

2108000405020002
Examination March 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
BUSINESS RESEARCH

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **BUSINESS RESEARCH**
 - c. Subject Code No: **2108000405020002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.
 5. Write to –the – point answers.
 6. Check the options clearly before attempting.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief. (Any seven)

14

1. Name various types of non-scientific methods.
2. What is dependent variable? Give an example.
3. Differentiate between Quantitative and Qualitative research.
4. Difference between terms: "Data" and "Information"
5. Explain the terms: Sample Frame, Sample Element
6. Explain Nominal Scale with Suitable example.
7. Why pre-testing (pilot testing) of questionnaire is necessary?
8. What is data coding?
9. What is Bibliography in research Report?
10. Do you think Business Research subject is difficult and knowledge giving?
() Yes
() No

Check whether there are any mistakes in the question mentioned above or not.
If there is mistake, re-write correct question with justification.

11. What is Hypothesis?

Q.2

- A. Explain various characteristics of a good scientific research.
- B. Explain exploratory and descriptive research designs

7

7

OR

Explain various steps of business research process.

14

- Q.3** A. Evaluate Personal survey, Telephonic Survey and Mail Survey methods on the basis of following parameters. **7**
- Social Desirability,
 - Use of physical stimuli,
 - Diversity of questions,
- B. Discuss limitations of observation method. **7**

OR

Discuss various internal sources of secondary data. Explain the merits and demerits to use secondary data. **14**

- Q.4 Attempt ANY TWO of the following. 14**
- A. Stratified sampling and Cluster sampling methods with suitable examples
 - B. Any three probabilistic sampling Methods
 - C. Various non-comparative scale with suitable examples

- Q.5 Answer the following questions (ANY TWO) 14**
- A. Types of research report
 - B. Data Editing and Data Cleaning
 - C. What care should be taken while deciding wordings of the questionnaire?
 - D. Draft any seven questions for studying factors influencing adoption of electric vehicle (Only two demographic questions allowed).

2108000405030002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
SERVICES MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **SERVICES MANAGEMENT**
 - c. Subject Code No: **2108000405030002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Explain Following (Any Seven)

14

a) Which of the following is not one of the gaps in Service Quality Gaps Model?

1. Knowledge Gap
2. Delivery Gap
3. Communication Gap
4. Profit

b) In the SERVQUAL model, which dimension assesses the willingness and ability of service providers to help customers and provide prompt service?

1. Tangibles
2. Assurance
3. Reliability
4. Responsiveness

c) What do you mean by credence nature of Service? List down any two examples also.

d) Mention various reasons when service process redesign is necessary.

e) What is "Time Cost" with reference to service pricing?

f) Mention various elements of Service Communication Mix.

g) Explain briefly why Service Employees are considered as challenge for service sector.

h) Give any four examples where service and customer meet at Arm's length.

i) List down any four challenges faced by Education Sector in India.

j) Define Services.

Q.2 Discuss various factors that affect growth of service sector. Also discuss various challenges faced by service sector in India **14**

OR

a) List down various Characteristics of Service. Also explain problems arise due to any one characteristics of your choice for your favorite service. **8**

b) Classify Services on the basis of following Criteria **6**

1) Level of Skill

2) Degree of Customization

3) Degree of Regulation

Q.3 Explain Service Flow for Education Institute of your Choice. **14**

OR

a) Explain Revenue Management in detail. **6**

b) Draw Pricing Tripod. Explain any two types of Pricing methods used for Service. **8**

Q.4 Draw diagram for GAPS Model. Explain GAP Model in detail. Also explain various ways (Strategies) to minimize Knowledge Gap and Delivery Gap. **14**

OR

As a Manager, how you will understand Complaining Behaviour of Customers. Explain in detail. **14**

Q.5 Explain Banking Industry with respect to Service Management in detail. **14**

OR

Explain any two of the following.

a) Explain various types of Jay customers in brief.

b) Explain classification of Healthcare Industry along with products offered by it and physical evidences used by Healthcare Sector.

c) Write a note on 7Ps of Retail Sector

2108000405040002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
LEGAL ASPECTS OF BUSINESS

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject : **LEGAL ASPECTS OF BUSINESS**
 - c. Subject Code No : **2108000405040002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.
 5. See the option clearly before you attempt the question.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief: (Any Seven)

14

1. Define Offer and Acceptance?
2. What do you mean by Lawful object?
3. Match A with B

A	B
Goods are in existence at a time of contract of sale	Unascertained Goods
Goods which are not identified at the time of making contract of sale.	Specific Goods
Goods identified and agreed upon at a time of contract of sale.	Future Goods
Goods to be manufactured or acquired after making contract of sale.	Existing Goods

4. State any two differences between Sale and Hire Purchase?
5. Draw up specimen of Promissory Note with imaginary details.
6. State the characteristics of a negotiable instrument.
7. When condition is treated as warranty?

8. Explain any two kinds of damage.
9. Difference between Complainant and Complaint.
10. Define Consumer dispute.

Q.2 Define Contract. Explain essential elements of valid contract. **14**

OR

What do you mean by Breach of Contract? Explain remedies for breach of contract.

Q.3 What do you mean by Contract of Sale? A contract of sale may be absolute or conditional - Explain the statement in the context of formation of Contract of Sale. **14**

OR

Discuss different between promissory note and a bill of exchange.

Q.4 Define Complaint. Explain consumer protection councils. **14**

OR

What do you mean by express and implied warranties? Discuss implied warranties in contract of sale.

Q.5 Write down short notes (Any Two) **14**

1. Rights of Consumers
2. Discharge of Contract
3. Liabilities of Parties to Negotiable Instruments
4. Difference between Sale and Hire Purchase

2108000405051001
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
ADVERTISING AND BRAND MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **ADVERTISING AND BRAND MANAGEMENT**
 - c. Subject Code No: **2108000405051001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Explain Following in detail (Any Seven)

14

- a) Which of the following is not an IMC tool?
 - 1) Advertising
 - 2) Sales Promotion
 - 3) Publicity
 - 4) Digital Marketing
- b) Explain in brief "advertisement as promotion tool".
- c) Define Peripheral Route Processing.
- d) Define Brand Recognition.
- e) List down any four roles of advertising agency.
- f) Draw logo of four famous brands along with their brand names.
- g) What do you mean by Persuasive Advertising?
- h) List down names of four brands that are retired from Market.
- i) List down difference between Logo and Symbol.
- j) What is Brand Migration?

Q.2 As a manager how you will Adjust Brand Portfolio over a period of time. Explain with proper example.

14

OR

- a) Define Brand Reinforcement. Also explain any two ways to execute brand reinforcement. **7**
- b) Explain Meaningfulness and Likability as criteria for choosing Brand Element. **7**

Q.3 a) Explain various classification of Advertising in detail.

10

b) Explain Various Limitations of Brand. (Any Two)

4

OR

- a) Explain various objectives of Advertising in detail (Any Seven) **7**
- b) List down various elements of AIDA Model. Explain any two of them in detail. **7**

Q.4 Explain DAGMAR Model in detail **14**

OR

- a) Explain Various kind of Advertising Appeal with proper example. **7**
- b) Explain Hierarchy of Effect model in brief. **7**

Q.5 Explain Following in detail (Any Two) **14**

- a) Brand Salience and Brand Imagery as Brand building Process.
- b) Source of Brand Equity (Any One)
- c) Being a brand manager, you have been given task to assign brand name to newly launched Sports Bike. Assign brand name for the same with proper justification.

2108000405051002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
ADVANCE FINANCIAL MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
- b. Name of the Subject : **ADVANCE FINANCIAL MANAGEMENT**
- c. Subject Code No : **2108000405051002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions in short; (ANY SEVEN)

14

1. List out any two assumptions of NOI method of capital structure.
2. Why capital structure is important?
3. What is stable dividend policy?
4. Explain importance of valuation.
5. Explain the term 'Implicit cost'.
6. 10%, Rs. 1000 bond will pay Rs. 100 annual interest into perpetuity.
What would be the value of bond if the required rate of return were 15%?
7. What is Weighted Average Cost of Capital?
8. Briefly explain YTM.
9. Give formula of calculating cost of equity capital.
10. What is Constant Growth Model of Value of Equity? Give formula.
11. What is CAPM?
12. Define optimum capital structure.

Q.2 KIYA Ltd. wishes to determine the weighted average cost of capital for evaluating capital budgeting proposal from the following information.

14

Balance Sheet as on 31st March, 2023

Liabilities	Rs.	Assets	Rs.
Equity share	20,00,000	Fixed assets	60,00,000
Retained earning	5,00,000	Current assets	30,00,000
11% Preference share	5,00,000		
10% Debentures	20,00,000		
Bank loan (short term)	10,00,000		
Trade credit	30,00,000		
	90,00,000		90,00,000

Anticipated external financing information:

- 1) 10 years, debenture of Rs. 1000 par value, redeemable at 5% premium and sold at par.
- 2) Preference shares, sale price Rs. 100 per share, floatation costs of Rs. 2.
- 3) Equity share, sale price Rs. 325 per share, floatation cost Rs. 5 per share. Expected dividend growth is 5% per year. Expected dividend at the end of current financial year is Rs. 10 per share. Assume that the company is satisfied with its present capital structure and intends to maintain it. The corporate tax rate is 35%.

OR

PIYA Ltd. has the following capital structure as per the balance sheet on 31st March 2023.

14

Particular	Rs. In Lakhs
Equity share capital (Fully paid share of Rs. 10 each)	8
16% Preference share capital (Fully paid of Rs. 100 each)	6
Retained earning	2
12% Debenture (Fully paid of Rs. 100 each)	16
11% Term Loan	8

Additional Information:

- 1) The current market price of the company's equity share is Rs. 70. The dividend expected on the equity share at the end of the year is at 70% which is expected to grow @5% p.a. forever.
- 2) The preference shares of the company which are redeemable after 10 years are currently selling at Rs. 80 per preference share.
- 3) The debenture of the company which are redeemable after 5 years are currently quoted at Rs. 85 per debenture.

- 4) Corporate tax rate is 30%. Calculate the weighted average cost of capital using Book value weight.

Q.3 Attempt any TWO:

14

- (a) The value of two firms MINA Ltd. and TINA Ltd. in accordance with traditional theory are given below:

Particular	MINA Ltd.	TINA Ltd.
Expected operating income (X)	Rs. 50000	Rs. 50000
Total cost of debt	0	10000
Net income	50000	40000
Cost of equity	0.10	0.111
Market value of shares (S)	500000	360000
Market value of debt (D)	0	200000
Total value of firm (V = S + D)	500000	560000
Avg. cost of capital (K _o)	0.10	0.09
Debt equity ratio	0	0.556

Compute the value of firm MINA and TINA Ltd. as per MM Approach.

Assume that;

- 1) Corporate income taxes do not exist.
 - 2) Equilibrium value of K_o is 12.5%.
- (b) Two firms A and B Ltd are identical in all respects, including risk factors except for debt/equity. A Ltd has issued 10% debentures of Rs. 18 lakhs while B Ltd. has issued only equity. Both the firms earn 20% before the interest and taxes on their total assets of Rs. 30 lakhs. Assuming a tax rate of 50% and capitalisation rate of 15% for an all equity firm. Compute the value of companies A and B Ltd. By using Net Income approach.
- (c) Two firms X and Y Ltd. belong to homogeneous risk class. From the following particulars, determine the value of firms under (1) NI approach
(2) NOI approach;

Particular	X Ltd	Y Ltd.
EBIT	Rs. 450000	Rs. 450000
15% Debenture	Rs. 1000000	--
Equity capitalisation rate	20%	20%

Corporate tax for both firms 50%.

- (d) Critically Examine NI AND NOI approach of Capital Structure.

Q.4 Attempt ANY TWO:

14

- (a) It is expected that Pinal's dividend will grow by 8% for initial 2 years, 11% for next 3 years then after and 13% forever. Pinal paid dividend of Rs. 7 last year. What will be amount that an investor would like to pay if he expects 19% required return from equity share?
- (b) LED Engineering company has 10,00,000 equity shares outstanding at beginning of accounting year 2023. The ruling market price per share is Rs. 150. The board of directors of company contemplates declaring Rs. 8 as dividend at the end of current year. The rate of capitalisation appropriate to the risk class to which the company belongs is 12%.
- (i) Based on MM approach calculate market price per share of company where contemplated dividend is declared and not declared.
- (ii) How many shares are to be issued by the company at the end of the accounting year on assumption that net income of year is 2 crores? Investment budget is Rs. 4 crores and the above dividends are distributed and they are not distributed.

- (c) A ltd. Has following Information.

The total earnings of a company are Rs. 5, 00,000 and company has declared a total dividend of Rs.3,00,000. A company has 1,00,000 outstanding shares. P/E ratio of a company is 8 and return on investment is 15%. Determine the market value of equity shares of the company as per Walter's model. Are you satisfied with the current dividend policy of the firm? If not, what should be the optimal dividend pay-out ratio? What will be the price at this pay-out?

- (d) Explain factors affecting Dividend Policy

Q.5 Write short notes on ANY TWO:

14

- 1) Traditional approach of Capital Structure
- 2) Importance of Cost of Capital
- 3) Equity valuation
- 4) Stable Dividend Policy

2108000405061001
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
INTERNATIONAL MARKETING MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **INTERNATIONAL MARKETING MANAGEMENT**
 - c. Subject Code No: **2108000405061001**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following in Short. (Each carries 02 Marks.) (Any Seven)

14

1. Write down the steps of *Market Selection Process* in International Business?
2. Describe *Licensing* market entry strategy in brief in International Business.
3. Explain any one Branding Decision in International Business?
4. Write down the steps in Exports Pricing.
5. What is IIP? Describe its two functions.
6. What is the main function of *EPC*?
7. What is a *Packing List* document in custom procedure in International Business?
8. Describe *Proforma Invoice* in International Business.
9. Describe *Vertical FDI* in International Business?
10. Describe *Inward FDI* in International Business?

Q.2 Discuss the difference between Domestic marketing and International marketing.

14

OR

Discuss International Marketing Orientation Approaches (EPRG) in detail.

14

Q.3 What is Indirect Exporting? Explain it in detail with its different types.

14

OR

Discuss the objectives of Trade Barriers. Explain various types of **Non-Tariff** barriers. **14**

Q.4 Explain the Pre-Shipment & Shipment Procedure in Exports. **14**

OR

What is "Incoterms" in International Business? Discuss ExW, FCA, FAS, and FOB. **14**

Q.5 **Write Short Notes (Any Two)** **14**

- i) Demerits of FDI
- ii) Factors influencing FDI
- iii) Bill of Lading
- iv) Straight Extension Product-Communication strategies for International Business.

2108000405061002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
STRATEGIC FINANCIAL MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
- b. Name of the Subject : **STRATEGIC FINANCIAL MANAGEMENT**
- c. Subject Code No : **2108000405061002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in brief. (Any 7)

14

1. What is RARD?
2. What is Financial Planning?
3. Explain Industrial Sickness as per Company's act 2013.
4. Discuss Financial risk and Business risk.
5. State 2 benefits of financial forecasting.
6. What is cost benefit analysis?
7. List down different techniques of financial restructuring.
8. State process of financial restructuring.
9. State 2 characteristic of Strategic Financial Management
10. Explain Discounted cash flow method

Q.2 Explain the various techniques of financial forecasting.

Q.3 Discuss in detail various reasons for corporate restructuring.

Q.4 Skylark Airways is planning to acquire a light commercial aircraft for flying class clients at an investment of Rs 50,00,000. The expected cash flow after tax for the next three years is as follows:

Year 1		Year 2		Year 3	
CFAT	Probability	CFAT	Probability	CFAT	Probability
14,00,000	0.1	15,00,000	0.1	18,00,000	0.2
18,00,000	0.2	20,00,000	0.3	25,00,000	0.5
25,00,000	0.4	32,00,000	0.4	35,00,000	0.2
40,00,000	0.3	45,00,000	0.2	48,00,000	0.1

The Company wishes to take into consideration all possible risk factors relating to an airline operation. The company wants to know:

- (i) The expected NPV of this venture assuming independent probability distribution with 8 per cent risk free rate of interest.
- (ii) The possible deviation in the expected value.
- (iii) Also find Standard deviation about the expected value.

Q.5 A firm has an investment proposal, requiring an outlay of Rs 80,000. The investment proposal is expected to have two years economic life with no salvage value. In year 1, there is a 0.4 probability that cash inflow after tax will be Rs 50,000 and 0.6 probability that cash inflow after tax will be Rs 60,000. The probability assigned to cash inflow after tax for the year 2 are as follows:

The cash inflow year 1 50,000 The cash inflow year 2 Probability

The cash inflow year 1	50,000	60,000
The cash inflow year 1	Probability	Probability
	24,000 0.2	40,000 0.4
	32,000 0.3	50,000 0.5
	44,000 0.5	60,000 0.1

The firm uses a 8% discount rate for this type of investment.

Required:

1. Construct a decision tree for the proposed investment project and calculate the expected net present value (NPV).
2. What net present value will the project yield, if worst outcome is realized? What is the probability of occurrence of this NPV?
3. What will be the best outcome and the probability of that occurrence?

4. Will the project be accepted?

Q.6 Ajeet Corporation is considering the risk characteristic of a certain project. The firm has identified two conditions - Optimistic and Pessimistic, for Future result and expectations

Underlying Variable	Optimistic	Pessimistic
1. Quantity manufactured and sold.	1800	800
2. Variable cost per unit.	40	15

The firm has also identified following Factors with their respective expected values, have a bearing on the NPV of this project.

- Initial Investment Rs 30,000
- Cost at capital 10%
- Fixed Cost Rs 3000
- Depreciation Rs 2000
- Quantity manufactured and sold annually 1400
- Price per unit Rs 30
- Variable cost per unit Rs 20
- Tax rate 50%
- Life of the project 5 years

Calculate the Sensitivity analysis for the following situation

1. Quantity manufactured and sold and
2. Variable cost per unit.

Q.7 Discuss in detail classification and kinds of Project.

Q.8 Write short note (any 2)

14

1. Prediction of Industrial sickness (MDA -Z SCORE)
2. Reasons for Valuation of an enterprise
3. Significance of Strategic Financial Management.
4. Project Appraisal by Financial Institution.

2108000405061003
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
ADVANCE HUMAN RESOURCE MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **ADVANCE HUMAN RESOURCE MANAGEMENT**
 - c. Subject Code No: **2108000405061003**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in two to three sentences any 7 of the following

14

1. Enlist any two differences between traditional HRM and Strategic HRM.
2. Enlist any two HR issues in Business Process Outsourcing.
3. State any two appropriate HR strategies for corporate level internal growth strategy.
4. What is power?
5. Diagrammatically represent the stages of expatriation. (Diagram only)
6. What is I-HRM?
7. Enlist any two primary objectives of HR Accounting.
8. What is emotional intelligence?
9. Explain assertiveness as a power tactic?
10. What is organisational culture?

Q.2 What is Strategic management? What is strategic HRM? Discuss process of linking HR strategies with organisational strategy.

14

OR

Discuss Benefits and Barriers of Strategic Human Resource Management

14

Q.3 Explain in detail Human Resource Audit.

14

OR

Discuss in detail knowledge management. **14**

Q.4 State and discuss various sources of power. **14**

OR

Discuss in detail on organisational culture. **14**

Q.5 Write Short note on any 2 of the following: **14**

1. Repatriation
2. I-Recruitment & I- Selection
3. Difference between I-HRM and D-HRM
