

Total No. of Questions : 09

BBA (SIM) (Sem.-3)

Subject Code : BBASM-302-18

Date of Examination : 02-12-2024

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

1. Write briefly:

- a) Explain Market Potential.
- b) What do you mean by Skimming Pricing?
- c) What is core product?
- d) What do you mean by segmentation?
- e) Differentiate between indoor and outdoor advertising.
- f) Outline the 4 P's of Product.
- g) What do you mean by Marketing channels?
- h) What is sales promotion?
- i) Differentiate market and marketing.
- j) What is societal marketing?

UNIT-I

2. What are the components of micro and macro environment? How do these influence marketing management?
3. Discuss the nature, scope and importance of marketing.

4. What are the bases of segmentation of market? Discuss Mass Marketing vs. Segmentation.
5. What do you mean by marketing mix? Explain components and factors affecting it.

6. What are the pricing policies? Discuss the different tools of pricing policies.
7. What is the meaning of product development? Define its process for a new product launching.

8. Discuss the process of designing marketing channel. How is it different from designing a physical distribution system?
9. "Advertisement and sales promotions are inevitable in marketing." Evaluate with example.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Pages : 03

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BBA (Sem.-3)

COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination: 09-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
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SECTION-A

1. Write briefly:

- a) Cost Control
- b) Current Ratio
- c) Interest Coverage Ratio
- d) Comparative Statements
- e) Trend Analysis
- f) Material Usage Variance
- g) Overhead Volume Variance
- h) Zero base budgeting
- i) Profit Volume Ratio
- j) Cost indifference point

SECTION-B

UNIT-I

2. "The scope of management accounting is broader than cost accounting and financial accounting". Comment upon nature and scope of management accounting.
3. Briefly explain different types of turnover ratios.

From the following information of Ezra Limited calculate Debtors Turnover Ratio (DTR) and Average Collection Period (ACP).

Particulars	Amount (Rs.)
Total Sales for the Year	2,62,000
Cash Sales	20% of Total Sales
Sales Return out of credit sales	15,000
Opening Balance of Sundry Debtors	10,000
Opening Balance of Bills Receivable	2,000
Closing Balance of Sundry Debtors	15,000
Closing Balance of Bills Receivable	3,000

UNIT-II

4. Discussion advantages and limitations of financial statement analysis.
5. From the following information, compute labour cost variance, labour efficiency variance and labour rate variance.

Labour Rate = 1 per hour

Hours as Standard per unit = 12 Hours

Actual Date :

Units Produced = 1000

Actual Labour Cost = 10,000

Hours Worked actually = 12,500 Hours

Also verify the solution arithmetically.

UNIT-III

6. What do you mean by budgetary control? Discuss its advantages and limitations.
7. Prepare a Flexible Budget for the production at 80% and 100% activity on the basis of following information :

Production at 50% capacity - 5,000 units

Raw Material- 80 per unit

Direct labour - 50 per unit

Direct Expenses - 15 per unit

Factory Overhead -50,000 (50% fixed)

Administration Overhead-60,000 (60% variable)

UNIT-IV

8. What do you mean by marginal costing? Distinguish between marginal costing and absorption costing.

9. **The data below relate to a company :**

Sales - 1,50,000

Fixed Cost - 45,000

Profit - 15,000

Calculate :

- a) P/V ratio at present
- b) P/V ratio, if selling price is increased by 10%.
- c) P/V ratio, if selling price is decreased by 20%.

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