Total Pages : 3

Roll No. 23.30485.250078

BBA-206
BBA (Second Semester)
Examination, 2024
[Production and Operation Management]

Time : 3 Hours]   [Maximum Marks : 70
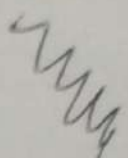
Note : The paper is of seventy (70)marks. This question paper
        is divided into two sections, A & B. Section A consists
        of short answer type questions, while section B Consists
        of long answer type questions. Attempts both sections
        as directed.

SECTION–A
(Short Answer Type Questions)

Note : Section 'A' contains eight (08) short answer type
        questions. Attempt any five (05) questions. Each
        question carries 05 marks.   (5×5=25)

1. Define Production Management. Discuss the objectives of
    Production Management.

2. Write a note on the Transformation Model.

3. Differentiate between MRP I and MRP II.

4. Define Total Quality Management. Also, state the principles given by Edward Deming.

5. What is work-study? State its objectives.

6. "Material Handling and payout are complementary to each other". Discuss the statement.

7. Differentiate between Intermittent and Continuous production systems.

8. Define Six Sigma and its application.

SECTION–B

(Long Answer Type Questions)

Note : Attempt all questions. Each question carries 15 marks.

(3×15=45)

9. Bring out the stages in the development of a new product. Explain each stage with an example.

OR

What is a production system? Discuss the various types of production systems.

10. "An ideally laid out plant goes a long way in reducing manufacturing costs through reduced materials handling, reduced personnel and equipment requirements and reduced in-process inventory."

OR

Define site selection. Also, discuss the various factors to be kept in mind while selecting plant location.

11. Discuss Inventory Management. Also/the various types of inventory control techniques should be discussed.

OR

Write short notes on the following:

(a) Preventive and breakdown maintenance.

(b) Functions of PPC.

(c) Purchase and Store Management.

(d) Aggregate Planning.

(e) Service Process Matrix.

BBA-205

B.B.A. First Year (Second Semester)

Examination, 2024

Paper - Fifth

[BUSINESS MATHEMATICS]

Time : 3 Hours]   [Maximum Marks : 70

Note : This question paper is divided into two sections 'A' and 'B' Examinees are required to follow the instructions given in the respective section.

SECTION–A

(Short Answer Type Questions)

Note : This section contains eight questions, out of which five questions are to be attempted. Each question carries 5 marks.   (5×5=25)

1. What do you understand by a Matrix? Discuss its various types and properties.

2. Insert 9 Arithmetic Means between ¼ and −39/4.

3. A sum at simple interest at 13 ½ % per annum amounts to Rs. 2502.50 after 4 years. Find the sum.

4. If U = {2, 3, 4, 5, 6, 7, 8, 9, 10, 11}, A = {3, 5, 7, 9, 11} and B = {7, 8, 9, 10, 11}, Then find (A - B) ?

5. The third and thirteenth terms of an AP are respectively equal to -40 and 0. Find the AP and the 20th term.

6. In how many years Rs.1,00,000 will become Rs.1,33,100 at compound interest rate of 10% per annum?

7. Find 7 Geometric Means between 1 and 256.

8. If $A = \begin{bmatrix} 9 & 1 \\ 4 & 3 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 5 \\ 7 & 15 \end{bmatrix}$ find the matrix such that 3A + 5B + 2X = 0.

SECTION–B

(Long Answer Type Questions)

Note : Attempt all the questions. Each question carries 15 marks.

(3×15=45)

9. Solve the following equations by using matrix inversion

$x + 2y - z = 3$

$3x - y + 2z = 1$

$2x - 2y + 3z = 2$

OR

Eighty coins are placed in a line on the ground. The distance between any two consecutive coins is 10 meters. How far must a person travel to bring them, one by one, to a basket placed 10 meters behind the first coin.

10. (a) How many words can be formed from the letters of VALEDICTORY provided the letters A, E, I, O, Y are not to be separated at all?

(b) In a sports club of 530 members, each member plays at least one of the three sports cricket, football and squash. 240 of them play cricket, 255 play football and 265 play squash, 80 play cricket and football, 85 play cricket and squash, and 90 play football and squash. How many members play all the three sports?

OR

(a) The difference between 31% of a number and 13% of the same number is 576. What is 17% of that number?

(b) The ratio of milk and water in 64 litres of a mixture is 5: 3. What amount of water is added to make the ratio 3: 5?

11. Find the inverse of the matrix $B = \begin{bmatrix} 1 & -2 & 3 \\ -2 & -1 & 0 \\ 4 & -2 & 5 \end{bmatrix}$.

OR

Examine for maximum and minimum the following functions:

$$6x^2 - 9x - 3xy - 7y + 5y^2.$$

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BBA 204

BBA Second Semester

Examination, 2024

Paper - 4

[Marketing Theory and Practices]

Time : 3 Hours]   [Maximum Marks : 70

Note :   The question paper is divided into two sections A and
B. Examinees are required to follow the instruction
given separately in each section.

SECTION–A

(Short Answer Type Questions)

Note :   Attempt any five questions from the following eight
questions. Each question carries 5 marks.

(5×5=25)

1. What is production concept? How is it different from selling
concept.

2. What is targeting? Discuss its importance.

3. Discuss four types of consumers buying behaviour based on level of involvement and differences among the brands.

4. Explain various factors that are considered while setting up the prices of a product.

5. Write a short note on vertical marketing system.

6. What is promotional mix. Explain five major Promotional tools.

7. 'Marketing channel adds value for consumers' Explain.

8. What is market intelligence? Discuss its importance.

SECTION-B
(Long Answer Type Questions)

Note : Answer All the questions. Each question carries 15 marks.   (3×15=45)

9. Why is it important for an organization to develop new product? Discuss the process of new product development in detail.

OR

What is brand? Discuss the importance of developing strong brand. What according to you are the reasons behind success of brand 'Coca-Cola'.

10. What is Advertising? Discuss in detail various media that can be used for advertising? Explain different steps that must be followed for choosing the right advertising media.

OR

What is segmentation? Explain various ways of segmenting a market, elaborating on different requirements for effective segmentation.

11. What is marketing research? Discuss its importance? Explain its process in detail.

OR

Organizations must work actively for studying the behaviour of a consumer. Why is it important? Discuss various factors that influences the behaviour of any consumer.

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BBA-202

B.B.A Second Semester

Examination, 2024

Paper - Second

[Business Finance]

Time : 3 Hours]   [Maximum Marks : 70

Note : This question paper is divided into two sections i.e. "A" and "B" consists of short answer type questions, while Section-B consists of Long answer type questions. The examinee is required to follow the instructions given in each section carefully.

SECTION–A

(Short Answer Type Questions)

Note : Attempt any five questions from the following eight questions. Each question carries five (5) marks.

(5×5=25)

1. Explain the traditional approach of finance function.

2. The following information relates to a project:

Cost of Project	Rs 2,00,000
Economic Life	10 Year
Annual savings	Rs 40,000

Salvage value at the end of 1st year Rs 1, 40,000

Annual decreases in the cost of investment from the second year and onward Rs 20,000. Find Out Bail-out Pay- back - Period.

3. Explain the method of calculating cost of debt capital, Is really cost of debt capital cheap?

4. A company is earning a net profit of Rs 50,000 p.a. The shareholders required rate of return is 10% . It is expected that retained earnings, if distributed among the shareholders can be invested by them in securities of similar type carrying a return of 10% p.a. It is further expected that the shareholders will have to incur 2% of net dividends received by them as brokerage cost for making new investments. The shareholders of the company are in 25% tax bracket. You are required to calculate the cost of retained earnings.

5. The following information has been submitted by a borrower:

(i) Expected level of annual production 2,40,000 Units

(ii) Raw material to remain in stock on an average 2 Month

(iii) Processing Period 1 Month

(iv) Finished Goods remain in stock on an average 3 Month

(v) Credit allowed to the customers from the date of dispatch 3 Month

(vi) Expected ratio of cost to selling price:

    (a) Raw Material 60%

    (b) Direct Wages 10%

    (c) Overheads 20%

(vii) Selling price per unit Rs 20

(viii) Expected margin on sale 10%

Showing working capital requirements.

6. A company has paid up capital of Rs 5 crore. The company earned during 5 years Rs 60 lakh, Rs 30 lakh, Rs 40 lakh, Rs 50 lakh and 80 lakh respectively.

What will be the position if (i) the company follows a policy of stable payout ratio of 50 % and (ii) if the company follows a policy of stable dividend rate of 6%.

7. Describe the " Gordon's Model" regarding the dividend policy.

8. Discuss the significance of time value of money.

Note : Attempt any three questions from the following five questions. Each question carries fifteen marks.

(3×15=45)

9. A company has a capital structure of 40% debt and 60% equity. The company is presently considering several alternative investment proposals costing less than Rs 20 Lakh. The company always raises the required fund without disturbing the present debt-equity ratio. The cost of raising the debt and equity are as under:

Project Cost	Cost of Debt	Cost of Equity
Upto Rs 4 Lakh	10%	12%
Above 4 Lakh & upto 10 Lakh	11%	13%
Above 10 Lakh & upto 20 Lakh	12%	14%
Above 20 Lakh & upto 40 Lakh	13%	14.5%

Assuming the tax rate at 25%. Calculate :

(a) Cost of Capital of two projects X and Y whose fund requirements are Rs 13 Lakh and Rs 28 Lakh respectively.

(b) If a project is expected to give after tax return of 11.5% determine under what conditions it would be acceptable.

BBA-202/F-517

[4]

OR

The following details relate to the two machines X and Y

Particulars	Machine X	Machine Y
Cost	Rs 1,12,250	Rs 1,12,250
Estimated Life	5 Year	5 Year
Estimated Salvage Value	Rs 6,000	Rs 6,000
Annual Income after Tax and Depreciation		
1st Year	6,750	22,750
2nd Year	10,750	18,750
3rd Year	14,750	14,750
4th Year	18,750	10,750
5th Year	22,750	6,750

Overhauling charges at the end of 3rd Year is Rs 50,000 in case of Machine X . Deprecation has been charged a straight line method. Discounting rate is 10%. PVF at 10% for five years are

Year	1	2	3	4	5
PVF	0.909	0.826	0.751	0.683	0.621

Using Net Present Value Method, Suggest which machine should be chosen.

10. Explain and illustrate the concept of time value of money. Also discuss the different techniques of calculating the future value of money.

OR

Why preference capital is considered a hybrid form of financing? Discuss the advantages and disadvantages of preference capital.

11. Delhi Syntex Ltd belongs to a risk class for which the appropriate capitalization rate is 10%. It currently has outstanding 50,000 shares of Rs 10 each. The firm is contemplating the declaration of dividend at Re. 0.60 per share at the end of the current financial year. The company expects to have a net Income of Rs 50,000 and has a proposal for making new investments of Rs 1, 00,000. Show that under the MM hypothesis the payment of devidend does not affect the value of the firm.

OR

Mr Shyam Lal is expecting to generate the following cash inflows:

After 1 year Rs 2,000

After 2 year Rs 3,000

After 3 year Rs 2,000

After 4 year Rs 6,000

What would be the total present values of all future inflows, if rate of interest is 10% p.a.?

B.B.A.-201

B.B.A. (Second Semester)

Examination, 2024

Paper - First

[Organization Behaviour]

Time : 3 Hours]   [Maximum Marks : 70

SECTION–A

(Short Answer Type Questions)

Note : Attempt any five questions from this section. Each question carries 5 marks and should be answered in about 200 words.   (5×5=25)

1. What is meant by organization behaviour? Explain different approaches of organization behaviour.

2. "Transactional analysis helps in improving communication skills."

3. What do you understand by learning? Define learning process.

4. Explain the various stages of group formation with example.

5. "An individual attitude is formed with the experiences gained "comment.

6. Describe group cohesiveness norms and decision making.

7. "Johori window is an useful tool for understanding self and improving communication. "Explain.

8. Describe in detail the various determinants of personality.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all question for each question there is an internal choice. Each question carries 15 marks. (3×15=45)

9. Discuss the role and challenges of organization behaviour in today's business organizations.

OR

Critically examine Herzberg's two factor theory. Mark a comparison between theories of Herzberg and Maslow.

10. What is meant by role conflict? What are its causes? Discuss the measures to avoid and minimize role conflict.

OR

"A good leader is not necessarily a good manager." Discuss
this statement and compare leadership with management.

11. What is organizational change? Discuss about the causes of
resistance to organizational Change.

OR

"Communication is sharing of understanding". Discuss this
and bring out the process of communication.

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B.B.A.-203

B.B.A. (Second Semester)

Examination, 2023-24

Paper - Third

[Human Resource Management]

Time : 3 Hours]   [Maximum Marks : 70

Note : The question paper is divided into two sections A and B. Attempt the question from both the sections according to the instructions given in each section.

SECTION–A

(Short Answer Type Questions)

Note : Attempt any five questions from this section. Each question carries 5 marks and should be answered in about 200 words.   (5×5=25)

1. Differentiate the term personnel management and human resource management.

2. Explain the different steps in job analysis process.

3. "Input, throughput, and output of HRD is human resource." Elucidate.

4. What is internal mobility? Explain the different types of internal mobility.

5. What is the role of need analysis in training? Do you think that all training programmes based on such analysis?

6. What is succession planning? How does the organization plan for the succession of the employees?

7. Discuss various types of incentive plans.

8. "Induction is the guided adjustment of employee to the organization and his work environment." Discuss.

SECTION–B

(Long Answer Type Questions)

Note : Attempt all question for each question there is an internal choice. Each question carries 15 marks. (3×15=45)

9. What do you understand by human resource planning? Explain the process and benefits of Human resource planning?

Briefly explain the concept of selection. What are the different techniques of selection followed by a personnel management while employing the personnel in an organization?

10. Explain different technique of job evaluation. What are the advantages and disadvantages of each technique?

OR

What do you understand by performance appraisal? Critically examine the various methods of performance appraisal.

11. What do you mean by industrial disputes? Explain the machinery for settlement of industrial dispute.

OR

Explain employee training. Discuss various methods of employee training.

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