question which consists of **five** sub-questions. Each sub-question carries **3** marks. Attempt **any three** sub-questions from this section. Answer each sub-question in about **50** words.

[3x3=9]

1. Write short notes on the following :
 - (a) Consumer Reference Group
 - (b) Self-Concept
 - (c) Consumer Satisfaction Process
 - (d) Metaphor Analysis
 - (e) Draw Consumer Communication Process

SECTION-B

(Short Answer Type Questions)

Note: This section contains only one question which consists of **seven** sub-questions. Each sub-question carries **9** marks. Attempt **any four** sub-questions from this section. Answer each sub-question in about **225** words. [4x9=36]

2.
 - (a) Explain Howard-Sheth model of consumer behaviour with example.
 - (b) Define consumer behaviour. How does study of consumer behaviour help in marketer's decision-making process.
 - (c) Explain economic model of consumer behaviour with example.

- (d) Describe Engel-Kollat-Blackwell model of consumer behaviour with example.
- (e) Differentiate between Industrial Buying and Consumer Buying.
- (f) Discuss in detail about the perceptual process.
- (g) What is meant by Personality? Describe its nature in detail.

SECTION-C

(Long Answer Type Questions)

This section contains only one question which consists of **four** sub-questions. Each sub-question carries **15** marks. Attempt **any two** sub-questions from this section. Answer each sub-question in about **475** words.

[2x15=30]

- (a) Discuss consumer behaviour with proper model in detail.
- (b) Explain the eight stages of Industrial Buying Process.

- (c) Explain in brief about Black Box Model of Consumer Behaviour.
- (d) Briefly explain Freud's Theory of Personality with its criticism.

----- X -----